



NETIB CONSULT.

DEVELOPMENT OF TECHNICAL CONTENT FOR ENTREPRENEURSHIP SERVICES FOR YOUTH TRANSITIONING OUT OF PASTORALISM

MERCY CORPS
'Resilience in Pastoral Areas (RIPA)' program

TECHNICAL PROPOSAL

January | 2023

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EXPRESSION OF INTEREST

To - Mercy Corps
Addis Ababa, Ethiopia

Subject – Development of technical content for entrepreneurship services for youth transitioning out of pastoralism

This expression of interest is driven by the recent email we have received from Mercy Corps. We would like to pass on our interest to deliver the service (*Development of technical content for entrepreneurship services for youth transitioning out of pastoralism*) at the request of the mercy corps global organization. Remarking on the +10 years of experience we have in Entrepreneurial skills, Job Readiness Training, BDS Consulting, Coaching, and mentoring. We believe we can undertake this project for its ultimate productivity. Additionally, the experience we have accumulated from working with vulnerable community members including women, youth, and children will enable us to easily communicate, analyze and identify their pain points, most relevant approaches, and best-suited recommendations.

Netib consult appreciates the reach, and hopes to be one of Mercy Corps shortlisted candidates and further the chosen one. Please don't hesitate to ask for more information and any concerns you might have.

Highest regards,

Bekri Ahmedin
CEO
Netib Training & Consulting PLC

EXECUTIVE SUMMARY

This proposal is prepared by Netib Consult, a Social Enterprise which had been Consulting, Training, Coaching, and Mentoring governmental and non-governmental organizations for the past +10 years. The project *"Development of technical content for entrepreneurship services for youth transitioning out of pastoralism project"* upon Mercy Corps request is crafted to address two major objectives **(1)** Manage and analyze the performance of real-world challenges that female and male youth TOPs experience during their pathway to start working as a self or wage-employed citizen and **(2)** Provide recommendations on key topics, scenarios, and characters that will be part of the IVR training. The targeted personas are youth TOPs residing in the Afar, Somali, and Oromo regions of the country. The project upholds several critical social issues including the business linked and subordinates challenges youth TOPs experience in their pathway for entrepreneurship. Merging all the essential activities the project withholds four essential phases.

- (Phase 1) Initial scoping and developing inception report
- (Phase 2) conduct focus group discussions and key informant interviews in Afar, Somali, and Oromia regions
- (Phase 3) Writing-up analysis and constructive recommendation
- (Phase 4) Consulting with IVR technology developers

After the successful completion of all four phases, the project is expected to identify and analyze the actual experience of youth TOPs in their pathway to entrepreneurship, provide awareness of the realistic and dated atmosphere of the challenges youth TOPs will experience, advocate on the essential elements for a successful business including marketing & sales, finance, HR, and operational management, and providing constructive recommendations for the IVR training.

The previously stated 4 major phases of the project and the detailed ones will be completed after the 53rd persons-day of the project contracting.

ABOUT US

Netib Consult first got launched officially as a Social Enterprise in 2018, after +10 years of experience in organizational and business development services through training, workshop, coaching, and mentoring. Netib consult provides consultancy services for both local and international NGOs and private organizations. We are one of the most vibrant and motivated social enterprises with an expert experience in Coaching, Mentoring, and Training. Our quality-oriented approach reorganizes businesses and organizations by analysing critical problems which could lead to betterment within the socio-economic developmental goals, till date we have worked with +500 participants who were engaged in the process of business, professional and organizational development. We are a team of consultants who believes that a change is a series of clear goals, discipline, and lessons to maintain continuous improvement, thus the name of our company goes to something which is persistent enough to create something more valuable and meaningful **“a path created by the collection of points (Netiboch) can either create a path or a turning point for change.**

Although what always keeps us going is our audacity to see the bigger picture in everything we do. we care about our society and the changes we could bring for that matter our service involves value, dedication, improvement, and unbounded creativity.

VISION

Netib envisions a future of community where self-motivated and responsible social enterprises, companies, and entrepreneurs thrive to create and practice a holistic approach by tapping into their potential to efficiently and effectively collaborate their strengths which will eventually lead to impactful sustainable social development.

