REQUEST FOR PROPOSAL

Key Facilitating Partner: To support project implementation on the development of business capacity and business environment for Nigeria WAY clients and engagement in Community Social Dialogue

Background of the Project
MEDA is an international economic development organization; whose mission is to create business solutions to poverty. Founded in 1953 by a group of compassionate business professionals, we partner with the poor to start or grow small and medium-sized business in developing regions around the world. Our expertise includes a full range of economic development tools: financial services, improved technology, business training, better access to market and equity investment. Our work most often focuses on women, youth, and rural poor. We believe that all people deserve the opportunity to earn a livelihood and that unleashing entrepreneurship is a powerful way to alleviate poverty.

MEDA’s youth Entrepreneurship and Women’s Empowerment in Northern Nigeria Project (Nigeria WAY) in Bauchi State is a five-year project that will assist economically active women and youth to increase their income, specifically, those who are involved in agro-processing in the Rice, Soybean, and Groundnut value chains (3 Value Chains).

Using a private sector approach, MEDA Nigeria works with small entrepreneurs (ENs) and small scale businesses (SSBs) particularly those led by women and youth, to ensure they are included in the market system by supporting agro-processing with smart incentive using a market sector approach. Additionally, the project will work with communities and families to improve the environment where girls grow up and join the market economy.

Purpose of the Proposal
Nigeria WAY seeks to build the capacity of her Clients both ENs and SSBs through the production and dissemination of market information through radio programs to strengthen and raise a demand for more women voices and information agent in these value-chains and increase their market knowledge of prices, location, volume, and products available.

Nigeria WAY, likewise, seeks to collaborate with a Key Facilitating Partner (KFP) to assess seven existing associations and other existing once to measure their viability, level of women participation and gendered obstacles as opportunities for collaborating business platforms and market linkages.

With a new strategy for the Agrotechnology Fund which will include creating a platform for market actors, clients, financial institutions, and technology vendors to network and interact and conduct business transactions. Nigeria WAY seeks the services of a Key facilitating partner to support MEDA with facilitation of these events. This will include sensitization and publicity for the fairs, mobilization of clients to attend, liaising with financial institutions and technology suppliers to showcase their technologies and train clients, respectively. The KFP will also be responsible for logistics for these events including transportation for certain stakeholders, venue arrangements and monitoring and reporting on activities, attendees, and transactions.
MEDA seeks to support social dialogues process and through that broadly address gender inequality and more specifically cultivate family and community support for women entrepreneurs, increase voices of girls in conversations relating to forced early marriage and their need for an alternative economic future. It also seeks to stimulate community action towards behavioural and normative shift in favour of equitable gender relations at the family and community levels to advance women and their economic empowerment.

There are two parts to this Request for proposal that covers MEDA’s objectives.

APPLICANTS ARE ADVISED TO APPLY FOR ONLY ONE LOT (EITHER LOT 1 or LOT 2)

LOT 1
Objective A: Support to project activities for the development of business capacity and business environment of women and youth owned Small Entrepreneurs and Small-Scale business owners (LOT 1)

1. Providing support for project activities including assessment of WAY clients, staging innovation, and technology fairs.
2. Verify the viability of identified 7 Alliances and provide linkage with WAY clients
3. Identify and link ENs/WoSAs with value chain actors for offtake and aggregation of their produce within the rice, groundnut, and soybeans value chain.
4. Facilitate ENs Alliance and network formation; Awara/Kuli-kuli/Masa Associations
5. Supports weekly interactive radio programs to disseminate market information

