
YOUTH EMPOWERMENT PROJECT SHETRADES IN THE GAMBIA

TERMS OF REFERENCE DIGITAL LITERACY TRAININGS

Background

The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. ITC helps businesses in developing countries to become more competitive in global markets, speeding economic development and contributing to the achievement of the United Nations Global Goals for sustainable development.

Youth Empowerment Project (YEP) in The Gambia

The Youth Empowerment Project (YEP) aims to support the economic development of The Gambia and improve the livelihoods of its people. Specifically, the YEP will enhance the employability and self-employment opportunities for youth, with a focus on vocational training and the creation of micro and small-sized enterprises and creating and improving employment opportunities in selected sectors through value addition and internationalization.

The project is implemented by International Trade Centre (ITC) as the lead implementing agency and under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment (MOTIE) and the Ministry of Youth and Sports. The project is funded by the European Union Emergency Trust Fund for stability and addressing root causes of irregular migration and displaced persons in Africa.

SheTrades in The Gambia

The SheTrades in The Gambia project is a three-year initiative which aims to enable Gambian women to benefit from economic participation, particularly in the agricultural and textiles and clothing value chains. The project supports advocacy and policy design, strengthening of business support organizations, enhancing the productive capacities of women-owned businesses in the horticulture and textile and apparel sectors, and connecting these businesses to market. The SheTrades Gambia Chapter is hosted at the Ministry of Trade, Industry, Regional Integration and Employment (MOTIE).

The project is implemented by International Trade Centre under the leadership of the Ministry of Trade, Industry, Regional Integration & Employment and funded by ITC, the Enhanced Integrated Framework (EIF) and the OPEC Fund for International Development.

The “Andandorr Programme”

The “Andandorr” Programme is a pilot entrepreneurship programme jointly implemented by key entrepreneurship stakeholders in The Gambia. The objective of “Andandorr” is to strengthen the ecosystem through enhanced collaboration and compliments the different institutions and training services providers. The programme follows a maturity-model for bespoke service provision for local entrepreneurs operating in five sectors; ICT, Agri-Business, Poultry, Fashion, and Creative Industries various business development stages

The Role of the Training Partner

The training partner will work under the supervision and guidance of the ITC SheTrades Gambia Project Manager and the Andandorr Programme. The partner will provide the following services:

1. Organize a basic level digital literacy training programme for approximately 30 entrepreneurs who are SheTrades Gambia and Andandorr programme members and who have limited digital skills. Sessions on this programme should potentially cover the following topics, among others:
 - Understanding the basics: how to navigate through your phone and the internet
 - Applications, use, download, needs for your business.
 - Familiarizing with Google Sheet, creating a (Gmail) account
 - Safety and Security Online
 - Going online – learn tools such as browsing, searching, bookmarking, using a calendar, proper use of emails.
2. Organize an intermediate level digital literacy training programme for approximately 30 entrepreneurs who are SheTrades Gambia and Andandorr programme members who have basic/intermediate digital skills. Sessions on this programme should potentially cover the following topics, among others:
 - Google Sheets – Analysis, Sharing, Data Import and Export, Integration to other platforms
 - Going online – learn tools such as browsing, searching, bookmarking, using a calendar, proper use of emails.
 - Marketing online, using Facebook and other like platforms, Google Maps locations
 - Communications – chat platforms, conferencing tools for business
 - Safety and Security online
 - Monitoring and Evaluation of your business online. Different surveys.

Deliverables

- Full training programme and 1-on-1 follow-ups for approximately 30 entrepreneurs in basic digital literacy. (by 31 May 2021)
- Full training programme and 1-on-1 follow-ups for approximately 30 entrepreneurs in intermediate digital literacy levels. (by 31 May 2021)
- End of the trainings report and recommendations. Final report reflecting content of courses and coaching, participant lists, and improvements made by each participant. (by 30 June 2021)

Timeline

February 2021 to July 2021.

Qualifications, Competences and Experience required

- Personnel need to have advanced computer expertise in IT, including MS office applications (PowerPoint, Excel and Word).
- Personnel should hold a degree in computer science or a related field. Relevant work experience may suffice instead of a degree.
- The service provider and/or the personnel need to hold at least 5 years of professional work experience in the IT sector.
- The service provider and/or the personnel should have experience providing training in digital literacy, preferably to entrepreneurs, including women and youth;
- The service provider should hold excellent networks with stakeholders in The Gambian IT sector.
- The personnel is required to have excellent communication skills in English. Knowledge of local Gambian languages would be desirable.

Submission of proposals

Please submit proposals by email to shetradegambia@intracen.org by 31 January February 2021 including the following documents:

- Proposal with budget proposal.
- CV of trainers