

TERMS OF REFERENCE (TOR)

For Hiring Consultant to conduct

Mid-term evaluation for the project “Accelerating Youth-led Business in Digital Era”

Project implemented by: Bangladesh Youth Enterprise Advice & Helpcentre (B’Yeah)

Supported by: Youth Business International (YBI) and IKEA Foundation

1. Background of B’Yeah

Bangladesh Youth Enterprise Advice & Helpcentre (B’Yeah) aims to encourage and increase youth participation in the private sector. It is exclusively working on the economic and social empowerment of Youth through entrepreneurship development. It aspires to build a strong community of youth entrepreneurs in Bangladesh which can become the platform for young entrepreneurs to assist their growth in business and improve socio-economic prospects. It has already gained increased acceptance among a cross-section of people at the national and the international level due to its tireless efforts to promote young entrepreneurs through support, mentoring and gender-balanced policies.

B’Yeah joined the YBI Global network in 2007 and is working to provide access to financial support, mentoring and training to those who have a viable business idea but are unable to implement it or need support.

Vision : Turn Job Seekers into Job Creators

Mission: To promote youth entrepreneurship through the means of capacity building, mentoring and networking.

2. Objectives of B’Yeah:

- Increase the number of youth entrepreneurs
- Ensure sustainability of startup business and its growth
- Increase the number of youth job opportunities
- Encourage the local business community to support as mentors
- Encourage local banks and financial institutions
- Create an enabling business environment
- Empower Bangladeshi youth, especially women
- Build partnerships with like-minded organizations

3. Project background

Youth Business International (YBI) is a global network of expert organizations in over 50 countries supporting underserved young people to turn their ideas into successful businesses, creating jobs and strengthening communities. YBI members around the world provide young entrepreneurs with an integrated package of support, comprising training, mentoring, access to finance and other services, to help them start and grow sustainable businesses.

YBI network members are locally rooted and locally-led, so their programs combine deep contextual knowledge with YBI’s sector-leading global expertise and tools. YBI is facilitated by a Network Team based in London and Bogotá.

Millions of young people in Bangladesh are unemployed or in low-wage, low-skilled or unsafe jobs. Many are not equipped to deal with the rapidly changing world of work. Without access to decent and stable income, young people are unable to provide a better future for themselves and their families.

As a result of the rapid demographic growth in both India and Bangladesh – part of the global youth bulge phenomena – there are not enough jobs to keep pace with the rapid increase in

young people leaving school and seeking work. This has led to overwhelmingly high rates of youth unemployment and underemployment.

The Bangladesh Bureau of Statistics reported that in 2016, the youth population (age 15-29) was approx. 52 million, which is 33% of the entire population. It was expected that around one billion youth would enter the job market in the decade following 2016 and only 40% of them would be able to get jobs (ILO, 2015). Both countries consider youth unemployment levels a national emergency.

Without decent and sustainable work, young people cannot provide for themselves nor support their families and become trapped in a perpetual cycle of poverty. Unemployed and underemployed youth are at risk from insecure and unsafe jobs within the informal sector, they cannot afford proper healthcare for themselves or safe and secure housing and are unable to save money to invest in a more comfortable life. Their children also suffer as without secure household income there is little money for nutritious food to support a child's growth and development; medicines to support a child when they are ill; and an increased risk of losing a primary caregiver from unsafe working conditions. Some children are also forced to leave school without finishing their education to start work to contribute to the household income. Childhood malnutrition, illiteracy and low-wage career paths are just a few of the outcomes facing families due to chronic unemployment or underemployment.

Today a young person starting or wanting to grow their business is faced with the added challenge of having to adapt and evolve with the rapidly changing digital business landscape. While, on the whole, young people are more accepting and willing to adapt to new technologies, gender, language and location can limit a person's access to, and understanding of, the technology they need to run a successful and competitive business.

To develop youth entrepreneurship in Bangladesh, this time B'Yeah is implementing 3-years project entitled 'Accelerating youth-led business in digital era' started in August, 2019 with the technical and financial assistance of the Youth Business International (YBI) and IKEA Foundation and is being implemented by B'Yeah in the selected areas under Dhaka City Corporation and Sirajdikhan.

