

## **Expression of Interest for scouting an expert or a consultancy firm for conducting Enterprise Development Trainings in the states of UP and BIHAR**

### **Introduction**

BAIF Institute for Sustainable Livelihoods and Development (BAIF Livelihoods) in collaboration with L&T Finance Holdings Limited, has been engaged in promoting digital and financial inclusion in rural India, with special focus on empowering rural women entrepreneurs and ensuring that the benefits of Government welfare schemes reach the last-mile beneficiaries. This is being aimed at through the project “Digital Sakhi”. One of the objectives of the project is to identify and provide training and hand holding support to first generation rural Women Entrepreneurs, enabling them to expand and strengthen their existing micro-businesses.

The project is being implemented in Supaul district of Bihar and Gorakhpur district of Uttar Pradesh. The project area currently consists of **100 villages located in 5 blocks of UP and 100 villages located in 9 blocks of Bihar**. One of the deliverables include on-board and trained 1200 Women Entrepreneurs (600 from Bihar and 600 from UP) in Enterprise Development Programme (EDP).

Based on the above, we are looking for an **Individual expert / consulting firm / team of expert consultants** who can take up the **responsibility of conducting series of EDP trainings at the block level in these states**.

**It is a short term assignment for 2 months: November – December 2023**

### **Scope of the assignment:**

The main objective of the training is to identify and provide training on various aspects of EDP especially for first generation rural Women Entrepreneurs, enabling them to expand and strengthen their micro-businesses.

The training will focus on upscaling the knowledge, attitude, practices, outlook, business capabilities, business acumen and end to end business promotion interventions for rural women and SHGs. The ultimate goal is to initiate a women-led entrepreneurship focusing on farm/off farm/non-farm businesses and enterprises. The entrepreneurship focus can be on sectors such as agriculture, livestock, handicrafts, tourism, service-based enterprises like bank sakhi and small-scale manufacturing, retailing and green entrepreneurship where rural women have the potential to create value and generate additional income.

Scope includes providing focused training to 600 identified rural women entrepreneurs to start, incubate and then grow their businesses and Individual/group enterprises.

### **Consultant Tasks & Deliverables**

A shortlisted Individual/consulting firm/team of expert consultants will have to submit a plan and methodology of how the required work would be introduced by them, detailing out training content, schedule and other methods (**TECHNICAL Proposal**).

**Technical proposals shall include:**

1. Brief cover letter describing the consultants experience in providing EDP training
2. List of any 3 earlier assignments showing experience of the firm/team of experts in similar areas/assignments
3. CVs of Team Leader and Training Specialists- The consulting firm/team of experts should provide the list of suitably qualified professionals to meet the requirements specified in EOI.
4. Brief training plan which illustrates the consultant's capacity to complete this assignment
5. Training modules
6. Samples of training materials used in the delivery of similar assignments
7. Proof of legal establishment and registration

The estimated budget to complete this Assignment should also be included.

The activity will include the following tasks:

- Training materials development - Modules (in Hindi)
- Entrepreneurship Development Programme (EDP) training delivery on site (Offline)
- Design and develop a curriculum outline and calendar to cover 600 women in each district
- Rolling out of training modules on the ground
- Designated team / manpower on the ground

Some of the indicative themes / modules could be:

- Visioning, needs assessment
- Qualities of an entrepreneur
- End to end interventions around commodities
- Pricing, Promotion, Product, Positioning, Partnership
- Business management fundamentals - accounting, cash management, human resource management, record keeping
- Financial management
- Innovative marketing- digital Means
- Business planning - evaluation of potential new lines of business
- Customer Relationship
- Additional topics recommended by the consultant

**Training delivery: HINDI**

BAIF Livelihoods will be responsible for arranging the venues for the EDP training in each of the training locations. BAIF Livelihoods will also provide facilitation for lodging, meals and transportation of trainees traveling from project locations. Requisite coordination support will be provided by BAIF.

**Locations**

The trainings will be carried out at cluster level in **Supaul district of Bihar and Gorakhpur district of UP** where the project is being implemented.

## **Time frame**

The trainings will start from 1<sup>st</sup> of November 2023 and end on 25th December 2023.

## **Consulting Firm Eligibility Criteria:**

### **Required qualifications and experience**

#### **General Experience of the Firm**

The assignment is open to Individual/consulting firm/team of expert consultants with prior experience in conducting EDP training, handholding of women for entrepreneurship and small businesses development and familiar with operations of entrepreneurial activities in the rural economy.

The consultant should have undertaken a similar assignment earlier. Documentary evidence including a list of contracts with project description, value, year of commencement and completion, client contact and contact information should be submitted.

#### **Key Personnel**

The Individual/consulting firm/team of expert consultants should have experience in delivering the trainings on EDP for sustainable livelihood programmes in the rural context. It should have a clear understanding of institution building and sustainability, business plan preparation, establishing market linkages and forward and backward linkages apart from adequate bandwidth of team experts to complete the trainings within the stipulated time frame.

### **Submission of Proposal:**

The interested Individual/consulting firm/team of expert consultants are requested to submit technical and cost proposals to

[trainingassignments@baif.org.in](mailto:trainingassignments@baif.org.in)

**Last date for sending this EOI is October 25, 2023**

For any queries/ discussion please contact Ms. Sujata Kangude on

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