



CALL FOR EXPRESSION OF INTEREST

TO CONDUCT BUSINESS SUPPORT SERVICES FOR WOMEN AND YOUTH ENTREPRENEURS and SMALL-SCALE BUSINESSES IN BAUCHI STATE

1. Background and Rationale

Mennonite Economic Development Associates (MEDA) is an international economic development organization whose mission is to create business solutions to poverty. The Youth Entrepreneurship and Women's Empowerment in Northern Nigeria (Nigeria WAY) is a five-year project which seeks to assist economically active women and youth to increase their income in agro-processing in the rice, soybean and groundnuts value chains. In addition, the project works with communities and families to improve the environment where girls grow up and become economically active.

However, the potential of women and youth entrepreneurs in Bauchi State is inhibited by weak operational and managerial skills, which is linked to low literacy levels. Cultural constraints also constitute an additional obstacle that limits the efficiency and effectiveness of business for women resulting in loss of productivity, low income, weak access to business information, market and financial services. Besides, business development institutions are often not easily accessible and affordable for the women and youth entrepreneurs. This limited access to business support services have a negative impact on the growth and opportunities for women and youth led business enterprises.

To foster the growth and development of women and youth entrepreneurs (ENs) and women owned small scale businesses (SSBs), many things are needed. First of all, women have to be more aware of the entrepreneurship option and motivated to explore it; have access to opportunities to gain the knowledge and skills necessary to grow a viable enterprise; be exposed to networks of other women entrepreneurs to learn from their experiences and gain moral support and encouragement; have access to information and business development services to help develop their management and production capacity both individually and collectively.

Therefore, the Nigeria WAY Project through this Expression of Interest intends to identify and engage business support service consulting firms and/or individual(s) to develop and deliver value added training programs for women and youths' owners of small and growing businesses in the targeted agricultural value chains. By focusing efforts on building skills and capacities of women ENs and women owned Small Scale Business, Nigeria WAY will be promoting a model that will enhance Nigeria's economic development.

2. Purpose of the Expression of Interest

In pursuit of the objective of the Nigeria WAY project, MEDA Nigeria wishes to support women owned businesses and entrepreneurs in the rice, groundnuts and soybean value chains to achieve the following:

- i. Increase business knowledge, skills and confidence of women and youth entrepreneurs
- ii. Nurture entrepreneurial skills in enterprising women and youth through training, exposure and mentorship
- iii. Strengthen the awareness and technical capacity of women and youth entrepreneurs to ensure that they benefit from business support services
- iv. Support business growth and diversification while exploring options and opportunities that are embedded within the enterprise

The purpose of this call for expressions of interest is to identify consulting firms or consultants who can work in Bauchi state to support WAY in the development and delivery of business development services for businesses in three value chains of soybean, rice and groundnuts in Bauchi state. This business development service which Nigeria WAY seeks include any activity along the value chain that increases value of a specific commodity for a business owner or entrepreneur and are not limited to the following services;

- i. Business skills, access to finances through commercial banks and MFIs;
- ii. Post-harvest management including sorting, cleaning, storage, and aggregation skills;
- iii. Effective storage of different primary or processed commodities;
- iv. Food and health safety requirements for the processing of commodities;
- v. Packaging of various commodities – groundnuts, soybean and rice;
- vi. Branding and marketing of these commodities;
- vii. Regulatory standardisation by the Standards Organization of Nigeria (SON) and NAFDAC regulations; and
- viii. Other business development services as identified.

a. Basic business management skills

This module would constitute training in business management and marketing aimed at increasing women's capacities in goal setting, business planning, book-keeping and accounting, costing and pricing, marketing and sales, customer relationship management, branding and packaging.

b. Entrepreneurship development training skills

Training in entrepreneurship development skills with the aim of providing women and youth with an overview of what being an entrepreneur is, how to develop a business idea and draft a business plan, as well as develop their business and interpersonal skills. This training will include concepts of business incorporations, modalities for accessing credit and similar requirement for business growth, cashflow management, calculating profits and loss, branding, packaging etc.

c. Agro-processing skills training

The consultants will conduct training with Entrepreneurs and Small-Scale Business owners on modalities and strategies of improving their agro-processing businesses along the Nigeria WAY value chains. This will include a self-assessment by the EN or SSB on the nature of their business, establishing a vision for growth of their business, training on Quality Assessment and Quality Control (QAQC), Product Standardization and Compliance, Branding and Packaging, Health Safety and Environment. Linkages to appropriate companies that can provide the above-mentioned services

d. Group Dynamics training

Training of 900 ENs in group dynamics and collective action for successful entrepreneurship, decision-making and management skills. The training will also promote knowledge of basic life skills among the women entrepreneurs, including critical thinking, problem-solving and conflict management skills, self-esteem, creative thinking, interpersonal relations, marketing and negotiating skills, networking and effective communication skills environmental stewardship and gender equality mainstreaming. These skills will be promoted as cross-cutting focus areas during the training and coaching.

