



REQUEST FOR PROPOSAL (RFP)

Deadline for submission of proposals extended till 28 July 2022

To: Companies/ Organizations	DATE: June 30, 2022
	REFERENCE: 131-2022-RFP-UNDP-RTC-YSD Organization series of events within the Startup Choikhona initiative Организация серии мероприятий в рамках инициативы Стартап Чойхона

Dear Sir / Madam:

We kindly request you to submit your Proposal to implement Organization series of events within the Startup Choikhona initiative.

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Proposals may be submitted on or before **Thursday, July 28, 2022**, by **12:00 local time** via email address below:

elbids.tj@undp.org (for offers only)

All queries for the proposal should be sent to the attention of Procurement Unit at procurement.tj@undp.org

Your Proposal must be expressed in the Russian or English and valid for a minimum period of 90 days

In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation. If you are submitting your Proposal by email, kindly ensure that they are signed and in the PDF format, and free from any virus or corrupted files.

Services proposed shall be reviewed and evaluated based on completeness and compliance of the Proposal and responsiveness with the requirements of the RFP and all other annexes providing details of UNDP requirements.

The Proposal that complies with all of the requirements, meets all the evaluation criteria and offers the best value for money shall be selected and awarded the contract. Any offer that does not meet the requirements shall be rejected.

Any discrepancy between the unit price and the total price shall be re-computed by UNDP, and the unit price shall prevail and the total price shall be corrected. If the Service Provider does not accept the final price based on UNDP's re-computation and correction of errors, its Proposal will be rejected.

No price variation due to escalation, inflation, fluctuation in exchange rates, or any other market factors shall be accepted by UNDP after it has received the Proposal. At the time of Award of Contract or Purchase Order, UNDP reserves the right to vary (increase or decrease) the quantity of services and/or goods, by up to a maximum twenty-five per cent (25%) of the total offer, without any change in the unit price or other terms and conditions.

Any Contract or Purchase Order that will be issued as a result of this RFP shall be subject to the General Terms and Conditions attached hereto. The mere act of submission of a Proposal implies that the Service Provider accepts without question the General Terms and Conditions of UNDP, herein attached as Annex 3.

Please be advised that UNDP is not bound to accept any Proposal, nor award a contract or Purchase Order, nor be responsible for any costs associated with a Service Providers preparation and submission of a Proposal, regardless of the outcome or the manner of conducting the selection process.

UNDP's vendor protest procedure is intended to afford an opportunity to appeal for persons or firms not awarded a Purchase Order or Contract in a competitive procurement process. **In the event that** you believe you have not been fairly treated, you can find detailed information about vendor protest procedures in the following link: <http://www.undp.org/procurement/protest.shtml>.

UNDP encourages every prospective Service Provider **to** prevent and avoid conflicts of interest, by disclosing to UNDP if you, or any of your affiliates or personnel, were involved in the preparation of the requirements, design, cost estimates, and other information used in this RFP.

UNDP implements a zero tolerance on fraud and other proscribed practices, and is committed to preventing, identifying and addressing all such acts and practices against UNDP, as well as third parties involved in UNDP activities. UNDP expects its Service Providers to adhere to the UN Supplier Code of Conduct found in this link : http://www.un.org/depts/ptd/pdf/conduct_english.pdf

Thank you and we look forward to receiving your Proposal.

Sincerely yours,

Firuz Khamidov
Operations Manager/ARR
30/06/2022

Description of Requirements

Context of the Requirement	Organization series of events within the Startup Choikhona initiative
Implementing Partner of UNDP	“Youth Empowerment through Skills Development and Promotion of Innovations in Tajikistan” and “Accelerating Post COVID-19 Economic Recovery through Improved Livelihood, Employability, and Regional Cooperation in Ferghana Valley” projects
Brief Description of the Required Services ¹	The overall objective of this sub-project is promotion of the Startup Choikhona platform through empowering more youth, organization series of events, providing opportunities to youth on matching with job opportunities, etc.
List and Description of Expected Outputs to be Delivered	<ul style="list-style-type: none"> - Maintain constant update of the Startup Choikhona platform through elaboration of news, organization of interesting contests among youth, elaboration of articles, interviews with succeed entrepreneurs and graduates of the initiative. - Promote educational platform “Start and Recovery of Business” of the Startup Choikhona platform among youth and interesting stakeholders through organization of informational campaigns, promotion via social media and other communication and marketing means. - Develop investors database from the domestic and international private companies based on the concept of the Startup Choikhona initiative. - Conduct awareness raising campaigns on entrepreneurship and innovations among youth and interested stakeholders, particularly in partner universities and created Creative Corners in Dushanbe, Isfara, Khujand, Kulob, Bokhtar districts. - Conduct a nationwide and international awareness campaign regarding the Startup Choikhona Initiative and its products. - Conducting Startup Choikhona pitching session in at least 2 cities of Tajikistan. - Organize sessions of Startup Choikhona initiative in at least 4 selected universities, particularly Branch of Lomonosov Moscow State university in Dushanbe, Bokhtar State University named after N.Khusrav, Mining - Metallurgical Institute of Tajikistan, Khujand Polytechnic Institute of Tajik Technical University. - Negotiate with the Ministry of Education and Science of the Republic of Tajikistan, universities and educational institutions of Tajikistan to explore opportunities in introducing Startup Choikhona initiative as contest of innovation projects among students. - Develop a matching model between the promising startups and potential investors. - Document lessons learnt and recommendations on implemented activities and ways forward. - Communicate the implementation process and results of the initiative in the local and regional mass media, including social media, TV and radio. The project and donor visibility, including support from the Russian Federation should be visible. - Prepare stories of success and disseminate through communication channels. <p>For details, refer to ToR</p>
Person to Supervise the Work/Performance	UNDP, SED Cluster, Project Manager / Economic Development Advisor

of the Service Provider	
Frequency of Reporting	Interim and final reports
Progress Reporting Requirements	<p>Contractor is responsible for submitting the interim and final reports. Programmatic reports must conform to the requirements specified in the Contract and Annexes, signed between the contractor and UNDP.</p> <p>In addition, the Contractor should provide to UNDP, as evidence of delivered services, all photos and other visual materials, participants satisfaction survey etc collected/made during this project. Printed and electronic versions of reports should be delivered to UNDP. Electronic version of the report should be saved as MS Word. All reports must be typed in ARIAL, size 11, Size A4. The title page, with the title of the project and the author, should contain the logos UNDP and JICA in Tajikistan.</p>
Location of work	<input checked="" type="checkbox"/> Target areas: Dushanbe, Kulob, Khujand, Bokhtar, Isfara and Buston cities of Tajikistan <input type="checkbox"/> At Contractor's Location
Expected duration of work	August 2022 – June 2023
Target start date	August, 2022
Latest completion date	June 2023
Travels Expected	<p>Targeted areas</p> <p>Target areas: Dushanbe, Kulob, Khujand, Bokhtar, Isfara and Buston cities of Tajikistan</p>
Special Security Requirements	<p>N/A</p> <input type="checkbox"/> Security Clearance from UN prior to travelling <input type="checkbox"/> Completion of UN's Basic and Advanced Security Training <input type="checkbox"/> Comprehensive Travel Insurance <input type="checkbox"/> Others <i>[pls. specify]</i>
Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	<p>N/A</p> <input type="checkbox"/> Office space and facilities <input type="checkbox"/> Land Transportation <input type="checkbox"/> Others <i>[pls. specify]</i>
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required
Names and curriculum vitae of individuals who will be involved in	<input checked="" type="checkbox"/> Required <input type="checkbox"/> Not Required

completing the services				
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars <input type="checkbox"/> Euro <input checked="" type="checkbox"/> Local Currency (TJS)			
Value Added Tax on Price Proposal ²	<input type="checkbox"/> must be inclusive of VAT and other applicable indirect taxes <input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes			
Validity Period of Proposals (Counting for the last day of submission of quotes)	<input type="checkbox"/> 60 days <input checked="" type="checkbox"/> 90 days <input type="checkbox"/> 120 days In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.			
Partial Quotes	<input checked="" type="checkbox"/> Not permitted <input type="checkbox"/> Permitted			
Payment Terms ³				
	Outputs	Percentage	Timing (tentative, subject to revision)	Condition for Payment Release
	Deliverable 1 - An investors database consisting of at least 50 companies willing to cooperate with Startup Choikhona initiative from Dushanbe and regions of Tajikistan are developed and agreed with UNDP. The companies should be both national and international, as well as involved in conducting events under this ToR. - At least 6 short videos about the basics of entrepreneurship with the participation of specialists have been filmed, mounted, and distributed on social media. - Introduced Startup Choikhona as a contest of innovative business projects of students in at least 2 universities in Tajikistan. The agreement of the university should be		By October 10, 2022	Within fifteen (30) days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e., not mere receipt) of the

².

³ UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

	<p>received and agreed with the Startup Choikhona team.</p>			<p>narrative report and the quality of the outputs ; and b) Receipt of invoice</p>
	<p>Deliverable 2</p> <ul style="list-style-type: none"> - At least 100 youth should be registered in the Startup Choikhona website with their business ideas as a result of conducted pitching session and awareness campaigns regarding the Startup Choikhona Initiative and its products. - At least 30 young people, including at least 11 young women presented business ideas in conducted Startup Choikhona pitching sessions in at least 2 cities of Tajikistan. As a result of activity at least 3 winners of each pitching sessions should be awarded with prizes aimed to launch /expand businesses. All steps of conducting pitching sessions should be agreed with the Startup Choikhona team. - Conducted pitching sessions of the Startup Choikhona initiative in at least 4 selected universities, particularly Branch of Lomonosov Moscow State university in Dushanbe, Bokhtar State University named after N.Khusrav, Mining - Metallurgical Institute of Tajikistan, Khujand Polytechnic Institute of Tajik Technical University. The events should be covered widely in media and detailed report on conducted activities should be submitted. At least 60 young people, including 24 young women developed their business projects and presented during the Startup Choikhona pitching session in 4 universities - Developed a matching model between the promising startups and potential investors. The model should include a clear step for involving potential investors to promising startups, identifying roles of each interested parties considering the context of Tajikistan. 		<p>By February 28, 2022</p>	
	<p>Deliverable 3</p> <ul style="list-style-type: none"> - At least 7 startup projects of young people, including 2 young women led participated in the activities have been launched/expanded creating at least 10 jobs. - At least 15 young people presented business ideas in conducted regional Startup Choikhona pitching session in Central Asian counties. The pitching session should be conducted in online and offline modality. As a result of activity at least 3 winners of each pitching sessions should be awarded with prizes aimed to launch /expand businesses. All steps of conducting pitching sessions 		<p>By May 15, 2023</p>	

	<p>should be agreed with the Startup Choikhona team.</p> <ul style="list-style-type: none"> - At least 25 young people, including 8 young women have found jobs and/or paid internships in private sector companies and public institutions after participating in events. - The Startup Choikhona website constantly maintained through elaboration of at least 20 news, organization of 3 interesting contests among youth, elaboration of 4 articles, as well as posting 4 interviews with succeed entrepreneurs and graduates of the initiative. The documents should be elaborated and agreed with the Startup Choikhona team. - At least 3000 people in offline and more than 15000 people via online platforms covered with various activities on entrepreneurship and innovation within the conducted events. - All project events and activities are timely and regularly covered in mass and social media. At least 2 stories of success are published in media, as well as posts on project implementation process on platforms of contractor and partner universities. - A progress report on the Programme, describing the results achieved, as well as financial reports, have been prepared and submitted to UNDP. 			
<p>Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment</p>	<p>UNDP, SED Cluster, Project Manager / Economic Development Advisor</p>			
<p>Type of Contract to be Signed</p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Purchase Order <input type="checkbox"/> Institutional Contract <input checked="" type="checkbox"/> Contract for Services <input type="checkbox"/> Long-Term Agreement <input type="checkbox"/> Other Type of Contract 			
<p>Criteria for Contract Award</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non acceptance of the GTC may be grounds for the rejection of the Proposal. 			

Criteria for the Assessment of Proposal	<p>Technical Proposal (70%)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Expertise of the Firm (200 points) <input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan (300 points) <input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel (200) <p>Financial Proposal (30%)</p> <p>The Offeror shall seal the Proposal in one outer and two inner envelopes. Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Annex 2 (Proposal form), with the duly marked "Original". The second inner envelope shall include the price schedule duly identified as such.</p> <p>Upon submission through e-mail, the file with the "FINANCIAL PROPOSAL" must be encrypted with a password so that it cannot be opened nor viewed until the proposal has been found to pass the technical evaluation stage. UNDP shall request via email the proposer to submit the password to open the Financial Proposal.</p> <p>A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 700 points in the evaluation of the technical proposals. The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR).</p> <p>In the Second Stage the contract will be awarded to the Contractor who obtained the highest combined scoring for technical and financial proposals.</p>
UNDP will award the contract to:	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> One and only one Service Provider <input type="checkbox"/> One or more Service Providers, depending on the following factors :
Annexes to this RFP ⁴	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2) <input checked="" type="checkbox"/> General Terms and Conditions / Special Conditions (Annex 3)⁵ <input checked="" type="checkbox"/> Detailed TOR (Annex 4)
Contact Person for Inquiries (Written inquiries only) ⁶	<p>Procurement.tj@undp.org</p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. specify]	<p>The Proposal should include methodology with detailed Working plan on proposed activities.</p>

⁴ Where the information is available in the web, a URL for the information may simply be provided.

⁵ Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

⁶ This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

<p>Fraud & Corruption, Gifts and Hospitality</p>	<p>UNDP strictly enforces a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical or unprofessional practices, and obstruction of UNDP vendors and requires all bidders/vendors observe the highest standard of ethics during the procurement process and contract implementation. UNDP's Anti-Fraud Policy can be found at http://www.undp.org/content/undp/en/home/operations/accountability/audit/office_of_audit_andinvestigation.html#anti</p> <p>Bidders/vendors shall not offer gifts or hospitality of any kind to UNDP staff members including recreational trips to sporting or cultural events, theme parks or offers of holidays, transportation, or invitations to extravagant lunches or dinners.</p> <p>In pursuance of this policy, UNDP: (a) Shall reject a bid if it determines that the selected bidder has engaged in any corrupt or fraudulent practices in competing for the contract in question; (b) Shall declare a vendor ineligible, either indefinitely or for a stated period, to be awarded a contract if at any time it determines that the vendor has engaged in any corrupt or fraudulent practices in competing for, or in executing a UNDP contract.</p> <p>All Bidders must adhere to the UN Supplier Code of Conduct, which may be found at http://www.un.org/depts/ptd/pdf/conduct_english.pdf</p>
<p>Joint Venture, Consortium or Association</p>	<ul style="list-style-type: none"> • If the Bidder is a group of legal entities that will form or have formed a Joint Venture (JV), Consortium or Association for the Proposal, they shall confirm in their Proposal that : (i) they have designated one party to act as a lead entity, duly vested with authority to legally bind the members of the JV, Consortium or Association jointly and severally, and (ii) if they are awarded the contract, the contract shall be entered into, by and between UNDP and the designated lead entity, who shall be acting for and on behalf of all the member entities comprising the joint venture. • After the Deadline for Submission of Proposal, the lead entity identified to represent the JV, Consortium or Association shall not be altered without the prior written consent of UNDP. • The lead entity and the member entities of the JV, Consortium or Association shall submit only one proposal. • The description of the organization of the JV, Consortium or Association must clearly define the expected role of each of the entity in the joint venture in delivering the requirements of the RFP, both in the Proposal and the JV, Consortium or Association Agreement. All entities that comprise the JV, Consortium or Association shall be subject to the eligibility and qualification assessment by UNDP. • Previous contracts completed by individual experts working privately but who are permanently or were temporarily associated with any of the member firms cannot be claimed as the experience of the JV, Consortium or Association or those of its members, but should only be claimed by the individual experts themselves in their presentation of their individual credentials. • JV, Consortium or Associations are encouraged for high value, multi-sectoral requirements when the spectrum of expertise and resources required may not be available within one firm. • Team Leader has to be employed by the Lead Agency

Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms			Score Weight	
1	Expertise of Firm / Organization		20%	200
2	Proposed Methodology, Approach and Implementation Plan		30%	300
3	Management Structure and Key Personnel		20%	200
Total			70%	700
Technical Proposal Evaluation Form 1				
Expertise of the Firm/Organization				Points obtainable
1.1	Reputation of Organization and Staff Credibility / Reliability / Industry Standing			50
1.2	General Organizational Capability which is likely to affect implementation			40
	- Financial stability		10	
	- age/size of the firm		10	
	- strength of project management support		10	
	- project financing capacity		5	
	- project management controls		5	
1.3	Relevance of:			110
	- Specialized Knowledge		30	
	At least 3 years of experience in the area of providing consultations on entrepreneurship and innovation focusing young entrepreneurs, provision of consultations to rural and urban businesses.		20	
	At least 3 years of practical experience in the field of capacity building activities focusing youth and universities, provision of trainings, educational programmes and entrepreneurship consultancy services.		15	
	At least 2 years of work experience with the international organizations, universities and state authorities of Tajikistan.		15	
	Sufficient skills of assigned staff in monitoring and evaluation of conducted activities, including needs assessment and building capacity of youth, etc.		20	
	Ability to demonstrate experience on development of educational curriculums and programme		10	
Total Part 1				200
Technical Proposal Evaluation Form 2				
Proposed Methodology, Approach and Implementation Plan				Points Obtainable
2.1	To what degree does the Bidder understand the task?			40
2.2	Have the important aspects of the task been addressed in sufficient detail?			40
2.3	Are the different components of the project adequately weighted relative to one another?			30
2.4	Is the Bid based on a survey of the project environment and was this data input properly used in the preparation of the Bid?			30
2.5	Is the conceptual framework adopted appropriate for the task?			50

2.6	Is the scope of task well defined and does it correspond to the TOR?		50
2.7	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation to the project?		60
Total Part 2			300
Technical Proposal Evaluation Form 3			
Management Structure and Key Personnel			Points Obtainable
3.1	Team Leader		80
	General Qualification		
	Suitability for the Project		
	At least 3 years of experience in the field of capacity building activities focusing youth and universities, provision of trainings, educational programmes and consultancy services.	30	
	Professional experience in the area of specialization	20	
	Knowledge of the region	10	
	Language Qualifications of Tajik and Russian	10	
	Experience with similar programs / projects	10	
3.2	Senior Project staff		75
	General Qualification		
	Suitability for the Project		
	At least 3 years of experience of work in the field of capacity building activities focusing young entrepreneurs, provision of consultations to rural and urban businesses	30	
	Professional Experience in the area of specialization	20	
	Presence of working experience in conducting consultations to youth and entrepreneurs, capacity building activities on entrepreneurship to youth	20	
	Language Qualifications of Tajik and Russian	5	
3.3	Administrative/Junior Project Staff		45
	General Qualification		
	Suitability for the Project		
	At least 3 years of experience in elaboration of project reports and monitoring	20	
	Professional Experience in the area of specialization	15	
	Language Qualifications of Tajik and Russian	10	
Total Part 3			200

Company can offer more staff but only above mentioned staff will be included in technical and financial evaluation.

FORM FOR SUBMITTING SERVICE PROVIDER'S PROPOSAL⁷

(This Form must be submitted only using the Service Provider's Official Letterhead/Stationery⁸)

[insert: Location].

[insert: Date]

To: Mr. Lenni Montiel, UNDP Resident Representative, UNDP Tajikistan;
Address: 39, Ayni Street, Dushanbe UNDP office

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP 131-2022-RFP-UNDP-RTC-YSD dated 6/30/2022, and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions:

A. Qualifications of the Service Provider

The Service Provider must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following:

- a) Profile – describing the nature of business, field of expertise, licenses, certifications, accreditations;*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, and market reputation, etc.;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references;*
- e) Certificates and Accreditation – including Quality Certificates, Patent Registrations, Environmental Sustainability Certificates, etc.*
- f) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

B. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.

C. Qualifications of Key Personnel

⁷ This serves as a guide to the Service Provider in preparing the Proposal.

⁸ Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes

If required by the RFP, the Service Provider must provide:

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.

D. Cost Breakdown per Deliverable*

	Deliverables <i>[list them as referred to in the RFP]</i>	Number of Units	Unit Rate	Total Price <i>(All Inclusive)</i>
Deliverable 1	- An investors database consisting of at least 50 companies as per TOR.	1		
	- 6 short videos as per TOR	6		
	- Introduced Startup Choikhona as a contest of innovative business projects of students in at least 2 universities in Tajikistan as per TOR	2		
	TOTAL Deliverable 1			
Deliverable 2	- 100 youth registered in the Startup Choikhona website as per TOR	1		
	- 30 young people, including at least 11 young women presented business ideas in conducted Startup Choikhona pitching sessions in at least 2 cities of Tajikistan.	2		
	Award of prizes as per TOR	2	4,000	8,000
	- Conducted pitching sessions of the Startup Choikhona initiative in at least 4 selected universities as per TOR	4		
	Award of prizes as per TOR	4	2,000	8,000
	- Developed a matching model between the promising startups and potential investors as per TOR	1		
	TOTAL Deliverable 2			
Deliverable 3	- startup projects of young people, including 2 young women led participated in the activities launched/expanded creating at least 10 jobs as per TOR	7		
	- 15 young people presented business ideas in conducted regional Startup Choikhona pitching session in Central Asian counties as per TOR	15		

	Award of prizes as per TOR	1	6,000	6,000
	- 25 young people, including 8 young women have found jobs and/or paid internships in private sector companies and public institutions after participating in events as per TOR	25		
	- The Startup Choikhona website constantly maintained through elaboration of at least 20 news, organization of 3 interesting contests among youth, elaboration of 4 articles, as well as posting 4 interviews with succeed entrepreneurs and graduates of the initiative as per TOR	Lump sum		
	- At least 3000 people in offline and more than 15000 people via online platforms covered with various activities on entrepreneurship and innovation within the conducted events as per TOR.	Lump sum		
	- All project events and activities are timely and regularly covered in mass and social media. At least 2 stories of success are published in media as per TOR	Lump sum		
	TOTAL Deliverable 3			
	Total			

**This shall be the basis of the payment tranches*

E. Cost Breakdown by Cost Component [This is only an Example]:

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel	Total Rate
I. Personnel Services				
1. Services from Home Office				
a. Team Leader				
b. Senior Project Staff				
c. Administrative/Junior Staff				
2. Services from Field Offices				
a. Team Leader				
b. Senior Project Staff				
c. Administrative/Junior Staff				
3. Services from Overseas				
a. Team Leader				
b. Senior Project Staff				
c. Administrative/Junior Staff				
4. Cost of additional staff				

II. Out of Pocket Expenses				
1. Travel Costs				
2. Daily Allowance				
3. Communications				
4. Reproduction				
5. Equipment Lease				
6. Others				
III. Other Related Costs				
TOTAL COSTS				

Total costs of both tables should be equal.

[Name and Signature of the Service Provider's Authorized Person]
[Designation]
[Date]

TERMS OF REFERENCE

Sub-Project Title: Organization series of events within the Startup Choikhona initiative

Sub-project code: 131-2022-RFP-UNDP-RTC-YSD

1. Background

The Youth Empowerment through Skills Development and Promotion of Innovations in Tajikistan project addresses the economic vulnerability of young people aged 15-35 in Tajikistan, with a special focus on vulnerable young women and men living in economically disadvantaged areas of Tajikistan. The project promotes youth's engagement in sustainable and innovative development at national and local level and providing access for young men and women to employable knowledge and skills. The project also fosters youth-led local initiatives aimed at the expansion of decent work, income-generating opportunities, entrepreneurship, and improved wellbeing for youth. The project objectives will be achieved through interconnected complex of activities including but not limited to reskilling and upskilling programs to meet the local and external labour market demand, support to start-ups, trainings for innovations in business, knowledge, and experience exchange at the national and international level, strengthening capacities of decision-makers for youth-friendly policies, institutions, etc.

The project promotes youth's and women-led local initiatives and their engagement in sustainable entrepreneurship, innovative and inclusive local development through the development of people's practical skills for innovations and business contributing to overall empowerment of vulnerable youth and women. The project is funded by the Government of Russian Federation and will be implemented till December 2025. The project is expected to be implemented countrywide with a special focus on rural and remote areas of GBAO, Sughd and Khatlon regions. The main Components/Outputs of the project are:

1. Promoting knowledge and skills for youth engagement in innovative development.
2. Enhanced opportunities for youth employment in innovative economic sectors.
3. Enhanced access to innovative financing, knowledge exchange and business connectivity.

