



Request for Proposals (RFP)¹

“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 Handicrafts Vocational Trainings Lead Consultant
General Service Type	Consultancy and Technical Advice Services
Proposal Validity Period	15 calendar days
Duration of assignment	From the date of Contract till May 2024 (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

¹ This request is a ‘call for an expression of interest’, and no legal commitment from NCW's side arises from it, until a contract is signed with the selected entity.



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 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 project² 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.

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

Within the project's scope of work, the main objectives of the requested service/assignment is to support NCW in implementing comprehensive vocational programmes in the field of handicrafts and to provide technical support to assist in developing tailored vocational trainings' workplans across the four targeted governorates to promote AEDIM work and its visibility, as well as to identify the needed trainings and resources to enhance women's capacity to produce authentic and eco-friendly products. The consultant will ensure that women will develop their capacity through tailored basic and product development workshops in each of the targeted governorates.

PROJECT'S GENERAL DETAILS³

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	- 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

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	<p>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%).</p>
<p>Final beneficiaries of the project</p>	<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. - 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.

PROJECT'S DETAILS RELEVANT TO THE RFP'S ASSIGNMENT

<p>Overview:</p>	<p>Through the established BDS, incubation/Production Units, the project conducts rounds of vocational training (Basic and product development) across the four targeted governorates with the purpose of enhancing the physical and technical capacities of targeted beneficiaries through wider platform for experience sharing and economic opportunities. Based on a holistic approach for women, BDS implies that the different aspects of training and support develop both the</p>
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	<p>personal skills and business knowledge necessary for successful entrepreneurship.</p> <p>Therefore, rounds of vocational training (basic and product development workshops) are essential for the technical development and enhancement of targeted beneficiaries to participate in the labour market and accelerate individual resilience, and generate new possibilities for income-generating opportunities.</p>
<p>Main activities related to the assignment by which the selected consultant will support NCW at:</p>	<ul style="list-style-type: none"> • Assist in the development of workplans related to woodwork and printing craft in the 4 targeted governorates, to include time frame of rounds of vocational training in each of the targeted villages by the project. • Assess beneficiaries to be selected to join the vocational training (basic and product development). • Oversee the implementation of vocational trainings for targeted beneficiaries on concepts such as, but not limited to product design, wood-work and printing. • Guide the project towards the most efficient and effective technical trainings reflective of the proposed program to be submitted by the trainer. • Review and update the workplans related to vocational trainings. • Support the adjustment of relevant allocated budget for vocational trainings. • Assist in the identification of qualified trainers in the field of product design, woodwork and printing, embroidery, Crochet and Macrame. • Support in developing the framework and approach for the Seed-Funding package under the project and assist in evaluating the MSMEs, startups and individuals that will receive the seed-funding/in-kind assistance.

- Provide list of equipments and materials needed for each training and for selected women.
- Nominate beneficiaries of which the project will help in purchasing the needed equipment and materials for seed-funding/in-kind assistance.
- Assist in coaching selected beneficiaries in areas such as but not limited to feasibility study, product design, marketing and branding, etc.
- Other tasks as required.

SPECIFIC OBJECTIVES OF THIS ASSIGNMENT

Support NCW in providing tailored rounds of vocational trainings (basic and product development) to expand women's capacity, through learning a new skill to assist their families by generating new income-generating opportunities whether home-based or part of the job market to protect their families from IM by, enabling positive behavioral change, and cultivating their own visions and goals for economic development.

REQUIRED OUTPUTS OF THE ASSIGNMENT

- Develop training content and workplan in accordance with the project's direct assistance component of vocational trainings (basic and product development).
- Assist in the planning of rounds of vocational trainings (basic and product development)
- Assist in developing women's skills who aim to start their own projects 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, networking and access to vendors.

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- Assist in the Implementation of a total of agreed upon⁴ rounds of vocational trainings (basic and product development) in the targeted governorates.
 - Submit beneficiaries' evaluation training report.
 - List of equipments and materials needed for each training and for selected women for seed-funding/in-kind assistance.
 - Nominate beneficiaries of which the project will help in purchasing the needed equipments and materials.
 - Assist in the planning for rounds of coaching sessions to selected beneficiaries.

CONSULTANT'S ELIGIBILITY

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

FUNCTIONAL COMPETENCIES

- Prior experience in developing training programs focused on handicrafts sector.
- Strong experience and field work in conducting evaluations and training programs.
- Previous practical experience in Egypt and familiarity with the Egyptian governorates' context and specificities is an added value.

EDUCATION AND CERTIFICATION

- Degree or equivalent in social work, or a related field.
- Any certification related to the vocational/handicrafts sector, especially in product design.

EXPERIENCE

- Up to eight years training facilitation experience and capacity to develop vocational training materials and conduct relevant sessions.

⁴ Will be agreed upon with WBDC/NCW and the project's team.

LANGUAGE REQUIREMENTS

- Working knowledge of Arabic is required.

DURATION

Starting of the assignment

- Provisional starting period is May 2023.
- Implementation period of this assignment is from the date of Contract till May 2024 (subject to changes and extension depending on actual dates).

APPLICATIONS

Interested individuals must submit the following documents/information to demonstrate their capacity and expertise (must be in both Arabic and English)⁵:

- 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 (in Egyptian Pounds).

Contact Person for inquiries

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

Technical Officer

Ms. Sama Elziady

Samamohamed_5@hotmail.com

⁵ Initial proposals can be submitted in one language, and if shortlisted proposals must be submitted in both Arabic and English.



Procurement Officer

Ms. Inas Tharwat.

inas.aedim@gmail.com

The proposals must be submitted by hand no later than 3 pm local time, on April 30th, 2023) at the office of:

The National Council for Women, 11 Abd-Elrazeq El-Sanhory Street, Makram Ebaid, Cairo
The envelope should clearly indicate " Handicrafts Vocational Trainings Lead Consultant" 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).

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