3. Specific Tasks

- i. Develop an overall work plan that lays out how the consulting firm will schedule and carry out the assignments.
- ii. Undertake a detailed review of existing project documents such as project founding documents and, annual work-plans of Nigeria WAY.
- iii. Assess the training needs of women and youths in the targeted value chains
- iv. Based on the findings from the need assessment, develop tailored and customized training and mentoring plans to support the entrepreneurship training and mentoring of the women and youth entrepreneurs.
- v. Prepare and share training materials including exercise and case studies with Nigeria WAY for review. It's worth noting that the training materials should be developed to suit the level of knowledge, skills and experiences of women agro-processors which Nigeria WAY is targeting.
- vi. Deliver coaching sessions for the target clients
- vii. Design, develop and deliver a Training of Trainers (ToT) on the curriculum – in both English and Hausa using very participatory learning methodologies to enhance active participation among participants.
- viii. Develop pre and post training assessments (tests to assess levels of knowledge and knowledge and skills acquired during training
- ix. Establish clear measures of success at the women and youth entrepreneurs' level for the work to be undertaken as well as propose a schedule of structured check-in points with the Nigeria WAY team
- x. The consultant will prepare a summary report at the end of the training session.

4. Deliverables

The following deliverables are expected during and at the end of the consultancy:

- i. An inception report outlining how the Consultant intends to implement the capacity building and training activities;
- ii. Proposed training manuals covering all the thematic areas listed in the scope of work indicating the approach for each of the category of the participants (ENs, SSBs and WoSAs)
- iii. Coaching and supporting plans
- iv. Sample Audio-Visual and hardcopy instructional modules;
- v. Training evaluation and monitoring reports for the duration and a linkage forum with appropriate companies;
- vi. Final training and coaching report for ENs, SSBs and WoSAs

5. Time frame

The consultancy is expected to commence as soon as possible with effect from **July 2019** and run until **February 2020**. However, the Consultant or consulting firm will not be required to provide continuous assistance so involvement will be limited to providing specific services at specific times. Hence, renewal or extension of the contract will be by mutual consent. Training time will be scheduled according to the needs of the targeted clients. Specifically, the training scheduling should be gender-sensitive (in terms of timing, location, duration, etc.).

6. Qualifications:



The consulting firm must have strong capacity, knowledge of, and experience in the area of entrepreneurship training, coaching and mentoring particularly for women and youth. The consulting firm should have the following minimum qualifications:

- i. A roster of qualified personnel who have a strong background in business, entrepreneurship training, coaching and mentoring, with at least five years hands-on experience in business development,
- ii. Sufficient human resource capacity to be able to engage with the partners simultaneously
- iii. Proven track record of effective entrepreneurship training
- iv. Proven track record of successful entrepreneurship coaching and mentoring
- v. Strong communication and interpersonal skills working with vulnerable groups especially young women with low levels of educational attainment
- vi. Experience in working with NGOs or INGOs
- vii. Familiarity with communities in the Bauchi State
- viii. Strong analytical and reporting skills to provide quarterly report
- ix. Fluent in English and Hausa Languages

Implementation and reporting arrangement

Prior to the start of this assignment, there will be an inception meeting with the project technical team (MEDA's Value Chain and Market Systems Officer, Business and Market System Analyst, Business Development Service Officer, Financial Service Coordinator, Gender Coordinators and other relevant stakeholders) to agree on relevant training packages and services. A detailed business coaching schedule will be discussed with the project team at the initial phase of the contract. The Consultant shall report directly on all contractual matters to the Deputy Country Director.

Instructions for submission

All submissions must be sent to: **nigeriaway@meda.org** by 5:00 PM on 22nd July 2019. Please use 'BDS provider' as the subject title of your email application. Prospective consultants are expected to submit technical and financial proposals including the following:

- i. Profile of consultant/or firm, clear demonstration of previous experience in developing enterprise development curricula
- ii. Understanding of the Terms of Reference
- iii. Approach and methodology
- iv. Work plan
- v. Proposed budget for the entire package of service

Appendices to the proposal must include

- i. CVs of the consultancy team to be involved with responsibility area and level of efforts required during the assignment: - The resume shall reflect the most important and relevant trainings delivered by the individual/organization, and the beneficiaries of these trainings.
- ii. Three references from similar projects undertaken by the consultant, including e-mail contacts and phone numbers.
- iii. Sample of previous reports (at least two)