



TERMS OF REFERENCE

Title of Project	Economic Empowerment of Women and Youth in Myanmar
Title of Task	MSME Capacity Building Trainings for Yangon, Mandalay, Tanintharyi, Kachin, Mon through Virtual Platform
Type of Contract	Professional Contract for Services
Expected Start/End Dates	10 December 2020- 31 March 2021
Supervisor	Project Manager, Economic Empowerment of Women and Youth in Myanmar Project.
Locations	Virtual Trainings for Yangon Region, Mandalay Region, Tanintharyi Region, Mon State and Kachin State

A. Background

COVID-19 has spread rapidly to almost every corner of the world. According to the WHO, globally, the number of confirmed cases has exceeded 8.9 million with 44, 888,869 fatalities as of 30 Oct 2020¹. Myanmar currently has a confirmed case load of 337 patients but is at continued risk of spread particularly in densely populated urban areas and on account of the continuing return of migrant workers from abroad.

Even as the COVID-19 pandemic is a public health crisis, preliminary analysis has highlighted the sudden, unprecedented and prolonged negative and differentiated socio-economic impacts across sectors, vulnerable groups including elderly, women, Internally Displaced Persons, rural and urban poor, states and regions in Myanmar. Sharp and rapid declines in household incomes, widespread livelihood disruptions are occurring due to stalling of economic activities and halting of trade and vital supply chains.

Overall GDP projections are widely anticipated to indicate a slow down with a gradual recovery in 2021 depending on how Myanmar effectively succeeds in controlling the rate of increase of COVID-19 infections. The significant socio-economic impacts are being transmitted through several channels on both the supply and demand supply side concurrently and include declines in aggregate demand and consumption, trade and supply chain disruptions in manufacturing, garments, investments, remittances and on tourism, hospitality, retail and the services sector. As a response to these impacts, and to additional restrictions imposed by the Government of Myanmar to control the spread of the pandemic, Myanmar is experiencing a change in consumer

¹ <https://www.who.int/publications/m/item/weekly-operational-update---30-october-2020>

spending habits and an acceleration of digital transformation incentivizing businesswomen and -men to make outstanding investments and customers to update their consumer behaviors.

The rise of digital payment systems, online sales and collaboration platforms (e.g. Zoom) have demonstrated that the digital transformation creates opportunities to adapt and further diversify/develop new business operating models for MSMEs including through innovative financing, new ways of reaching a much wider consumer base and connecting supply and value chains while pivoting to new geographies when required as a way of responding to the COVID-19 shock. With the 'lock-down' measures fading out, Myanmar is entering a 'new normal' in which consuming, working and producing digitally is an integral part of the economy and society. This digitally transformed, 'new normal' will yields gains for efficiency, innovation, use of data, and fostering business resilience. The GoM's COVID-19 Economic Relief Plan (CERP) explicitly recognizes the needs, and opportunities, for digital transformation in Action Plan 5.1.

Myanmar has significant untapped potential to diversify and rebuild businesses, restore flexibly disrupted supply chains, enhance customer experiences, operational efficiencies and firm level competitiveness domestically, regionally and globally. The anticipated acceleration of digital innovation and transformation in Myanmar will require additional investments by MSMEs and companies and supportive and complementary public and private efforts to strengthen digital literacy and virtual learning. The economic crisis in Myanmar, triggered by the pandemic and respective quarantines, hit hardest the people that were employed in less resilient businesses. Micro-, small- and medium-sized enterprises (MSMEs) tend to be more vulnerable to economic shocks because they have limited savings, low credit ratings and limited resources to adapt their business model. At the same time, non-formal micro, small and medium-sized enterprises employ 83 percent of the population in Myanmar.

UNDP in partnership with the Directorate of Industrial Supervision and Inspection (DISI) conducted a series of capacity building trainings with focus on women and youth enterprises for start-ups and ongoing businesses from February to October 2020 in Yangon, Mandalay, Shan and Rakhine to support adaptation including digitization needs of businesses to help cushion and mitigate the impact of COVID-19 and shift from offline to online businesses. .

Building on the positive feedback received from both trainers and trainees on the virtual trainings and the demand for similar trainings to continue and expand it cover other states and regions, and informed by the lessons learned, UNDP and DISI seeks the services of a firm to conduct the virtual capacity building trainings for MSMEs in Yangon Region, Mandalay Region, Taninthari Region, Mon State and Kachin State. The capacity building programme is expected to enable MSMEs to adapt to the 'new normal' and facilitate and speed up their return to business and operations.

B. Objectives and Scope of Work

The objective of the assignment is to provide capacity building trainings targeting for 1) Start-ups and 2) Ongoing businesses with a focus on women owned and led MSMEs and youth from the targeted states and regions. It has been observed that in many parts of Myanmar, women businesses including informal businesses face significant constraints in breaking out of small businesses and make their businesses grow.

These are to be achieved through the following:

1. Building on the finding of previous MSME capacity building programme, development, preparation and delivery of entrepreneurial and managerial skills training courses to selected candidates from MSMEs in the locations;
2. Provision of coordinated delivery of customized business advisory and mentorship services based on a quick survey and interaction with business associations

The training will be provided virtually to at least 200 (with preference to women and young entrepreneurs) participants to improve their entrepreneurial skills to better assess the business environment, acquire basic knowledge for developing and using business/marketing plans, develop skills for better business plan including to support cushioning the impact of COVID-19 and strengthen response and recovery planning in line with emerging digitalization demands.

