



Request for Proposals (RFP)

“Addressing the Economic Drivers of Irregular Migration (AEDIM)”

Implemented by the National Council for Women (NCW)

In Partnership with the European Union (EU)

Request for a proposal	Request for Proposal (RFP) for Agribusiness Consultant
General Service Type	Consultancy and Technical Advice
Proposal Validity Period	5 calendar days
Duration of assignment	From the date of contract till December 2023 (subject to changes and extension depending on actual dates)

BACKGROUND

Addressing the Drivers of Irregular Migration (IM) is a priority for the Government of Egypt (GoE), as echoed by strong institutional and legislative frameworks that are in place to combat the phenomenon of IM, and developmental efforts to achieve high economic growth and generate work opportunities. Since 2016, such efforts and concrete steps taken by Egypt to combat IM, have already contributed to creating awareness, leading to no cases of IM boats recorded at the Egyptian shores.

The Overall Goal of the project entitled "**Addressing the Economic Drivers of Irregular Migration (AEDIM)**", which is led by the National Council for Women (NCW) in partnership with the European Union (EU), is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates in Egypt.

The Regions/Governorates addressed are Beheira, Gharbiya in Delta, and Luxor, Minya, in Upper Egypt. The timeframe for the project is 48 months including an inception phase. Incubation and

11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo

Telephone (202) 23490060-23490061 fax: (202) 23490066

Email info@ncw.gov.eg

Website: www.ncw.gov.eg



Production Units and Business Development Service (BDS) Units will be established in each governorate for sustainability. To target employment, the project will build linkages with the private sector and businesses to match-make private sector's needs with existing capacities, and support in enhancing the skills to match the required needs. Moreover, the project targets start-ups and owners of existing Micro Small & Medium Enterprises (MSMEs) through BDS units established at NCW branches along with incubation facilities. In addition, the project intends to build the capacities of business associations, trainers in the selected areas, youth community leaders and women rural leaders as a priority action to extend the project's services to other communities and build a network of related actors for inclusive development.

The project¹ will develop a seal under the "Taa Marbouta" initiative. The seal will certify beneficiaries who abide by a set of quality standards and specific criteria to gain incentives and privileges. Moreover, exhibition halls and point of sale will be established at NCW premises in Cairo, and the selected governorates to display products certified by "Taa Marbouta" Seal.

To join efforts, closing the business gap between demand and supply and fulfilling the missing linkages, the project will establish a Women Entrepreneurs Network. The objective of the network is to connect entrepreneurs and start-ups among each other as well as with business actors and public institutions. The network will facilitate linkages, referrals and business matchmaking, as well as providing cross visits for experience sharing and knowledge transfer.

Awareness campaigns will be implemented and will utilize NCW existing successful outreach campaigns; "Taa Marbouta" (feminine conjugation), and "Tarq El Abwab" (knocking on doors), which will be adapted for the purpose of the project together with other outreach developed tools.

Within the project's scope of work, the main objectives of the requested service/assignment is to support NCW in implementing comprehensive tailored vocational trainings in the field of agribusiness with specific sector focus under the framework of the established BDS units and incubators/production units (in Cairo and selected governorates) to support women and youth socio-economic development. The consultant also is foreseen to support the operationalization of establishing sustainable production units in governorates.

¹ The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

PROJECT'S GENERAL DETAILS²

Project's title:	Addressing the Economic Drivers of Irregular Migration (AEDIM)
Location(s):	The Governorates addressed are (Beheira, Gharbiya) in Delta, and (Luxor, Minya) in Upper Egypt
Total duration of the Project (months):	48 months (started since June 2021)
Objectives of the Project	The Overall Goal of the project is to provide an alternative to IM through enterprise development and work opportunities for women and youth in the regions and villages being exporting or sending governorates, fostering social and economic environment.
Primary target group(s) of the project	<ul style="list-style-type: none"> - The project's primary target group is female heads of households, who are seeking income-generating opportunities whether home-based or part of the job market. Female heads of households are considered priority targets of the project to protect their children from economic conditions that might encourage them to IM, youth above 18 years are targets as well. Therefore, the project will give them the chance to enhance their skills and obtain supportive funds to be self-employed or start/grow their projects. This includes women (70%) and young men (30%).
Final beneficiaries of the project	<p><u>The final beneficiaries are:</u></p> <ul style="list-style-type: none"> - The selected governorates are prone to IM including the local population of selected organic clusters, start-ups, existing businesses, and MSMEs who will benefit from increased support to BDS in the long run.