The "Accelerating Post COVID-19 Economic Recovery through Improved Livelihood, Employability, and Regional Cooperation in Ferghana Valley" project is focused on strengthening livelihood and resilience potential of people living in the Tajik part of Ferghana Valley, contributing to recovery from COVID-19 impact and solidifying social cohesion in cross-border areas. The project is implemented in close cooperation with the Ministry of Economic Development and Trade of the Republic of Tajikistan, Ministry of Labour, Migration and Employment of Population of the Republic of Tajikistan, Administration of Sughd region and other governmental and civil society organizations. The key Development Goal of the project is to restore and improve livelihoods, promote productive and decent employment and increase income generation opportunities through innovation for sustainable enterprise development and cross-border trade promotion in Ferghana Valley in Tajikistan. The Project will target vulnerable women and men, youth, returned migrants and SMEs in Sughd province, living and working in rural districts bordering with Kyrgyzstan and Uzbekistan, considering their vulnerability to unemployment, social exclusion, social tensions in border areas. A special focus will be on activation of young men and women, who are not in education, employment, or training (NEET). The project will apply a gender-sensitive approach to reach girls and women, to equip them with employable knowledge and modern skills, and empower them to engage more actively in economic activities.

In November of 2016, UNDP in Tajikistan and UN Volunteers launched a project called *Start-Up Choikhona* and co-organized a pitching competition for the new entrepreneurs. The project aimed at increasing youth

employment and income generation through supporting innovative entrepreneurship. It was initiated by UNDP and UN Volunteers, and supported by the Government of Tajikistan, Accelerate Prosperity, Young Entrepreneurs Club, Tcell and others. First session of the Startup Choikhona was organized in the framework of the Global Entrepreneurship Week - a worldwide initiative that takes place in 170 countries.

Since 2016, Startup Choikhona turned into an active platform and has been actively organized throughout Tajikistan for the past five years. Currently it is organized by UNDP and such partners as the Government of Tajikistan, State Entity for the Formation and Development of Entrepreneurship in Tajikistan - Business Incubator Tajikistan, Accelerate Prosperity, USAID, the Youth Entrepreneurs Club, National Association of Women Entrepreneurs of Tajikistan, Serena Hotel, Megafon Tajikistan, Kulob State University, Russian Center for Culture and Science, Mining and Metallurgical University, Institute of Economics and Trade of Tajikistan of State University of Commerce in Khujand, etc. It is important to note the important contribution of the private sector and state educational institutions in contributing to promotion of the platform.

The goal of Startup Choikhona is to increase youth employment, job creation, empowerment, income generation, and innovative entrepreneurship. Startup Choikhona pitching competitions give entrepreneurs an opportunity to bring forward their start-up ideas and to look for business partners, coaching, and see if their business idea has the potential to develop. Most importantly, the platform contributes to SDGs, such as poverty reduction, decent work formation and economic growth, and others. In this regard, the advantages of the program include:

- Involving youth into entrepreneurship by developing innovative business ideas for the key directions of the economy of the country;
- Job creation;
- Improving business skills among youth;
- Promotion of innovation;
- Formation of the network among the youth, business trainers, entrepreneurs, and investors, which in turn leads to improvement of the entrepreneurial eco-system of the country;
- Connection of potential investors and emerging entrepreneurs.

The UNDP “Youth Empowerment through Skills Development and Promotion of Innovations in Tajikistan” and “Accelerating Post COVID-19 Economic Recovery through Improved Livelihood, Employability, and Regional Cooperation in Ferghana Valley” projects intend to involve contractor for further promotion of the Startup Choikhona platform through empowering more youth, organization series of events, providing opportunities to youth on matching with job opportunities, etc.

2. Target groups and zones

Target areas: Country-wide with special focus to Dushanbe, Kulob, Khujand, Bokhtar, Isfara and Buston cities.

Target group: young people of age 15-35 living in the target areas identified within this Terms of Reference. The contractor must ensure participation of girls/young women in all sub-project activities (not less than 30 per cent of the total number of participants).

3. Description of services:

The terms of reference covers the full range of services necessary for the organization and conducting Startup Choikhona initiatives capacity building events, including logistics, rent of premises, catering, training materials, etc. The contractor should closely cooperate with the State Committee on Investment and State Property Management of the Republic of Tajikistan, State Business Incubator of Tajikistan, Accelerate Prosperity and other partners.

This contract aims to do the following actions):

1. Maintain constant update of the Startup Choikhona platform through elaboration of news, organization of interesting contests among youth, elaboration of articles, interviews with successful entrepreneurs and graduates of the initiative.
2. Promote educational platform “Start and Recovery of Business” of the Startup Choikhona platform among youth and interested stakeholders through organization of informational campaigns, promotion via social media and other communication and marketing means. The access to the developed platform will be granted to the successful organization.
3. Develop investors’ database of the domestic and international private companies based on the concept of the Startup Choikhona initiative. The investors database should cover both private sector companies and other interested companies to cooperate with the Startup Choikhona initiative. The database should cover at least 50 companies willing to cooperate with Startup Choikhona initiative from Dushanbe and regions of Tajikistan. The criteria for development of investors database should be proposed by contractor and agreed with UNDP, as well as channels and approach for involving investors to the platform should be proposed in the methodology of the contractor.
4. Conduct awareness raising campaigns on entrepreneurship and innovations among youth and interested stakeholders, particularly in partner universities and created Creative Corners in Dushanbe, Isfara, Khujand, Kulob, Bokhtar districts. The approach for conducting awareness raising campaigns should be proposed in the methodology and include several means, including online promotion, master classes, open lectures, etc. As a result, awareness raising events should cover at least 3000 people in offline and more than 15000 people via online platforms.
5. Conduct a nationwide and international awareness campaign regarding the Startup Choikhona Initiative and its products. The aim of the activity should be attracting more youth into the initiative and promoting entrepreneurship. As a results, at least 100 youth should register in the Startup Choikhona website with their business ideas. The detailed methodology for conducting awareness raising campaigns should be proposed by contractor and related costs should be considered in the proposed budget.
6. Conducting Startup Choikhona pitching session in at least 2 cities of Tajikistan. The districts/cities and concept should be proposed and agreed with UNDP and partners to ensure sustainability and covering more young people. The concept of conducting Startup Choikhona pitching sessions should be proposed by partners and include main steps for organization of events. The events are supposed to match successful startups with the investment opportunities based on the scale, target audience, and startup potential. The detailed methodology and budget covering related costs, including catering, logistical arrangements and other related costs should be proposed by contractor. At least 30 youth should present their business ideas in the Startup Choikhona pitching sessions. The Startup Choikhona pitching session should be organized in following stages:
 - Announcement of event among youth and interested parties through social media, traditional media and other communication means.
 - Collect at least 70 applications for participation in each Startup Choikhona pitching sessions.
 - Attract at least 4 partners from the private sector companies for organization of pitching session.
 - Select at least 20 applications and conduct 2 days capacity building trainings to prepare them for pitching session.
 - Organize a pitching session and award prizes for 3 winners of the Startup Choikhona pitching session. The prizes that are aimed to development of business projects of winners should be proposed by contractor and UNDP contributions to prizes should be not more than USD 4,000 per each session. The division of funds among three places should be proposed by contractor and not exceed USD 4,000 per each session.

- Post at least 2 articles on results of the Startup Choikhona pitching sessions and promote among interesting stakeholders.
 - Provision of detailed report on conducted pitching sessions.
7. Organize sessions of Startup Choikhona initiative in at least 4 selected universities, particularly Branch of Lomonosov Moscow State university in Dushanbe, Bokhtar State University named after N.Khusrav, Mining - Metallurgical Institute of Tajikistan, Khujand Polytechnic Institute of Tajik Technical University. The each Startup Choikhona pitching session should be organized in following stages:
- Announcement of event among youth and interested parties through social media, traditional media and other communication means.
 - Collect at least 50 applications for participation in each Startup Choikhona pitching session.
 - Attract at least 2 partners from the private sector companies for organization of pitching session.
 - Select at least 20 applications and conduct 2 days capacity building trainings to prepare them for pitching session.
 - Involve at least 2 mentors to create MVP's (minimal viable product).
 - Organize a pitching session and award prizes for 3 winners of the Startup Choikhona pitching session. The prizes that are aimed to development of business projects of winners should be proposed by contractor and UNDP contributions to prizes should be not more than USD 2,000 per each session. The division of funds among three places should be proposed by contractor and not exceed USD 2,000 per each session.
 - Post at least 2 articles on results of the Startup Choikhona pitching sessions and promote among interesting stakeholders.
8. Negotiate with the Ministry of Education and Science of the Republic of Tajikistan, universities and educational institutions of Tajikistan to explore opportunities in introducing Startup Choikhona initiative as contest of innovation projects among students. The related negotiations should be arranged with the Ministry of Education and Science of the Republic of Tajikistan and respective universities to introduce Startup Choikhona pitching session as contest among students and young people.
9. Conduct regional Startup Choikhona pitching session in Central Asian countries. The concept should be proposed and agreed with UNDP and partners to ensure sustainability and covering more startup projects, businesses and young people. The concept of conducting Startup Choikhona pitching session should be proposed by partners and include main step of organization of events. The events are supposed to match successful startups with the investment opportunities from at least Central Asian counties based on the scale, target audience, and startup potential. The contractor should propose best option for conducting event with details of organization of activities covering more startups and entrepreneurs from Central Asian countries. At least 15 startups and businesses should present their business ideas in the Startup Choikhona pitching session. The Startup Choikhona pitching session should be organized in following stages:
- Announcement of event among youth and interested parties through social media, traditional media and other communication means. The contractor should ensure partnership with foreign institutions and covering startups from Central Asian countries.
 - Collect at least 50 applications for participation in each Startup Choikhona pitching session.
 - Attract at least 5 partners from the private sector companies for organization of pitching session.
 - Organize a pitching session and award prizes for 3 winners of the Startup Choikhona pitching session. The prizes that are aimed to development of business projects of winners should be proposed by contractor and UNDP contributions to prizes should be not more than USD 6,000. The division of funds among three places should be proposed by contractor and not exceed USD 6,000 for Startup Choikhona pitching session in Central Asian countries.
 - Post at least 2 articles on results of the Startup Choikhona pitching session and promote among interesting stakeholders.

