



REPUBLIC OF KENYA

**MINISTRY OF YOUTH AFFAIRS,
CREATIVE ECONOMY AND SPORTS**

**NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT
(NYOTA) PROJECT**

Project Reference: P179414

Credit No. IDA.-7355-KE/Grant No. E210-KE

TERMS OF REFERENCE (TOR)

**FOR EMPLOYER ORGANIZATIONS/ SERVICE PROVIDERS FOR PLACEMENT
OF NYOTA BENEFICIARIES ON APPRENTICESHIP (ON THE JOB EXPERIENCE)
(OJE)**

MAY 2025

TERMS OF REFERENCE FOR

EMPLOYER ORGANIZATIONS/ SERVICE PROVIDERS FOR PLACEMENT OF NYOTA BENEFICIARIES ON APPRENTICESHIP (ON THE JOB EXPERIENCE) (OJE)

1.1 Project Background:

The Government of Kenya, in partnership with the World Bank, is supporting Youth Employment in all the Counties of Kenya through the National Youth Opportunities Towards Advancement (NYOTA) Project. The project is anchored on a solid premise that better employment outcomes are realized when there are more jobs with better pay, better protection and better earnings, and more inclusive jobs for disadvantaged groups of youth. Hence, the objective of the Project is to increase employment, earnings and promote savings for targeted youth at a national scale.

Therefore, the Project is expected to impact 820,000 vulnerable youth across all 47 counties of Kenya including refugee youth in the counties of Garissa and Turkana. It will target youth aged 18-29 and 35 years for Persons with Disabilities (PWDs), with little or no education, who are unemployed, underemployed or in low-tier employment with very low earnings. It is notable that there are 2.4 million youth aged 18-29 among the poorest 40 percent of Kenyans who fulfill one or more of these criteria. This category of youth face exclusions and are often unable to access government sponsored jobs programs. The project is expected to cover approximately 35 percent of this pool.

1.2 Project Description

NYOTA project aims to support better employment outcomes and improved savings through integrated interventions that address the myriad of constraints that the youth face. These interventions are implemented in three components. **Component 1** of the project focuses primarily on labor supply side constraints and offers **soft skills, knowledge transfer and skills development in addition to intermediation related initiatives**. The component also addresses childcare related constraints for young mothers.

Component 2 focuses on the labor demand side constraints and facilitates **youth with aptitude for entrepreneurship with development on core business skills and provides them with seed**

money to start or expand their businesses. It also supports social enterprises to provide similar support to the hard-to-serve youth. **Component 3** of the project focuses on **enhancing savings opportunities** among targeted youth, and **Component 4** supports **strengthening of youth employment systems and project management**.

1.3 Institutional Arrangements

The MoYACES will be responsible for the overall implementation and supervision of the project. In addition to coordinating the overall implementation of all the components, MoYACES will lead the implementation of component 1. Further, on Component 1, the State Department of Labor and Skills Development (SDL&SD), National Industrial Training Authority (NITA) and National Employment Authority (NEA) will implement those parts for which they have the mandate. Micro and Small Enterprises Authority (MSEA) will take the lead in implementing Component 2 and NSSF will take the lead in supporting Component 3. Under component 4, the State Department for Micro, Small and Medium Enterprise Development (SD-MSMED) will be responsible for development of M&E system for catalytic funds. MoYACES will work closely with Department of Refugee Services (DRS) and United Nations High Commissioner for Refugees (UNHCR) on the Window for Host Communities and Refugees (WHR) components implemented in the refugee hosting areas.

1.4 Objective

The consultant will be responsible for bringing in the private sector employers to place youth on apprenticeship and create Job placement opportunities for the targeted beneficiaries.

1.5 Scope of Work

The Consultant will be responsible for placement of the beneficiaries on apprenticeship (on the job experience) with employers for a period ranging from 3 to 5 months and thereafter 6 months

placement in paid employment (See section C for detailed figures).

The duties and responsibilities of the Consultant will include the following:

1. Mobilization, and identification of opportunities that include but not limited to:

- i. The Consultant and their employers will provide the number of apprenticeship opportunities available per trade area, the number of employment opportunities that will equally be available per trade area and the physical locations where the said apprenticeship and employment opportunities will be offered.
- ii. Provision of a database of employers' apprenticeship and job opportunities to be mapped in MOYACES Management Information System (MOYACES MIS).
- iii. Avail a technical officer within the trade area to support with coaching and mentoring beneficiaries during the entire apprenticeship period.
- iv. Communicating with and actively sourcing from employers/ businesses to place their job opportunities with the project.
- v. Creating partnerships and linkages with private sector digital work platforms
- vi. Leveraging and creating partnerships and linkages with the existing and new work platforms to link the youth to job opportunities.