MISSION

Through coaching, mentoring, and training, NTC creates a platform for skillful encouragement within the process of alignment (personal, organizational, and/or business) to recognize the skills and desires of individuals. By exposing and enabling the vast possibilities and opportunities within themselves, they can mobilize the resources in their environment for their ultimate accomplishment that can propel to the community.

VALUES

At the core, our programs value leadership and entrepreneurship which will inspire sustainability within and among the business community thus creating and promoting professional and socially responsible business culture in Ethiopia by collaborating with the government, NGO, and the private sector.

OUR CLIENTS



OUR PARTNERS & CLIENTS



PROBLEM UNDERSTANDING

Almost 80% of the Ethiopian population resides in rural regions. This shows almost the majority of Ethiopian youth and women are residing in rural regions with pastoralism and cultivation being their major sources of income. Because of the severe drought, conflict, and global food crisis, an increasing number of youth in the pastoral area are transitioning from rural communities to urban ones. This project will address the following three major problems caused by the transition:

A. The inadequate awareness of the urban entrepreneurial process includes:

- Identifying a feasible business opportunity
- Find business partner,
- Identifying the right business partner
- Developing business idea and plan
- The logistics of business registration
- Poor urban entrepreneurial, business, and operational practice implementation

B. Lack of awareness of some of the most common business and gender-related challenges including:

- Customer relationship building and marketing
- Financial management, access to loans and funding
- Sexual assault in the workplace

OBJECTIVE

As mentioned in the term of reference the project has 2 major objectives:

1. Manage and analyze the performance of real-world challenges that female and male youth TOPs experience during their pathway to start working as a self or wage-employed citizen
2. Provide recommendations on key topics, scenarios, and characters that will be part of the IVR training, this includes 2 steps:
 - a. Submitting a report that includes recommendation
 - b. Participating in a follow-up discussion with IVR technology developers that is also responsible for the IVR training curriculum to clarify scenarios, characters, and topics

ADDITIONAL OBJECTIVE

1. To optimize the job opportunity created by the labour market, and enhance the soft skill of job seekers to increase the skill matching between employees and employers
2. To energize and encourage job seekers to identify and use their set of employability skills, and knowledge and ultimately fulfil their capacity
3. To empower job seekers to seize job opportunities on their own, and find approaches that fit them the most

SPECIFIC OBJECTIVE

1. To support government job recruiting institutions by providing support from different stakeholders in the area
2. To magnify the capacity and overall potential of OSS centers, create standardized operation, digitize their data gathering, processing, and storing process
3. To create reachable, reliable, verifiable, and efficient information providers for job seekers, employers, and employment agencies on a modern database system

SCOPES OF THE PROPOSAL

Out of the three types of training that will be provided for youth tops:

1. Guidance, training, and counseling on how to navigate the transition
2. Entrepreneurship training (pathway to self-employment)
3. Work readiness and soft-skills training (pathway to wage employment) -
 - This project is only limited to the second type of training - (*Entrepreneurship training (pathway to self-employment)*)
 - The project will be implemented in only 3 rural regions of the country (Afar, Somali, and Oromo)
 - The consultant will only address the two objectives of the project –
 1. Manage and analyze the performance of real-world challenges that female and male youth tops experience during their pathway to start working as a self or wage-employed citizen
 2. Provide recommendations on key topics, scenarios, and characters that will be part of the IVR training, this includes 2 steps:
 - The service (*Development of technical content for entrepreneurship services for youth transitioning out of pastoralism*) will be completed on the 53rd person day of the contract signing

PROCESS



Major Task or Activities

This proposal is prepared to participate as a “*Development of technical content for entrepreneurship services for youth transitioning out of pastoralism*” after the TOR call made by Mercy Corps in the five-year ‘Resilience in Pastoral Areas (RIPA) program funding from USAID. As clearly stated in the TOR the scope of this proposal is as pointed out below:

Out of the 3 types of training service for youth and women *Transitioning Out of Pastoralism* (TOPs)

Entrepreneurship training (pathway to self-employment)

1. Focus group discussions with female and male pastoralist youth and youth TOPs on understanding the real-world wage-employment or self-employment challenges and ways of overcoming them
2. Providing key informant interviews with an orbit of stakeholders to gain an expert opinion on the critical steps in the entrepreneurship pathway and effective practices
3. Provide recommendations for key topics, scenarios, and characters that will become part of the IVR training report
4. captivate in a follow-up discussion with the IVR technology developer who is also responsible for the IVR training curriculum, to rectify the topics, scenarios, and characters

