

## REQUEST FOR PROPOSAL

### PROVISION OF CONSULTANCY SERVICES FOR BUSINESS TRAINING AND MENTORSHIP OF MICRO, SMALL & MEDIUM ENTERPRISES (MSME'S)

Job title	Lead Training Consultant
Location	47 counties, Kenya.
Reporting to	Project Manager
Period	3 months for the initial phase (Phase 1) of the training Program
Location	10 counties selected from the 10 regions of KNCCI cluster of counties namely Coast, Nairobi, Upper Eastern, Lower Eastern, Nyanza, Central, Western, North Rift, South Rift, North Eastern

## 1.0 BACKGROUND INFORMATION

### 1.1 About Kenya National Chamber of Commerce & Industry (KNCCI)

The KNCCI is a non-profit, membership-based organization established in 1965. KNCCI is the umbrella lobbying body for the business community in Kenya. KNCCI advocacy is focused on the improvement of the business environment in Kenya. KNCCI is headquartered in Nairobi with fully operational 47 County-based branches/Chapters. The objective of KNCCI is to enhance the attainment of inclusive economic growth and development in Kenya. Further, KNCCI works to ensure more local participation in trade and investments as a means to achieve inclusive and sustainable economic development. KNCCI advocates for the creation of a favorable commercial, trade, and investment environment that supports enterprise expansion. The membership of KNCCI constitutes small, micro enterprises (MSEs), medium and large enterprises. The majority of KNCCI members are SMEs with 63% being women and youth entrepreneurs. KNCCI has offices in all 47 Counties in Kenya that are segmented into 10 regions.

### 1.2 About Jiinue Growth Program

Jiinue Growth Program is a program by the Kenya National Chamber of Commerce and Industry (KNCCI) with the main goal of providing financial support to Micro, Small and Medium Enterprises (MSMEs) to ensure business growth and sustainability. The program will be implemented over a period of 5 years; targeting micro and small enterprises in all the 47 counties that are members of KNCCI and fall within the following demography; Young Men and Women (18-35 years) and women owned 18-70 years. The Jiinue Growth Program (JGP" or the "Program") seeks to address the funding gap for MSMEs in Kenya by pairing up financial support with well-tailored technical assistance, and a hands-on coordination strategy between various partners in the ecosystem. JGP will put out a series of interventions on access to finance bundled with relevant technical assistance and purposeful learning and adaptation.

## 2.0 OVERALL PROGRAM OBJECTIVE

JGP aims at addressing the business barriers for young women and men-led MSMEs through an integrated finance and technical assistance approach that affects not only their businesses but their lives. The program has a series of interventions that together achieve the overall objective: *contributing to improved quality of life and voice for project participants.*

### **3.0 TRAINING AND MENTORSHIP OBJECTIVES**

The main training objective is to empower Micro, Small, and Medium Enterprises (MSMEs) by equipping them with essential Business skills, Trade Digitization, and Life Skills.

The training aims to enhance operational efficiency, promote digital adoption, improve financial decision-making, and foster personal growth. This comprehensive approach ensures MSMEs are better prepared to navigate the complexities of modern business, optimise their resources, and achieve sustainable growth.

The program also envisions a robust mentorship and coaching in partnership with established businesses and industry leaders at the county level. The mentorship and coaching component is intended to ensure growth and sustainability of the business as a follow up to the trainings. It will be an avenue to give insights, inspire and impart valuable lessons. In this regard, the consultant is expected to integrate this component into the program in collaboration with the business leaders within the counties.

The program also intends to have a well-crafted Training of Trainers (ToTs) plan at county level to ensure sustainability of the training.

The program aims to;

- i. Equip MSMEs with essential business, digital and life skills to increase competitiveness and growth.
- ii. Provide a platform for continuous learning and upskilling.
- iii. Foster innovation, environment friendly and ethical business practices.