However, despite all these problems and challenges, some youths are involved in the micro and medium-sized businesses; they are making an important contribution to poverty reduction by increasing income and employment generation of marginal and poor women and men in rural and urban areas in Bangladesh. Considering the prevailing situation/context of young entrepreneurship development in Bangladesh through digital approaches, the Youth Business International (YBI) initiated the project "Accelerating youth-led business in digital era" by the financial support of the IKEA Foundation. B'Yeah has been assigned for implementing the project since August, 2019 (actually implementing since December 2019 after approval by the NGOAB). The project has targeted a wide range of stakeholders for supporting and strengthening youth entrepreneurship in Bangladesh. Stakeholders include 1000 young entrepreneurs in 2 project areas of two districts.

The project aims to support 1000 underserved urban and rural young entrepreneurs with pioneering business ideas through a business startup and growth support including digital, entrepreneurial and decent work training courses (960 trainees), business development counseling, mentoring, access to market(online and offline) and linkage with Banks and Non-Banks (Financial Institution). The support system will enable them to start and grow sustainable businesses creating jobs for others with a decent work environment, thereby enhancing the quality of life of disadvantaged young people in the rural and urban areas.

4. The expected outcome of the project:

- ✓ Develop new and existing business to expand their markets and grow revenue
- ✓ Create decent job opportunities that provide sustained income

- ✓ Develop and promote the adoption of new digital technologies

With a view to getting the status of the project participants, as well as other youth, led digital market trends and approaches in the project areas and the relevant policies, a midline evaluation is planned for the project in the 2nd year by an independent consultant. So, B'Yeah is aspiring to recruit a consultant to carry out the mid-term evaluation in the project area.

5. Aims and objectives of the evaluation

The mid-term evaluation results will give the possibility to use the findings for:

- Assessing the contribution towards the outcomes achieved by the project so far;
- Learning on best practices for enhancing the entrepreneurial competencies with the digital business skills to effectively manage their business, digital business knowledge and networks, start and grow sustainable businesses through online with the attitude towards lending to youth entrepreneurs from mainstream financial institutions to become effective entrepreneurs;
- Assessing job creation for others, thereby enhancing quality of life of disadvantaged young people;

The primary users of the mid-term evaluation are:

Accelerating Youth-led Business in Digital Era Project team of B'Yeah: they will use the results and recommendations derived from the mid-term evaluation to improve the second term's activities for greater impact;

Based on above mentioned, the following two types of evaluation approaches will be applied:

1. The process evaluation in order to assess how and in what ways the Project is working;
2. The outcome evaluation in order to assess how and in what ways the Project is contributing to achieving its objectives.

The results of the evaluation will be gender-responsive, as well as the whole process of evaluation will be gender-sensitive, inclusive of all stakeholders.

Overall objectives

- To evaluate progress towards the project's outcomes (according to the outcomes-1, 2 & 3) and output based on the indicators of the project log-frame.
- To evaluate the digital accelerator approach of B'Yeah (organisational digital vision, mission, short-long term plan & implementation)
- To generate in-depth information, learning on existing online business trends and practices (traditional and modern), disaggregated by targeted locations and disadvantages youth involvement in business.
- To evaluate the reasons behind the achievement (or not) of the objectives.

Specific objectives of the evaluation

Based on above mentioned, the specific objective of the mid-term evaluation is to provide information on:

- To evaluate the strengthen and grow new and existing youth led businesses in the COVID-19 situation.
- To quantify (in percentage) businesses started and their growth.
- To quantify the average number of employees.
- To quantify the number of jobs created (direct & indirect) by businesses (male/female).
- To ascertain the percentage of annual revenue growth of supported businesses.

- To evaluate the number of young people accessing new markets.
- To understand the level of digital skills of the participants and non-participants.
- To identify the number of young people counselled in online business mentoring and matched to a mentor.
- To evaluate the % of the level of digital business management knowledge and skills in young people.
- To understand the thoughts of young entrepreneurs about decent work operations of decent work principles in entrepreneurs business after received decent work training.
- To evaluate entrepreneurs digital engagement in online activities (digital skills and entrepreneurship trainings, networking, webinars, mentoring etc.)
- To quantify mentors who have knowledge about ideal online business mentoring.
- To evaluate the % of entrepreneurs trading online.
- To evaluate the status of develop and promote adoption of new digital technologies/tools.
- To evaluate the digital accelerator approach of B'Yeah (organisational digital vision, mission, short-long term plan & implementation)
- To evaluate the access to market and linkage access to finance (through mentoring and other channels)
- To identify the challenges and opportunities for young entrepreneurs in accessing markets and finance in Bangladesh.

6. Intended users of evaluation and key stakeholders involved

The Project Management team, project team of B'Yeah, YBI, IKEA Foundation, entrepreneurs and development workers will utilize the mid-term evaluation findings. The evaluation findings will be used for setting targets, project monitoring, and for comparative analysis with the end-line status. It will also help to generate pieces of evidence for policy advocacy with the business sector.

