
TERMS OF REFERENCE: TRAINING IN MUSIC PRODUCTION AND MANAGEMENT

The International Trade Centre (ITC) through the European Union (EU) funded Youth Empowerment Project (YEP) seeks reputable training institutions and service providers with proven capacity to express interest to offer training in Music Production and Management.

ITC through YEP in partnership with NAQAA and industry experts developed and validated a national standard and curriculum in Music Production and Management to support skills development. The training curriculum is a nine (9) month program constituting of six (6) months theory and three (3) months internship. The program is part of the identified TVET interventions in the Plan of Action of the Youth and Trade Roadmap for The Gambia's Creative Industries (2020-2024). The Roadmap was developed and launched by industry stakeholders under the guidance of the Ministry of Tourism and Culture, the National Centre for Arts and Culture and industry stakeholders.

Youth Empowerment Project (YEP)

The Youth Empowerment Project (YEP) supports the economic development of The Gambia and improves the livelihoods of its people. Specifically, the YEP enhances 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 market linkages.

1. Purpose

Through the "Music Production and Management program", YEP sets out to build marketable skills of young Gambians. The scope of the call focuses specifically on Music Production and Management training, in order to improve employability prospects of Gambian youth, increase market opportunities and improve standards of music products and services within and outside of the domestic market.

2. Required Services

YEP, seeks a private and fully registered training Institution in the field of Music, active in The Gambia, and capable of delivering full time training services with job placement to **30 youth**.

Music production, promotion, and management companies with demonstrated capacity to register with the required authorities including NAQAA, implement a fulltime training program, availability of equipment, and suitable training facility will also be considered.

The training programme should focus on acquiring both theoretical and technical skills and must include the following topics:

- Introduction to music theory
- Introduction to Music Production
- Recording sound
- Making beats
- Mixing and mastering sound
- Integration into the music industry

Target Final Beneficiaries of the Music Production and Management training

The target group of final beneficiaries of the “Music Production and Management training” are young Gambians, aged 15-35 years old.

3. Expected Results

- 100% of participating youths acquiring theoretical and technical skills and knowledge as per the requirements of the national standard and curriculum on music production and Management
- 100% of the trainees successfully pass the NAQAA assessment and be awarded a certificate of competence.
- At least 50% of participating youths are successfully place for internship.

4. Content of the proposal

The training provider shall submit proposal that contains the following information:

4.1. Company description

- Mission statement
- Organisational setup
- Experience in managing similar scheme, including references

4.2. Value proposition of proposal

- Concept of proposed training, including duration, geographic scope, and activities.
- Proposed strategy to ensure employment for trainees.
- Proposed marketing methodology for reaching the target youths.
- Composition and CVs of the team in charge of managing the service and delivering the training.
- Experience/Track record in the music industry.
- Experience/Track record in managing similar initiatives with reference check.

4.3. Financial Proposal

- A detailed breakdown of the costs to perform the different activities divided by main category (e.g. training fees, training materials, catering, transport refund, studio time, etc).
- Quotation should be **limited to only 30 students** and should be inclusive of related logistical administrative cost and assessment fees by NAQAA.

4.4. Technical proposal

- The training provider must explain how the objectives and expected deliverables will be delivered together with the proposed methodology.
- Work-plan clearly indicating the activity schedule



This project is funded by
the European Union

5. Reporting

The selected Training Provider is responsible for monitoring and reporting to ITC on the progress of the “Music Production and Management training” activities on a monthly basis. The cost of reporting shall be borne by the Training Provider. In particular, the Training Provider shall report to ITC on the following outputs of the project:

Knowledge acquisition:	Individuals completing the training programme <ul style="list-style-type: none"> - Number of youths - Number of women youths - Number of returnees - Region
Skills Acquisition	Individuals completing job placement <ul style="list-style-type: none"> - Number of youths - Number of women youths - Number of returnees - Region
Employment creation:	<ul style="list-style-type: none"> - Individuals employed / started their own business - Number of youths - Number of women youths - Number of returnees - Region

The selected Training Provider must provide a final report, to be submitted within 14 days after the end of activities, covering the entire activities carried out during the implementation of the Music Production and Management Training.

6. Funding and Payment

Payments will be based upon the budget to be provided by the Training Provider and agreed upon with ITC. Payment will be provided upon receipt of invoice and confirmation that the services and reports have been delivered to ITC’s satisfaction.

7. Language

The reporting and communicating language must be in English.

Evaluation of Proposals

8. Evaluation criteria

Each submitted proposal will be assessed as per the following criteria

8.1. Mandatory criteria

- Acceptance of ITC General Terms and Conditions.
- Acceptance of ITC Terms of References.

8.2. Criteria

- Capacity and quality of training teaching resources (, training manuals).
- Capacity and quality of training facilities and equipment.
- Proposed strategy to ensure practical sessions and Job placement for trainees.

- Proposed marketing methodology for reaching the target youths
- Composition and CVs of the team in charge of managing the service.
- Experience/Track record in the Music Production and management.
- Experience/Track record in managing similar initiatives with reference provided.
- Prove of certification as an institution to deliver training in Music production and management

9. Scoring Methodology

ITC will evaluate the submitted proposals as per the scale given below. Should a proposal not meet the mandatory requirement, the proposal will be disqualified. If necessary, ITC reserves the right to split the award to more than one service provider based on the capacity demonstrated in the proposals, as well as the criteria for evaluation established below.

Criteria	Weights
Capacity and quality of training teaching resources (curriculum, training manuals).	10
Capacity and quality of training facilities and equipment	15
Proposed strategy to ensure practical sessions and job placement for trainees.	10
Experience/Track record in Music Production and Management	10
Experience/Track record in similar initiatives	10
Mechanism for on how to how provide job placement and market linkages for the students	5
Proposed marketing methodology for reaching the target youths	5
Composition and CVs of the team in charge of managing the service and delivering the training (specialized team with detailed profiles and assigned responsibilities).	5
Total maximum technical score	70
Financial score : Budget and cost of implementation	30
Total maximum score	100

10. Application Process and Deadline for Submission

Interested training providers are requested to submit proposal (technical and financial) and all required documents by October 3rd 2021 – 11pm GMT to Ms Ngoneh Panneh via email: pngoneh@intracen.org and yep@intracen.org.



This project is funded by
the European Union