



“Building the resilience of Small Sized Enterprises through entrepreneurial, financial and business management training to cope with implications of COVID19”

TERMS OF REFERENCE

April, 2022

1.1 About Pamoja for Transformation

Established in 2009, Pamoja for Transformation is a national Non-Governmental Organization (NGO) registered in Kenya as a Trust. Pamoja envisions a Peaceful, just and prosperous society' with a mission to 'Support communities affected by conflict with resources and tools to move from crisis and poverty to peace and development'. Pamoja endeavors to contribute towards resolving structural and latent conflicts that commonly arise from weak governance systems, historical injustices, ethno-politics and economic inequalities through an integrated approach that combines peace building, participatory governance and economic development strategies to attain sustainable change. Our four main strategic intervention areas include: 1) Governance, 2) Conflict Transformation, Cohesion and Integration, 3) Enterprise Development, and 4) Institutional Development.

2.1 Background of the project

The main objective of the project is to enhance entrepreneurial competencies of existing small sized enterprises business owners to retain existing jobs, increase employment creation prospects, improve income and well-being of poor people in rural and peri-urban areas of Nakuru, Turkana, Nairobi, Migori and Kisumu Counties. The project will further enhance performance and business growth as well as increasing chances of job opportunities from the Small Sized Enterprises that will be supported.

Specifically, 252 women and youth small sized enterprise owners and employees will successfully strengthen their entrepreneurial, financial and business management skills, expand their businesses, increase their income, resist economic shocks and generate employment opportunities. Out of 252 small and medium enterprise owners, 50% (126) shall be women business owners.

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

- i. Achieve and sustain income growth of the bottom 40 per cent 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)

3.1 Purpose of the consultancy

A key aspect within the selected implementation strategy is offering: -

Individual Coaching and Mentorship. Bi-monthly coaching cycles conducted at an interval of two months each. Coaching and mentorship sessions are key to filling in capacity gaps and supporting the often-inexperienced small sized enterprise owners who are faced with the pitfalls of business management. Individual business coaching as centerpiece of the training leads to a high uptake of lessons learned and allows for the entrepreneurs to work on personal challenges.

Coaching and mentorship cycles also doubles up as an impact assessment against the findings of the need's assessment and the application of the financial literacy that was trained at the beginning of the project. Financial literacy and access to finance are closely incorporated into the entire cycle. The project contains a set of exercises and templates to flexibly customize the

approach to the context and realities in each county including low literacy rates. Each county will be allocated one business coach and each coaching cycle takes about 3 hours for each

4.1 Deliverables

The consultant shall;

- a. Develop a follow up plan and coaching of each small sized enterprise at his/her respective business premise to ensure implementation of action plans, adjustment of approaches if necessary.
- b. Develop a viable coaching and mentorship follow-up plan for each enterprise that will increase profitability, basic bookkeeping, internal control, human resource planning and management, cash flow analysis and planning, negotiation enhancement and customer service - selling and networking skills.
- c. Design and submission of a clear set of goals and objectives, deliverables, and methodology (including a sound mix of theory and practice) before the actual coaching begins.
- d. Carry out coaching cycle 1, 2 and 3 as prescribed by the project milestones for each coaching cycles and checklist.
- e. Submission of a final report and recommendation to Pamoja for Transformation Trust.

4.1 Time frame

The project consultancy period is **between 40-60** days between May and September 2022.

LOCATION

The assignment will take place in Nairobi, Kisumu, Turkana, Nakuru and Migori County.

4.2 Instruction for Submission

All submissions must be sent to info@pamoja-transformation.org CC koballa@pamoja-transformation.org **by 17:00 EAT on 5th Of May 2022**. Please use '***Coaching and Mentorship SME LOOP Consultancy***' as the subject title to your email application.

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