

TERMS OF REFERENCES (TOR) INCUBATOR FOR YOUTH ENTREPRENEUR

1. BACKGROUND AND RATIONALE

Under the program pillar of Economic Justice and Resilience, Oxfam in Bangladesh is implementing Empower Youth for Work (EYW) Project. It is a 5-year project being funded by IKEA Foundation and implemented in Bangladesh, Pakistan, Indonesia and Ethiopia. The overall aim of the EYW project in Bangladesh is to improve economic and social empowerment for young women and men living in rural climate-change affected areas.

The target group of the project consists of young women and men, community members, policy makers, government representatives and private sectors actors. The main target group is 67,000 young women and men (with 70:30) of aged 15-29 residing in rural climate vulnerable areas. An estimated 40% of the youth population in this age group is not in the labour force of the country. And out of them 74% is female; these women are primarily engaged in unpaid household care work. This project is implementing in Mithapukur upazilla under Rangpur district, Puthia upzilla under Rajshahi district, Botiaghata upzilla under Khulna district and Bakerganj upzilla under Barisal district. And has been implemented through 3 partner NGOs – RDRS, CODEC and Wave Foundation are implementing partners and UCEP is the technical partner and works in sadar upazilas under 4 districts.

EYW project is aiming to empower rural youth especially young women to have decent job and micro-small entrepreneurship opportunities. Building youth entrepreneurs in climate affected rural areas is one of the key concerns of EYW project. **Within the project framework the project aims to provide entrepreneurial training to 3000 youth in all 4 project's locations maintaining 70% female ratio. Up to the current year (year 3 of the project) almost 1200+ youth received training.** Lack of information, absence of seed money, low level access to finance and technical knowhow in the potential areas, societies preference towards salaried job, skill training in traditional sector create hindrances to positive entrepreneurial environment in the rural areas. For young women, situation is more difficult due to existing social norms and their position compare to their male counterpart in terms of education, skills, mobility and access to information and services.

To address this above-mentioned issue EYW project has planned to develop business incubating services for the youth in climate affected rural areas in order to develop their micro- small businesses/enterprises that will be sustainable, climate resilient and profit driven. Young people often cannot go for start-up because of lack of innovation and ability as well as courage to take the risk along with other co-founding factors. This incubating support will help young people especially women in EYW project areas to prepare innovative plan for business and facilitate their start-up. This project has been explicitly focusing on human centric approach to develop youth entrepreneurship skills. Through this business support these young men and women are expected not only grow as entrepreneurs and bring change in their socio-economic status also contribute to the create employment opportunities for other youth in their community.

2. OBJECTIVE

- I. To develop an advisory plan for a pool of heterogeneous entrepreneurs based on trade-off between business scope and interest of entrepreneur for start-up.
- II. To provide tailor support to ongoing business enterprises for durable improvement with added service.
- III. To assist in assessing the business opportunity and market risk and challenges by entrepreneurs themselves considering value chain cycle.
- IV. To educate on both government and local entrepreneurship legal and compliance issues.
- V. To establish at least 15 successful business cases from each location out of 600 youths trained on entrepreneurship skill. This 600 youths should be selected through comprehensive process designed by the incubator out of the total 1200+ youths who would have received training from the project.

3. METHODOLOGY

The Consultant should consider the life-cycle approach to Business Incubation¹ and deliver the following services:

Stage	Time-Frame	Services
Pre-Incubation Stage: Relates to the overall activities needed to support the potential entrepreneur in developing his/her business	2 months	<ul style="list-style-type: none"> - Idea formulation - Idea assessment - Market validation of the idea

¹ The Smart Guide to Innovation-Based Incubators (2010)

idea, business model and business plan, to boost the chances to arrive to an effective start-up creation.		<ul style="list-style-type: none"> - Innovation assessment - Defining the business idea - Defining the business model
Incubation Stage/After-Care: Support given to the entrepreneur from the startup to the expansion phase.	10 months	<ul style="list-style-type: none"> - Access to finance - Legal and administrative support - Support to selection of physical facilities - Linkages with markets and value chains - Access to knowledge and technology, including technology transfer and adoption. - Mentoring, coaching and advising - Access to relevant networks - Assistance with business basics, HR and marketing

4. DELIVERABLES AND TIMELINE

Above mentioned services mentioned in the methodology will be provided to 600 youth especially young women in four EYW locations and come up with a successful business model from March 2019 to February 2020.

4.1 IMPLEMENTATION LOCATIONS

The incubating process is expected to implement in all the project location (including upazila sadar) of EYW. The consultancy firm or potential incubator will work in coordination with local implementing partners and youth groups to design, plan and implementation.

5. REQUIRED SKILLS AND COMPETENCIES

The consultancy firm/incubator should have the following competencies:

- Clear understanding about the rural/local business policy, practice, scope and trend
- Experienced in handling policy matters of government related to different business
- Sound knowledge on production and marketing value chain of diversified small enterprises

- Proven experience to work with youth in developing micro-small enterprises and facilitating business incubation
- Experience in the design and implementation of business plans, especially for SMEs, start-ups, public/private partnerships etc, and aiding the transition from supported to self-sustaining status
- Experience to work with different private sectors and stakeholders and academics to explore innovative business cases and developing tools for business incubation
- Demonstrated successful and sustainable business model in the rural context
- Understanding on climate resilient business
- Linkage with markets and financial institutions
- Excellent communication skills;
- Demonstrable analytical skills on rural market for the enterprises

6. FINANCIAL PROPOSAL

Financial proposal is supposed to consist of

- 1) Consultancy days and fees (based on scope of work)
- 2) Travel and accommodation
- 3) Any other expenditure (please mention nature of expenditure)
- 4) 15% VAT and 10% taxes
- 5) Total amount

7. APPLICATION PROCEDURE

Interested consultancy firm/incubator must submit technical and financial proposal based on the terms of reference above mentioned.

The technical proposal should include

- Expression of Interest
- Adequacy of methodology and the proposed work plan in responding to the terms of reference
- Profile of the consultancy firm/incubator including experience in handling similar type of assignment

The submissions must reach Oxfam office by 31 January 2019. Late proposals will not be accepted in any circumstances and will not be assessed.

8. ADDITIONAL DOCUMENTS TO BE SUBMITTED

1. Maximum 2-page CV of Lead consultant highlighting related assignments completed with client name, contract person and mobile number (this person must have fulltime engagement during assignment time)
2. Other Team members' (who will be involved in the assignment) one paragraph short CV highlighting related assignment completed and role
3. Soft copy/link of documents/publication in favor of the relevant previous business model/incubation process
4. Organization's/Firm's Certificate, TIN and VAT registration

9. EVALUATION CRITERIA

The award of the contract shall be made to the consultant team who has received the highest score out of predetermined technical and financial criteria specific to the solicitation.

Criteria	Weight
Understanding of the ToR	10%
Experience in providing relevant large-scale services	40%
Methodology	30%
Team structure and qualifications of key personnel	10%
Financial	10%

Only candidates obtaining a minimum of 60 points and above would be considered for the final evaluation.

Closing date for applications	18 February 2019
Consultancy Period	12 months