



WORLD BANK GROUP



THE MICRO AND SMALL ENTERPRISES AUTHORITY

TERMS OF REFERENCE AND SCOPE OF SERVICES

KENYA JOBS AND ECONOMIC TRANSFORMATION PROJECT (KJET)

(P179381)

COMPONENT 2: ENHANCING MSME CLUSTER COMPETITIVENESS

**NAME OF THE ASSIGNMENT: EXPRESSION OF INTEREST FOR
PROVISION OF EDIBLE OIL VALUE CHAIN BUSINESS DEVELOPMENT
SERVICES.**

REF NO. MSEA/KJET/REOI/12/2024-2025

APRIL 2025

TERMS OF REFERENCE (TOR) FOR EDIBLE OIL VALUE CHAIN BDS

1. PROJECT BACKGROUND

The Kenya Jobs and Economic Transformation (KJET) Project is a World Bank funded project whose project development objective is to increase private sector investments, access to markets and sustainable finance to create and improve jobs. The project targets to create and improve productivity of select MSME clusters based on priority value chains envisioned under the Bottom-up Economic Transformation Agenda (BETA). The specific goals of the project are:

- i. Enhancing inclusive, high quality, resilient and sustainable job creation
- ii. Strengthening business and investment environment.
- iii. Strengthen competitiveness & build capacity of MSME clusters.
- iv. Enhance market access for MSMEs.
- v. Scaling up green MSME Financing.

The project will be implemented in four components, which are:

- i. Component 1: Strengthening Business and Investment Enabling Reforms
- ii. Component 2: Enhancing MSME Cluster Competitiveness
- iii. Component 3: Scaling Up Green Financing and Strengthening Climatic Resilience for SMEs
- iv. Component 4: Project Management, Monitoring and Evaluation

The Micro and Small Enterprises Authority (MSEA) is responsible for implementation of Component 2 of the Project on Enhancing MSME Cluster Competitiveness. This component will target market failures that constrain linkages between MSMEs and downstream buyers and MSME firm capabilities. It will support capacity-building for the Government of Kenya (GoK) on MSME-centric cluster development as well as business development services and co-investment in machinery and equipment for organized local clusters of MSMEs.

These activities will enhance the market access, linkages, and capabilities of MSMEs, in turn contributing to higher revenue, productivity, and job generation. This component will leverage, align with, and expand existing GoK initiatives for MSME support such as Constituency Industrial Development Centers (CIDs).

2. OBJECTIVE OF THE ASSIGNMENT

As part of its Bottom-up Economic Transformation Agenda, the Government of Kenya has designated value chain development as a key strategy to bolster growth and competitiveness. The approach involves sectoral value chain mapping, with the goal of fortifying local value chains led by Kenyan Micro, Small, and Medium Enterprises (MSMEs). The approach involves specialized edible oil value chain BDS, with the goal

of stimulating edible oil value chain and local economy steered by Kenyan Micro, Small, and Medium Enterprises (MSMEs). The objective is to promote and develop this value chain by; strengthening production, promoting processing and value addition, technology adoption, edible oil enterprise and cluster management and governance, creating marketing linkages, unavailing new sector investment opportunities and effective edible oil business models. This initiative ultimately will create employment, improve assets and incomes of edible oil value chain stakeholders as well as transform local edible oil value chain into larger companies and industries.

In this endeavor, the Government has prioritized edible oil value chain as one of the 9 priority value chains under BETA with the aim of transforming the agriculture sector, increase productivity, eradicate hunger, reduce the cost of living, facilitate import substitution, create jobs, and promote inclusive growth.

This purpose of this consultancy is to undertake specialized edible oil value chain business development services (BDS) across the country within 2024/2025 financial year.

