

## TERMS OF REFERENCE

### Bright Future Hiring Companies to provide on the job training for Jobseekers on “graphic design”

#### 1. About Bright Future

A Bright Future of Afghanistan program is part of the Addressing Root Cause Fund (ARC) by the Ministry of Foreign Affairs of the Netherlands for the Youth of Afghanistan. The program aims to improve the economic situation for young urban men and women living in Kabul by helping them to secure a job or start their own business.

The program is designed to serve the youth of urban Kabul in the years 2017-2021. A consortium has been formed that includes Cordaid, Bayat Foundation, Crosswise Works and Hamida Barmaki Organization for the rule of law to carry out specific assignments and responsibilities.

The program serves in 5 outcome pathways (PW), namely, **i) Employment ii) Business Incubation iii) Business Acceleration iv) Strengthened Ecosystem v) rule of law**. The consortium partners have distributed the responsibilities as per their specialties. Besides other responsibilities of Cordaid in the programme, Cordaid is also responsible to implement the Pathway 1: Demand Driven Trainings (PW1) intervention of Bright Future.

#### 2. This Terms of Reference

Graphic design is all around us, in a myriad of forms, both on screen and in print, yet it is always made up of images and words to create a communication goal. In Afghanistan, graphic design has generated more interest from various businesses, NGOs and the government. Cordaid is thus seeking a qualified company to deliver on the job graphic design training and practical work experience. The company will provide the training services as well as coaching to prepare the young graduates for the job market. The company is requested to support the trainees in finding a job opportunity.

The tasks for this ToR include:

- a. Design of the curriculum and training:  
The company will prepare a curriculum that will cover at least the following topics and will provide the agreed training to the young men/women:
  - Graphic design basic theory;
  - Color theory & photography composition;
  - Logo design and branding;
  - Layout, user interface and experience design;
  - Basic photoshop skills;
- b. Coaching:  
The company will provide coaching for the trainees. Assignments on the job will be provided to them in order to get real experience.
- c. Match making:  
The company will do its best to find suitable employment opportunities for the trainees.

The young men and women (the beneficiaries of Bright Future) will have a university graduate degree education (2 years and 4 years). The beneficiaries will be required to have basic knowledge and practice of graphic designing, they will be preferred to have a relevant university education.

### **3. Assignment Period and Duration**

The activity will take place between [x] and [x]. Taking a total period of three months. In the first month, the company is requested to provide the training – after which it will offer on the job coaching. After two months, the company is requested to find suitable employment opportunities for the trainees.

### **4. Terms of payment**

The company is requested to train and coach trainees on the above mentioned topics. The payment is based on the number of trainees. Per trainee the company is entitled an amount of money. A bonus will be provided in case the company is able to support the trainee in finding an employment opportunity.

Bright Future will compensate a fee for curriculum design, formal training, on-job coaching and practical work facility provided to the job seeker. The amount and breakdown will be offered and negotiated in the contract.

The company will be charged 4% of tax as per the government's policy over the full amount of the contract. Cordaid's finance department will decide the mode of payment (either by bank cheque or wire-transfer), the currency in the contract will be paid to the company. The company will be paid in lumpsum at the end of contract and no advance will be raised. The company will submit the final report with an invoice mentioning the full amount of contract excluding the tax.

### **5. Criteria, Qualifications and experience required**

The potential companies interested to apply for this opportunity will be required to fulfill the below criteria.

- The company is legally existing in Kabul with a sound office space. (The company has a proper business license from the GOIRA).
- The company is required to have ongoing graphic design work or projects./
- The company has enough space for the number of jobseekers/youth they are proposing to onboard and train.
- The company has its own desks, computers and other necessary equipment to train and facilitate the jobseeker/youth to practice and learn and contribute to company's own work/projects.
- The company has a sound place for the women jobseekers to work and get training (Bright Future will compensate for food and travel cost of the jobseekers/youth.)
- The work place (office) of the company is located in a central urban place in Kabul which will be accessible for the majority.

### **6. How to apply**

Interested companies are invited to prepare a brief proposal, a company profile including brochures etc., include financial proposals and other term and condition, and submit to the email address by close of business 03<sup>rd</sup> June 2021.

The proposal should clearly reflect on the experience of the company, ongoing work and project/s, methodology of training and coaching, training, coaching and placement plan for 3 months of the contract. Submission email: [CAF-procurement@cordaid.org](mailto:CAF-procurement@cordaid.org)