



## **RFP – CONTENT DEVELOPMENT AND DELIVERY FOR KWALE YOUTH AND WOMEN DIGITALIZATION PROGRAM**

Invest in Africa (IIA) is a Pan-African private sector-led initiative convening a rich network of diverse stakeholders who share a common mission of empowering enterprises to create sustainable jobs. IIA is a high impact network whose membership includes corporates, local MSMEs, development partners, business membership organizations, and public sector players. We aspire to be the leading network for accelerating trade and investment with small and growing businesses in Africa.

We believe that MSMEs are the catalyst for the social and economic development of Africa, and we are passionate about shaping the next generation of African global companies. We engage private sector in the priority sectors: Food and Agriculture; Disaster Risk Management, Innovation and Industrialization, Gender Equity and Social Inclusion, Environmental Sustainability and Climate Action, and unlocking the MSME ecosystems for investors and engendering inclusion of youth and women to champion private sector growth and catalyze MSME growth in 3 ways:

1. Integrate credible and vetted MSMEs into supply chains.
2. Build long term capacity of MSMEs through better access to skills and finance; and,
3. Work to improve the investment climate and shape policy in countries we operate.

### **About Kwale Youth and Women Digitalization Program:**

IIA with support from GIZ DTC SKIIVE Local Subsidies program is implementing a digitalization project in Kwale seeking to impart Kwale Women and Youth with digital skills that would increase their enterprise competitiveness and enhance their market and finance linkages. The main program objectives are to:

1. Equip beneficiaries with the requisite digital skills for effective trade and stakeholder engagement.
2. Empower participants to leverage digital platforms for enhanced market visibility and brand awareness.
3. Enable participants to leverage Biashara.Now Platform to access training, markets, and financing opportunities.

The project aims to onboard fifty (50) Women-led and Youth-led Micro, Small and Medium Enterprises (MSMEs) drawn from various sectors in Kwale County – Kenya.

### **About the Biashara.Now Platform:**





Biashara.Now is a digital platform and a service provided by IIA, that convenes entrepreneurs and business leaders of Micro, Small and Medium Enterprises (MSMEs) to access opportunities for skills development, market opportunities and finance linkages, provided through partnership with ecosystem players who share the interest of prospering the economy through enterprise development.

Through the platform, IIA registers and vets MSMEs for compliance and ensures a level playing field in accessing available opportunities.

The *Biashara.Now* platform members enjoy these and more benefits:

1. Cost effective e-sourcing.
2. Business community network.
3. Knowledge hub – providing access to practical business guides and training resources.
4. Access to financing linkages

### **About the Assignment:**

IIA Kenya wishes to engage experienced consultants to develop and deliver content in the following areas:

1. Business compliance – step by step reference guides to support formalization of businesses (compliance requirements, registration process) including uploading documents to Biashara.Now to enable IIA validate their businesses.
2. Microsoft Office Skills for Business - specific content to support effective trade and stakeholder profiles etc.; PowerPoint - preparing decks for access to markets.
3. Leveraging social media for Business Growth (Digital Marketing) – including how to choose effective digital channels, how to utilize these platforms to achieve maximum benefit for the business.
4. Biashara.Now Platform Services – quick reference guides on how to use and leverage various services on Biashara.Now platform.

A detailed brief about the assignment shall be provided to the successful applicant(s).

**Application Deadline:** 16th October 2023

*Eligible consultants should apply at <https://biasharanow.com>. Only successful applicants will be contacted by 18<sup>th</sup> October 2023.*

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