² The word Project refers to the 'name of project' implemented by NCW in partnership with the EU.

	<ul style="list-style-type: none"> - Service providers working in areas of business development and MSMEs in selected governorates where the project will be implemented, and whose capacities would be enhanced due to the proposed project. - Governmental and non-governmental organizations related to MSMEs development will work, with referrals to each organization's specific area of intervention and scope.
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PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

<p>Overview:</p>	<p>The project will establish BDS, incubation/Production Units. Within the Project's institutional capacity building outcome, BDS and incubation units will be physically and technically established at the targeted governorates, sustainable business models for BDS and incubators/Production Units will be developed, locations will be furnished, staff will be recruited and trained on newly developed systems and tools such as a referral system, consultancy program and incubator management process. Guidance and technical assistance to BDS and incubators/Production Units will be given through monthly consultancy sessions.</p> <p>A) BDS UNITS</p> <p>The project is planning to establish five BDS units in the Women Business Development Centre (WBDC) of NCW in Cairo, and branches in targeted governorates. The main centre will be in Cairo, acting as a <i>hub</i> for knowledge sharing and exposure to a variety of financial and non-financial services. The hub will develop networks, partnerships and know how to be transferred to target governorates. Later, the hub will serve the rest of the governorates in providing a wider platform for experience sharing and economic opportunities. Based on a holistic approach for women, BDS implies that the different aspects of training</p>
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and support develop both the personal skills and business knowledge necessary for successful entrepreneurship.

BDS designed services are planned to cover the following areas: 1) Referral services, 2) Business counseling 3) Matchmaking 4) Support for product development and design 5) Seal certification 6) Point of Sale for products certified by the Seal 7) Promotion for Vocational training and Entrepreneurship offerings.

Referral system will be developed to provide access to financial and non-financial services offered by different service providers In addition to knowledge transfer,

B) PRODUCTION UNITS / BUSINESS INCUBATORS

The project's mission is to create jobs, hence developing businesses and providing these businesses with spaces for production purposes become essential goals as creating jobs is a by-product of business development.

Incubators and production units provide entrepreneurs and producers with the needed expertise, network and tools to make their ventures successful and help them in the production. The incubators/production units will be based on the socio-economic settings of each governorate to best accommodate and serve their needs.

Established incubators/ production units would provide work space for start-ups, computer systems with access to the internet, access to secretarial assistance and help with simple publicity material, production equipment and materials. As beneficiaries will obtain mentorship through organized monthly sessions and events through direct assistance.

The project provides financial and non-financial support for the establishment and operation of the incubators/production units. Financial support includes furnishing, access to prototyping tools and equipment, and the support fund

	<p>granted to the beneficiaries. Non-financial support includes technical assistance, mentorship, company legal establishment, access to network, office space, etc.</p>
<p>Main activities related to the assignment by which the selected proposer will support NCW:</p>	<ul style="list-style-type: none"> • Conduct on site visits to inspect the needs³ for the establishment of two Incubator / production units. • Draft an operational mechanism addressing each targeted governorate and PU upon its specifications. • Supervise the operations upon a results based management approach to ensure impact and sustainability. • Assist in designing a fund scheme for women and youth entrepreneurs, related to agribusiness projects. • Provide the incubators'/production units' projects with a set of services related to company legal establishment, access to network, office space, prototyping, access to tools and equipment, technical assistance, etc. • Identify the potential agribusiness project In the targeted area upon the resources, market need and accessibility. • Guide the implementation of rounds of technical/vocational trainings (basic and advanced trainings), mentorship sessions and provide services for Incubator / Production units' beneficiaries in the targeted governorates related to the potential selected projects in agribusiness. Set a plan for coaching and guiding the incubated projects and monitoring its implementation through skills enhancement, mentorship, and business development. • Support the adjustment of relevant allocated budget for technical trainings and the establishment of the production units. • Guide the project towards the most efficient and effective technical trainings focusing on the agribusiness sector.