Each training session should include not more than 25 participants and each session should provide at least 40 hours of class. Trainings shall be organized in a way that each theoretical session is followed with practical exercises, which shall help the participants to develop and complete their business plan. In addition, the sessions should to be complemented by knowledge sharing sessions from local entrepreneurs, MSMEs, banks and relevant government departments. At the end of the trainings, participants shall be invited to 'pitch' their ideas with incentives to be provided for the winning pitches. These costs should be included in the package. The training methodology should take into consideration the need to adapt/customize training approaches and content with the evolving pandemic situation and to different categories of trainees, entrepreneurial background, local context and knowledge on business and entrepreneurship development.

C. Scope of Work

Summary of expected outputs, target timeline and schedule of payments

	Expected outputs	Target timeline	Payment schedule (unless proposed differently by the company/firm)
1. Inception Report	Inception Report with detailed methodological notes along with dissemination channel and roadmap of the involvement of private sector	No later than 15 days from Contract Start date	10%
2. Training Reports for 3 States/Regions	<ul style="list-style-type: none"> • Training Completion Reports for 3 State/Regions with recommendation for next step 	45 Days from Contract start date	40%
3. Training Reports for 2 States/Regions	<ul style="list-style-type: none"> • Training Completion Reports for 2 State/Regions with recommendation for next step 	60 Days from contract start date	30%

4. Final Report	<ul style="list-style-type: none"> Final Report with findings from the trainings and monitoring the progress of the participant after the training At least 2 impact stories from the trainings 	80 Days from contract start date	20%
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D. Institutional Arrangement

- 1) The company/firm will directly report to the Director General, DISI and Chief of Unit, Sustainable and Inclusive Growth Unit, and day to day management by Project Manager, Economic Empowerment of Women and Youth Project,
- 2) The company/firm is required to provide progress summary on the work including any risks foreseen based on agreed timeline, unless specified otherwise.
- 3) The company/firm will work closely with the UNDP Project Manager, Economic Empowerment of Women and Youth in Myanmar (EEWYM).
- 4) For in-country missions, the company/firm will arrange all logistical and administrative matters for its resource persons.

E. Duration of the Work

15 November 2020- 31 March 2021

For all deliverables, the company/firm shall provide first draft to UNDP at least 5 working days before the due date of the deliverables.

F. LOCATION OF WORK

Virtual Training

G. QUALIFICATIONS REQUIRED

See selection criteria below:

Criteria for Selecting the Best Offer

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Demonstrated expertise of Firm / Organization to deliver online content primarily in Myanmar language	35%	350
2.	Proposed Methodology, Approach and Implementation Plan including proposing practical private sector linkages	35%	350
3.	Management Structure and appropriately trained and skilled Personnel to deliver the contents	30%	300
Total			1000

Technical Proposal Evaluation Form 1			Points obtainable
Expertise of the Firm/Organization			
1.1	Reputation of Organization and Staff / Credibility / Reliability / Industry Standing		40
1.2	General Organizational Capability which is likely to affect implementation <ul style="list-style-type: none"> - financial stability - loose consortium, holding company or one firm - age/size of the firm - strength of project management support - project financing capacity - project management controls 		80
1.3	Extent to which any work would be subcontracted (subcontracting carries additional risks which may affect project implementation, but properly done it offers a chance to access specialised skills.)		20
1.4	Quality assurance procedures, warranty		30
1.5	Relevance of:		180
	- Specialised Knowledge on capacity building of MSMEs	80	
	- Experience in design and implementation of Similar Programme / Projects with the Government and Private Sector of Myanmar <i>Minimum 1 designed project – 30 points: 10 points for additional projects; maximum up to 80</i>	80	
	- Experience in delivering contracts with UN agencies <i>Minimum 1 designed project – 10 points: 5 points for additional projects; maximum up to 20</i>	20	
Total Part 1			350

Technical Proposal Evaluation Form 2			Points Obtainable
Proposed Methodology, Approach and Implementation Plan			
2.1	Context:		80
	- To what degree does the Proposer understand the task and objectives?	40	
	- Does the proposal demonstrate an understanding of the project environment and has this been properly used in the preparation of the proposal?	40	
2.2	Methodology:		170
	- To what degree does the Proposer's approach to delivery of the project meet requirements?	70	
	- To what degree is the Proposer's approach to delivery of the project strategic and effective?	100	
2.3	Planning and Delivery		100

	- Is the scope of task well defined and does it correspond to the TOR?	50	
	- Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?	50	
Total Part 2			350

Technical Proposal Evaluation Form 3			Points Obtainable
Management Structure and Key Personnel			
3.1	Does the management structure support effective and efficient delivery?		50
3.2	Qualifications of Team Leader (1 person only)	Sub-Score	100
	Professional Experience in the area of specialization, including international experience and complex work	30	
	Sound knowledge in the area of specialisation	30	
	Team leading and project management experience	20	
	Language qualifications, including English and Myanmar language abilities	20	
3.2	Qualifications of Team Members	Sub-Score	200
	Professional Experience in the area of conducting the Capacity Building Trainings	40	
	Demonstrated experience on on delivery of the trainings virtually	30	
	Demonstrated Knowledge in the area of MSME capacity building programme	40	
	Successful performance record, and familiarity with virtual trainings programme	40	
	Familiarity on working with local context and understanding the specific State/Region context	30	
	Language qualifications, including English and Myanmar language abilities	20	
Total Part 3			350