



Call for Expression of Interest

To conduct a Project Needs Assessment for the
“Building Resilience of Small Sized Enterprises through
Entrepreneurial, Financial and Business Management
Training to Cope with Implications of Covid19.”

TERMS OF REFERENCE

November 2021.

1. About us

Established in 2009, Pamoja for Transformation is a national Non-Governmental Organization (NGO) registered in Kenya as a Trust. The organization envisions a Peaceful, Just and Prosperous society. Pamoja for Transformation serves communities affected by conflict with resources and tools to move from crisis and poverty to peace and development. We seek to contribute to resolving structural and latent conflicts that commonly arise from weak governance systems, historical injustices, ethno-politics and economic inequalities. To this end, we adopt an integrated approach to development that combines peace building, participatory governance and economic development strategies to attain sustainable change. Our programmatic intervention areas include (1) Skills & Enterprise Development; (2) Prevention of Gender-Based Violence; (3) Community Safety Cohesion and Conflict Transformation; and (4) Governance & Participation. Since 2015, more than 15,993 women, men, and young people participated in Pamoja for Transformation's programs.

2. Background

Pamoja implements diverse projects in rural and urban areas at the Coast, Nairobi, Nyanza-Western and Northern Kenya. We attach particular importance to capacity development in the areas of civic rights and duties, conflict transformation, policy and governance processes and business skills development. All projects contribute to the goal of improving the safety and socio-economic situation of disadvantaged communities. Pamoja has implemented the Skills and Enterprise Development (SED) Program since 2015 benefiting over 1,500 women and youth from the Coast, Nairobi urban informal settlement and rural Western Kenya, who run small and medium enterprises.

About the consultancy

Pamoja is looking to contract a consultant to support in conducting project needs assessment of the **"Building the resilience of Small Sized Enterprises through entrepreneurial, financial and business management training to cope with implications of COVID19."** This project falls under the Skills and Enterprise Development (SED) Program that seeks to enhance productivity, wealth creation and resilience of target groups by strengthening their livelihood, income and by retaining existing jobs and creating employment. This is achieved by facilitating small and medium enterprises with knowledge and skills (coaching, training, and networking) and business toolkits in the form of equipment and capital to boost the growth of the businesses.

The main objective of the 12-months project is to build the resilience of small sized enterprises to cope with implications of covid-19 by enhancing entrepreneurial, business and financial management competencies to retain existing and attract new jobs, increase employment creation, improve income and well-being of people in urban, rural and peri-urban areas of Nakuru, Turkana, Nairobi, Migori and Kisumu Counties.

The project will enhance the performance and business growth of the Small Sized Enterprises that will be supported in the five locations. The project adopts participatory and experiential learning that will bring the participants from rural, urban and peri-urban locations together in each cohort during the training.

The project further contributes towards the Sustainable Development Goals and targets of:

- i. Achieve and sustain income growth of the bottom 40 percent of the population at a rate higher than the national average (10.1)
- ii. Achieve full and productive employment and decent work for all women and men (8.5)
- iii. Ensure equal opportunities for women in economic life (5.5)

The project directly targets to reach 252 already existing Small Sized Enterprises, with 5-19 employees. Their employees will successfully strengthen their entrepreneurial, financial and business management skills, expand their businesses, increase their income, resist economic shocks and generate employment opportunities. 50% of the target shall be women owned enterprises and 20% of the enterprises will be based on green economy.

The project adopts a modularized training of 6 days followed by customized coaching cycles, an individualized acceleration process adapted to formal and informal enterprises in rural and peri-urban areas that is process driven and adaptive to the needs of the entrepreneurs. The trainings will be conducted in two cycles of 3 days each with coaching and mentoring in between. The SME Business Training and Coaching Cycle is aimed at addressing business and financial management and access to finance.

3. Purpose and scope of the consultancy

The purpose of this consultancy is to help the organization generate a pre-training baseline data/information from SME stakeholders in the five target counties. The baseline information generated through the needs assessment will support in monitoring the project in order to achieve the results and indicators. Specifically, the consultancy will assess the following:

1. Macro and micro level analysis of the businesses and environment (the operational context of the SMEs)
2. Level of impact of the COVID 19 pandemic, skills and capacity gap levels of the selected enterprises as well as their market demands and adaptive mechanisms.
3. Mapping of at least 252 SMEs and their business management practices including those in green economy jobs in the targeted counties.
4. Establishing skills and capacity gap level of the SMEs as well as their market demands and financial competencies.
5. Mapping of Business financial and business development service providers for expansion and linkage opportunities for growth and job creation. This will include business financing models by public and private institutions as well as competencies of the business owners.
6. Gender gaps in access to SME development opportunities within existing value chains especially for women led SMES.

4. Deliverables

The following are the key deliverables of the consultancy:

1. A technical proposal detailing your understanding of the Terms of Reference, outlining the methodology and tools for qualitative and quantitative data collection and analysis.
2. Profile of consultant/firm, clearly describing previous experience in conducting similar assignments.
3. An inception report to kick-off the assignment after a meeting with Pamoja to discuss/agree the scope of the assessment.
4. Work plan and financial proposal in Kenya Shillings, inclusive of VAT where applicable.

Appendices to the technical proposal must include:

- a) CVs of the consultant/consultancy team with respective roles and responsibilities in the assignment
- b) Contact information of three references from similar assignments undertaken by the consultant(s), including e-mail contacts and phone numbers.

5. Qualification/Requirements

The consultant/firm must demonstrate the following qualifications:

- (i) Minimum of 5 years' experience in undertaking Assessments, Evaluations, Research, including working with Non-governmental organizations.
- (ii) Degree in related fields. (advanced degree is an advantage)
- (iii) In-depth knowledge of Kenya and its regional geo-political environment in which PFT operates.
- (iv) Committed to the values of transparency and integrity.
- (v) Fluency in English and Swahili (written and spoken).

7. Payment Terms

50% of the fee will be paid upon approval of the inception report and signing of the contract.

40% of the fee will be paid upon satisfactory completion of the Needs Assessment and submission of a final Report.

10% shall be paid upon signing of the certificate of completion.

6. Timeframe

The consultancy period is **15 days**, between **20th November and 15th December 2021**.

8. Instructions for Submission

All submissions must be sent to info@pamoja-transformation.org CC odumbe@pamoja-transformation.org **by 17:00 EAT on 15th November 2021**. Please use '**Needs Assessment- SME LOOP Consultancy**' as the subject title to your email application.

PfT is an Equal Opportunity Employer and is committed to Safeguarding and Promoting the Welfare of Children, Youth and Vulnerable Adults and Expects all Staff, consultants and Partners to Share this Commitment.