



THE KENYA NATIONAL EXAMINATIONS COUNCIL

2026 KCSE AGRICULTURE PROJECT SCORING GUIDE

INSTRUCTIONS

1. Award a mark if the candidate **fully** demonstrates the described performance.
2. Add the sub-total for each of the skill areas assessed and transfer to the assessment sheet.
3. The score for **milestone I** together with the pictorial evidence should be uploaded to the KNEC Portal by **31st March 2026**.
4. The total score for **milestone II** together with the pictorial evidence should be uploaded to the KNEC Portal by **31st July 2026**.

JANUARY – LOCALITY ANALYSIS & PROBLEM IDENTIFICATION

Criterion	Description	Max Marks
A. Locality Profile & Resource Mapping	Area described (1); resources (1) and constraints (1) discussed clearly.	3
B. Climate/Environment Suitability Analysis	Rainfall (1), temperature (1), and extreme events (1), all with implications for livestock production.	3
C. Market Demand & Price Situation	Market data: products (1), customers (1), prices (1) presented with evidence and clarity.	3
D. Problem Statement & Evidence Quality	Clear measurable problem backed by locality (1), climate (1), and market evidence (1); indicators mentioned (1).	4
E. Presentation	Logical flow (1), clear speech (1), visual aids used (1), and citation of information sources (1).	4
Total		17

FEBRUARY — SOLUTION DESIGN & PROJECT PROPOSAL

Criterion	Description	Max Marks
A. Problem–Solution Alignment & Justification	Explains how the chosen enterprise (1) solves the identified local problem (1) using evidence from the January analysis (1).	3
B. Objectives (SMART)	States 3–5 (1) SMART objectives (1) (Specific, Measurable, Achievable, Relevant, Time-bound).	2
C. Options Analysis & Choice Rationale	Compares ≥3 livestock options (1) using clear criteria (climate fit, cost, market demand) (1); explains why the chosen option is best (1).	3
D. Project Plan: Activities & Timeline	Presents sequenced activities (1) and a realistic timeline (February–July) (1).	2
E. Resources, Budget & Sustainability	Shows itemised resources (1), costs (1), and sustainability measures (1) (water harvesting, feed formulation, risk mitigation).	3
F. Presentation	Takes turns to present (1), without repeating (1), responds to the audience (1), uses appropriate gestures (1).	4
Total		17

MARCH – INFRASTRUCTURE SETUP & STOCKING

Criterion	Description	Max Marks
A. Collaborative Housing Design & Execution	Climate-smart design (ventilation, drainage, insulation) is accurate (1) and justified (1); photos/diagrams shown (1); team explains roles and decision-making with evidence (1).	4
B. Joint Resource Use & Cost Efficiency	Team co-developed the structures (1), sourced materials locally (1), compared quotations, and tracked spend vs budget (1)	3
C. Team Stocking Strategy, Welfare (management) & Rationale	Breed/stock choice justified using climate and market data (1); welfare (management) plan clear (1); team explains shared tasks with logs (1).	3
D. Shared Biosecurity, Safety & Risk Management	Clear disease and parasite control protocols (PPE, foot dips, quarantine, vaccination, treatment) plans (1) and execution evidence (1).	2
E. Collaboration	Works positively with others (1), punctual for group activities (1), respects others' opinions and contributions (1); credits contributors and expertise by third parties (1)	4
Total		16

APRIL-MAY – REARING AND ROUTINE MANAGEMENT

Criterion	Description	Max Marks
A. Feeding & Water Management	Implements age-appropriate feeding schedules (1), monitors feed intake and water quality (1), and ensures balanced nutrition (1).	3
B. Health Care & Biosecurity	Conducts daily health checks (1), follows vaccination and deworming schedules (1), applies biosecurity measures (foot dips, PPE, quarantine) (1).	3
C. Record Keeping	Maintains accurate records on feed usage (1), health interventions (1), and production/growth data (1).	3
D. Value Addition Trials	Prepares a clear write-up on proposed value addition process (1), initiates small-scale trials (1).	2
E. Teamwork & Task Sharing	Evidence of shared responsibilities (1), collaborative decision-making (1).	2
F. Evidence	Pictures/videos are present (1), clear (1), and show the routine rearing practices undertaken (1)	3
Total		16

JUNE – VALUE ADDITION AND MARKETING STRATEGY

Criterion	Description	Max Marks
A. Value Addition Process	Clear description of the value addition process with justification for choice (1); adherence to quality standards and hygiene (1); attractive and functional packaging demonstrated (1).	3
B. Marketing Plan Development	Identifies target customers (1), defines distribution channels (farm gate, delivery, partnerships) (1), and promotional strategies (social media, flyers, word-of-mouth) (1).	3
C. Pricing & Cost Analysis	Shows accurate cost estimation (1), sets competitive selling price ensuring profit (1), and projects expected revenue (1).	3
D. Implementation Evidence	Demonstrates actual value addition trials (photos, samples) (1), and marketing activities initiated (1).	2
E. Team Collaboration & Roles	Evidence of shared responsibilities in value addition and marketing tasks (1), collaborative decision-making (1).	2
F. Presentation	Pictures/videos are present (1), clear (1), and show the value addition (1), and marketing strategies (1).	4
Total		17

JULY – MARKETING, SALES AND REFLECTION

Criterion	Description	Max Marks
A. Marketing & Sales Execution	Evidence of actual marketing activities (social media posts, flyers, partnerships) (1); use of planned distribution channels (farm gate, delivery, local markets) (1); customer engagement demonstrated (1).	3
B. Sales Data Recording & Analysis	Accurate records of quantities sold (1), revenue generated (1), and customer feedback (1).	3
C. Profit Calculation & Sustainability Projection	Calculates profit correctly (1), compares actual vs projected revenue (1), and explains sustainability measures (1).	3
D. Final Report Quality	Comprehensive report covering marketing, sales, financial analysis, and lessons learned (1); includes visuals (charts, photos) (1).	2
E. Team Collaboration & Roles	Evidence of shared responsibilities in marketing and reporting tasks (1), collaborative decision-making (1).	2
F. Presentation & Professionalism	Pictures/videos are present (1), showing marketing (1), sales (1) and marketing activities (1).	4
Total		17