7. Methodological guideline

The consultant/consulting firm is expected to develop an appropriate methodology to meet the specific objectives of the mid-term evaluation. However, appropriate triangulation in data collection methods as per need is anticipated in the proposed methodology. The tools that are suggested to use for some objectives should be taken into consideration. The methodology and relevant instruments should be adjusted in consultation with B'Yeah and YBI and finalised before implementation.

The evaluation will be facilitated following qualitative, participatory and multidisciplinary approach, including consultation with a broad range of project participants (200-250) including youth entrepreneurs, mentors, stakeholders (Government officials, digital business focus organizations/companies, Bank and Financial Institutions, relevant NGOs, trade bodies/associations, women-led organizations, Private sector groups and representatives etc) in the assessment. The process, as well as the final results, should be gender-sensitive, addressing and incorporating the specific sensitive aspects and needs, as well as guarantying the participation of male-female respondents in the data collection and analysis process.

The methodology for the study envisages both desk and field researches. The desk research will be the first step for the evaluation team for:

- Understanding the Project and its specifics;
- Assessing the process through project documentation;

The consultant/team will also conduct a baseline study among the participants by:

- Reviewing project documents (project proposal, the theory of change, project activities plan, Project log-frame, indicators, and MEL Strategy & tools, midterm evaluation study) and other documentation such as event reports, photographs and videos, etc.
- Meeting with B'Yeah and Project Coordination Committee (PCC).
- Visiting project and targeted participants in the selected working areas.
- Targeting group representatives (current and outside of project participants).
- Collecting information as per the prescribed questionnaire and checklist.

8. Scope of work

The scope of work will preferably include, but not limited to:

- Prepare an inception report (9-10 pages) that will include the final methodology and timeframe and submit to B'Yeah and YBI (if necessary) for review and approval.
- Develop the appropriate methodology that best fits with the specific objectives.
- Review relevant literature and project document to get a better understanding of the project activities.
- Develop evaluation instruments, pretested and finalised in consultation with the Executive Director/ Project Manager and assistance of the MEL and Training Coordinator. B'Yeah will also provide a few tools, some of which have already been mentioned above. Those tools need to be pretested and finalized before administering data collection.
- Recruit qualified enumerators and organize training for them for data collection and quality control.
- Administer data collection in the field; ensure a mechanism of quality control during data collection.
- Data management and analysis in terms of transcribing, coding, computer entry, cleaning, and analysis as pre-study themes in the objectives.
- Produce draft reports and share them with B'Yeah for feedback. Finalization of the report by addressing the feedback.
- Present the key findings to B'Yeah.
- Prepare a study-brief in both Bangla and English in consultation with B'Yeah.
- Maintain regular communication with the Project Manager/the key contact person(s) of B'Yeah throughout the assignment period.

9. Evaluation area

Dhaka city-corporation and Sirajdikhan Upazila are targeted for the study where the project is being implemented.

10. Expected competency.

Expected competency of the consultant/consulting firm includes:

- At least a master's degree in the development-related field, social sciences, economics, rural development, business, or other relevant subjects.
- 7 years of work experience with expertise in conducting the quantitative and qualitative study in the area of entrepreneurship development, youth empowerment, proven research, survey or economic analysis.

- Capacity to provide necessary training to individuals for carrying out data collection, quality control (reliability) and data entry management.
- Demonstrated understanding of the entrepreneurship and livelihoods sector specifically as it relates to start-up enterprises for youth, women entrepreneurs with low levels of educational attainment and non-formal skills.
- Ability to produce well written, analytical reports in English is essential.
- Strong quantitative and qualitative data analysis skills.
- Flexible and responsive to changes as part of the review and feedback process.
- Work experience in urban and rural areas with grassroots youths, government officials will be an added advantage.

11. Deliverables and timeframe

The total duration of the assignment is 4 weeks after the signing of the agreement. The methodology and work plan will be reviewed and approved by B'Yeah. It is anticipated that the first draft report will be produced within four weeks of the signing of the agreement. The final report should be submitted after ten days of receiving feedback. Follow up meetings will be held time-to-time between the contracted consultant/consulting firm and B'Yeah.