Scope of work
The KFP would be responsible for the conducting following activities:
1. Supply basic and detailed information about the existing 7 alliances earlier presented to MEDA and work with the Partnerships and Business Linkages Coordinator to conduct an objective assessment of these alliances. Consequently, 350 ENs from the 7 LGAs will be identified and introduced to the viable and relevant ones as determined by the results of the verification.
2. Facilitate the formation/strengthening of ENs Awara/Kuli-kuli/Masa Associations as alliances to offer scale and deliver marketing benefits to 100 clients per LGA and average of 30 per Alliance across the 3 value chains in all 7 LGAs of MEDA’s intervention.
3. The KFP will be provide support for training, setting up leadership, bylaws/constitution, meeting frequency, supporting and monitoring growth and sustainability of these alliances as well as formalization through registrations with the department of cooperatives, local Government, and relevant networks. *Note: the cost of formal registration of alliances with the department of cooperatives has been subsidized by MEDA.
4. Identify 150 Ens/WoSAs within the rice, groundnut, and soybeans to be linked with value chain actors for offtake and aggregation of their produce.
5. In all interfacing activities with clients, the KFP will conduct effective contact and Mobilization of Ens.
6. Client mobilization, event organizing and planning for 12 technology fairs and innovation fairs
7. Support 1 tree planting project
8. Environmental assessment of WAY clients processing methods, 15 Clients per LGA
9. Payment of Airtime for 52 Episodes of Radio programme running for 60 Minutes per episode
10. Managing and sourcing of resource persons to serve as expert voices during the radio programme.

APPLICANTS ARE ADVISED TO APPLY FOR ONLY ONE LOT (EITHER LOT 1 or LOT 2)

LOT 2

Objective B: Support to project activities for Social dialogue on enhanced provision of community and family support to address issues of early marriage by promoting socio-economic engagement (LOT 2)

1. To expand the social and cultural space around women and gender to improve access and acceptance of women’s economic activities and contribution to household and community welfare.
2. Transform gender norms inhibiting women’s access to economic opportunities through behavioral change programs.
3. Strengthen capacity of civil society groups working on issues of young women and girls in Bauchi to create bottom-up pressure leading to informed decision-making, modified behavior, and acceptance of gender equitable norms.
4. Support the understanding of masculinity and male champions to advance gender equity.
5. To support to achieve its aims and objectives through capacity building to achieve its core mandate for its membership

Scope of work
The following activities have been identified as crucial for the social dialogue and should be included in the proposal. The KFP shall suggest how these could be designed and interlinked in the overall one-year workplan. Please indicate where other service providers are needed. These would be organized through MEDA centrally rather than by the KFP.

i. Work directly with women clients' daughters who are currently in or are soon to enter the market system- Interventions will target girls 100 (in/out-of-school) at risk of Early and Forced Girl Child Marriage (EFGCM) across 3 LGAs in 4 Center (each center to comprise of 25 girls in compliance with COIVD-19 Protocols. The KFP will adopt a range of strategies to support their empowerment including Live skills for girl's vacation school (training sessions on basic financial literacy, Business development & life skills
and mentorship programs, support platforms/networks for girls' peer-to-peer learning and support (Girls Clubs). This is essential in strengthening their decision-making abilities, and increase their skills, knowledge, confidence, and voice so girls can articulate their issues, and influence family and community decisions about their lives.

ii. Work directly with women as clients, mothers/sisters/aunts, mentors, or community members so that they can develop a voice and agency to expand the social space they operate in and find solutions to issues affecting them
   a. Support women entrepreneurs to form platforms and networks to expand their voices and influence relating to business decision making, asset ownership and social support to conduct their business.
iii. **Interventions at family and community level:** - Nigeria WAY acknowledges that the power to make decisions surrounding marriage often rests on a myriad of actors that surround the lives of girls, particularly families and community leaders. Thus, it will be expected that the partner will engage with communities and influential agents of change, traditional and religious leaders to transform social norms, behaviour and harmful practices that drive EFGCM, both at household and community levels. These shall among other things include:

   a. Engagement with 7000 community members such as traditional or religious leaders to ensure the legitimacy of new approaches to social organization and risk mitigation. In this regard, the partner will support dialogue and information sharing with community leaders and the broader members of the community by facilitating positive social change.
   
   b. Support the emergence of male champions of gender equity and support their activities to stimulate positive social changes.
   
   c. While the primary focus of project is on the economic empowerment of women, Nigeria WAY expect the partner to work with community groups that will carry on the activities even after MEDA exits.

iv. **Targeted communication and media strategies** - using creative channels of communication to reinforce the messages being discussed at the Social Dialogues. The partner is expected to develop media and communication strategies that will enable key issues relating to the Social dialogues to be discussed by experts for the benefit of the larger public such as early and forced child marriage issues, including the benefits of involving women and youth in entrepreneurial activities, education campaign, etc.

