



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

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

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

**PROJECT**

**Project Reference: P179414**

**TERMS OF REFERENCE AND SCOPE OF SERVICE**

**FOR**

**BENEFICIARY TRACER STUDY CONSULTANCY FIRM**

## TERMS OF REFERENCE

<b>Description</b>	Beneficiary Tracer Study
<b>Reference Number</b>	KE-SDYA-484742-CS-QCBS

### 1.0 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's development objective is to increase employment, earnings and promote savings for targeted youth at a national scale. The Project 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. There are 2.4 million youth aged 18-29 among the poorest 40 percent of Kenyans who fulfil one or more of these criteria. Such youth face exclusion from the labor market and are often unable to access government sponsored jobs programs. As such, the project will target approximately 35 percent of this pool.

The NYOTA Project is expected to impact 820,000 vulnerable youth across all 47 counties of Kenya including refugees in the counties of Garissa and Turkana. The project is anchored on a solid premise that better employment outcomes are realized when there are more inclusive jobs with better earnings for disadvantaged groups of youth.

### 2.0 Project Description

NYOTA project aims to support better employment outcomes and improved savings through integrated interventions that address the myriad of constraints 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. It 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 inculcating a savings culture among targeted youth, and Component 4 supports strengthening of youth employment systems and project management.

### 3.0 Institutional Arrangements

The Ministry of Youth Affairs, Creative Economy and Sports (MoYACES) is responsible for the overall implementation and supervision of the project. In addition to coordinating the overall implementation of all the components, it leads the implementation of component 1 on improving youth employability. Further, on Component 1, the State Department of Labor and Skills Development (SDL&SD), National Industrial Training Authority (NITA) and National Employment Authority (NEA) implement on the job training, recognition of prior learning, and , labor migration and operationalization of intermediation platform, respectively. Micro and Small Enterprises Authority (MSEA) leads the implementation of Component 2, expanding employment opportunities, and NSSF supports youth savings initiative in Component 3. Under component 4, the State Department for Micro, Small and Medium Enterprise Development (SD-MSMED) is 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) for successful inclusion of Host Communities and Refugees in project implementation in Garissa and Turkana Counties.

#### **4.0 Objective of the Tracer Studies**

**5.0** The assignments will aim to assess the effectiveness of NYOTA interventions by conducting tracer studies on Project beneficiaries. The studies will be conducted six months after the completion of every intervention across the Implementing Agencies. Each assignment will track beneficiaries to evaluate outcomes such as skill enhancement, employment opportunities, skill usefulness, savings habits, access to government procurement, Project support to County Governments, employment conditions, and challenges faced. The tracer studies will not only document post-intervention outcomes of the Project beneficiaries but also analyze the factors that contributed to success or failure. This will include, but will not be limited to: examining labor market conditions, institutional and socio-economic barriers, and the relevance of the training and support interventions to actual employment and livelihood outcomes. It will also interview beneficiaries who dropped out to understand reasons for non-completion. Lessons learnt from the tracer studies will help Implementing Agencies determine the extent of achievement of intended objectives, the cost effectiveness of interventions undertaken, and inform the way forward in project implementation.

#### **6.0 Scope of Work**

The Firms will be expected to conduct an extensive mixed methods beneficiary Tracer Studies of the NYOTA Programme covering the entire project duration based on the cycles that will be implemented. They should clearly outline the tools to be used, incorporating digital data collection platforms, phone-based surveys, and, where appropriate, incentives to enhance respondent follow-up and retention. They will trace a representative sample of beneficiaries of all the interventions for all cycles, six months after they have exited the project. The firm(s) will analyze outcomes by gender, disability status, refugee/host community, rural/urban and other relevant subgroups. The studies will assess the impact of the youth training programme and entrepreneurship support in terms of relevance, effectiveness and sustainability. The tracer studies will further analyze youth employment and income status of beneficiaries before and after enrolling in NYOTA Project and provide information on the type of employment, wage/income levels of beneficiaries, sector of employment and reasons for unemployment or not joining the labour force. Employer organisations' feedback on the impact and quality of graduates from NYOTA will also be collected and analyzed. In addition, the consultancy will identify gender inclusion barriers and generate lessons learnt for project improvement. Each proposed tracer study is expected to last 3 months. The consultant must utilize digital platforms (e.g ODK, SURVEYCTO, Kobo) for data collection.