### **4.0 SCOPE OF THE TRAINING**

The training will be carried out in the 47 KNCCI county chapters. The training targets 110 participants in each county chapters in the sectors of Trade & Retail, Agriculture, Healthcare, Hand-made manufacturing and Creative sector. The demographics are youth & women between 18-35 years (70%) and women and men above 35 years (30%). Of the youth between 18-35 years, 70% must be women.

- i. The consultant will develop effective demand driven training-manuals, based on the key areas of training focus, learning timetable and provide the training to the MSMEs. The training

consultant will be responsible for ensuring timely and effective completion of the MSME training module within the duration of the consulting assignment

- ii. Lead and coordinate the moderation of the physical workshops that will set out the expectation and objectives of the training. Ensure registration set up to facilitate and register participants who will attend the training
- iii. Coordinate the mentorship and coaching sessions in collaboration with established mentorship and coaching centers domiciled at the counties as well as the TOTs. Where such centers do not exist, suggest cost-effective plans for sustainable mentorship and coaching.
- iv. Come up with a clear and cost-effective plan for the training of trainers and assist in execution of the plan
- v. Submit a detailed report on completion of the assignment

## **5.0 EXPECTED PROFILE OF THE LEAD CONSULTANT**

The lead consultant should have the following expertise:

- i. The Lead consultant should be Degree holder and should have a Masters qualification in the business-related field
- ii. Experience in implementing MSMEs training programs and a holder of training of trainers certification from a recognized organization.
- iii. Experience in working with the counties
- iv. Experience working with partner-funded projects or similar assignments within the private sector
- v. Experience working with youth and good understanding of the proposed business sector (MSMEs)
- vi. Membership to a professional body or a background in the ILO certification (Master Trainer) will be an added advantage
- vii. Must be able to work independently with excellent demonstrated teamwork and coordination skills.

## **6.0 TIME FRAME**

The initial consultancy period will cover 3 months being the period for phase 1 of the training program. The consultant will be expected to carry out all the preparations required to roll out the exercise within the time frame. The consultant shall be entitled to 40% of the consultancy fee upon signing of the contract and the remaining 60% upon the submission of the approval of the report

## **7.0 DELIVERABLES**

- Training, Mentorship & Coaching and Training of Trainers programs created
- Training materials developed
- Training, mentorship & Coaching and ToTs delivered within the timeframe

- Relevant reports & documentation submitted

## **8.0 PROPOSED SPECIFICATIONS**

Interested consultants must include in their application by sending detailed technical and financial proposals with the following components:

1. A technical proposal with a good demonstration of qualifications and relevant experience.
  - i. Profile of the firm including number of years in operation, number of employees and primary service areas.
  - ii. Details of a maximum of 5 most recent related works (and/or support letters for the same from recognized institutions) see the table on evaluation criteria. This should include the name of the client, a description of the project, duration of the project and the number of staffs assigned to the project.
  - iii. Professional references from at least three clients to whom similar services have been provided.
  - iv. Detailed proposed approaches/ methodology comprising of:
    - The consultant's understanding of the objectives of the assignment.
    - The approach to be taken to deliver the services
    - Detailed proposed training content that is in line with the proposed module, timeline, and activity schedule by expanding on the outputs and timeline presented above.
  - v. Proposed work plan which includes the main activities of the assignment, their content and duration, milestones and report delivery dates.
  - vi. Quality assurance mechanisms
  - vii. Provide detailed breakdown, profile description and CV's of all key staff proposed to be engaged. The breakdown should provide the name of the position and role of each position. A list of key staff to be engaged by the firm and their professional resumes, credentials and certifications should also be provided.
  - viii. List of requirements expected to be put in place by the client to enable effective running of the trainings and mentorship sessions.
2. Financial proposal requirements
  - i. The consultant shall provide a detailed breakdown of both the proposed fees for the consultancy services and any reimbursable costs. The cost breakdown should be provided with separation of training, and ToT elements.
  - ii. Prices should reflect the different types and utilization of resources envisaged.
  - iii. The Financial Proposal should incorporate prices inclusive of all taxes.
  - iv. All prices shall be in Kenya shillings.
3. Statutory requirements  
The consultant should provide all required legal and mandatory documents including:
  - i. Company registration certificate
  - ii. KRA PIN and Valid Tax Compliance Certificate