- Provision of detailed report on conducted pitching session indicating lessons learnt and recommendations for future.
10. Develop a matching model between the promising startups and potential investors. The model should include a clear step for involving potential investors to promising startups, identifying roles of each interested parties considering the context of Tajikistan. The model should consist of criteria, practical mechanisms for matching startups with potential investors.
 11. Document lessons learnt and recommendations on implemented activities and ways forward.
 12. Communicate the implementation process and results of the initiative in the local and regional mass media, including social media, TV and radio. The project and donor visibility, including support from the Russian Federation should be visible.
 13. Prepare stories of success and disseminate through communication channels.

4. Monitoring of actions implemented

Develop an internal regular monitoring plan with a clear reference to all deliverables indicated in the Expected Results and ensure timely monitoring and impact assessment of services provided by the contractor, as well as assess the level of satisfaction with conducted events among partners.

5. Expected results:

This sub-project is expected to achieve the following (but not limited to) **results**:

1. An investors database consisting of at least 50 companies willing to cooperate with Startup Choikhona initiative from Dushanbe and regions of Tajikistan are developed and agreed with UNDP. The companies should be both national and international, as well as involved in conducting events under this ToR.
2. At least 6 short videos about the basics of entrepreneurship with the participation of specialists have been filmed, mounted, and distributed on social media.
3. Introduced Startup Choikhona as a contest of innovative business projects of students in at least 2 universities in Tajikistan. The agreement of the university should be received and agreed with the Startup Choikhona team.
4. At least 100 youth should be registered in the Startup Choikhona website with their business ideas as a result of conducted pitching session and awareness campaigns regarding the Startup Choikhona Initiative and its products. The aim of the activity is covering more youth into the initiative and promoting entrepreneurship.
5. At least 30 young people, including at least 11 young women presented business ideas in conducted Startup Choikhona pitching sessions in at least 2 cities of Tajikistan. As a result of activity at least 3 winners of each pitching sessions should be awarded with prizes aimed to launch /expend businesses. All steps of conducting pitching sessions should be agreed with the Startup Choikhona team.
6. Conducted pitching sessions of the Startup Choikhona initiative in at least 4 selected universities, particularly Branch of Lomonosov Moscow State university in Dushanbe, Bokhtar State University named after N.Khusrav, Mining - Metallurgical Institute of Tajikistan, Khujand Polytechnic Institute of Tajik Technical University. The events should be covered widely in media and detailed report on conducted activities should be submitted. At least 60 young people, including 24 young women developed their business projects and presented during the Startup Choikhona pitching session in 4 universities.
7. Developed a matching model between the promising startups and potential investors. The model should include a clear steps for involving potential investors to promising startups, identifying roles of each interested parties considering the context of Tajikistan.

8. At least 7 startup projects of young people, including 2 young women led participated in the activities have been launched/expanded creating at least 10 jobs.
9. At least 25 young people, including 8 young women have found jobs and/or paid internships in private sector companies and public institutions after participating in events.
10. At least 15 young people presented business ideas in conducted regional Startup Choikhona pitching session in Central Asian counties. The pitching session should be conducted in online and offline modality. As a result of activity at least 3 winners of each pitching sessions should be awarded with prizes aimed to launch /expend businesses. All steps of conducting pitching sessions should be agreed with the Startup Choikhona team.
11. The Startup Choikhona website constantly maintained through elaboration of at least 20 news, organization of 3 interesting contests among youth, elaboration of 4 articles, as well as posting 4 interviews with succeed entrepreneurs and graduates of the initiative. The documents should be elaborated and agreed with the Startup Choikhona team.
12. At least 3000 people in offline and more than 15000 people via online platforms covered with various activities on entrepreneurship and innovation within the conducted events.
13. All project events and activities are timely and regularly covered in mass and social media. At least 2 stories of success are published in media, as well as posts on project implementation process on platforms of implementing partner and partner universities.
14. A progress report on the Programme, describing the results achieved, as well as financial reports, have been prepared and submitted to UNDP.

6. Minimum requirements for consulting companies/organizations:

- At least 3 years of experience on entrepreneurship and innovation focusing young entrepreneurs, provision of consultations to rural and urban businesses.
- At least 3 years of practical experience in the field of capacity building activities focusing youth and universities, provision of trainings, educational programmes and consultancy services (list of projects implemented).
- At least 2 year of work experience with the international organizations, universities and state authorities of Tajikistan (at least one recommendation letter should be provided).
- Sufficient skills of assigned staff in monitoring and evaluation of conducted activities, including needs assessment and building capacity of youth, etc.
- Availability of qualified experts/consultants to perform the above-mentioned tasks with knowledge of Tajik and Russian languages (CVs to be provided).

Minimum requirements for Team members:

1. Team Leader

- At least 3 years of experience in the field of capacity building activities focusing youth and universities, provision of trainings, educational programmes and consultancy services
- Professional experience in the area of specialization
- Knowledge of the region
- Language Qualifications of Tajik and Russian
- Experience with similar programs / projects

2. Senior Project Staff

- At least 3 years of experience of work in the field of capacity building activities focusing young entrepreneurs, provision of consultations to rural and urban businesses
- Professional Experience in the area of specialization
- Presence of working experience in conducting consultations to youth and entrepreneurs,

- capacity building activities on entrepreneurship to youth
 - Language Qualifications of Tajik and Russian
- 3. Administrative/Junior Project Staff**
- At least 3 years of experience in elaboration of project reports and monitoring
 - Professional Experience in the area of specialization
 - Language Qualifications of Tajik and Russian

To assess the above qualification requirements, the company must provide the relevant documents specified in Annex 2, paragraphs A and C.

7. Reporting:

Contractor is responsible for providing interim and final performance reports. The programme and financial statements shall comply with the requirements set out in the Contract signed by the Contractor and UNDP.

Besides, the Contractor should provide UNDP with all photographs and other visual materials collected during the project as well as participants satisfaction survey and other proofs of successful completeness of deliverables. Printed and electronic versions of reports should be transmitted to UNDP. The electronic version of the report must be saved in MS Word format. All reports must be printed in ARIAL font, size 11, on page size A4. The title page with the name of the project and the name of the author should contain the logo of UNDP, Tajikistan.

8. Payment:

The total cost of services includes all costs associated with the execution of this technical assignment, for example, such as transportation costs, expenses related to the organization and provision of advice and training, conducting research, and all other relevant costs related to the implementation of this sub-project and in accordance with the budget submitted. Contractor shall be responsible for the payment of any taxes arising from the signing of the Contract between the Contractor and UNDP. However, the Contractor will not be charged with any increase in value, or any additional payments, for any reason.

Payments to local organizations/companies will be made by UNDP in the national currency (Tajik somoni) under the Contract by transfer to the bank account of the Contractor. The exchange rate would correspond to the official rate applied by UNDP on the day of payment.

