



TERMS OF REFERENCE

DUAL TVET APPRENTICESHIP PROGRAM

MARKET ANALYSIS AND INDUSTRY ASSESSMENT STUDY

COASTAL REGION

1. Introduction:

KEPSA is seeking proposals from competent individual consultants to conduct an in-depth market and Industry analysis study focusing on the Coastal region. The consultant will explore the industry ecosystem to gain a profound understanding of the dual TVET apprenticeship program. This innovative approach combines apprenticeships within companies and vocational education at vocational schools, representing a departure from traditional attachment methods. With a commitment to bridging the gap between education and industry, this study aims to inform strategic collaborations, ensuring that TVET curricula align seamlessly with the dynamic needs of industries. The insights gained will shape meaningful partnerships and address workforce skill gaps for sustainable economic growth.

2. Background:

The market analysis study is driven by the imperative to understand and enhance the efficacy of the dual TVET apprenticeship program within the Coastal region. By delving into the industry ecosystem, the study seeks to evaluate the readiness of companies to engage in this unique apprenticeship model. This approach, blending in-company apprenticeships with vocational education, requires a nuanced understanding of industry demands and expectations. The study will not only assess the demand for specific skills but also explore the industry's preparedness for active participation in this transformative apprenticeship program.

3. Objectives of the Study:

- 1) Evaluating demand for specific skills in key sectors of companies in the coast.
- 2) Assessing industry readiness for apprenticeship programs with TVET institutions.
- 3) Identifying growth trends within industries that align with TVET courses.
- 4) Examining the effectiveness of existing TVET-industry engagement initiatives.
- 5) Recommending strategies for integrating emerging industry needs into TVET curricula.

The list of TVETs and Courses for Coastal Region is annexed.

4. Scope of Work:

The consultant will:

1. Conduct a comprehensive analysis of industries in the Coast region, focusing on key sectors and growth trends.
2. Identify and map potential companies to participate in the dual TVET apprenticeship program. This involves aligning companies with the courses offered by the TVETs in the Coast region, ensuring a comprehensive understanding of the dual TVET apprenticeship program's industry involvement.
3. Evaluate TVET program curricula, emphasizing industry-specific focus and emerging trend integration.
4. Assess skill gaps, both technical and soft skills, between TVET graduates and industry expectations.
5. Engage stakeholders, including TVET institutions, industry representatives, and regulatory bodies.
6. Propose actionable recommendations based on findings.
7. Present findings in interactive forums for feedback and validation.
8. Map out potential collaborations and partnerships within specific industries.
9. Analyse the economic impact of enhancing collaboration between TVET institutions and industries.
10. Examine the feasibility of industry-specific apprenticeship models.
11. Evaluate the effectiveness of existing TVET-industry engagement initiatives.
12. Recommend strategies for integrating emerging industry needs into TVET curricula.

5. Technical Expertise Required:

The consultant should possess:

- a) In-depth knowledge of the Kenyan TVET landscape and industrial sectors.
- b) Proven experience in conducting market analysis studies in the education or industry sectors.
- c) Strong analytical and research skills.
- d) Familiarity with global best practices in TVET-industry collaborations.

- e) Understanding of emerging trends in workforce development.
- f) Ability to interpret and analyse economic indicators.
- g) Previous engagement in advising education-industry partnerships.

6. Methodology:

The methodology will include:

- a) Literature review on TVET-industry collaborations globally and regionally.
- b) Surveys and interviews with key industry players, TVET institutions, and regulatory bodies.
- c) Comparative analysis of TVET curricula against industry needs.
- d) Focus group discussions and workshops with stakeholders.
- e) Economic impact analysis using relevant models.
- f) Iterative feedback sessions for validation.
- g) Utilization of data visualization tools for effective presentation.
- h) Cross-functional collaboration with experts in education, economics, and industrial relations.

7. Duration of Work:

The study is expected to commence on **7th of March** and conclude by **26th of March 2024**

8. Duty Station:

The consultant's primary working location will be in Mombasa.

9. PROPOSAL:

Technical Proposal Requirements

The Technical Proposal should encompass the following details:

Consultant's Profile:

- A comprehensive consultant profile highlighting the individual's years of experience in the field of Technical and Vocational Education and Training (TVET) collaboration with industries.
- Emphasize the relevance of the consultant's experience in conducting market analysis studies, particularly within the education or industry sectors.

Relevant Experience:

- Detailed information on similar assignments, focusing on market analysis studies, apprenticeship programs, and collaborations between TVET institutions and industries.
- Showcase expertise in advising education-industry partnerships, demonstrating an understanding of emerging trends in workforce development.

Approach and Methodology:

- Articulate the individual consultant's understanding of the study objectives, emphasizing alignment with the dual TVET apprenticeship program.
- Outline the proposed approach and methodology, detailing the steps to be taken to deliver the services effectively.
- Present a comprehensive work plan with main activities, content, duration, milestones, and report delivery dates.

Technical Capacity:

- Highlight the technical capacity of the individual consultant, including analytical and research skills relevant to the study.
- Demonstrate familiarity with global best practices in TVET-industry collaborations.

Financial Proposal Requirements

The Financial Proposal should cover the following:

Fee Breakdown:

- Provide a detailed breakdown of the proposed fees for the consultancy services, clearly distinguishing between different components of the study.
- Ensure transparency in pricing, reflecting the scope and complexity of the tasks envisaged.
- Include any reimbursable costs, specifying the nature and purpose of each cost item.
- Incorporate prices inclusive of taxes, adhering to the guidelines outlined in the TOR.
- Present all prices in Kenya Shillings as the stipulated currency.

Proposal Evaluation and Award:

KEPSA will evaluate all submitted proposals, considering both technical expertise and financial feasibility in the decision-making process for contract award.

Qualified individual consultants should submit proposals by **1st March 2024** to KEPSA.

Deadline for Proposal Submission All proposals should be submitted no later than 1st March 2024

Annex 1: Table of TVET Institutions, Courses and No. of Trainees in the Coastal Region

TVET Institution	Course	No. of Trainees
Kenya Coast National Polytechnic	Food Production	20
	Food & Beverage Sales and Service	20
	Front Office and Administration	20
	Housekeeping and Accommodation	20
	Automotive Engineering	20
	Marine Welding and Fabrication	20
	Marine Welding Level	20
Taita Taveta National Polytechnic (CIT)	Food & Beverage (Culinary Arts)	20
	Gemmology	20
	Electrical Operations	20
Likoni Technical Vocational College	Food & Beverage (Culinary Arts)	20
	Electrical Installation	20
Ahmed Shahame Mwidani Technical Training Institute	Mechatronics Technology	20
	Electrical Engineering (Power Option)	20
Kinango Technical Vocational College	Electrical Installation	20
Godoma Technical Training Institute	Food & Beverage (Culinary Arts)	20
Weru Technical Vocational College	Automotive Technology	20
	Welding & Fabrication	20
	Food & Beverage (Culinary Arts)	20
Msambweni Technical Vocational College	Welding & Fabrication	20
	Electrical Installation	20
Taveta TVC	Electrical Operations	20
	Food & Beverage (Culinary Arts)	20
Kaloleni TVC	Mechanical production/plant	20
	Electrical installation	20
	Welding & Fabrication	20
No. of industry training slots (Coast)		520