



REPUBLIC OF KENYA
MINISTRY OF CO-OPERATIVES AND MICRO, SMALL AND
MEDIUM ENTERPRISES DEVELOPMENT

STATE DEPARTMENT FOR MICRO, SMALL AND MEDIUM
ENTRPRISES DEVELOPMENT

REQUEST FOR EXPRESSIONS OF
INTEREST (CONSULTING SERVICES –FIRM
SELECTION)

COUNTRY: KENYA

NAME OF PROJECT: NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA)

REFERENCE NO: SD/MSMEs DEV/NYOTA/02/2024-2025

ASSIGNMENT TITLE: FIRM TO SUPPORT DELIVERY OF DIGITAL TRAINING ON ACCESS TO GOVERNMENT PROCUREMENT OPPORTUNITIES (AGPO), UWEZO FUND, WOMEN ENTERPRISE FUND (WEF), YOUTH ENTERPRISE DEVELOPMENT FUND (YEDF), FINANCIAL INCLUSION FUND (HUSTLER FUND), AND COUNSTITUENCY INDUSTRIAL DEVELOPMENT CENTERS (CIDCs).

Transforming the Micro, Small and Medium Enterprises (MSMEs) Economy is among the five pillars of the Government's Bottom-up Economic Transformation Agenda (BETA). The MSMEs are key players in the production of goods, industrialization, innovation and creation of employment that impact directly on the Country's economy.

In this endeavor, the Government of Kenya (GOK), with the support of World Bank, is implementing the **National Youth Opportunities Towards Advancement (NYOTA) Project**, an initiative whose aim is to support better employment outcomes and improved savings through integrated interventions that address the multitude of constraints that Kenyan youth face while also building their entrepreneurship skills.

The Consulting services ("the Services") include a firm to develop and deliver digital training on Government funds, AGPO and CIDCs opportunities for youth through mobile telephone technology.

The role of the Consultant is to develop, customize, and disseminate digital training on accessing and benefitting from AGPO, Government Funds (YEDF, WEF, Uwezo, FIF) and CIDCs through mobile telephone technology (USSD, Apps, etc.) and web based platforms that will equip project beneficiaries in the country with the knowledge and practical steps, including complementary actions, needed to start and register new businesses; undertake aspects of business improvement; and how to take advantage of Government opportunities.

The content should be based on a needs assessment of design and delivery and may include aspects of financial literacy, basic knowledge in procurement, registration of businesses, where and how to access portals where most procurement opportunities are posted in print or electronic media either by Central Government, County government, Ministerial County Development Agencies

(MCDA), and Semi-Autonomous Government Authorities (SAGA) alongside possible opportunities and business networking under Private Public Partnerships (PPP). It should give the minimal conditions to access the opportunities FAQs in Procurement AGPO, Women Enterprise fund, Youth fund, Uwezo fund Financial Inclusion Fund and CIDCs. It should also highlight the various types and kinds prevailing in the funds. Since most of these funds have independent secretariats, there should be links that lead the applicants to view any other information regarding the packages.

The digital delivery will be accessible nationwide targeting Kenyan youth. **A minimum target of 600,000 youth will receive the digital training** with activities to improve access through digital delivery for a period of 4 years, to eligible project beneficiaries: youth aged between 18 to 29 years of age, PWDs up to 35 years age. The targeted youth are those already in business as well as youth interested in starting businesses.

The shortlisting criteria is:

1. Cover letter for EOI indicating Lots applied for;
2. Experience in applying a digital platform for the delivery of learning content and has delivered digital content to a minimum of 100,000 users over the last two years (show proof, 2021 to present);
3. Minimum of 3 years' relevant experience and technical capacity to deliver learning material through mobile phone platforms to the targeted beneficiaries;
4. Undertaken a minimum of two assignments of similar nature in the past three years (2020 to the present); including at least one in Kenya;
5. Demonstration of ability to introduce and customize learning content based on the user and contextual needs of the beneficiaries; this means customizing content to suit web-based platform and mobile phone delivery.
6. Prior experience in providing content on procurement issues and catalytic fund or related field.

Key Experts will not be evaluated at the shortlisting stage.

The State Department for Micro, Small and Medium Enterprises Development now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services under Framework Agreement.

The attention of interested Consultants is drawn to paragraph 3.14, 3.16 and 3.17 of the World Bank's "***Procurement Regulation for IPF Borrowers***" dated July 2016 and revised September 2023 (5th Edition) setting forth the World Bank's policy on conflict of interest.

Consultants may submit their REOI as an individual firm or in association in the form of a joint venture or sub-consultancy. All the members of the joint venture shall be jointly and severally liable for the entire assignment. However, the experience of sub-consultant will not be considered while short-listing.

Consultants will be selected in accordance with the Quality and Cost Based Selection method set out in the procurement guidelines. **The Consultant will quote the cost per trainee based on all costs relating to the Digital Delivery of AGPO, Catalytic Funds and CIDCs.**

Interested eligible qualified candidates may obtain further information at the **Head of Supply Chain Management Services Office at the State Department for Micro, Small and Medium Enterprises (MSMEs) Development Headquarters, located along Bishop Road, Social Security House, Block A, Western Wing, Mezzanine Floor**, during normal working hours from **8.00am to 5.00pm East African Time**.

Expressions of interest must be delivered in a written form to the address below by **Tuesday 1st April, 2025** at 1000 hours.

**The Principal Secretary,
State Department for Micro, Small and Medium Enterprises (MSMEs) Development,
P.O Box 30547 - 00100
NAIROBI.**

And deposited in the **TENDER BOX** located **along Bishop Road, Social Security House, Block A, Western Wing, Mezzanine Floor**, so as to be received on or before **Tuesday 1st April, 2025, 10.00am East African Time** and immediately thereafter opened in the presence of the candidates or their representatives who choose to attend **along Bishop Road, Social Security House, Block A, Eastern Wing, 11th Floor Boardroom Room**.

NOTE:

Those who had submitted their Expression of Interest in response to the earlier advertisement should not reapply unless they are enhancing their bid.