

TERMS OF REFERENCE (TOR)

Self-paced modules women entrepreneurship

Key Information	
Title:	Service provider: Content developer for online self-paced learning modules on Women's Entrepreneurship and Empowerment
Duty station:	Myanmar
Contract Type	De minimis Contract
Starting Date: (date when the selected vendor is expected to start)	01 March 2022
Duration of Contract:	31 March 2022
Languages required:	English, Burmese

Background:

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

One of the key areas of concern is the economic empowerment of women. It is expressed in targets and indicators of SDG 5 (Achieve gender equality and empower all women and girls) and SDG 8 (Promote inclusive and sustainable development, decent work and employment for all).

Before the double crises – COVID19 and the military coup in February 2021 – women in Myanmar were estimated to own 23 percent of micro firms, 21 percent of small companies and 13 percent of medium and large enterprises while the share of women-owned, and managed informal enterprises is at 35 percent. (MSME Survey in Myanmar, World Bank, 2017). The crises have resulted in sharp reductions in sales and profits, cashflow shortages, and limited access to finance and internet services. The World Banks' COVID-19 Economic Monitoring has identified differentiated impacts and resilience for women-owned companies, which indicates that the multi-dimensional socio-cultural and economic barriers faced by women businesses in Myanmar have been further exacerbated by the outbreak of the COVID-19 crisis as well as after February, 1, 2021.

In response to the gendered economic impact experiences by women-led enterprises, UN Women, in partnership with UNDP and UNCDF has been implementing a COVID-19 MPTF project on 'Accelerating COVID-19 Socio-Economic Recovery in Myanmar through Resilient and Gender Transformative Enterprises' (October 2020 to March 2022). One element includes an accelerator program for women entrepreneurs aimed at increasing business knowledge and financial inclusion. In parallel, UNDP has been developing an online learning portal "MSME e-learning portal for COVID-19 resilience" for entrepreneurship in Myanmar, where aspiring and existing entrepreneurs can access business knowledge and increase their skills.

Building on the accelerator program from the MPTF project, UN Women and UNDP are collaborating to expand the content of the MSME e-learning portal with learning content which is tailored towards the opportunities and challenges faced by women entrepreneurs.

Purpose of the service

The assignment contributes towards increasing the access to knowledge and learning opportunities for women entrepreneurs to strengthen their resilience and recovery in the current context.

The main purpose of the contract is to develop four (4) interactive, self-paced modules on women's entrepreneurship and empowerment to be added online in the UNDP e-learning portal, if possible, using existing training materials¹, between mid-February and March 2022.

Specific Tasks and Description:

The consultancy firm will work with the MCO under the guidance of the Programme Specialist Women Economic Empowerment and will lead the process of reviewing the existing learning portal with a gender-lens to identify gaps in learning content for women entrepreneurs, and design and develop learning modules for women entrepreneurs.

In accordance with UN Women guidelines, the consultancy firm will :

1. Work with UN Women's Team and in coordination with the UNDP learning portal developers to develop and integrate 4 complementary and interactive modules targeted at women entrepreneurs.
 - Identify 4 core modules that will best serve women MSME entrepreneurs to increase their capacities to manage their businesses, build resilience, and build gender-transformative businesses. The modules will be oriented to fill the gap in existing learning materials which might not sufficiently consider women entrepreneurs experiences and/or learning pathways. The level of learning is oriented towards the "missing middle" enterprises – which are mainly SMEs that have already been established and running for 2-3 years, thus they have empiric knowledge, without necessarily having accessed continued education on business management.
 - Develop 4 interactive modules: apply state-of-the art digital adult learning methods and tools to ensure an interactive, engaging and practice-oriented learning environment. The modules need to be engendered and self-paced, while also considering the current context with regards to accessibility of digital contents. The modules should be interconnected, either amongst themselves, or to the e-learning portals existing modules. Each module guides women through at least 2-4 hours of learning, including developing and adapting tools for their enterprise. Thus, the output of each module is increased knowledge, but also capacity and actionable business development concepts. At the end of completion, the participants receive a certificate and options for onward learning.
2. Provide timely and quality submission of deliverables.

