

TERMS OF REFERENCE

Assignment Title	National Consultant to Update the White Paper on Entrepreneurship: Key to Inclusive and Sustainable Growth in Myanmar
Project	Economic Empowerment of Women and Youth in Myanmar Project.
Type of Contract	Individual Contract (National Consultant)
Contract Period	75 days
Supervisor	Project Manager, Economic Empowerment of Women and Youth in Myanmar Project.
Location	Home based
Country	Myanmar

A. BACKGROUND

Myanmar is undergoing an unprecedented and complex transition process from conflict to peace, from military rule to a democratic civilian Government and from a largely closed economy to an open market economy. Currently, it is categorized as a Least developed Country with imperatives of creating an enabling environment for foreign investments and economic reforms to foster inclusive and employment rich economic growth. The transformation of Myanmar is driven by a fast-paced growth in the private sector. As a rapidly growing regional economy in a dynamic neighborhood surrounded by ASEAN, China and India, Myanmar needs to undertake structural and economic diversification by nurturing transformative and competitive micro, small and medium enterprises (MSMEs) and building up economy wide productive capacities.

Dynamic MSMEs are widely acknowledged as a key driver of sustainable and inclusive economic growth leading to reduction of poverty and inequality. MSMEs account for bulk of job creation and national economic output in most developing countries. Their contribution becomes even more significant if the informal businesses are included in the calculations. MSMEs have a significant role to play in poverty reduction and bringing about rural transformation including participation in value and supply chains. The Myanmar Private Sector Development Framework and Action Plan produced by the Ministry of Industry refers to MSME's as enabling 'poor and disadvantaged populations, and especially women and ethnic groups, to work their way out of poverty and for the economy to experience inclusive growth'. However, the presence of dynamic future aligned MSMEs particularly women owned and led, is neither automatic nor assured and requires an enabling business environment, conducive policies and systematic capacity building efforts.

UNDP under its Country Programme (2018-2022) has a mandate to promote more inclusive economic growth and economic empowerment with a focus on women and vulnerable groups. UNDP under its newly launched Project Initiation Plan on Promoting the Economic Empowerment of Women and Youth is seeking to strengthen the capacities MSMEs on SDGs in general and on setting up inclusive businesses, sustainable and responsible business practices as also on supporting a more enabling

environment for micro and small businesses to benefit from national, regional and global economic opportunities.

This initiative is aligned to the SDGs 2030 agenda and resonates with a number of SDGs including SDG 1 (No Poverty), SDG 8 (Decent Work and Employment), SDG 9 (Industry, Innovation and Infrastructure), SDG 17 (Partnerships for the SDGs) as well as with Pillar 2 and Goal 3 of the Myanmar Sustainable Development Plan (MSDP) 2018-2030 on Job Creation and Private Sector Led Growth. The MSDP notes that SMEs are vital for private sector-led economic growth and essential for sustained, broad-based job creation. Development of SMEs, including small-to-medium industries (SMIs) is considered as policy priority in the MSDP.

The Myanmar Young Entrepreneurs Association (MYEA) is a leading association of over 1500 entrepreneurs across Myanmar. Its main objective is to empower young Myanmar entrepreneurs and facilitate the creation of a vibrant entrepreneurship ecosystem in the country. In 2016, the MYEA, produced a White Paper on entrepreneurship in Myanmar titled, *Entrepreneurship: Key to Inclusive and Sustainable Growth in Myanmar* in cooperation with USAID. The White Paper reflects the insights from 265 firms and over 100 entrepreneurs from across Myanmar, and documents the key constraints for entrepreneurial success. The White Paper which was prepared in 2016, lays out a vision for Myanmar becoming 'one of the leading entrepreneurial nations in ASEAN with a world-class entrepreneurship ecosystem that facilitates startups and innovation entrepreneurship' by 2025.

A key aspect of UNDP's upstream support to the MSME is preparing a policy document on MSMEs in Myanmar with recommendations for policy makers in Myanmar. As such UNDP in agreement with MYEA seeks to build on the existing White Paper on Entrepreneurship while conducting a rigorous evidence-based stock take of the current state of play on entrepreneurship and constraints in Myanmar and update the White Paper. The bottlenecks faced by young women entrepreneurs and gender friendly enabling environment for women owned and led businesses will be researched and highlighted in the White Paper. A representative sample of women owned and led enterprises will be ensured in the survey. In addition to capturing the progress made towards the vision laid down in the White Paper will seek to revisit the strategy based on lessons learnt to ensure that it remains continually relevant and valid for fostering of an enabling and conducive entrepreneurship ecosystem in Myanmar.

