



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Country: Jordan

Description of the assignment:

The Individual Consultant is responsible of mobilizing the implementation of the project, performing his/her duties under the supervision of the Inclusive Growth and Sustainable Livelihoods Team Leader. The IC will act as a focal point, ensuring smooth implementation of the project in accordance with the project document and UNDP procedures.

Post Title:	Trainer and Mentor for Women Economic Empowerment through Retail and Micro Entrepreneurship in Karak programme
Starting Date:	15 September 2020
Duration:	30 working days, spread over 4 Months, from 15 Sep 2020 – 15 Jan 2021
Location:	Amman, Jordan
Project:	Asilah Project

Instructions to Offerors for Job - Individual consultant – Trainer and Mentor for Women Economic Empowerment through Retail and Micro Entrepreneurship in Karak programme

To apply, kindly read the procurement notice, attach the following documents and submit through the following email: ic.jo@undp.org

1. Technical proposal (proposed methodology describing the actions to be taken for successfully completing the assignment)
2. Financial proposal in the prescribed format

No later than 10 September 2020.

Any request for clarification must be sent by electronic communication to ramzi.mayytah@undp.org, Mr Ramzi Maaytah will respond by electronic email and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all applicants.

BACKGROUND

According to ILO estimates, female labour force participation in Jordan stood at 14% in 2016, which is low even compared to Middle East and North Africa (MENA) average of 22%, and the unemployment rate for young women (aged 15-24) was 56%, nearly double the rate of young men (29%). Researches point to numerous gendered constraints to labour market engagement, including barriers to pre-school childcare and domestic help, the absence of public transport, and a low minimum wage. In addition, the education of girls and women is not well-suited to the demands of Jordanian private sector.

Moreover, many Syrian refugees in Jordan are from rural Dara'a, a conservative region where traditional gender norms expect women to be primarily home-based, and such conservative norms appear to hold in the refugee community more widely. While these norms have not disappeared in displacement, owing to economic stresses, increasing number of Syrian women have taken on new economic roles. This necessity has required women to transgress traditional gender norms, going beyond the private domain to seek both aid services as well as engage in (informal) work to support their families. In a focus group study conducted by Overseas Development Institute (ODI), most of the participants indicated that either they had their own income generation projects, which they run from home (e.g. knitting, selling clothes, beauty supply) or worked as volunteers in civil society organizations. The majority expressed a preference to work from home, as this allows them to remain close to their families and overcome gendered harassment and discrimination, and unsuitable work environment

Asilah, an initiative by UNDP Jordan in partnership with Unilever, supports and empowers women in remote and underprivileged areas through training, capacity building and a seed fund that will ultimately help them establish micro-joint ventures and partnerships. It is hoped that this programme will increase women economic participation in the retail distribution sector and empower them to become direct-to-consumer sales distributors via their home-based businesses (HBB). This project will also be executed in collaboration with MADL (Modern Arab Distribution Ltd) – Unilever's distribution partner in Jordan and will utilize the income generation to refugees and rural women. Creating livelihoods for vulnerable Jordanians and Syrian refugees and connecting them to retail sector is significant to improve their access to long-term self-reliance.

ORGANISATIONAL CONTEXT AND PROGRAMME OVERVIEW

In line with its Country Programme Document (CPD) for the period 2018-2022, the United Nations Development Programme (UNDP) in Jordan supports activities to address poverty and inequality. The CPD's outcomes: 1) Outcome 2: People especially the most excluded and vulnerable proactively claim their rights and fulfil their responsibilities for improved human security and resilience; and 2) Outcome 3: Enhanced opportunities for an inclusive engagement of all people living in Jordan within the social, economic, environmental, and political spheres.

UNDP Jordan will be applying the Sustainable Development Goals (SDGs) as a baseline for this project with a special focus on SDG 1: No Poverty, SDG 5: Gender Equality, SDG 8: Decent Work and Economic Growth, and SDG 10: Reduced Inequalities

Sustainable Development Goals (SDGs), aim at improving and building resilience of the lives and livelihoods of people around the world. They represent ambitious, yet realistic, targets to end poverty

in all forms and dimensions, create enough decent jobs, promote inclusive income-generating opportunities and gender equality in labor market participation, among other priority objectives.

Asilah project overall goal is to empower 25 women (20 Jordanians and 5 Syrian refugees) in several municipalities in Karak governorate in creating income in the longer term and support the integration of refugees and host community women to establish micro-joint ventures and develop skills in retail and door-to-door selling. The women who were trained can choose to set up their own business or become door-to-door distributors of the “Asilah” project.

- A maximum amount of 1,190 Jordanian Dinars will be allocated to cover Unilever's consumer products costs, the amount will be spent over a period of 6 months so that the value of the products in the first batch is 200 Jordanian dinars (already distributed in February) , and the value of each subsequent payment is determined based on the progress of the implementation of the home project and the evaluation of those responsible for the project.
- The operating expenses of the home project will be supported to assist in its success and longevity by allocating a maximum amount of 660 Jordanian dinars to be spent over a period of 6 months. The value of each payment is determined based on the progress made and the performance that will be evaluated by those responsible for the project.
- Four women will be chosen to obtain additional support for the expansion of the home project, by obtaining an additional amount of a maximum of 4,900 Jordanian dinars. The four women will be chosen based on clear competition and selection criteria, which will be determined by the project owners. Also, mechanisms for disbursing the amount will be determined 4,900 dinars at the time.
- The participant/beneficiary is free to spend the profits from the operating capital / home-based business during the implementation period of the Asilah project and beyond.
- Each participant will prepare a purchase request for the products of each package and send it to the distributor and obtain the necessary invoices from the distributor to document the purchase.

