



**REPUBLIC OF LIBERIA**  
**MINISTRY OF COMMERCE & INDUSTRY**  
**MONROVIA**



May 8, 2024

<b>I. Position Information</b>			
<b>Title:</b>	<b>Request for Proposal: (Training Consultancy) Designing &amp; Implementation of Youth Business Plan Competition</b>		
<b>Reference</b>	<b>RFP NO. MCI /PROJ/SBA/QCBS/001/2023</b>		
<b>Contract Type:</b>	<b>Contractor services (CSOs, CBOs, CBEs, NGOs, Firms, etc)</b>		
<b>Programme:</b>	<b>Livelihood &amp; Employment Creation in Liberia</b>		
<b>Assignment</b>	Design and launch innovation promotion/ business plan competition to support employment creation for 350 youths.		
<b>Target Location and number of beneficiaries:</b>	County	Number of beneficiaries	
	Montserrado	85	
	Grand Cape Mount	30	
	Grand Bassa	50	
	Sinoe	30	
	Lofa	50	
	Nimba	65	
	Grand Gedeh	40	
<b>Duration of Contract:</b>	<b>120 days (from June 15-October 30, 2024</b>		
<b>Submission Deadline</b>	<p><b>Proposals should be submitted on or before June 8, 2024, at 4:00 PM Liberia local time and via:</b></p> <p><input checked="" type="checkbox"/>E-mail: <a href="mailto:livelihoodandjobcreation2021@gmail.com">livelihoodandjobcreation2021@gmail.com</a></p> <p><b>Note: <u>All Applications MUST be submitted through the above email address; absolutely NO hard copy will be accepted!</u></b> <b><u>Please send all queries to the same address</u></b></p> <p>Subject of email:</p> <p><b>“Call for Proposals for “MOCI/UNDP Livelihood &amp; Employment Creation –Designing and Implementing of Youth Business Plan Competition</b></p>		

## **ORGANIZATIONAL CONTEXT**

### **BACKGROUND**

Liberia has a population of approximately 4.6 million people, with a youthful population of about 63 percent below 25 years and 79 percent below 36 years (LISGIS, 2011). Despite this proportion of the population, levels of poverty among the youths are high. Majority of the youth have limited skills, work experience, financial resources, physical assets, and most often find themselves in poverty-affected families. Female youth are far more impacted by these conditions, which have impeded the ability of young people to be productive and economically viable. One major barrier affecting youth entrepreneurship and development is access to capital. Young people often find it very difficult to access finances for their startup ventures. Sometimes such difficulties can kill the entrepreneurial spirit, or one could end up losing the business opportunity due to inordinate delays in arranging funding to kick start the business.

The Ministry of Commerce and Industry, through its Livelihood & Employment Programme, seeks to contribute to the reduction of poverty and inequality by supporting initiatives that engage poor and vulnerable households/population in sustainable income generation activities, including providing opportunities to youths to access capital.

### **RATIONALE OF THE PROJECT**

The MOCI/UNDP Livelihood & Employment Creation Business Plan Competition is intended to stimulate youth led businesses, i.e., to encourage the creation of new business ventures, to allow participants to obtain benefits such as entrepreneurial skills development and increased self-confidence. Through this program young people can develop business ideas and compete for seed capital they can use to grow an existing business, launch a new business, or pursue new innovations.

The competition is designed to give young entrepreneurs a real-world experience to fine-tune their business plans to receive funding and maximize the commercialization of their products.

### **OBJECTIVES**

The overall objective is to create access to finance for youth (male and female) led businesses/start-ups.

The Specific objectives are:

- To encourage entrepreneurs/start-ups to compete for business plan funding.
- To support and develop the growth of small businesses.
- To enhance and develop the entrepreneurs' entrepreneurial skills.
- To develop ideas and in so doing establish businesses and create wealth.
- To create a passion and interest in entrepreneurship specifically among the younger generation

The programme seeks to contract a CSOs, CBOs, CBEs, NGOs, firms etc with the most innovative project proposals for the design, launch and management of the MOCI/UNDP Livelihood and Employment Creation Business Plan Competition. The total amount for the activity is \$210,000 which is split in the following categories.

