**DIGITAL SKILL FOR MSMES**

**BACKGROUND**

The present economy is largely dependent on digital computing and technologies to perform major operational duties optimally. It is essential for MSMEs to deploy best practices in their operations and ways of doing businesses in this digital world, the World has gone global and our MSMEs cannot be left behind. Over 60 million Nigerians are on the internet daily – either doing business or exploring the platform to their advantage. Digital technologies is more helpful in the fight against the pandemic, COVID-19 by preventing or minimizing contacts and yet doing businesses.

In view of the importance of digital skill, there is urgent need to bridging the gap between ways of the doing business and the right technologies required for competitiveness in this global village, by building the capacity of MSMEs in this area.

The Agency has partner with Google Corporation on building the capacity of MSMEs on digital marketing. This focuses on digital marketing, business listing and other related subjects. This will be achieved on Google platform through their accredited Consultant (MindThe Gap), who will facilitate the training, while the Agency will provide venue, refreshment and logistics in all the locations.

This project also captures the renewal of subscription and upgrade of the Agency’s website and internet in the 6 Zonal Offices. This will enhance the effectiveness of the officers and also allow the MSMEs to access internet.

**Objectives:**

* Facilitate the growth of start-ups and entrepreneurs in area of digital marketing.
* Aims to reach out to young men and women both offline and online training platform in the Country
* Trained entrepreneurs will be linked to Google for business listing thereby placing their products and services on the global market
* Improve digital knowledge of the staff of the Unit through training and re-training.

**TERMS OF REFENCE**

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| Item | TOR | Amount |
| Google Partnership on Digital Marketing | - To organize training in 36 states and FCT of federation in partnership with Google Consultant (MindThe Gap) in Nigeria  - The Google Consultant will facilitate the training in all centres.  - The Agency to provide training halls, projector and refreshment  - At least 100 youth to be trained per State | 23,976,000.00 |
| Renewal of Website and Credit Information Portal hosting and upgrade | To renew the 2 portals for one year and carried out necessary upgrade on dedicated server with the configurations below; | 4,320,350.00 |
| Internet subscription | Headquarters, Lagos, Bauchi, Bayelsa, Enugu, Kaduna and Lokoja Offices.   * Heaquarter 5mbps/5mbps * 6 Zonal Offices 1mbps/1mbps * For one year | 11,200,000.00 |
| Capacity building for Staff | Training of 6 Staff of the Unit on the latest technologies both hardware and software | 1,750,000.00 |
| Working tools (Hardware and Software) | 1 No. Computer tool box and Blower  50 licence Internet Security for server and PCs  4 Nos. Laptop (core i5, 10th Gen)  20 Licences MS Office 2016 (licence) | 5,150,000.00 |
| TOTAL | | **46,396,350.00** |

**Total Project cost: 49,000,000.00**

**Source of Fund: 2021 Budget**

**INFORMATION COMMUNICATION AND TECHNOLOGY UNIT**

**SPECIAL DUTIES DEPARTMENT**