2. Apprenticeship placement:

- i. Ensuring youth are placed in apprenticeship opportunities for between 3-5 months.
- ii. Ensuring youth placed with employers receive the skills required during apprenticeship.
- iii. Ensuring the skills transferred are relevant to industry and market needs
- iv. Orientation of apprentices prior to placement: conduct mandatory orientation within the first month into apprenticeship to guide on available opportunities and manage expectations of the apprentices.

3. Job placement: Placement of youth in employment after the end of the apprenticeship. Specifically, the consultant shall:

- i. Ensure retention by apprenticeship providers - continuously evaluate and engage the employers to enhance transition of apprentices who will be retained at their place of apprenticeship.
- ii. Secure apprentices recommendations by apprenticeship providers - encourage employers to recommend apprentices to other employers to enhance transition to employment.
- iii. Organize at least 3 apprentice interviews with employers where such apprentices are not retained with their apprenticeship provider to increase the chances of a successful job match. The consultant will facilitate employers' interview, coach apprentices on interview skills and host career workshops/platforms where employers will provide apprentices with job opportunities.

4. Reporting on activities

- i. The Consultant will undertake a skills gap assessment targeting employers to understand and inform employer needs which will provide the basis of skills development that is likely to spur jobs creation.
- ii. The Consultant will electronically share relevant key data in addition to management, analysis, quality assurance and reporting during and post apprenticeship phases as required, and provide a dashboard to allow tracking of these indicators. During the apprenticeship and employment periods, the Consultant will carry out field visits to supervise and ascertain the progress of apprenticeship and employment. He/ She will also facilitate data entry into the MoYACES MIS.
- iii. The consultant will hold review meetings to gather feedback from employers as well as provide an opportunity for employers to share experiences in terms of lessons learnt, areas that require improvement, possible skills gap, effective apprenticeship delivery mechanism among others.
- iv. Submit progress report based on the following Key Result Area:
 - a) Available job opportunities
 - b) Apprenticeship

c) Job placements

1.6 Beneficiary targets

The target is 90,000 beneficiaries including refugees covered in 4 Cycles in the 47 counties in a phased approach.

Note that the numbers of beneficiaries to be allocated to employer organizations, other service providers and master craftsmen will dependent on the pathway chosen by the youth before commencing apprenticeship.

It is envisaged that youth who will have been posted to an employer and is not placed by the employer within 2 weeks of the start of apprenticeship will be reposted by MOYACES to other service providers who have capacity. The exact numbers and list of youth due to the consultancy will be communicated by MoYACES in each cycle.

1.7 Roles and responsibilities of MoYACES

- a. Verification of placement done by employer organizations and other service providers.
- b. Provide placement instructions for planning and payment purposes
- c. Receiving and clearing of progress reports
- d. Monitoring and evaluating the quality of apprenticeship and jobs offered
- e. Arbitrating in disputes between consultant and the youth
- f. Lead the communication on the NYOTA project and approve any communication on the project that needs to go out directly from the consultant.
- g. Provide the consultant with information on youth that will require apprenticeship and employment placement in a timely manner
- h. Link the consultant with the NYOTA MIS for purposes of updating information as well as providing an API for linking the 2 systems.

1.8 Qualifications of the Consultant

- a) Seven (7) years of Experience working in a comparable youth employment project, Five (5) years of experience in placement in on-the-job experience.

- b) Should have operations in at least 3 counties across the country with evidence of diverse employer (in different economic sectors) connections both in Kenya and any other country.
- c) Proven Capacities and experiences of the service provider to achieve the RBF results;
- d) Readiness to implement: Has a well-defined team structure that has experience in implementing youth projects including job placement, apprenticeship and on the job experience that will include key staff with the following qualifications;
 - i. **Team Leader:** Post graduate degree in management or administration, At least ten (10) years of high-level professional experience in program design, coordination and/or management. Must have been team leader in at least one comparable assignment.
 - ii. **Human Resource Expert:** Post graduate degree in Human resource management, labour relations, Social sciences; at least eight (8) years of experience with job recruitment, placement and retention.
 - iii. **Quality assurance Manager:** Post graduate degree in Monitoring and Evaluation or any related field; at least five (5) years of experience in Monitoring, Evaluation and Verification.

- e) Consultancy Profile that includes the organization structure, clearly stating the duties assigned to each of the personnel identified that will support the delivery of the assignment
- f) Demonstrated technical and managerial capability to deliver the assignment

1.9 Procedure of issuing the Local Service Order

The Consultant will be issued with placement instructions and a Local Service Order for the total number of apprentices for placement. The placement instructions and Local Service Order will mark commencement of the contracts.

NOTE: This is a framework agreement and does not guarantee any Local Service Order. The Local Service Order will depend upon placement constraints.