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DEADLINE EXTENDED WITH ADDITIONAL DETAILS

Call For Applications:

*Building Resilience & Economic Empowerment of Women & Youth
Entrepreneurs in Kenya*

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Background

About SHA

Self Help Africa (SHA) is an international organization with its headquarters in Dublin, Ireland dedicated to the vision of an economically thriving and resilient rural Africa, having operations in 9 African countries across Eastern, Southern and West Africa. In Kenya, SHA's track record stretches over 15 years working with smallholder farmers, farmer associations, cooperatives and small and medium sized enterprises in the agricultural sector with an aim to help them increase production, diversify diets, income and agricultural activities by attracting better prices for their products through value addition and improved access to markets. SHA's approach to agricultural development is market driven and backed by technical expertise, evidence based best practices built over time from extensive experience in value chain development and project implementation. In addition, SHA works to raise awareness of smallholder farmers' issues and represent their interests at policy and institutional levels. Currently SHA works in more than 40 Counties spread out in all the regions of Kenya.

About the Project:

The Trade Mark Africa's (TMA's) Economic Recovery and Reform Activity (ERRA) program is a five-year program aimed at promoting resilient, transformative trade, and investment reforms in the East and Horn of Africa. This project will support transformative economic recovery from the detrimental impacts of COVID-19 and to re-position the East and Horn of Africa back onto a more sustainable, inclusive, and resilient growth trajectory to drive job creation and prosperity. Under ERRA's objective three of enhancing economic resilience, especially for women and youth, TMA, in partnership with Self Help Africa (SHA), is implementing the Building Resilience & Economic Empowerment of Women & Youth Entrepreneurs in Kenya

project which is part of the wider women in trade programme implemented in Kenya by Self Help Africa. This proposed project is aligned to ERRA objective 3, which aims to strengthen regional capacity to mitigate the impacts of economic shocks. The programme seeks to increase trading capacity and sales income of 10,000 women and youth producers, aggregators (we define these as Micro, Small and Medium Enterprises (MSMEs)), enabling them to access product standardization, certification, markets, and financial services. The project will employ proven approaches to address barriers that hinder women and youth from actively participating in markets such as providing technical assistance, facilitating certification and accreditation, leveraging private sector financing, linking SMEs to buyers to improve market access, promoting digital marketing, and strengthening collaboration with public and private technical service providers. The project targets several food security agricultural value chains that are traded nationally with potential for cross border export that have a high number of women and/or youth involvement. The value chains include agricultural commodities such as fresh produce, processed foods, maize/baby corn, beans, green peas, sorghum, cassava, soybean, rice, groundnuts, mango, avocado, green grams, macadamia, rice, sweet potato, and eggs. Targeting these value chains and implementing activities that address specific barriers for these groups will ensure their increased inclusion.

The project seeks to achieve these through the following outputs:

Output 1: *Structured trade facilitated for 10,000 women and youth MSMEs*

Output 2: *Trained 20 Women and youth SMEs to meet market quality requirements*

Output 3: *Built capacity of 100 aggregators and 30 SMEs on digital marketing and e-commerce and onboarded 7,000 women and youth MSMEs (producers, aggregators) on digital platforms*

Output 4: *Aggregators and SMEs linked to financial institutions to access finance, especially green financing*

Output 5: *Established and strengthened county-level women and youth delegates forum*

Output 6: *Private public dialogues held to address barriers*

About this Call for Application

To achieve the above outputs, the project is seeking to onboard 30 companies that are either women-owned/led or youth owned/led or businesses registered under the Business Names Act operating in the Republic of Kenya. The businesses will benefit from the following:

- **Bespoke business skills training, coaching, and mentorship after a capacity needs assessment and a one-on-one meeting with the project team.** Targeted capacity building is effective. Rigorous, needs-based, bespoke capacity strengthening coupled with one-on-one coaching and mentorship was proven to improve SME operational efficiencies and sales revenues.
- **Implementation training on global standards and support on certification** (targeting the Global GAP, ORGANICS, HACCP, ISO 9001, ISO 45001, SMETA, BRC etc required in the global markets). Access to certifications and standards has proven to unlock success to new and previously untapped export markets – a proven game changer for the SMEs in the export market.
- **Green technology incubation, pitching, small competitive grant, and linkages with financial service providers.** Providing linkages to networks and technical support for proposal and business plan development, financial access incubation programming, and connecting with financial service providers can facilitate substantial funding access for SMEs.
- **Digital marketing, e-commerce training and mentorship for increased online presence.** Digital tools facilitate market access. Use of digital tools like trading apps can provide structured market access for producers, ensuring fair payment and



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minimizing risks, such as those associated with pandemics. Investing in digital marketing, online presence, and branding for MSMEs can significantly enhance their visibility and competitiveness in the market.

- ***Contributing to policy and regulatory environment in favour of women and youth.*** This project will pick some of the policy issues related to agricultural production and trade and facilitate public private sector dialogue within and between the economic blocks as well as between business communities and government officials within the border counties. Harmonization of these policies will lead to increased agricultural production and trade by addressing bottlenecks and challenges that have undermined agricultural food trade within and between counties

Qualification Criteria

To be onboarded to the Women in Trade programme, the applicant must meet the following minimum criteria:

- Legal status be either a company LTD, Registered Business name, or a cooperative
- Must be registered or incorporated in the Republic of Kenya with permits to work in Kenya.
- Must be women or youth owned (>51% shareholding) or women or youth led (>75% of senior management). **YOUTH ARE HIGHLY ENCOURAGED.**
- Must be operating in the agribusiness sector as a producer, trader, processor, manufacturer, aggregator and fresh produce exporter (vegetables and fruits). **EXPORTERS OF ANY AGRICULTURAL COMMODITIES (OR COMPANIES WITH POTENTIAL TO EXPORT) ARE PREFERRED.**
- Must have been in operation for at least one year with available trading records.
- Provide proof of compliance with local business regulations including valid tax PIN and compliance certificate.
- Management commitment to best business practices.

Application Procedure

If this interests you, and you meet the above criteria kindly send a max. 2-page application letter on your letterhead, clearly indicating your outreach-locations, number of farmers you work with, and the value chains you are prioritizing to be submitted by close of business on **FRIDAY 26TH July 2024**. All submissions to be sent via email **ONLY** to: **procurementke@selfhelpafrica.org** with email subject line clearly stating **"SHA-WIT-TMA"**.

For Companies: attach certificate of Incorporation, Form CR12, Tax PIN and valid compliance certificate.

For Business Name: attach your BN certificate and Tax PIN of applicant(s).

For farmer cooperatives: attach registration certificate and management or board minutes.

All applications must be accompanied by maximum 5-page company/organizational profile stating clearly what you do.

NOTE: PREVIOUS APPLICANTS NEED NOT TO RE-APPLY

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