9. Deadlines:

The services envisaged in the task for the execution of this sub-project should be provided in the period from August 2022 to June 2023. Any other deadlines and progress should be negotiated in advance between UNDP and Contractor. Only after preliminary approval between the parties and receipt of the agreement, the changes will enter into force.

ТЕХНИЧЕСКОЕ ЗАДАНИЕ (ТЗ)

Название под-проекта: Организация серии мероприятий в рамках инициативы Стартап Чойхона.

Код под-проекта: 131-2022-RFP-UNDP-RTC-YSD

1. Описание проекта

Проект «Расширение возможностей молодежи через развитие профессиональных навыков и содействие инновациям в Республике Таджикистан» направлен на поддержку экономически уязвимых групп молодежи в возрасте от 15-35 лет, с особым вниманием к группам молодых женщин и мужчин, проживающих в наиболее неблагополучных районах Таджикистана. Проект способствует вовлечению молодежи в устойчивое и инновационное развитие на национальном и местном уровнях, обеспечивая доступ молодежи к знаниям и навыкам, необходимых для трудоустройства. Проект также поощряет местные инициативы молодежи, направленные на расширение возможностей достойного труда, получения дохода, предпринимательства и общего улучшения благосостояния молодых людей. Цели проекта будут достигаться за счет взаимосвязанного комплекса мероприятий, включающего, помимо прочего, программы переквалификации и повышения квалификации согласно требованиям на местном и внешнем рынках труда, поддержку стартапов, тренинги по инновациям в бизнесе, обмен знаниями и опытом на национальном и на международном уровнях, укрепления потенциала лиц, принимающих решения в области разработки политики, институтов и пр., ориентированных на молодежь.

Проект продвигает местные инициативы среди женщин и молодежи, а также поддерживает их участие в устойчивом предпринимательстве, инновационном и инклюзивном местном развитии посредством развития практических навыков для инноваций и бизнеса, способствуя общему расширению прав и возможностей уязвимых групп молодежи и женщин. Проект финансируется Правительством Российской Федерации и будет реализован до декабря 2025 года. Ожидается, что проект будет реализован по всей стране с особым акцентом на сельские и отдаленные районы Горно-Бадахшанской автономной области, Согдийской и Хатлонской областей. Основными компонентами / результатами проекта являются:

1. Продвижение знаний и навыков для вовлечения молодежи в инновационное развитие.
2. Расширение возможностей трудоустройства молодежи в инновационных секторах экономики.
3. Расширенный доступ к инновационному финансированию, обмену знаниями и деловым связям.

Проект «Содействие в устранении экономических последствий COVID-19 посредством улучшения условий жизни, возможностей трудоустройства и регионального сотрудничества в Ферганской долине» направлен на улучшение условий жизни и повышения потенциала жизнестойкости населения, проживающих в таджикской части Ферганской долины, способствуя восстановлению от воздействия COVID-19 и укреплению социальной сплоченности в приграничных районах. Проект реализуется в тесном сотрудничестве с Министерством Экономического Развития и Торговли Республики Таджикистан, Министерством Труда, Миграции и Занятости Населения Республики Таджикистан, Администрацией Согдийской области и другими государственными и общественными организациями. Ключевой целью проекта в области развития является восстановление и улучшение условий жизни, содействие продуктивной и достойной занятости и увеличение возможностей получения дохода за счет инноваций для устойчивого развития предприятий и продвижения трансграничной торговли в Ферганской долине в Таджикистане. Проект будет нацелен на уязвимые группы женщин и мужчин, молодежь, вернувшихся мигрантов, малых и средних предпринимателей в Согдийской области, проживающих и работающих в сельских районах, граничащих с Кыргызстаном и Узбекистаном, с учетом их уязвимости перед безработицей, социальной изоляции и напряженности в приграничных районах. Особое внимание будет

уделено повышению активности среди молодых мужчин и женщин, которые не учатся, не работают и не проходят обучение (NEET). В рамках проекта будет применяться гендерно-чувствительный подход для охвата девушек и женщин, предоставления им необходимых для трудоустройства знаний и современных навыков, а также расширения их возможностей для более активного участия в экономической деятельности.

В ноябре 2016 года ПРООН в Таджикистане и Волонтеры ООН запустили инициативу Стартап Чойхона и совместно организовали конкурс питчинг сессий для начинающих предпринимателей. Проект направлен на повышение занятости молодежи и увеличение доходов за счет поддержки инновационного предпринимательства. Он был иницирован ПРООН и Волонтерами ООН при поддержке Правительства Таджикистана, Accelerate Prosperity, Клуба молодых предпринимателей, Tcell и других. Первая сессия Стартап Чойхона была организована в рамках Global Entrepreneurship Week — всемирной инициативы, которая проходит в 170 странах.

С 2016 года Стартап Чойхона превратилась в действующую платформу, и последние пять лет активно организуется по всему Таджикистану. В настоящее время проект организуют ПРООН совместно с такими партнерами как Правительство Таджикистана, Государственная организация по формированию и развитию предпринимательства в Таджикистане - Бизнес-инкубатор Таджикистан, Accelerate Prosperity, USAID, Клуб молодых предпринимателей, Национальная ассоциация женщин-предпринимателей Таджикистана, Serena Гостиница, Мегафон Таджикистан, Кулябский Государственный Университет, Российский Центр Культуры и Науки, Горно-Металлургический Университет Таджикистана, Институт Экономики и Торговли Таджикского Государственного Университета Коммерции в Худжанде и др. Важно отметить важный вклад частного сектора и государственных образовательных учреждений в содействии по продвижению платформы.

Целью Стартап Чойхона является увеличение занятости молодежи, создание рабочих мест, расширение прав и возможностей, получение доходов и инновационное предпринимательство. Питчинг сессии Стартап Чойхона дают предпринимателям возможность презентовать свои стартап-идеи, найти деловых партнеров и коучинг, и посмотреть, есть ли у их бизнес-идеи потенциал для развития. Самое главное, платформа способствует достижению таких Целей Устойчивого Развития (ЦУР), как сокращение бедности, содействие достойной работе и экономическому росту и другие. В связи с этим, к преимуществам программы можно отнести:

- a. Вовлечение молодежи в предпринимательство путем разработки инновационных бизнес-идей для ключевых направлений экономики страны;
- b. Создание рабочих мест;
- c. Повышение деловых навыков среди молодежи;
- d. Продвижение инноваций;
- e. Формирование профессиональных связей среди молодежи, бизнес-тренеров, предпринимателей и инвесторов, что в свою очередь ведет к улучшению предпринимательской экосистемы страны;
- f. Связь потенциальных инвесторов с начинающими предпринимателями.

Проекты ПРООН «Расширение возможностей молодежи через развитие профессиональных навыков и содействие инновациям в Республике Таджикистан» и «Содействие в устранении экономических последствий COVID-19 посредством улучшения условий жизни, возможностей трудоустройства и регионального сотрудничества в Ферганской долине» намерены привлечь подрядчика для дальнейшего продвижения платформы Стартап Чойхона для расширения прав и возможностей молодежи, организации серии мероприятий, предоставления молодежи возможностей для поиска работы и т. д.

2. Целевые группы и зоны

Целевые районы: По всей стране с особым акцентом на города Душанбе, Куляб, Худжанд, Бохтар, Исфара и Бустон.

Целевая группа: молодые люди в возрасте от 15 до 35 лет, проживающие в целевых районах, определенных в рамках настоящего технического задания. Подрядчик должен обеспечить участие девушек/молодых женщин во всех мероприятиях под-проекта (не менее 30 процентов от общего числа участников).

3. Описание услуг:

В техническое задание входит весь спектр услуг, необходимых для организации и проведения мероприятий по наращиванию потенциала инициатив Стартап Чойхона, включая логистику, аренду помещений, организацию питания, обучающие материалы и т.д. Организация должна тесно сотрудничать с Государственным комитетом по инвестициям и Государственным Управлением Недвижимостью Республики Таджикистан, Государственным бизнес-инкубатором Таджикистана, Accelerate Prosperity и другими партнерами.

