**LEPL ENTERPRISE GEORGIA**

**Relief and Recovery for Micro, Small and Medium Enterprises Project**

**Project No: P173975**

**Loan No. 9239-GE**

**Terms of Reference**

**for**

**Growth Hub Business Consultant in Kutaisi**

**Introduction**

Enterprise Georgia (EG), within the Relief and Recovery for Micro, Small and Medium Enterprises (MSMEs) Project supported by the World Bank (WB) intends to apply part of the loan proceeds for consulting services of the Growth Hub Business Consultant in the City of Kutaisi.

The Project Development Objective for the Relief and Recovery for MSME operation is to provide relief to MSMEs and support their recovery, including by strengthening the enabling environment for access to finance.

The Project facilitates development of micro, small and medium enterprises in Tbilisi and regions through delivery of consulting services, improving business skills, and provision of information availability, which shall enable creation of new jobs and economic increase.

**Project Description**

The Project will be implemented nationwide and will consist of four components:

Component 1 – Financial relief and recovery for MSMEs

Component 2 – Digital payments & financial infrastructure upgrading

Component 3 – Project management and Monitoring

Component 4 – Contingent Emergency Response Component

A substantial portion of the Project activities fall under Component 1. Component 1 will be implemented by EG, which is a governmental MSME development agency operating under the Ministry of Economy and Sustainable Development of Georgia. It comprises of the following sub-components:

* *Sub-component 1.1* will provide micro-grants to finance working capital and fixed assets for micro and small firms.
* *Sub-component 1.2* will co-finance interest payments on loans underwritten by participating financial institutions (PFIs).
* *Sub-component 1.3* will provide partial credit guarantees for loans issued by PFIs.
* *Sub-component 1.4* will provide technical assistance for COVID-proofing and digitalization of MSMEs.

**Objectives of the assignment**

This subcomponent 1.4 finances: (i) Consulting services provided by selected consultants to firms to increase their resilience by providing consulting services and digital solutions to transform their managerial practices and digital capacity; (ii) Improving business skills of MSMEs through trainings by selected consultants to improve MSMEs’ business skills and facilitate the uptake of improved practices and digital solutions; and (iii) Providing information by EG to the MSMEs to access all business support-related information in one space. These services are provided through the Consulting Centers, modeled after the concept of Growth Hubs set up in the regions of Georgia.

In particular, the Kutaisi Growth Hub Business Consultant shall participate in service delivery and performance of Kutaisi Growth Hub.

**Scope of work of Kutaisi Growth Hub Business Consultant:**

The Growth Hub Business Consultant will report directly to the Kutaisi Growth Hub Manager. The responsibilities of the Business Consultant will include:

* Establish and maintain strong, trust-based relationships with MSMEs in the region to ensure their ongoing engagement with Growth Hub services.
* Conduct business diagnostics for MSMEs, identifying core challenges, development needs, and recommend suitable support services available through the Growth Hub or external partners.
* Support the organizational and logistical aspects of capacity-building events, such as trainings, workshops, and networking activities initiated by the Growth Hub.
* Assist the Growth Hub Manager in compiling monthly operational and performance reports, including beneficiary activity tracking and stakeholder engagement updates.
* Carry out regular desktop research and market analysis focused on the local economy, with attention to active sectors, business trends, and existing challenges, constraints and opportunities for MSMEs in the region.
* Map and continuously update regional stakeholder profiles, including local government entities, business associations, NGOs, development partners, and private sector actors relevant to MSME development.
* Maintain accurate and up-to-date data on the Growth Hub’s clients, including active and potential beneficiaries, as well as relevant local business ecosystem data.
* Provide up-to-date consultations to entrepreneurs regarding available business support programs, public and private sector opportunities, and relevant business news and developments.
* Participate in the development and strengthening of cooperation with local municipalities, business support agencies, and donor organizations operating in the region.
* Collect and maintain relevant data to support monitoring, evaluation, and reporting processes, ensuring accuracy and consistency in information related to MSME engagement and service delivery.
* Perform other tasks related to the effective implementation of Growth Hub activities and within the scope of responsibilities as assigned by the Growth Hub Manager.

**Reporting and Deliverables**

The Business Consultant shall perform the above-mentioned tasks continuously during the term of their assignment, to the satisfaction of the Client. The Consultant shall prepare and submit a monthly report to the Growth Hub Manager, summarizing the information about:

* MSMEs consulted during the reporting period;
* Business diagnostics conducted;
* Assist the Growth Hub Manager in monthly report preparation;
* Any other relevant updates;

**Qualification and Experience:**

The candidate shall meet the following requirements:

* At least Bachelor’s degree in business administration, economics, management or in other related area;
* Minimum 1 years working experience in small and medium business support;
* Knowledge of B2 level English is desirable.
* Proficiency in Microsoft Office tools;

The candidate shall also have the following skills:

* Data analysis;
* Business correspondence;
* Effective communication/presentation;
* Good analytical skills;
* Sense of responsibility;
* Team working skills;
* Organized and oriented on details

**Facilities and Services to be provided by the Client:**

The Client shall provide office area and facilities, office equipment and communication necessary to carry out the services. The Client shall also provide all necessary information and documents for that purposes.

**Duration**

Consultant will be hired under the full time/time based one-year employment contract with the possibility of extension, work place is Kutaisi.

Contract will be extended on annual basis subject to satisfactory performance and agreement of parties of the contract.

The estimated gross amount is GEL 2,800.00 per month, and will be subject to negotiations with the successful candidate.

The attention of interested Consultants is drawn to paragraph 3.14 “Conflict of Interest” of the World Bank’s Guidelines: World Bank’s “Procurement Regulations for IPF Borrower, July 2016, revised November 2017, revised August 2018 and revised November 2020”, setting forth the World Bank’s policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: The Consultant shall not receive any remuneration in connection with the assignment except as provided in the contract. The consultant and its affiliates shall not engage in consulting or other activities that conflict with the interest of the client under the contract. The contract shall include provisions limiting future engagement of the consultant for other services resulting from or directly related to the firm’s consulting services in accordance with the requirements of paragraphs 3.16, 3.17 and 3.18 of the Guidelines.

An individual consultant will be selected in accordance with the procedures set out in World Bank’s Guidelines: World Bank’s “Procurement Regulations for IPF Borrower, July 2016, revised November 2017, revised August 2018, revised November 2020 and revised September 2023”, “Selection of Individual Consultants”.