



CALL FOR EXPRESSION OF INTEREST FOR CONSULTANTS/CONSULTANCY FIRMS TO MAP OUT WOMEN IN BUSINESS AND FINANCIAL INSTITUTIONS IN KILIFI COUNTY.

The Federation of Women Lawyers (FIDA) Kenya is a non-governmental, non-partisan, non-profit making organization established in 1985 with a mission to promote women's individual and collective power to claim their rights in all spheres of life. FIDA-Kenya is a membership organization with over 1,100 women lawyers and law students committed to the creation of a society that is free from all forms of discrimination against women in Kenya. The organization works towards addressing challenges facing women's access to their social, political and economic rights.

To address these challenges, FIDA-Kenya has two key programs: The *Access to Justice Program* focuses on providing Legal Aid, Public Interest Litigation and Alternative Dispute Resolution (ADR) in the form of Mediation as well as offering Psychosocial Support. The *Women and Governance Program* focuses on advocacy, policy engagement and transformation of formal and cultural systems to ensure that they are gender sensitive and responsive, uphold and respect women's rights.

BACKGROUND

According to a growing body of evidence, governments that do not address gender barriers are missing out on significant economic growth. According to World Bank study, the government plays an important role in fostering an environment that promotes corporate growth. Offering incentives to encourage private-sector investment is one such way. Given the numerous impediments to their expansion, small and micro businesses (SMEs) in particular require a range of incentives to thrive.

Women-owned firms contribute significantly to the Kenyan economy, according to a report by Voices of Women Entrepreneurs in Kenya. Their firms account for almost half of all micro, small, and medium-sized enterprises (MSMEs), which generate roughly **20%** of Kenya's GDP. Since 2000, Kenya has added 462,000 employments per year, 445,000 of which have come from the informal sector, which is home to **85** percent of women's companies.

The majority of women get their company capital from a variety of sources, including banks, personal savings, Sacco's loans, micro-finance loans, bank loans, Chama (Round Tables), and help from family and friends, among others.

Women confront the following challenges: obtaining money, being treated seriously, and coping

with the fear of failure. In that regard, the Federation of Women Lawyers, in collaboration with the SDGs forum, has been executing a one-year project that strives "*To enhance the participation and inclusion of women in Kenya's electoral and leadership process*". "One of the project's key goals is to advocate for **women empowerment** at the grassroots.

SCOPE OF CONSULTANCY

As a result of their work, FIDA Kenya has acknowledged that there is a need to ascertain how women can effectively contribute to the country's development index. Women empowerment initiatives include businesses, revolving funds and agribusiness have been explored as some of innovations that uplift women economically. As regards to this, FIDA-Kenya would like to **Map out Women enterprises and financial institutions in Kilifi County**. The organization is seeking for the services of a suitable firm or individual to undertake this assignment.

Overall objective of the consultancy

The overall objective is to Map out women owned enterprises and financial institutions that can support Women in Business in Kilifi County.

Specific objectives of the assignment

- Conduct a rapid assessment on the number of women owned enterprises in Kilifi county
- Categorize the nature of these businesses
- Map out financial sources which can offer support to women in Businesses, this may include in-kind contributions
- Determine gaps and challenges that hinder women growth in this field
- Determine supportive structures including policies/legislations and avenues that support women involvement in business
- Develop a comprehensive report emanating from the above findings

Methodology

The consultant will be expected to utilize both **multisector and participatory** approaches to conduct the study. These may involve support from government technical officers, research institutions and the private sector.

Indicative Time Frame

It is expected that the whole task should be completed within **30** calendar days.

Deliverables

The following are the deliverables:

1. Inception report detailing the methodology, work plan and budget.
2. Submission of all data collection tools for approval before data collection.
3. First draft report.

4. A summary PowerPoint presentation highlighting main findings and recommendations.
5. Final report detailing the process and methodology, findings, lessons learnt and key recommendations.

The consultant shall report to **the Monitoring and Evaluation Officer and have direct communication with the Mombasa Senior legal counsel** during the execution of this assignment.

Expected Profile of the Consultant

1. Bachelor's degree in Finance, Social Sciences, Law, Economics, Research or Gender Studies. (Master's degree in the above will be an added advantage.)
2. A minimum of 7 years' experience undertaking research in the finance field and micro-enterprises.
3. Evidence of undertaking similar work in the last five years.
4. Excellent analytical and report writing skills.

Requirements

Interested individuals, companies or research firms should submit a detailed expression of interest (technical and financial proposal):

- The technical proposal should include an interpretation of the objectives of the consultancy, detailed methodology and an elaborate work plan. Organization/individual capacity statement, past experience and activities CVs of the consulting team and their roles in the achievement of the assignment; names, addresses and telephone numbers of three professional referees.
- The financial proposal should include a detailed budget proposal; a detailed profile of the firm including contact and physical address, telephone numbers and copy of registration certificate, VAT and PIN where applicable.

Interested applicants should send their expression of interest documents (in PDF format), clearly marked **“Expression of Interest - Mapping of Women in Business in Kilifi County.”** on or **before Tuesday 17th JANUARY 2023 at 4.00pm to: The Executive Director, Federation of Women Lawyers (FIDA-Kenya), Amboseli Road, Off Gitanga Road, Lavington. P.O. Box 46324– 00100, NAIROBI** or email to: procurement@fidakenya.org