Под-проект направлен на выполнение следующих действий (но не ограничивается ими):

1. Поддерживать постоянное обновление платформы Стартап Чойхона путем подготовки новостей, организации интересных конкурсов среди молодежи, подготовки статей, интервью с успешными предпринимателями и выпускниками инициативы.
2. Продвигать образовательную платформу «Начать и восстановить бизнес» платформы Стартап Чойхона среди молодежи и заинтересованных лиц посредством организации информационных кампаний, продвижения через социальные сети и другие средства коммуникации и маркетинга. Успешной организации будет предоставлен доступ к разработанной платформе.
3. Разработать базу данных инвесторов из отечественных и международных частных компаний на основе концепции инициативы Стартап Чойхона. База данных инвесторов должна охватывать как компании частного сектора, так и другие компании, заинтересованные в сотрудничестве с инициативой Стартап Чойхона. База данных должна охватывать не менее 50 компаний, желающих сотрудничать с инициативой Стартап Чойхона из Душанбе и регионов Таджикистана. Критерии разработки базы данных инвесторов должны быть предложены подрядчиком и согласованы с ПРООН, а также в методологии подрядчика должны быть предложены каналы и подход для привлечения инвесторов к платформе.
4. Провести кампании по повышению осведомленности о предпринимательстве и инновациях среди молодежи и заинтересованных сторон, в частности, в университетах-партнерах, и созданных креативных уголках в городах Душанбе, Исфара, Худжанд, Куляб, Бохтар. Подход к проведению осведомительных кампаний должен быть предложен в методологии и включать в себя несколько средств, в том числе онлайн-продвижение, мастер-классы, открытые лекции и т. д. В итоге просветительскими мероприятиями должно быть охвачено не менее 3000 человек в офлайн и более 15000 человек через онлайн-платформы.
5. Провести общенациональную и международную информационную кампанию об инициативе Стартап Чойхона и ее продуктах. Целью деятельности должно быть вовлечение большего количества молодежи в инициативу и продвижение предпринимательства. В результате на сайте Стартап Чойхона должно быть зарегистрировано не менее 100 молодых людей со своими бизнес-идеями. Подрядчик должен предложить подробную методологию проведения кампаний по повышению осведомленности, а соответствующие расходы должны быть учтены в предлагаемом бюджете.
6. Провести питч сессии Стартап Чойхона не менее чем в двух городах Таджикистана. Район и концепция должны быть предложены и согласованы с ПРООН и партнерами для обеспечения устойчивости и

охвата большего числа молодых людей. Концепция проведения питч сессии Стартап Чойхона должна быть предложена партнерами и включать основные этапы организации мероприятий. Мероприятия призваны сопоставить успешные стартапы с инвестиционными возможностями в зависимости от масштаба, целевой аудитории и потенциала стартапа. Подрядчик должен предложить подробную методологию и бюджет, покрывающий сопутствующие расходы, включая питание, материально-техническое обеспечение и другие сопутствующие расходы. Не менее 30 молодых людей должны представить свои бизнес-идеи на питч сессии Стартап Чойхона. Питч сессии Стартап Чойхона должен быть организован в несколько этапов:

- g. Анонс мероприятия среди молодежи и заинтересованных сторон через социальные сети, традиционные СМИ и другие средства коммуникации.
 - h. Собрать не менее 70 заявок на участие в каждой питч сессии Стартап Чойхона.
 - i. Привлечь не менее 4-х партнеров из компаний частного сектора для организации питч сессии.
 - j. Отобрать не менее 20 заявок и провести двухдневные тренинги по наращиванию потенциала участников, чтобы подготовить их к презентации.
 - k. Организовать питч и наградить 3 победителя питч сессий Стартап Чойхона. Призы должны быть предложены подрядчиком и не должны превышать 4000 долларов США за каждую сессию. Распределение средств между тремя местами должно быть предложено подрядчиком и не должно превышать 4000 долларов США за каждую сессию.
 - l. Разместить не менее двух статей по результатам питч сессий Стартап Чойхона и обеспечить их продвижение среди заинтересованных лиц.
 - m. Предоставить подробный отчет о проведенных питч сессиях.
7. Организовать сессии инициативы Стартап Чойхона как минимум в 4 выбранных университетах, в частности, в Филиале Московского государственного университета имени М.Ломоносова в городе Душанбе, Бохтарском Государственном Университете им. Н.Хусрава, Горно-металлургическом университете, Политехнический институт Таджикского технического университета им. академика М. С. Осими в городе Худжанд. Каждая питч сессии Стартап Чойхона должна быть организована в несколько этапов:
- n. Анонсировать мероприятия среди молодежи и заинтересованных сторон через социальные сети, традиционные СМИ и другие средства коммуникации.
 - o. Собрать не менее 50 заявок на участие в каждой питч сессии Стартап Чойхона.
 - p. Привлечь не менее 2-х партнеров из компаний частного сектора для организации питч сессии.
 - q. Отобрать не менее 20 заявок и провести двухдневные тренинги по наращиванию потенциала участников, чтобы подготовить их к презентации.
 - r. Привлечь как минимум двух наставников для создания MVP (минимально жизнеспособного продукта).
 - s. Организовать питч сессии и наградить 3 победителей питч сессии Стартап Чойхона. Призы должны быть предложены подрядчиком и не должны превышать 2000 долларов США за каждую сессию. Распределение средств между тремя местами должно быть предложено подрядчиком и не должно превышать 2000 долларов США за каждую сессию.
 - t. Разместить не менее двух статей по результатам питч сессии Стартап Чойхона и обеспечить их продвижение среди заинтересованных лиц.
8. Провести переговоры с Министерством образования и науки Республики Таджикистан, ВУЗами и образовательными учреждениями Республики Таджикистан по изучению возможностей внедрения инициативы Стартап Чойхона в качестве конкурса инновационных проектов среди студентов. Соответствующие переговоры должны быть организованы с Министерством Образования и Науки Республики Таджикистан и соответствующими университетами для проведения питч сессии Стартап Чойхона как конкурса среди студентов и молодежи.
9. Провести региональную питч сессии Стартап Чойхона в странах Центральной Азии. Концепция должна быть предложена и согласована с ПРООН и партнерами для обеспечения устойчивости и охвата большего числа стартапов, предприятий и молодежи. Концепция проведения питч сессии Стартап Чойхона должна быть предложена партнерами и включать основной этап организации

мероприятия. Предполагается, что мероприятия должны сопоставить успешные стартапы с инвестиционными возможностями, по крайней мере, в странах Центральной Азии, исходя из масштаба, целевой аудитории и потенциала стартапа. Подрядчик должен предложить наилучший вариант проведения события с подробным описанием организации отдельных мероприятий, охватывающих большее количество стартапов и предпринимателей из стран Центральной Азии. Не менее 15 стартапов и бизнесов должны представить свои бизнес-идеи на питч сессиях Стартап Чойхона. Питч сессии Стартап Чойхона должен быть организован в несколько этапов:

- u. Анонс мероприятия среди молодежи и заинтересованных сторон через социальные сети, традиционные СМИ и другие средства коммуникации. Подрядчик должен обеспечить партнерство с зарубежными институтами и охват стартапов из стран Центральной Азии.
 - v. Собрать не менее 50 заявок на участие в каждой питч сессии Стартап Чойхона.
 - w. Привлечь не менее 5 партнеров среди частных компаний для организации питч сессии.
 - x. Организовать питч сессии и наградить трех победителей питч сессии Стартап Чойхона. Призы должны быть предложены подрядчиком и не должны превышать 6000 долларов США. Распределение средств между тремя местами должно быть предложено контрактером и не должно превышать 6000 долларов США на питчинг сессии Стартап Чойхона среди стартапов стран Центральной Азии.
 - y. Опубликовать не менее двух статей по результатам питч сессии Стартап Чойхона и обеспечить их продвижение среди заинтересованных лиц.
 - z. Предоставить подробный отчет о проведенной питч сессии с указанием извлеченных уроков и рекомендаций на будущее.
10. Разработать модель соответствия между перспективными стартапами и потенциальными инвесторами. Модель должна включать четкие шаги по привлечению потенциальных инвесторов к перспективным стартапам, определяя роли каждой заинтересованной стороны с учетом контекста Таджикистана. Модель должна состоять из критериев, практических механизмов по связи с стартапами с потенциальными инвесторами.
 11. Задокументировать извлеченные уроки и рекомендации по реализованным мероприятиям и дальнейшим действиям.
 12. Информировать о процессе реализации и результатах инициативы в местных и региональных СМИ, включая социальные сети, телевидение и радио. Видимость проекта и доноров, включая поддержку со стороны Российской Федерации, должна быть заметной.
 13. Подготовить истории успеха и распространить их по разным каналам связи.

4. Мониторинг реализуемых действий

Разработать внутренний план регулярного мониторинга с четкой ссылкой на все целевые показатели, указанные в ожидаемых результатах, и обеспечить своевременный мониторинг и оценку воздействия услуг, предоставляемых подрядчиком, а также оценить уровень удовлетворенности партнеров проведенными мероприятиями.