**Note:** The consultant should not include the conferencing costs in their financial proposal as this will be fully provided for by KNCCI

## 9.0 EVALUATION & AWARD OF A CONSULTANCY

No	Technical Criteria	Maximum Marks
1	<p>The qualifying firm with evidence the following qualification. Minimum of 5 years' experience in providing MSMEs training at county level</p> <p>a) Five (5) years and above relevant experience and above - 5 marks  b) Below five years' experience and above four years - 3marks  c) Below Four Years' experience and above 2 years – 1 mark  Below 2 years' experience - 0 marks</p>	5 Marks
2	<p>Evidence of firm's relevant experience, attach up to a maximum of five copies of contracts or any other supporting documents to be attached as evidence Marks. Each Contract will earn 4 marks</p>	20 Marks
3	<p><b>Qualification and experience of the key staff for the assignment</b></p> <p>a) Team leader Qualification:</p> <ol style="list-style-type: none"> <li>i. Degree holder and Masters Qualification in the business-related field – 6 marks</li> <li>ii. Membership to a Professional Body/ ILO certification - 5 marks</li> </ol> <p><b>b) Team leader years of experience</b></p> <ol style="list-style-type: none"> <li>i. Experienter in implementing MSME/ Enterprise development projects/ MSME training 10 marks</li> <li>ii. 5 years and above experience in implementing MSME/ Enterprise development projects 10 marks</li> <li>iii. Between 4-5 years' experience --- 6 marks</li> <li>iv. Below 4 years and above 2 years 4 marks</li> <li>v. Below 2 years ..... 0 mark</li> </ol>	30Marks

	<p>Experiencer in implementing donor funded projects</p> <ol style="list-style-type: none"> <li>i. 5 years and above experience in implementing Donor funded projects - --- 10 marks</li> <li>ii. Between 4-5 years' experience --- 7 marks</li> <li>iii. Below 4 years and above 2 years 4 marks</li> <li>iv. Below 2 years ..... 0 mark</li> </ol>	
	<p><b>Other team members Qualification</b></p> <ol style="list-style-type: none"> <li>i. Degree holder - {4 marks for each}</li> <li>ii. Membership to a Professional Body - {1 mark for each}</li> </ol> <p>Other team members experience</p> <ol style="list-style-type: none"> <li>i. 5 years' experience in MSME/ Enterprise development (5 marks for each)</li> <li>ii. less than 5 years' experience and above 3 years (4 marks for each)</li> <li>iii. less than 3 years' experience and above 1 year (3 marks for each)</li> <li>iv. less than 1-year experience – (2 marks for each)</li> </ol> <p>Experience in implementing partner funded projects</p> <ol style="list-style-type: none"> <li>i. 5 years and above experience in implementing Donor funded project (5 marks for each)</li> <li>ii. Between 4-5 years' experience-(4 marks for each)</li> <li>iii. Below 4 years and above 2 years(3marks)</li> </ol>	60 Marks
4.	<p><b>Methodology and approach</b></p> <p>A critical understanding of the assignment sector specific current issues and best approaches to the training content and proposed training approaches</p>	30 Marks
5	<p><b>Workplan</b></p> <p>Provide a comprehensive activity Workplan</p>	10 Marks
6	<p><b>Neatness &amp; Orderliness</b></p> <p>Marks shall be awarded by how orderly the</p>	5 Marks



	proposal has been prepared	
	<b>Total Marks</b>	160

The technical proposal shall constitute 70% and financial proposal 30%

### **SUBMISSION OF THE PROPOSAL**

The technical and financial proposal should be submitted electronically via SRM eProcurement portal on or before 1<sup>st</sup> November 2023 at 1600hours.

Log in [www.srmhub.com](http://www.srmhub.com) and follow prompts to submit your application

Only shortlisted trainers will be contacted for interviews.

KNCCI reserves the right to accept or reject any proposal received without giving reasons.