MSEA invites eligible firms to undertake specialized business development services in the edible oil value chain cutting across all set of actors and actions in the chain such as production, aggregation, processing and value addition, products development, enterprise and cluster development and management, marketing, various sector investment opportunities, effective edible oil business models as well as best technology adoption within the value chain .The consultancy will run for a period of year and it's pegged on the number of clusters and individual beneficiaries offered specialized BDS within the period. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the exercise.

3. SCOPE OF WORK

The scope of work for edible oil value chain specialized BDS includes but is not limited to:

- i. Conduct an In-depth evaluation and analysis of the specific cluster and individual firm's proposals in order to inform the specialized and specific BDS needs and challenges within the value chain and propose an appropriate response and solution;
- ii. Develop comprehensive BDS curricula and training manuals based on identified needs and best practices in line with specialized cluster's or firm's BDS needs;
- iii. Develop costs and costs analysis per cluster specialized BDS
- iv. Provide specialized BDS (edible oil-specific) to interested MSMEs clusters across the 47 Counties of Kenya;
- v. Build capacity on specific investment requirements within the value chain;

- vi. Develop innovative solutions and a summary of recommendations to the challenges faced by the edible oil value chain;
- vii. Propose and demonstrate the best technologies within edible oil value chain practices;

4. MSEA's OBLIGATIONS

The Authority shall;

- i. Verify clusters or firms proposals analysis in line with applications received and recorded;
- ii. Review and provide feedback on specialized BDS curriculum and training manuals;
- iii. Approve specialized BDS curriculum and training manuals for dissemination;
- iv. Review and provide feedback for modification of the BDS training report;
- v. Provide introductory letters where necessary to facilitate the specialized BDS process;
- vi. Organise workshops to share findings and progress of the assignment;
- vii. Review and approve submitted reports;

5. DELIVERABLES /SPECIFIC OUTPUTS EXPECTED FROM CONSULTANT

- i. Inception report – submitted within 2 weeks after the commencement of the contract;
- ii. Clusters and firms proposals analysis report on specialized BDS needs;
- iii. Comprehensive BDS curricula and training manuals;
- iv. Quality Control and quality assurance
- v. Periodic reports with specific clusters offered BDS;
- vi. Final report for consultancy services to support delivery of specialized business development services (BDS) with recommendations;

6. SELECTION CRITERIA

The firm (s) in providing edible oil value chain specialized Business Development Services must have:

- a) Expert (s) with a Master's degree in Agribusiness, business administration, marketing, Economics, commodity value chain, and/ or other related fields;
- b) Minimum of seven (7) years specific experience and technical capacity in designing and implementing BDS programs including value chain development related assignments;
- a) Relevant experiences and technical capacity in designing coherent and structured curriculum frameworks that outline learning objectives, content sequencing, assessment strategies, and instructional methods;

- b) Experience working with clusters involved in edible oil value chains especially within the Kenyan context;
- c) Experience in training on in all aspect of edible oil value chain from production to consumption.
- d) Experience in supporting business management growth in all major stages of a business lifecycle;
- e) Demonstrate an understanding of technology adoption for innovativeness and creativity;
- f) Prior experience working in the Kenyan context;
- g) Excellent communication, analytical, and interpersonal skills; and,
- h) Proficiency in written and spoken English and Swahili.

7. LOCATION

The assignment will be carried out targeting all the 47 counties in Kenya.

8. TIME FRAME AND DURATION

The consultant will be engaged for a period of 1 year. The assignment will commence immediately upon contract is signing.

9. REPORTING

The consultant will report to the Value Chain Specialist/BDS Lead, Project Implementation Team (PIU) - Micro and Small Enterprises Authority.

Expressions of interest must be delivered in plain sealed envelope clearly marked with tender number and deposited in the tender box located on the mezzanine floor, Utalii House, along Utalii Lane to the address below by **Tuesday 29th April, 2025** at 1100 hours.

Chief Executive Officer
Micro and Small Enterprises Authority
Utalii House Mezzanine Floor
P.O. Box 48823-00100,
Nairobi, Kenya.