#### **7.0 Roles and responsibilities**

The consultant(s) will be expected to administer a tracer survey to collect necessary information on the beneficiaries of NYOTA and produce a final report on the findings of each assignment, detailing results for each NYOTA intervention. The key responsibilities will include but not limited to the following:

- a) Develop a comprehensive methodology for the tracer study
- b) Develop a workplan for undertaking the assignment in consultation with the Project Management Unit;

- c) Obtain necessary permissions and insurances to ensure ethical considerations are adhered to while conducting the assignment including in refugee areas;
- d) Develop tracer study instruments and survey protocols;
- e) Provide a field team with necessary oversight and quality control to field the survey, enter, transcribe and analyze data;
- f) Develop an action plan for data collection.
- g) Conduct a pilot survey questionnaire on a smaller scale and make suggestions for instrument revisions;
- h) Provide survey team training manuals and reports;
- i) Analyze data, compile and present the draft for tracer studies for validation;
- j) Submit all the updated contact information of the sampled beneficiaries at the end of the survey;
- k) Develop and submit a final tracer report incorporating comments and suggestions from the Project Management Unit and other stakeholders;
- l) Disseminate the final report to all stakeholders.

**8.0 Deliverables**

For each tracer study assignment, the firm(s) will be expected to deliver the following;

- a) Detailed Inception report and workplan with milestones
- b) Tracer study methodology including sampling type and size
- c) Tracer Study Instruments for each tracer conducted
- d) Respective Survey Protocol for each tracer conducted
- e) Report on Recruitment and Training of Survey team
- f) Pilot Survey Report for each tracer conducted
- g) Raw and Clean Data files in electronic format and all data cleaning and analysis file for each tracer conducted. All data and code must be readable in STATA
- h) Tracer Study Report incorporating key lessons, suggestions and recommendations for each tracer conducted (two weeks after the draft report presentation)

**9.0 Payment Protocol**

	Deliverables	Payment (%)
1.	A-C	20
2.	D-F	30
3.	G-H	50

**10.0 Qualifications**

- a) Legal status recognized by the Government of Kenya. This will include, but not limited to, Consultancy Firms’ registration by relevant government institutions;
- b) The consultant (s) will be a renowned firm or consortium of firms with extensive experience in conducting implementation, operational monitoring, Surveys and Evaluations for at least 7 years;
- c) The firms should also demonstrate experience in conducting research in both remote rural and urban informal areas of Kenya;
- d) Previous experience conducting tracer surveys in school to work transition and employment Sectors;

- e) Demonstrated experience and capacity to conduct research, surveys and evaluations among diverse communities with diverse cultural background;
- f) Proven track record of having undertaken at least two (2) assignments of a similar nature in the last five (5) years;
- g) The Consultancy to provide the following Key Staff;

**i). The Team Leader** to lead, manage and supervise the assignment. Should possess a minimum of master's degree in Economics, Statistics, Project Management or any other related field and have Five years' experience in designing and leading assessment studies in Kenya monitoring and evaluation, Project management or any other related assignment. Demonstrated experience in conceptualizing and implementing impact evaluation/tracer studies and have excellent communication and report writing skills.

**ii) Field Survey Manager**, should possess at least Bachelor's degree in Economics, Statistics, Social Science, Monitoring and Evaluation, Development Studies, or any related discipline with minimum three years' experience in monitoring and evaluation, Project management or any other related assignment.

**iii) Data Manager**, should possess at least Bachelor's degree in Statistics, Mathematics, Economics, or any related field with minimum three years' experience in monitoring and evaluation, Project management or any other related assignment.

**iv) Project Expert** should possess at least Bachelor's degree in Social Science, monitoring and evaluation, Development Studies, Project management or any related discipline with minimum three years' experience in monitoring and evaluation, Project management or any other related assignment.

**Researchers** to carry out research works, data analysis, train and supervise survey or field enumerators, and ensure and quality of data collection. They should have demonstrated experience in data assurance and data transfers in survey, data management and analysis using statistical software.

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

## 11.0 Client obligation

The Client will provide the following support to the Consultant:

- a) Office space at Bruce House, 3<sup>rd</sup> Floor.
- b) All available relevant documentation to the Consultant such as the Project Appraisal Document, Periodic Reports, Program Manual, Lists of Contracted Employer Organizations and other Service Providers.
- c) Replacement protocols and the list of youths to be surveyed. The consultant must adhere to these lists, unless otherwise approved by the Project Management Unit .
- d) Review and approve the study design, plan and draft tools.
- e) Undertake to sign a Data Processing Agreement (DPA) in accordance with the General Data Protection Regulation (GDPR).

- f) Facilitate the field investigator’s work for instance by providing introductory letters to key stakeholders.
- g) Facilitate the data entry and analysis and approve the draft and final report.
- h) Facilitate liaison with other project implementing partners.

**12.0 Selection Method**

The consultant will be selected based on Quality and Cost Based Selection using World Bank Procurement Regulations, March 2025. The Regulations can be accessed through the attached link: <https://documents1.worldbank.org/curated/en/099120102072534901/pdf/SECBOS-a43bff5f-35cb-48e0-9609-10773aaa8d12.pdf>

**13.0 Timeframe and Reporting**

These assignments will be based on a contract framework renewable subject to satisfactory performance. The Firm (s) will report to the National Project Manager-NYOTA Project, Ministry of Youth Affairs, Creative Economy and Sports (MOYACES).