



CALL FOR PROPOSALS

Consultancy Services for Entrepreneurship & Soft Skills Development (Pillar Two)

Ref No.: CAU-EYEC-2026-02

Issue Date: April 17, 2026

Submission Deadline: April 24, 2026 (23:59 EAT)

Note: This is a strict deadline. No applications will be accepted after this date and time.

Program & Consortium Context

The Empowering Young Women Entrepreneurs in Agriculture stimulated by Coffee (EYE-C) program is a 5.5-year initiative designed to alleviate poverty by creating dignified and fulfilling work opportunities for 300,000 disadvantaged young women (aged 18–35) in Uganda. The program targets the coffee value chain and complementary enterprises (horticulture, pulses, poultry, banana, apiary, and briquettes), with a specific focus on including 3% young women with disabilities and strengthening 300 young women-led MSMEs.

Cafe Africa Uganda (CAU), as the lead Skilling Partner within the EYE-C consortium (alongside aBi Development, International Women's Coffee Alliance, and a Financial Inclusion Partner), is responsible for building the technical and entrepreneurial capacity of young women, Master Trainers (MTOTs), and Trainers of Trainers (TOTs).

To deliver high-impact Year 2 activities, CAU seeks specialized consultants to develop the knowledge infrastructure and commercial tools required for Pillar Two: Entrepreneurship & Soft Skills. This pillar is critical to ensuring young women can translate technical skills into sustainable income by fostering market-relevant business acumen and a commercial mindset.

Scope of Work: The Calls

Interested firms or individual consultants may apply for one or multiple Lots described below. If applying for multiple Lots, please submit a separate, distinct technical and financial proposal for each.

Lot 2b: Commercial Agency Model Development & Sales Enablement Toolkit

Objective: To equip young women with the mindset and tools to operate as commercial agents and fee-for-service providers.

Scope: The consultant will design, pilot, and refine a comprehensive "Commercial Agency" curriculum and sales toolkit. This includes:

1. Developing targeted training modules on hard sales skills (negotiation, contract enforcement, pricing, record-keeping, customer acquisition) and soft skills (confidence, communication, persistence, relationship management).
2. Developing practical sales enablement tools (e.g., simple scripts, negotiation scorecards, customer tracking sheets, service menu templates) to facilitate real-world commercial agency.
3. Supporting the design and pilot testing of a "Commercial Agency Model" that prepares young women to offer services (e.g., input supply, produce aggregation, farm management) on a sustainable, fee-for-service basis.

Lot 2c: Competency Mapping for High-Potential Roles in the Coffee Value Chain

- **Objective:** To align skilling interventions with actual labor market demands and enterprise needs.
- **Scope:** The consultant will conduct a labor market analysis to map the specific technical, behavioural, and managerial competencies required for roles accessible to young women. This includes roles such as:
 - Farm Service Providers (pruners, sprayers, nursery operators)
 - Primary Processors (graders, sorters, huller operators)
 - Aggregators/Traders (village agents, quality checkers)
 - Baristas and Retail Vendors
 - *Deliverable:* A validated "Competency Framework" report that will guide future curriculum development, recruitment profiles, and performance standards.



Lot 2d: Development of Training Materials for Priority Complementary Value Chains

Objective: To equip young women with the knowledge to pursue diversified, resilient income streams.

Scope: The consultant will develop practical, illustrated, and easy-to-understand training materials covering production, post-harvest handling, quality assurance, and market-oriented business management practices for the following Year 2 priority value chains:

1. **Horticulture** (focus on high-value crops and market access)
2. **Pulses** (beans and legumes)
3. **Banana**
4. **Poultry**
5. **Briquettes** (production, marketing, and sales)
6. **Apiary** (beekeeping, honey processing, and value addition)

Who Can Apply?

- Registered firms, NGOs, or individual consultants with a proven track record in developing and deploying training curricula at scale for rural or vulnerable populations.
- Demonstrated capability in commercial agency development, particularly in designing and rolling out agent-based models, sales force activation, or enterprise development programs targeting young people in rural and last-mile contexts.
- Demonstrated expertise in gender-sensitive and inclusive programming, with specific experience targeting youth and women.
- Strong understanding of the Ugandan agricultural sector, particularly the coffee value chain and the listed complementary enterprises.
- Ability to produce high-quality, practical, and visually engaging training materials and tools suitable for low-literacy audiences.

Selection Criteria: The Ideal Candidate

To ensure the successful delivery of the EYE-C Entrepreneurship and Soft Skills mandate, Cafe Africa Uganda seeks consultants or firms that demonstrate a unique blend of commercial business acumen and experience in rural skilling. The ideal candidate will be evaluated based on the following prioritized criteria:

- **Expertise in Rural Entrepreneurship:** A proven track record of developing and deploying scalable training curricula specifically designed for rural, disadvantaged, or vulnerable populations.
- **Commercial Agency Specialization:** Demonstrated capability in designing and rolling out agent-based models, sales force activation, or enterprise development programs targeting youth in last-mile contexts.
- **Low-Literacy Instructional Design:** Mastery in producing high-quality, practical, and visually engaging training materials, such as manuals and workbooks, that are accessible to audiences with limited literacy.
- **Deep Sector & Value Chain Knowledge:** A strong understanding of the Ugandan agricultural landscape, with specific technical familiarity with the coffee value chain and the six priority complementary enterprises (horticulture, pulses, banana, poultry, briquettes, and apiary).
- **Inclusive & Gender-Sensitive Approach:** Demonstrated expertise in gender-sensitive programming, with a visible commitment to designing inclusive tools for young women and entrepreneurs with disabilities.
- **Training & Mentorship Capacity:** Proven ability to facilitate high-impact Training of Trainers (ToT) sessions and provide ongoing technical backstopping and mentorship to ensure training fidelity during the cascade.
- **Operational Excellence:** The organizational or individual capacity to deliver comprehensive knowledge infrastructure and commercial tools within the defined Year 2 project timelines.

Application Process

Interested parties should submit the following documents via email to Khadija@cafeafrika.org by **April 24, 2026 (23:59 EAT)**.



Please indicate the Lot Number(s) (e.g., "Application for Lot 2a and 2d") in the email subject line.

Required Documents:

1. **Technical Proposal** (max. 10 pages) detailing your understanding of the Lot, methodology, team composition, and relevant experience.
2. **Financial Proposal** (detailed budget in UGX or USD, inclusive of all taxes).
3. **CVs** of key personnel proposed for the assignment.
4. **Copies of Registration Certificates** (for firms) and a valid Tax Compliance Certificate.

For inquiries or to request the detailed Terms of Reference for specific Lots, please contact: khadija@cafeafrika.org