



## TERMS OF REFERENCE

### CONSULTANCY TO DEVELOP TRAINING CURRICULUM

The Ministry of ICT in partnership with the Ministry of Public Service, Youth and Gender Affairs, Ministry of Education, Ministry of Foreign Affairs and partners in the civil society and private sector have set up the Ajira Digital Program to bridge the gap between skills demand and lack of jobs.

The program aims to introduce young people to online digital work and provide the tools, training and mentorship needed for young people to work and earn an income with dignity achieving the country's objective of a globally competitive knowledge-based middle-income economy in an increasingly digital world. The Ajira Digital Program seeks to position Kenya as a choice labor destination for multinational companies as well as encourage local companies and public sector to create digital work. This will catapult Kenya onto the Global map, recognized as a Freelance hub by 2022.

In order to kick start the program, the Ministry of ICT has partnered with KEPSA to implement phase 1 of the Ajira Digital program which is supported by a grant from The Rockefeller Foundation. The grant will specifically support; (i) the overall Ajira Digital program design and (ii) implementation including testing of suitable models for scaling up and (iii) testing existing infrastructure for supporting this program. The grant will further enable a knowledge partnership in generating rapid results through M&E and two-way sharing of information. The project will also provide an opportunity for novice market systems solutions for public, private sector partnerships (PPP) that can be replicated all over the world.

The key intervention for the phase 1 of the program will be offering soft skills and basic technical skills training to 10,000 Kenyan youth (beneficiaries) aged 18 to 30 years with basic computer skills who will be residing in the country during the period of the intervention. Upon completion of the training, the youth (Apprentices) will be taken through mentorship with an aim of enhancing their online work skills.

#### **Background for Consultancy**

The Ajira Digital program has identified training and mentorship as a key pillar to drive quality amongst online workers. The training will not only provide soft skills to young people, but will also begin to build a culture of excellence and dedication in young Kenyans. In order to set up the Kenyan digital workers for success in joining the very competitive global online marketplace, the project needs to deliver training sessions that provide the prerequisite skill sets to successfully work in the open marketplace.

The phase 1 of Ajira Digital Project therefore aims at developing a responsive multi-layered basic curriculum for soft skills and introduction to online work skills that will be tested and validated during the phase for scale up by the Government of Kenya through the Ministry of ICT. The curriculum is expected to cover how to find and complete digital work as well as social skills, work ethics and financial literacy that are crucial to succeed with online work.

In view of this, KEPSA is looking for a highly qualified curriculum development consultant to develop a training curriculum and assessment tools for the Ajira Digital Program. The Consultant will provide support for the phase 1 of the program whose key intervention will be offering training (soft skills, basic financial skills, digital marketing and basic technical skills) and mentorship to 10,000 Kenyan youth (beneficiaries) aged 18 to 30 years. Further, the consultants will develop guidelines for mentorship network (follow-up and support) for the trained new online workers and a training curriculum for experienced online workers who will mentor the new online worker (youth) to successfully guide them into freelancing.

### **Overall Objective of Consultancy:**

The overall objective of the assignment is to develop training materials and curricula which shall be used to teach new online workers. The materials and the curricula are intended to transfer both theoretical and practical online work skills in line with the overall strategy of the Ajira Digital Program through review of existing training materials.

The curriculum will be tailored based on the local context by reviewing the existing similar curriculum/training materials with a focus to improve the spirit of entrepreneurship for trainees. The material will incorporate innovative approaches based on the assessment recommendations and relevant stakeholders should be consulted within the various stages of developing the curriculum.

### **Scope of work**

The Curriculum Development Consultant will work closely with the KEPSA and Ajira project team in completing the following tasks:

- Conduct a needs assessment in consultation with the key stakeholders to identify/fine-tune their training needs. More specifically, meet with experienced online workers (Kenyan) already successfully working online, new online workers, other government ministries and private sector representatives in order to assess the demand for Online Work and the coverage that curricula would need to offer, as perceived by the private sector;
- Review previous reports and studies on matters affecting online workers to streamline the curriculum development process.
- Review existing training curriculum and materials from other training providers;
- Develop an integrated curriculum for new online workers for 5 days that will equip trainees with skills and knowledge in Online Work to enable them support the growth of online work sector and also give them an opportunity to advance their careers. This curriculum should cover basic soft skills, basic financial skills, online digital marketing and basic technical skills that will be delivered in 5 days, over a period of 1 month around 21 centres.
- Develop guidelines for mentorship network (follow-up and support) by the training consultant(s) for the trained new online workers (youth) for a period of 1 month after the 1 week training to successfully guide them into freelancing.
- Develop an integrated curriculum for experienced online workers (freelancers) for two days that will equip them with skills and knowledge to enable them support the growth of online work sector and skills to mentor new online workers.
- Participate actively in a validation workshop that will bring together various experts in the Online Work sector.
- Make recommendations about how best to deliver the curricula including; recommendations about the most effective training strategies, methodologies and tools; possible partnerships.
- Map online work opportunities and make recommendations on the priority areas for Ajira Digital Project phase 1.

### **Key Outputs**

- **Deliverable- 1:** Inception report;
- **Deliverable-2:** Needs assessment report, including an inventory of existing curricula and training materials on online work;

- **Deliverable-3:** Draft curriculum for both new online workers and experienced online workers including stakeholder validation report;
- **Deliverable-4:** Final approved hard and soft copy Curriculum manuals for both new online workers and experienced online workers for five and two days' trainings respectively;
- **Final products-**
  - Course outline: course objectives, target participants, trainers, course duration, training outcome, course topics, training methodology, testing and certification conditions;
  - Course structure and content: Time table and content for each training session/ module;
  - Training material: key training material for the trainers/ facilitators and students including power point presentations, assignments, handouts, etc. which are required in the lesson plans.
  - Guidelines for mentorship network (follow-up and support) by the training consultant(s) for the trained new online workers (youth) for a period of 1 month after the 1 week training
  - Mapped online work opportunities and recommendations on the priority areas for Ajira Digital Project phase 1

***Note: all deliverables shall be reviewed by the KEPSA and Ajira project teams.***

### **Reporting**

The consultant will report directly to KEPSA but will however work closely with the Ajira project team from the Ministry of ICT for technical guidance and quality assurance.

### **Submission of Proposal:**

#### **Technical:**

- a) Registered name and address.
- b) Profile of firm and capability statement.
- c) Qualifications and experience of key individual consultants to be involved in this assignment
- d) Proposed detailed methodology to undertake this assignment.
- e) Proposed work plan.
- f) List of organizations for which the consultant has carried out curriculum development, syllabus development services and training in the last 5 years.

#### **Copies of documents to be attached:**

- a) Certificate of registration and copy of latest returns to registration of companies/search confirming the current directors of the organization.
- b) VAT certificate.
- c) PIN certificate.
- d) Current KRA Tax compliance certificate.
- e) Business permit.
- f) CV's of the key consultants who would be part of the consultancy team.
- g) Letters of recommendations/testimonials from at least three previous clients.

#### **Financial:**

The financial proposal should be adequately detailed including training materials development costs and separate costs for curriculum development for 2 days training for the experienced freelancers (online workers) and guidelines for mentorship to enable evaluation and should be inclusive of all tax applicable.



**Duration of the Assignment:**

The duration of this consultancy assignment shall be 15 days.

The proposal shall be submitted on or before 26th April, 2017

**To:**

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