



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

**STATE DEPARTMENT FOR YOUTH AFFAIRS & CREATIVE
ECONOMY**

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

Project Reference: P179414

TERMS OF REFERENCE (TOR)

**FOR THE NYOTA PROJECT TECHNICAL ADVISOR TO THE STATE
DEPARTMENT FOR YOUTH AFFAIRS**

REF No. KE-SDYA-478329-CS-INDV

SEPTEMBER, 2025

Terms of Reference for Short Term Consultancy of the NYOTA Project Technical Advisor to the State Department for Youth Affairs and Creative Economy

1. BACKGROUND

The Government of Kenya, in partnership with the World Bank, is scaling up the Kenya Youth Employment and Opportunities Project (KYEOP) to all the 47 Counties. This will be done through the National Youth Opportunities Towards Advancement (NYOTA). The project development objective of NYOTA is to increase employment, earnings and promote savings for targeted youth at a national scale. There are 2.4 million youth aged 18-29 among the poorest 40 percent of Kenyans who fulfill one or more of these criteria. Such youth face exclusions and are often unable to access government sponsored jobs programs. As such, the project will cover 35 percent of this pool.

The NYOTA Project is expected to impact 820,000 vulnerable youth across all 47 counties of Kenya including refugees and vulnerable host community youth in the counties of Garissa and Turkana. The project beneficiaries are 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. 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.

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. **Component 1** of the project focuses primarily on labor supply side constraints and offers **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**.

3. INSTITUTION ARRANGEMENT

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, 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.

4. OBJECTIVE OF THE ASSIGNMENT

To provide strategic technical support to the State Department for Youth and Creative Economy specifically to the Principal Secretary for Youth and creative Economy in the planning, implementation, monitoring, and evaluation of the NYOTA Project, ensuring the project meets its goals and aligns with national youth empowerment strategies.

5. SCOPE OF WORK

The Technical Advisor will provide strategic and technical support across the four key components of the NYOTA Project. The specific tasks for this assignment include the following:

- a)** Supporting the implementation of NYOTA project. This will include:
 - i. Provide advisory support to the State Department for Youth Affairs on the design, implementation, and monitoring of NYOTA Project activities;
 - ii. Support inter-agency coordination and ensure alignment with World Bank requirements;
 - iii. Strengthen youth identification, targeting, and policy development;
 - iv. Supporting the development of BETA youth policies to support the operationalization of NYOTA and other youth programs;
 - v. Technical advice on program design, implementation, monitoring, and fiduciary bottlenecks;
 - vi. Strengthening partnerships with technical training institutions and employers to enhance youth employability
 - vii. Advising on the development of youth-friendly financial products in collaboration with financial institutions to inculcate a savings culture among the youth
- b)** Support integration and coordination of NYOTA activities at national and county levels;
- c)** Review and prepare policy briefs, reports, and other technical documents in liaison with the relevant technical staff

- d)** Provide technical support to World Bank missions and government - donor dialogue including keeping World Bank team informed of key policy and strategic developments in the youth employment sector
- e)** Support any other task as may be assigned from time to time by the Principal Secretary

6. CONSULTANCY DELIVERABLES

- a.** Inception report with work plan
- b.** Quarterly technical reports on project implementation.
- c.** Technical papers or policy briefs on youth development.

7. QUALIFICATIONS AND EXPERIENCE

- a.** Master's degree or higher in Development Studies, Public Policy, Social Sciences, or a related field.
- b.** Minimum 7 years of experience in project management with the last five years in youth development programmes.
- c.** Demonstrated experience in donor-funded programs and government advisory roles.
- d.** Strong understanding of youth empowerment and development issues in Kenya.
- e.** Experience working with clients to build capacity and engage in dialogue on youth employment and service delivery
- f.** Excellent communication, analytical, and report-writing skills
- g.** Excellent interpersonal skills, proven team orientation and ability to work effectively and collaboratively

8. REPORTING

The Technical Advisor will report to the Principal Secretary, State Department for Youth Affairs and creative economy, and work closely with National Project Manager, PMU, PIUs and work closely with the World Bank and other stakeholders in relation to the NYOTA project.

9. DURATION

The assignment will be for an initial period of 1 year starting from October 1, 2025 to September 30, 2026. **PAYMENT SCHEDULE/ REMUNERATION**

The Specialist is expected to perform the above-mentioned tasks on a call basis to the satisfaction of the Client or the client representative. The Specialist will be remunerated based on a daily rate, which will be negotiated with the successful candidate during the contract negotiations. Remuneration will be based on national competitive rates, commensurate with the selected candidate's area of expertise and work experience provided has satisfactorily fulfilled all requirements.

10. CONFIDENTIALITY, AND PROPRIETY RIGHTS OF CLIENT IN REPORTS AND RECORDS.

All the reports, data, and information developed, collected, or obtained from the implementing agencies, Client and other Institutions during this exercise shall belong to the Client. No use shall be made of them without prior written authorization from the Client.

12. COMPLETE APPLICATION DOCUMENTS

Applications accompanied with detailed Curriculum vitae and copies of relevant documents and testimonials should be submitted in a plain sealed envelope, clearly marked with the contract reference number and title of the consultancy in two sets with Sealed financial proposal labelled '**TECHNICAL PROPOSAL**' and '**FINANCIAL PROPOSAL**' deposited to the Tender Box at Bruce House, 3rd Floor or delivered to the address below on or before **16th September 2025 by 10:00am.**

The Principal Secretary,
State Department for Youth Affairs and Creative Economy
Bruce House 3rd Floor, Standard Street,
P.O. Box 34303-00100
NAIROBI, KENYA