This joint collaboration between UNDP and MYEA is one of UNDP's ongoing initiatives to support Myanmar towards sustainable and inclusive growth through entrepreneurs development

B. SCOPE OF WORK, OUTPUTS AND DELIVERABLES

Under the overall guidance of Chief, Sustainable and Inclusive Growth Unit, the direct supervision of the Project Manager, Economic Empowerment of Women and Youth in Myanmar Project, and in close coordination with the Secretary General, MYEA, the National Consultant closely working with International Consultant shall:

- Review and update the White Paper through a consultative, inclusive multi-stakeholder process;
- Technically guide the administration of the survey and in depth interviews with representative entrepreneurs and 300 firms while ensuring participation of women owned and led enterprises for insights into the current state of entrepreneurship, key constraints and opportunities pertaining to the six strategic pillars viz. expanding access to markets, facilitating access to finance, building human capacity, building supports and networks, creating a culture of entrepreneurship and on implementation of a comprehensive entrepreneurship policy while mainstreaming gender in Myanmar and lessons learnt;

- Provide recommendations for strengthening the 2016 White Paper’s strategy for achieving its 2025 vision
- Coordinate with UNDP’s ongoing activities on private sector mapping for SDGs and promoting digital entrepreneurship related initiatives to ensure a coherent and integrated approach while tapping into the synergies; and

Expected deliverables

- Inception Report with methodology including of stakeholder engagement plans, work plan and timelines
- Update and design the survey questionnaire while mainstreaming gender for firms and entrepreneurs building on the 2016 survey which will be administered by MYEA
- Process and prepare the results of the survey and in-depth interviews with representative entrepreneurs including women owned and led businesses
- Validation workshop to present the results of the survey and the draft revised White Paper to MYEA and UNDP
- Revised White Paper with succinct policy recommendations

C. EXPERTISE AND QUALIFICATIONS REQUIRED

Academic Qualifications/Education:

Master’s degree in economics, business administration or in any other related field

Experience:

- Around 5-7 years of relevant work experience in Myanmar with a demonstrated track record of successful engagement with the private sector with a focus on entrepreneurship;
- Prior experience of working on the private sector in Myanmar would be an asset;
- Advanced IT skills, excellent analytical, report writing and presentation skills.

Language skills:

- Fluency in written and spoken English and Myanmar

D. MANAGEMENT AND IMPLEMENTATION ARRANGEMENTS

- The consultant is also required to comply with the UN security directives set forth under <http://dss.un.org>
- The consultant will be given access to relevant information necessary for execution of the tasks under this assignment;
- The consultant will be responsible to bring his/her own laptop computer for use during this assignment; the consultant must have access to reliable internet connection
- Payments will be made upon submission/completion of prescribed deliverables and certification of payment form, and acceptance and confirmation by the supervisor

E. DUTY STATION AND DURATION OF ASSIGNMENT

This consultancy will be based in Yangon, and with domestic travels to other States/regions as required; any necessary missions must be approved in advance and in writing by the supervisor. The consultancy will be carried out for 75 days from 15 November 2019 until 29 February 2020.

F. PAYMENT ARRANGMENT

Interested persons are requested to submit their financial proposals quoting their *daily fees* noting the following conditions:

- a) The contract price is fixed regardless of changes in the cost components
- b) Payments will be made upon submission of timely deliverables and certification of payment form, and acceptance and confirmation by the supervisor

Deliverable No.	Description of deliverables	Timeline	Payment
Deliverable 1	Inception Report with clear methodology and work plan	Within 5 days of signing of contract	20%
Deliverable 2	Revised survey questionnaire and workshop to present key elements of the revised White Paper	15 December 2019	50%
Deliverable 3	Revised White Paper with clear and succinct recommendations	30 January 2020	30%

G. RECOMMENDED PRESENTATION OF OFFER

Interested persons are requested to submit the following documents as part of their application:

- 1) **Brief description/ cover letter** of why the individual considers him/herself as the most suitable for the assignment. Please paste the letter into the ‘Resume and Motivation’ section of the electronic application
- 2) Duly accomplished **Letter of Confirmation of Interest and Availability** using the template provided by UNDP
- 3) **P11 Form** indicating all relevant experience as well as the contact details (email and telephone number) of the candidate and at least three (3) professional references. Please use the P11 form provided by UNDP
- 4) **Financial Proposal** that indicates the daily fees as per the template provided by UNDP

H. CRITERIA FOR SELECTION OF THE BEST OFFER

The following criteria shall serve as basis for evaluating offers:

Combined Scoring Method:

Where the qualifications and methodology will be weighted a maximum of 70% and combined with

the price offer which will be weighted a maximum of 30%

Technical Evaluation of Proposals:

All applications comprising the information/documentation provided will be evaluated to ascertain the suitability of the applicants to carry out the assignment. Candidates who obtain the minimum of 49 points of the full mark (70 points) will be considered technically compliant and their financial evaluations will be evaluated thereafter. Applications will be scored as per the following breakdown (Total 70 points):

Educational background: 10 points

- Master's degree in economics, business administration or in any other related field

Relevant Experience: 55 points

- Around 5-7 years of relevant work experience with a demonstrated track record of successful engagement with the private sector with a focus on entrepreneurship;
- Prior experience of working on the private sector in Myanmar would be an asset;
- Advanced IT skills, excellent analytical, report writing and presentation skills.

English language skills: 5 points

- Fluency in written and spoken English and Myanmar

Financial Evaluation of Proposals:

The financial proposals of all the applicants who pass the technical evaluation will be scored. The maximum 30 points will be allotted to the lowest financial bid, and all other bids shall receive points in inverse proportion to the lowest fee e.g. $[30 \text{ Points}] \times [\text{USD lowest}] / [\text{USD other}] = \text{points for other proposer's fees}$

The contract shall be awarded to the applicant who receives the highest cumulative score.