Details activities

Earlier, the TOR described the activities of the project and time frame in *person-day*, under this consideration the project schedule which was taken on person-day shall be considered as working day (Monday-Friday). Proceeding to the time frame of the project we will start with the initial critical activity of the project:

Phase 1

Initial scoping and developing inception report (3 person-days):

1. Conducting a reflective meeting with Mercy Corps
2. Assessment and understanding of the project scope
3. Delivering inception report
4. Validation

Phase 2

Conduct focus group discussions and key informant interviews in Afar, Somali, and Oromia regions (30 person-days):

1. Preparing questionnaire
2. Contacting relevant individuals in each regional state:
3. State Representative,
4. Group discussion coordinators
5. Group discussion leads
6. Locating focus discussion team to each regional state (Afar, Somali, and Oromo)
7. Renting group discussion space
8. Implementing the discussion, and key informant interview
9. Conducting discussion analysis
10. Conducting discussion conclusion

Details activities

Phase 3

Writing-up analysis and constructive recommendation (including guidelines and manuals)

1. Identifying relevant methodologies
2. Reanalyzing former analysis with the chosen methodologies
3. Consulting expertise for guidance in the analysis
4. Drawing conclusion
5. Develop constructive recommendations by considering the following points:
 - Suggest key topics, that are reflective of the sequential experience of youth (each gender) on their self-entrepreneurial pathway
 - Identify and elaborate on the common challenges youth tops (each gender) will experience on their pathway for self-employment
 - Identify the gaps that can be filled
 - Highlight recommended points for these gaps in each gender
 - Develop real-life scenario case studies on the identified gaps for each gender
 - Develop 2-3 discussion questions for all recommended points and the case studies that are left on a cliffhanger
 - Initiate a peer-to-peer discussion on each case study scenario

Phase 4

Consulting with IVR technology developers

1. Preparing a presentation for the IVR team on the analysis findings, concluded points, and recommendations
2. Settling any disagreements, comments, and suggestions that might be raised by the IVR team

KEY ACTIVITY	DESCRIPTION	UNIT
Phase 1 Initial scoping and developing inception report (3 days)	<ul style="list-style-type: none"> • Conducting a reflective meeting with Mercy Corps • Assessment and understanding of the project scope • Delivering inception report • Validation 	<ul style="list-style-type: none"> • 3 Expert/person days
Phase 2 Conduct focus group discussions and key informant interviews in Afar, Somali, and Oromia regions (30 days)	<ul style="list-style-type: none"> • Contacting focal person in each regional state • Develop methodology and facilitating process for focus group discussion • Preparing questionnaire for key informant interview 	<ul style="list-style-type: none"> • 30 Expert/person days • Accommodations • Transportation expense • Venue • Stationery
Phase 3 Write up the analysis and develop recommendations (15 days)	<ul style="list-style-type: none"> • Develop analysis based the above assessment and findings • Dev eloping guidelines and manuals • Identifying relevant methodologies • Reanalyzing former analysis with the chosen methodologies • Consulting expertise for guidance in the analysis • Drawing conclusion • Develop constructive recommendations by considering the following points 	<ul style="list-style-type: none"> • 15 Expert/person days
Phase 4 Consultation with the technology developer (5 days)	<ul style="list-style-type: none"> • Consulting, presenting, and discussing for IVR and Consultation on IVR integration 	<ul style="list-style-type: none"> • 5 Expert/person days (Transportation and accommodation are not included)

Project Goal/Expected output

The primary goal of the project is to meet the 2 main objectives of the TOR. Thus the project will be assessed and analyzed for both the qualitative and quantitative performance of each activity. Based on the anticipated reaching of each activity, targeted group scenario, and character the project is expected to fulfill the following contemplations:

- Identifying and analyzing the authentic experience youth and women TOPs face on their pathway to entrepreneurship
- Create a realistic and dated awareness of the challenges youth TOPs will experience on their journey of entrepreneurship
- Familiarizing youth TOPs with some of the essentials for a productive business including the importance of marketing & sales, finance, HR, and operational management
- Providing constructive recommendations for the IVR training

THANK YOU!

**We're ready
for your
project.**

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