¹ [WeRise Toolkit for Entrepreneurs](#); Training modules provided during the MPTF Accelerator.

Deliverable Timelines and Schedule of Payment:

No.	Description of deliverables	Timeline	Payment
1	<u>Inception report</u> Signing of the contract, completion of kick off meeting and submission of inception report. Inception report includes review of existing material and outline for 4 complementary modules.	4.03.2022	50%
2	<u>4 learning modules completed</u> Modules, including learning materials (videos, exercises, discussions, quizzes, etc.) and facilitation guidelines finalized for feedback	25.03.2022	30%
3	<u>Finalizing the 4 online modules</u> Includes recommendations from UN Women to finalize the 4 modules. The uploading onto the UNDP learning platform will be done after the conclusion of this consultancy.	20.03.2022	20%

The consultancy firm will be paid against completion of each satisfactory deliverable after it has been reviewed and certified by the UN Women's Head of Programmes / Deputy Country Representative and in accordance with UN Women policies and regulations.

- The company/firm will directly report to UN Women's Program Analyst WEE.
- The service provider will work on a day-to-day basis, in close coordination with the UN Women's Program Analyst WEE.
- The service provider is expected to arrange and cover the costs of transportation and accommodation and other logistics associated with the assignment.

Qualification of the Firm:

Company Profile:

- Must be a legally registered entity
- Minimum 3 years of experience in training and coaching of women entrepreneurs and women-led MSMEs in Myanmar, and ideally in developing interactive digital learning content for adults
- Very good understanding of local context and needs of women entrepreneurs and women-owned MSMEs
- Proven record of managing similar projects Working experience with the United Nations and other international organizations is an advantage.
- Work in English and Burmese

Team members will be assessed on the following:

- Team composition and qualifications:
 - Team leader:
 - University degree in digital education, economics, business management, business administration, or gender an asset;

- Minimum 3-5 years of managing teams for entrepreneurship development and blended learning (digital – in person).
 - Outstanding organizational and time-management skills
- Team members:
 - 3 years of experience in training and coaching of women entrepreneurs and women-led MSMEs in Myanmar, and ideally in developing interactive digital learning content for adults
 - Fluency in Burmese (written and spoken)
- Team leader is responsible for assembling a team and provide profiles in the proposal. The team structure should be clearly outlined to show how each area of work will be covered by a qualified and experienced professional.

Intellectual Property:

All information pertaining to this project (data, analysis, reports, documentary, digital, cyber, project documents, etc) belonging to UN Women, which the firm and/or its team members may come into contact within the performance of their duties under this assignment shall remain the property of UN Women who shall have exclusive rights over their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever without written permission of UN Women in line with the national and International Copyright Laws applicable.

Roles and Responsibilities of the Parties:

UN Women will provide technical guidance where possible. The service provider shall be required to bear all the related costs and work independently to successfully achieve the end results.

The service provider will be responsible for following costs:

- The professional fee must be quoted in the quotation as a lumpsum amount per deliverable.
- Indirect costs in relation to the scope of work of services must be included in the quotation, including the travel costs for delivery of the printed material.

Communication and Reporting Obligations:

The service provider will report to the Programme Analyst WEE, UN Women Myanmar.

Submission of Application:

Submission package includes:

- Company profile – with demonstrable experience in capacity development for women entrepreneurship
- Company registration
- Updated CVs of team members – their roles and responsibilities in the assignment
- Technical proposal outlining the approach
- Financial proposal: Quotation with a breakdown of budget lines as per required deliverables. The quotation must specify a lump sum amount breaking down the professional fee for each deliverable and travel related costs.
- 2 reference checks
- 3 samples of previous (similar or relevant) work undertaken