Component 1	Direct Grant to Grantees (Youths) to be disbursed by UNDP through mobile money	83.5%
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Component 2	Small business management training/monitoring in strict collaboration with local community colleges	9%
Component 3	Overhead & admin cost	7.5%

**III. Scope of Work**

MOCI seeks proposals from qualified organizations (CSOs, CBOs, CBEs, NGOs, firms etc) to Organize the Livelihood & Employment Business Plan competition in formal collaboration with local community colleges in the host counties  
 The firm/organization will work closely with the SBA/MOCI and UNDP Programme Management Unit for guidance in the process.

A contract will be awarded to the most technically compliant and responsive organization based on demonstrated capacity, experience, and expertise for the assignment. Duly recognized organization are encouraged to develop and submit proposals and quote in the following format:

- Project content and problem analysis—what results will the project achieve and how does it address the problem.
- Implementation strategy—how will the project undertake the activities to ensure most effective and efficient achievement of results?
- Work plan—provide a clear plan of action on the timeline through a detailed work plan.
- Sustainability
- Risks and mitigation strategy

**Additional Information:**

The Youth Startup Business Plan Competition 2024 targets ambitious youths interested in starting and growing their businesses.

The Competition targets 350 youths drawn from seven counties: Montserrado-85 youths; Grand Cape Mount-30 youths; Grand Bassa- 50 youths; Sinoe-30 youths; Lofa-50 youths; Nimba-65 youths; and Grand Gedeh-40 youths. Those vetted will participate in two days of business skills training, and competition for business start-up grants of US\$500.

The youth will learn about business planning and present their business ideas to a panel of judges in the hope of securing grants of up to US\$500.00. They will also benefit from coaching and mentorship support when developing and refining their business ideas.

The competition aims to foster entrepreneurship among Liberia’s youth, identifying their needs and challenges, and developing innovative and creative solutions.

It is expected that applicants will come forward with business ideas from all sectors of the economy including agriculture, information technology, transportation, arts and craft, intellectual property, textile, furniture, food processing, manufacturing, and along all values chains in any key sector, etc.

UNDP and the Government of Liberia through the Ministry of Commerce and Industry are working to support the development of a strong and vibrant private sector through business development.

**Note:** Winner of the project must try at all costs to have at least 50% girls/women-18-40 as finalists. This must be demonstrated in their proposal.

#### IV. Deliverables

- Design and launch of business plan competition.
- Provision of training to the beneficiaries (winners of business plan competition)
- Provide 2-month post-grant monitoring of grant beneficiaries

#### V. Schedule of Payment

Task	Product/Deliverables	Schedule of Payments
Submission and acceptance of inception report. (10 days)	<ul style="list-style-type: none"><li>• Methodology for implementation.</li><li>• Detailed workplan.</li><li>• Training toolkit</li></ul>	30% of overhead and training cost after adoption of the inception report
Submission of mid-line report detailing list of deliverables including, list of semifinalist and contact details (40 days)	A midline report with updates on: <ul style="list-style-type: none"><li>• Training contents and materials</li><li>• Selection criteria and panel for pitching competition</li><li>• List for winners to be paid directly by UNDP</li></ul>	40% of overhead and training cost after clearance of report by project team
Submission of final report	Upon submission of completion, including impact monitoring of at least 25% of beneficiaries 60 days after grant disbursement	30% of overhead and training cost after review and clearance of final report

#### VI. Impact of Results

Improved income and livelihood for youth

#### IX. Submission Requirements

Firms/organizations who meet the requirements should submit a technical proposal, including annexes which should include the following:

- I. Cover letter
- II. Proposal Document (Technical Proposal with a clear methodology detailing how the tasks will be accomplished) and proposed quantities for each of the components.
- III. Project budget per related activities
- IV. Proof of legal registration or status (current-tax clearance and business registration certificate)
- V. A detailed workplan
- VI. CVs of key staff for the project

#### Qualification and Functional Requirements

The firm/organization must be a Liberian owned and registered, based in Liberia and have experience conducting similar work with at least 5 years of operational experience.

The qualified organizations must be Liberian owned and duly registered:

- ✓ Organizations should have experience in business support services with evidence of providing similar services in the last 3 years.
- ✓ The institutional capacity of the organization and qualification of project staff
- ✓ The legitimacy and quality of the contribution and values that the organization can provide for the attainment of development results and maximizing the development impact of a programme/project.

**Note: The firm and the SBA/MOCI/UNDP will jointly do the vetting of the participants through an agreed model to be discussed during negotiation.**

**For further information regarding proposal submission, you may send all queries to the email address above:**