5. Ожидаемые результаты:

Ожидается, что в рамках этого под-проекта будут достигнуты следующие результаты (но не ограничиваясь ими):

- i. Разработана и согласована с ПРООН база данных инвесторов, состоящая не менее чем из 50 компаний, желающих сотрудничать с инициативой Стартап Чойхона из Душанбе и регионов Таджикистана. Компании должны быть как национальными, так и международными, а также участвовать в проведении мероприятий в рамках настоящего ТЗ.

- ii. Сняты, смонтированы и распространены в социальных сетях не менее 6 коротких видеороликов об основах предпринимательства с участием специалистов.
- iii. Стартап Чойхона представлен в качестве конкурса инновационных бизнес-проектов для студентов в не менее чем двух вузах Таджикистана. Необходимо получить согласие университета и согласовать его с командой Стартап Чойхона.
- iv. Не менее 100 молодых людей со своими бизнес-идеями зарегистрированы на сайте Стартап Чойхона в результате проведенных питч сессий и информационных кампаний об инициативе и ее продуктах. Целью мероприятия является вовлечение большего количества молодежи в инициативу и продвижение предпринимательства.
- v. Не менее 30 молодых людей, в том числе не менее 11 молодых женщин, представили бизнес-идеи в рамках проведенных питч сессий Стартап Чойхона не менее чем в двух городах Таджикистана. По результатам, не менее 3-х победителей в каждой питч сессии награждены призами, способствующими запуску/расширению их бизнеса. Все этапы проведения питч сессий Стартап Чойхона должны быть согласованы с командой Стартап Чойхона.
- vi. Проведены питч сессии инициативы Стартап Чойхона как минимум в 4 выбранных вузах, в частности, в Филиале Московского государственного университета имени М.Ломоносова в городе Душанбе, Бохтарском Государственном Университете им. Н.Хусрава, Горно-металлургическом университете, Политехнический институт Таджикского технического университета им. академика М.С. Осими в городе Худжанд. Мероприятия широко освещены в СМИ, представлен подробный отчет о проведенных мероприятиях. Не менее 60 молодых людей, в том числе 24 девушки, разработали свои бизнес-проекты и представили их на питч сессиях Стартап Чойхона в 4 ВУЗах.
- vii. Разработана модель соответствия между перспективными стартапами и потенциальными инвесторами. Модель должна включать четкие шаги по привлечению потенциальных инвесторов к перспективным стартапам, с определением роли каждой заинтересованной стороны в контексте Таджикистана.
- viii. Запущено/расширено не менее 7 стартап-проектов молодых людей, в том числе 2 под руководством молодых женщин, и создано не менее 10 рабочих мест.
- ix. Не менее 25 молодых людей, в том числе 8 девушек, нашли работу и/или прошли оплачиваемую стажировку в компаниях частного сектора и государственных учреждениях после участия в мероприятиях.
- x. Не менее 15 молодых людей представили бизнес-идеи в рамках региональной питч сессии Стартап Чойхона в странах Центральной Азии. Питч сессия должна проводиться в онлайн- и офлайн-режимах. По результатам деятельности не менее 3-х победителей каждой питч сессии должны быть награждены призами, направленными на запуск/расширение бизнеса. Все этапы проведения питч сессий должны быть согласованы с командой Стартап Чойхона.
- xi. Сайт Стартап Чойхона постоянно поддерживается за счет разработки не менее 20 новостей, организации 3-х интересных конкурсов среди молодежи, разработки 4-х статей, а также размещения 4-х интервью с успешными предпринимателями и выпускниками инициативы. Документы должны быть проработаны и согласованы с командой Стартап Чойхона.
- xii. Не менее 3000 человек в офлайн и более 15000 человек через онлайн-площадки охвачены различными активностями по предпринимательству и инновациям в рамках проводимых мероприятий.
- xiii. Все события и мероприятия проекта своевременно и регулярно освещаются в СМИ и социальных сетях. Публикуются не менее 2 историй успеха в СМИ, а также посты о процессе реализации проекта на платформах партнеров-исполнителей и университетов-партнеров.
- xiv. Отчет о ходе реализации Программы с описанием достигнутых результатов, а также финансовые отчеты подготовлены и представлены в ПРООН.

6. Минимальные требования к консалтинговым компаниям / организациям:

- Не менее 3-х лет опыта в области предоставления консультаций по предпринимательству и инновациям с акцентом на молодых предпринимателей, предоставление консультаций сельскому и городскому бизнесу;
- Не менее 3-х лет практического опыта в сфере наращивания потенциала с акцентом на молодежь и университеты, предоставления тренингов, образовательных программ и консультационных услуг (с перечнем реализованных проектов).
- Не менее 2-х лет опыта работы с международными организациями, университетами и органами государственной власти Таджикистана (необходимо предоставить как минимум одно рекомендательное письмо);
- Достаточные навыки назначенного персонала в области мониторинга и оценки проводимых мероприятий, включая оценку потребностей и наращивания потенциала молодежи и т. д.;
- Наличие квалифицированных экспертов/консультантов для выполнения вышеуказанных задач со знанием таджикского и русского языков (должны быть предоставлены резюме).

Минимальные требования к участникам команды:

1. Менеджер команды

- a. Опыт работы не менее 3 лет в сфере по наращиванию потенциала, ориентированной на молодежь и университеты, проведение тренингов, образовательных программ и консультационных услуг.
- b. Профессиональный опыт по специальности
- c. Знание региона
- d. Знание таджикского и русского языков
- e. Опыт работы с аналогичными программами/проектами

2. Старший персонал проекта

- a. Опыт работы не менее 3-х лет по наращиванию потенциала молодых предпринимателей, консультирование сельского и городского бизнеса
- b. Профессиональный опыт в области специализации
- c. Наличие опыта работы по проведению консультаций с молодежью и предпринимателями, мероприятий по наращиванию потенциала по предпринимательству среди молодежи
- d. Знание таджикского и русского языков

3. Административный/младший персонал проекта

- a. Опыт разработки отчетов и мониторинга проектов не менее 3-х лет
- b. Профессиональный опыт в области специализации
- c. Знание таджикского и русского языков

Для оценки вышеуказанных квалификационных требований компания должна предоставить соответствующие документы, указанные в Приложении 2, пункты А и С.

7. Отчётность

Контрактер несет ответственность за предоставление промежуточных и заключительных отчетов по выполненным работам. Отчетность должна соответствовать требованиям, изложенным в Контракте, подписанном Подрядчиком и ПРООН.

Кроме того, партнер-исполнитель должен предоставить ПРООН все фотографии, отчеты каждого мероприятия, и другие визуальные материалы, собранные в ходе проекта, а также опрос удовлетворенности участников и другие доказательства успешного выполнения поставленных задач.

Печатные и электронные версии отчетов следует направлять в ПРООН. Электронная версия отчета должна быть сохранена в формате MS Word. Все отчеты должны быть напечатаны шрифтом ARIAL, размером 11, на странице формата А4. Титульный лист с названием проекта и именем автора должен содержать логотип ПРООН Таджикистан в верхнем правом углу.

8. Оплата

Общая стоимость услуг включает в себя все затраты, связанные с выполнением этого технического задания, например, такие как транспортные расходы, расходы, связанные с организацией и предоставлением консультаций и обучения, проведением исследований, а также все другие соответствующие затраты, связанные с внедрением данного под-проекта, в соответствии с представленным бюджетом. Партнер-исполнитель несет ответственность за уплату любых налогов, возникающих при подписании Контракта между Партнером-исполнителем и ПРООН. Вместе с тем, партнеру-исполнителю не будут начисляться ни увеличение стоимости, ни дополнительные выплаты по какой-либо причине.

Платежи местным организациям / компаниям будут производиться ПРООН в национальной валюте (таджикский сомони) в соответствии с Контрактом, и перечисляться на банковский счет Партнера-исполнителя. Обменный курс будет соответствовать официальному курсу, применяемому ПРООН на день платежа.

9. Сроки исполнения

Услуги, предусмотренные в задании на выполнение данного под-проекта, должны быть предоставлены в период с **августа 2022 г. по июнь 2023 г.** Любые иные сроки исполнения и ход реализации должны быть заранее обговорены между ПРООН и партнером-исполнителем. Только после предварительного согласования между сторонами и получения соглашения какие-либо изменения могут вступить в силу.