³ This includes inspection of the assigned place, space, needed machinery and further tools needed for the establishment and function of the incubator / production unit in two targeted governorates (Minya and Behira)

- Assist in the identification of qualified trainers in the agribusiness field, and set out criteria for those trainers.
- Support the preparation of business models related to the establishment of the incubators/production units.
- Review and update the workplans related to the incubators/production units.
- Assess and approve projects eligible for incubation and support in the field of agribusiness and its sub sectors/clusters.
- Support the development of one product development guidelines and food safety procedure/Manual.
- Other tasks as required.

SPECIFIC OBJECTIVES OF THIS ASSIGNMENT

Support NCW in enhancing the physical and technical capacities of the project's production units and in providing different range of services (e.g., mentorship, consultancies, business development and others).

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Inspection of the assigned place, space, machinery and further tools needed for the establishment and function of the incubator / production unit in two targeted governorates.
- List of qualified trainers in the agribusiness field, against an identified criteria, is to be developed.
- Enhanced workplans related to trainings programmes on the targeted agribusiness selected areas.

- Develop a fund scheme to address the project's beneficiaries including its' operations, rules and legalities for execution and sustainability, related to the agribusiness sub sectors identified by the project.
- Assessing and approving projects eligible for incubation and support in the field of agribusiness and its sub sectors/clusters.
- Assist in the Implementation of a total of 24 vocational trainings in each targeted governorate on pre-identified list of clusters targeting at least two clusters per selected governorate followed by documentation of the developed design and product for sustainability targeting around 480 Incubator/production units' beneficiaries
- Guide the implementation of a total of 115 product development trainings in targeted governorates targeting around 1,728 beneficiaries
- Develop a product development guideline and food safety procedure/Manual
- Assist in the planning of rounds of skills enhancement sessions for incubated start-ups to include the following areas: presentation, communication skills, management tools, transformational training etc. to provide prospective entrepreneurs with business skills and tools for management and operations.
- Guide the implementation of monthly rounds of mentorship sessions per governorate with the assistance of the Roster of Experts (RoE) to provide guidance and technical assistance to incubator/ production units' beneficiaries.

PROPOSER'S ELIGIBILITY

- An experienced National individual (i.e., Egyptian) consultant.

FUNCTIONAL COMPETENCIES

- Strong experience and field work in conducting evaluations and training programs for Egyptian Agribusiness sector

- Extensive knowledge and experience in preparing feasibility studies, reports, and training material related to post-harvest techniques, product inspection, quality control, quality assurance and quality management systems
- Prior experience in developing training programs and observation study tours for processors, farmers, farmer groups and exporters
- Ability to provide consultancy on the design, management, and improvements of packinghouses for horticultural crops.
- Previous practical experience in Egypt and familiarity with the Egyptian governorates' context and specificities is an added value.

Relevance of specialized knowledge:

- Detail any specialized knowledge that may be applied to performance of the RFP focusing on agribusiness sector in addition to other creative fields of entrepreneurship according to the target governorates' competitive advantage and resources (i.e., entrepreneurship, incubation, production units, mentoring and consultancy services, vocational trainings, expertise in agribusiness and handicrafts sectors, and others of relevance).
- Describe review mechanisms to guarantee the quality of the services provided. Attach any related plans, if any.

Education and Certification

- Bachelor's Degree in Agriculture, or a related field

language Requirements

- Working knowledge of Arabic is required.

DURATION

Starting of the assignment

- Provisional starting period is March 2023.
- Implementation period of this assignment is from the date of Contract till December 2023 (subject to changes and extension depending on actual dates).

APPLICATIONS

Interested individuals must submit the following documents/information to demonstrate their capacity and expertise (in Arabic):

- A cover letter with a brief presentation of his/her consultancy explaining the suitability for the work and link to portfolio of work;
- Personal CV and Financial proposal.

Contact Person for inquiries

Proposers will direct all questions or concerns regarding this RFP to the following contacts (email ID address with the subject "**Agribusiness Consultant**").

Technical Officer

Ms. Sama Elziady

Samamohamed_5@hotmail.com



Procurement Officer

Ms. Inas Tharwat.

InasTharwat.AEDIM@outlook.com

The proposals must be submitted by hand no later than 3 pm local time, on (January 31st, 2023) at the office of:

The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
The envelope should clearly indicate "Proposal for BSD/PU Services" and Proposer's name and address shall appear in the upper left-hand corner of the envelope. If more than one envelope is required, each envelope shall be legibly numbered below the name of the Proposer (e.g., Envelope 1 of 3, as required).

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