The report should have the following structure:

- Title page
- Acknowledgments
- Executive summary
- List of acronyms
- Table of contents and lists of figures and tables
- Introduction and Background
- Methodology
- Data analysis
- Results (it should be organized as per study objectives)
- References
- Annexes

The consultant/consulting firm shall produce the following deliverables:

- An inception report containing final methodology and work plan.
- Evaluation instruments pretested, finalised and printed in Bangla.
- The draft report containing detailed findings, well-blended qualitative and quantitative analysis on findings.
- Presentation of the key findings to the staff members of B'Yeah and different stakeholders.
- The final report should be submitted in two copies with spiral binding along with a soft copy in MS Word. The report should be delivered in acceptable English. If required, the consultant/Consulting firm will arrange for proofreading to maintain the quality.
- All field notes, data and other relevant materials.

12. Mode of payment

The payment will be made in three instalments:

Instalments	Percentage	Timeline
First instalment	20	After agreement/work order
Second instalment	30	After receiving the inception report
Final instalment	50	Upon submission of the final report

13. Evaluation criteria and scoring

Criteria	Score
Appropriate methodology to address the study objectives	40
Relevant competency of team leader and relevant team composition	40
Amount of budget and justification	20

14. Preparation of proposal

The proposal will be divided into two parts and should be submitted in two separate folders i.e. technical and financial. The technical part of the proposal should not exceed 06 pages and will contain the following:

- Detailed methodology of the study that clearly articulates how research objectives are linked with relevant data source and method.
- Detailed timeframe (including dates for submission of the first draft, dissemination of findings and final report).
- The account of the experience of conducting survey and employing qualitative methods.
- CVs of the team leader and key members of the study team which reflects relevant experience to conduct the study.
- Copy of VAT registration certificate (for consulting firm)/ copy of the valid TIN certificate and bank account detail (for individual consultant).
- Projected budget approximate total range **BDT. 400,000.00** including projected travel, VAT & Tax subsistence costs.

The financial proposal should clearly identify item wise summary of cost for the assignment with a detailed breakdown. The budget should not contain income tax as a separate head; it can be blended with the other costs as it will be deducted from the source. However, VAT can be mentioned in the budget as per government regulation. The organization will deduct VAT and Tax at source according to the GoB rules and deposit the said amount to the government treasury. The consultant/consulting firm is expected to provide a justified budget which is consistent with technical proposal.

15. Submission of proposal

The technical and financial proposals should be submitted electronically to the email address: byeah2008@gmail.com with “**Mid-term evaluation of the project– Accelerating youth-led business in digital era**” as the subject. Proposal submitted to any other email account except this and in hard copies will be disqualified. Submissions after the deadline which is **16 June 2021** will not be accepted. Two different folders i.e. technical and financial should be submitted in one zip folder with a cover letter. The proposals should be submitted in PDF format.

16. Penalty clause

The consultant/consulting firm is expected to provide services within the timeframe as well as submit the final report maintaining the quality as mentioned in section 11. If for any reason, the consultant/consulting firm fails to deliver services within the stipulated time, the consultant/consulting firm needs to inform B’Yeah well ahead of time with a valid and ToR for Mid term evaluation_ AYL BDE_ B’Yeah27.05.21

acceptable explanation. Failing to do so may evoke a penalty clause at the rate of 1% for each day of delay. If the quality is not maintained as mentioned at the end of section 11, B'Yeah will deduct 5% of the total agreement amount.

17. Ethical Considerations

Data collection, analysis and publishing procedures shall maintain standard ethical obligations. Some of them are stated below:

1. Verbal/ written consent of the respondents is a must before data collection.
2. Objective of the study should be explained to the respondents.
3. No act in this procedure shall harm any respondent at any level legally, physically, mentally, financially or socially, etc.
4. The data collector must abstain from collecting data if the respondents show any kind of disinterest in the procedure. Forcing respondents for information is an offense.
5. Confidentiality of the data should be maintained all through the process and afterward and the name of the respondents MUST NOT be revealed in the report without proper consent.

18. Bindings

All documents, papers and data produced during the assessment are to be treated as B'Yeah's property and restricted for public use. The contracted consultant/consultant firm will submit all original documents, materials and data to the country office of Bangladesh Youth Enterprise Advice & Helpcentre (B'Yeah).

19. Negotiations

Once the proposals are evaluated, B'Yeah may enter into a negotiation with one or more than one consultant(s)/consulting firm(s) for final selection. If negotiations fail, B'Yeah will invite consultant/consulting firm(s) whose proposals received the next highest score to negotiate a contract. If none of the invited proposals led to an agreement, fresh Requests for Proposals (bidding document) will be called.

20. Award of contract

The consultant/consulting firm is expected to commence the assignment within one week of signing a contract.