   a. Collaborate with the National Orientation Agency to ensure effective social messaging around women’s economic empowerment and right to life are disseminated

v. **Training and capacity building** – MEDA WAY also work with local community organisations that can build the capacity of allies, such as women’s rights organisations and other CSOs, can produce a critical level of change. Embedding knowledge and an understanding of social norms within these organisations can create change agents on the ground

   a. Training community leaders.
   
   b. Conduct GALS for facilitators to use in household and community dialogues.
   
   c. Conduct gender equality training for women’s client’s husband and family members and for male community members.
   
   d. Masculinity training for 60 male youths on gender.
   
   e. A TOT training for facilitators drawn from CBOs, FBOs, traditional leaders, NGOs, youth groups for effective planning, implementation, and monitoring of SBCC at household and community levels.
   
   f. Gender training for men and women.

**Requirements**

- A comprehensive proposal addressing the priority activities in this TOR in accordance with the scope of work above.
- One-year Workplan indicating timelines
- Indicative Nine-month project Budget – (taking into consideration any consultants that you need to work with) Include personnel and administrative costs, including level of effort of each personnel.
• Risk management matrix, including the development of contingency plans as necessary.
• In addition, the KFP must display sound management practice in terms of financial, administrative, technical, policies procedures and present a system of internal controls that safeguard assets, protection against fraud, waste, that support the achievement of program goals and objectives.
• MEDA will assess these capacities prior to award of the grant.
• Provide two references or contact person for the organization.

The Key facilitating partner is requested to submit their proposals NOT exceeding 15 pages and attached the annexes which are not counted in the 15 pages as listed below. The following format should be use:

- **Technical Proposal:**
  - Executive Summary
  - Organizational Profile (as related to the proposal) – brief history of the organization, location, leadership, contact, annual budget, TIN (max 1 page)
  - Project Description & Background
  - Overall purpose / objectives of the proposal
  - Methodology and approaches
  - References from previous activities
  - Describe the activity that will comprise project implementation (as stated in the RFP)
  - Results and Deliveries
  - Gantt chart with a fixed delivery time
  - Human Resources required
  - Project monitoring and reporting
  - Indicative project Budget – (taking into consideration any consultant that you need to work with)
  - Attachments (registration certificate, summary of previous work in the sector and references, TIN)

**Application process**

Proposals should be submitted by email to [nigeriaway@meda.org](mailto:nigeriaway@meda.org) by Monday 14th December 2020.

For further clarification call: **Office: 09051530218 (within 9am – 5pm)**

- Applicant should clearly specify the lot number they are applying for which should align with the applicant’s area of expertise. **APPLICANTS ARE ADVISED TO APPLY FOR ONLY ONE LOT (EITHER OBJECTIVE A or OBJECTIVE B).**
- The applicant may include direct cost that will be incurred by the applicant to provide identifiable administrative and management costs that can be directly attributable to supporting the grant objective.
- The application must be signed by a senior management or a representative authorized to make commitments on behalf of the applicant company or Cooperative.

**Application Review Criteria**

All applications will be reviewed by the Grants Committee and will be evaluated against the criteria below:

1. Relevancy of the application to the objective and priority of MEDA
2. Capacity in terms of technical expertise particularly in terms of knowledge of the issue to be addressed.
3. Enough capacity in term of network and resources that demonstrate his/her ability to implement this activity.
4. Specific value-added components such as environmental issues, promotion of gender and equal opportunities, increase women and youth access to markets
5. Tangible impact details for women producers
6. Clear and feasible action plan
7. Sustainability of expected results from proposed action in terms of:
   - Finance – how will the activity be financed after the exit of MEDA
   - Institutional structure – will the current organizational structure allow the activity to continue after the exit of MEDA.
8. Relevance and feasibility of budget considering the applicant’s contribution to the activity?
9. Examine if cost to be incurred on the activity are reasonable for the performance of the activity.
10. Does the activity cover gender and environmental considerations of MEDA?
11. Ability to collect monitoring information and write reports for the project?