OBJECTIVES:

- Increase women economic participation in the retail distribution sector
- Enable an eco-system for women-owned home-based businesses in Karak
- Create sustainable livelihoods and ensuring long-term self-reliance
- Increase the financial independence of women and personally empowered
- Create positive social impact on improving health and education level of the entire household by empowering women.
- Enable women business continuity and services delivery post COVID19
- Train women on social distancing and COVID19 protective measures
- Support the stabilization of livelihoods with a longer-term vision of building resilience among Jordanians and Syrian refugees in the targeted areas.

SCOPE OF WORK:

UNDP intends to hire the services of an **Individual Consultant**. The IC will be responsible of mobilizing the implementation of the project, performing his/her duties under the supervision of the Inclusive Growth and Sustainable Livelihoods Team Leader. The IC will act as a focal point, ensuring smooth implementation of the project in accordance with the project document and UNDP procedures, undertaking the following tasks:

- Provide training for women in book-keeping, financial literacy, inventory management, commercial knowledge, and sales management.
- Provide legal and regulatory training workshop for Home Based Business licensing and incorporation (pros and cons)
- Provide training for women in entrepreneurial skills, home-based business establishment, and resilient business plans
- Provide training for women who want to establish their own Home-Based Business (HBB) in scale-up and diversify into after-sale and distribution networks
- Provide mentorship for women in groups (five women each) to provide support and answer all inquiries regarding products and how to sell them as frequent as needed.
- Conduct field visits twice a week for women to follow-up on their progress and performance
- Produce weekly and monthly progress and performance reports (including sales sheet, financial statements, inventory and list of products for the next package)
- Coordinate between Unilever and women participants and facilitate technical support on branding, promotions, pricing etc.
- Guide and follow-up with each woman on their daily bookkeeping and inventory
- Prepare inventory list for each woman on excel on monthly basis
- Prepare progress report for each woman on weekly basis
- Prepare weekly plan with planned visits and mentorship sessions

EXPECTED OUTPUTS, DELIVERABLES AND METHOD OF PAYMENT

Lump sum payment in accordance with the following schedule and upon delivery of the following outputs:

Deliverable	Due Date	Percentage
Submission of inception report and HBB training session	Second week from start	20%
Submission of monthly plan and mentorship sessions	Third week from start	10%
Submission of monthly progress reports	Monthly	20%
Submission of monthly inventory excel sheets and	Monthly	25%

performance report for each woman		
Submission of end-line progress report for each woman and final report	End of project	25%

DURATION OF THE WORK

The adviser is expected to start by 15 September 2020 for 30 working days spread over a period of 4 months, ending on 15th January 2021. Most of the work will require a presence in country, although some assignments may be completed home-based in consultation with the Team Leader.

QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR

Education:

Bachelor's degree preferably specialised in law, local administration, entrepreneurship, social sciences, development, inclusive growth, gender inequalities or women empowerment.

Work Experience

- Experience in livelihoods and employment activities, with special focus on entrepreneurship and innovation development for women (three years minimum)
- Experience in conducting community engagement, with special focus on social cohesion, inclusion of refugees and other relevant activities in the vulnerable communities in Jordan (five years minimum).
- Past record and evidence of excellent performance and success stories in implementing sustainable entrepreneurship and Micro and Small Enterprises (MSE) and HBBs development activity.
- Experience in entrepreneurship and self-reliance for the poor/in poverty alleviation
- Experience in retail sector and sales management
- Gender mainstreaming and inequalities
- Experience in marketing and promotion
- Excellent communication skills and experience in field work
- Experience in women economic empowerment and women owned home business licensing procedures and legal requirement

Other Qualifications

- Fluency in English, both written and spoken. Working knowledge of Arabic an asset.
- The post requires considerable cultural and political sensitivity.

CRITERIA FOR SELECTION OF BEST OFFER

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as:

- a) Being responsive/compliant/acceptable, and
- b) Having received the highest score based on the following weight of technical and financial criteria for

solicitation as per the schedule below:

* Technical criteria weight: 70%

* Financial criteria weight: 30%

Only candidates obtaining a minimum of 49 points (70%) in the technical evaluation shall be considered for the financial evaluation. The technical evaluation will include an interview.

Of those offers considered in the financial evaluation, the lowest price offer will receive 30 points. The other offers will receive points in relation to the lowest offer, based on the following formula: $(P_n / P_l) \times 30$ where P_n is the financial offer being evaluated and P_l is the lowest financial offer received.

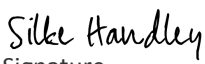

Criterion	Maximum points
Demonstrated relevant past experience and project references	20
Approach and ability to deliver within time frame	20
Examples and samples of training manuals and modules for home-based business registration and licensing	20
Proposed plan for activities and mitigation plan for COVID19 lockdown and social distancing measures	10
Financial Financial offer, submitted in accordance with the price schedule set out in the procurement notice	30

IX. DOCUMENTS TO BE SUBMITTED

Interested persons are invited submit the following documents/information to be considered:

1. Offeror's letter, as per the attached form
2. Personal History Form (P-11), including 3 references
3. Technical proposal
 - i. Explaining why they are the most suitable for the work
 - ii. Providing a brief methodology (not more than 3 pages) on how they would approach and conduct the work.
4. Financial proposal in accordance with the attached schedule

Please submit above information no later than 10th September 2020, at 18:00 hrs (Jordan time) by email to: ic.jo@undp.org with subject: "Trainer and Mentor for Women Economic Empowerment through Retail and Micro Entrepreneurship in Karak programme".

Incumbent (if applicable)		
Name	Signature	Date
Supervisor		
Name: Silke Handley	 Signature	Date
Chief Division/Section		
Name: Sara Ferrer Olivella	 Signature	Date

