

ATTACHMENT 1

APPLICATION NARRATIVE TEMPLATE FOR EXPANSION OF MICROFINANCE SERVICES TO SMALL SCALE FARMERS IN SOUTH KORDOFAN STATE- TENDER 2

Application guidance

The Application should not exceed seven (12) pages in length (not including the detailed budget and budget narrative). **Longer applications may not be reviewed.** Basic formatting requirements are:

1. The Application must be in English.
2. It must be typed in a Microsoft Word compatible program, single spaced with a 12-point Arial font.
3. It must have one inch (or 2.5 centimeter) margins on all sides of the paper and be printed on A4 or 8 ½ x 11 inch paper.
4. Page numbers: the Tender number and the name of the applicant microfinance institution must appear on each and every page.
5. It must be sent by electronic submission only.

A. GENERAL INFORMATION (not to exceed 1/2 page)

1. Proposed start date of partnership/contract:
2. Proposed end date of partnership/contract:
3. Total Cost share requested from Mercy Corps (Sudanese pounds and US\$):

B. APPLICANT BACKGROUND

1. What is the mission, vision and objectives of microfinance?
2. What is the experience of the MFI in expanding financial access to new areas and to small scale farmers?
3. What is your experience of the MFI in carrying out promotions of financial products to farmers?
4. What is your experience of the MFI in targeting women as sales, as your community agents and customers?
5. What is your experience of the MFI in forming and strengthening saving groups?

C. WHAT ARE THE PRODUCTS AND SERVICES OFFERED BY YOUR MICROFINANCE INSTITUTION WHICH WILL BE PROMOTED TO FARMERS?

The application must satisfy the following:

1. Name and write brief notes on the products and services which this microfinance institution provides and which ones are suitable for smallholder farmers:
2. What are the terms and conditions for your credit/loan types?
3. How many smallholder farmers did this microfinance institution serve in the 2021 farming season?

D. CONTRIBUTION TO SAFE PROGRAM ACTIVITY OBJECTIVES

The application must satisfy the following:

1. How will this microfinance institution increase sales to women farmers?
2. How will this microfinance institution mitigate any environmental risks related to the products you sell?

E. BUSINESS EXPANSION DESCRIPTION TO BE UNDERTAKEN UNDER THIS PARTNERSHIP

The applicant should explain how they will accomplish the listed activities in the scope of work: The microfinance institution can propose additional activities or contextualise the below listed activities to fit their terminologies, strategy and plans with a justification as long as they will improve the chances of achieving the program/partnership objectives.

write brief notes on how the following main and sub activities will be undertaken or what will be included and the approach which will be taken?

- 1) Develop a network of agents, facilitators or related service points in 20 villages which will promote MFI products and act as access points for farmers with microfinance institutions. Sub activities may include:
 - 1.1 selecting 20 MFI agents,
 - 1.2 training 20 MFI agents for at least 5 days on MFI products and how to promote them
 - 1.3 development and printing product educational materials
 - 1.4 incentivise 20 MFI agents to reach out to targeted potential customers.
- 2) Develop and implement/operationalise a strategy to promote access to financial service products and knowledge to female farmers and female-owned agribusiness. Efforts should focus on promoting successes or case studies of women in similar circumstances and the deliberate engagement of female MFI agents or female owned contact points. The sub activities may include:
 - 2.1 Meeting with female MFI agents to champion the development of a strategy for targeting females as customers,
 - 2.2 Training 20 female agents on outreach methods
 - 2.3 Incentivising 20 male and female agents to reach out to more female customers;

- 3) Conduct promotional activities to popularize tailored MFI products and services to male and female small-scale farmers and agribusinesses.

The sub activities may include:

- 3.1 Hold 2 radio talk shows for one hour to promote MFI products and services
- 3.2 40 Radio adverts aired to promote MFI products and services
- 3.3. 60 A-1 posters promoting MFI products and services placed in 20 communities
- 3.4 20 Product promotional road drives held, one per community
- 3.5. 750 MFI accounts opened for groups, individuals and agribusinesses

- 4) Form 160 New VSLA saving groups comprising small-scale farmers formed and train them in the full VSLA curriculum

- 4.1 Select and train 40 VSLA trainers and equip them with VSLA manuals
- 4.2 Deploy VSLA trainers to train 160 VSLA groups, each at least 8 times

WORK PLAN

Activity	Target to be achieved	Timeline	Responsible person
1. Develop a network of agents, facilitators or related service points in 20 villages which will promote MFI products and act as access points for farmers with microfinance institutions.			
1.1 MFI product sales agents selected.			
1.2 MFI product sales agents trained			
1.3 Product educational materials provided			
2. Develop and implement/operationalise a strategy to promote access to financial service products and knowledge to female farmers and female-owned agribusiness.			
2.1 Female MFI agents given additional training and other facilitation in mobilization and sensitization skills, sales approach, confidence etc.			
2.2 Meeting held with female MFI agents to discuss ways of reaching more women			
2.3 Incentives to male and female agents to reach more female customers			
3. Conduct promotional activities to popularize tailored MFI products and services to male and female small-scale farmers and agribusinesses.			
3.1 Radio talk show held for one hour to promote MFI products and services			
3.2 Radio adverts aired to promote MFI products and services			

3.3 A-1 posters promoting MFI products and services placed in 20 communities			
3.4 Product promotional road drives, one per community			
3.5 MFI accounts opened for groups, individuals and agribusinesses			
4. Form 160 New VSLA saving groups comprising small-scale farmers formed and train them in the full VSLA curriculum			
4.1 VSLA trainers selected, trained and given VSLA manuals			
4.2 VSLA trainers train VSLA groups at least 8 times			
Sub activity			

F. DETAILED BUDGET AND BUDGET NARRATIVE

The applicant must ensure costs in budget are detailed, justified, and reasonable for the objectives of the business expansion and meet the criteria below.

1. Detailed Budget (Attachment 2)

Please use the Detailed Budget Template to develop a detailed budget reflecting all proposed costs for the business expansion

2. Budget Narrative (Attachment) The budget narrative should include:

- A description of each item of cost, including why each of the items is necessary to carry out business expansion activities
- Indicate how the unit cost for each item was determined (estimate, purchasing history, quote, etc.)

3. Unallowable Costs

The following costs are considered unallowable to be charged on Mercy Corps or farmers under this proposed business expansion partnership support:

- Salaries of personnel, office supplies, facilities rental, financial administration
- Purchase of vehicles, motor vehicles, office or salespoint equipment or furniture

- Construction or physical improvement of offices/facilities
- Travel outside of the targeted state and Khartoum.
- Business capitalization
- Any other costs that **that are not directly related** to implementing the business expansion activities, reasonable and realistic