

## Template for Proposal for Window 3 & 4

Note: This template is provided as a sample and could be modified to reflect actual needs and application.

**Name of the Applicant/organization :**

**Address:**

**Project Title :**

**Project Location :**

- **Main concept and idea**

*Answering the question in summary on (1) What is the main issue to be addressed and (2) Why is the proponent or is the partnership the best organization to address this? And (3) What are the major results?*

- **Situational Analysis**

*Sector description and present status*

- **Brief profile of entity/organization (present status), their experience, roles and responsibilities with regards to the Supply Chain**

*Existing arrangement (production, collection, processing marketing, enabling, service provider as applicable), including - volume, locations, price determination mechanism, demand and supply and inward and forward marketing*

- **Objectives and description of the investment**

*Description of the investment in terms of objectives and specific interventions*

- **Relevance for SC upgrading in the way it addresses SC specific constraints**

*Explanation on the relevance of the investments in terms of critical constraints*

- **Implementation arrangement and Role and Responsibility of entity/partnership**

- *Description on main implementing partner and collaborating stakeholders*
- *Implementation arrangement including role and responsibility of collaborating stakeholders*

- **Cost Estimate**

*Detailed budget with activities and cost schedule*

### Cost Estimate Table (tentative)

No .	Deliverable	Activity & Input Description	Unit	No Units	Unit Cost	Total	Remarks
1	[Deliverable 1]	[Activity 1]					
		[Activity 2]					
		...					
		n					
2	[Deliverable 2]	[Activity 1]					
	...	...					
n	n	n					
					<b>Total Budget</b>	[total budget]	

- **Cost Sharing Mechanism (Public Private Partnership)**  
*Source of fund (including contribution from project and applicant entity)*

- **Implementation/Investment Schedule (Timelines)**  
*Implementation and Investment Schedule*

N°	Deliverables (D-..)	Months												
		1	2	3	4	5	6	7	8	9	.....	n	TOTAL	
1	[Deliverable 1]													
2	...													
...	...													
n	n													

- **Expected result**
  - *Direct outcomes from the interventions as compared with SC constraints*
  - *Impact on value chain actors including project beneficiaries in terms of enhancement of production, value addition, marketing, enabling environment and service provision*
  - *Catalyzing effect on SC actors including the employment and income generation for project beneficiaries*
  - *Replication potential*
- **Sustainability e.g. how will it be sustained after project intervention stops**
  - *Identified risks and risk mitigation measures*
  - *Ownership*
  - *Technical and economic viability of product, technology or service*

## Template for Investment Proposal for Window 3 & 4

### 1. General Information (Sub-Project)

Name of the project:	
Project Period :	From ..... to.....
Estimated Total Budget (Rs.):	

### 2. General Information (Applicant Organization)

Name of the Applicant Organization	
Mailing Address	
Mailing Address (Factory – if applicable)	
Office Phone Numbers	
Name of the Head of Organization	
Name of the Contact Person	
Cell number of the Contact Person	
Email	
Website (if available)	

### 3. Organization's Profile (Provide brief profile of your organization focusing following points):

Brief history of organization	
I. Organization structure	
II. Existing infrastructure, facilities, equipments etc.	
III. Human resources	
IV. Product and Services, target market, market share, competitors	
V. Past experience	
VI. Annual turnover for each of last 3 years and approximate profit	
VII. Estimated value of company asset	
VIII. Strength and core competencies	

### 4. Situational Analysis

Description on present situation of proposed value chain in terms of:	
I. Specification of product and services,	
II. Quality of product, potentiality for quality improvement and value addition	
III. Market analysis - demand and supply situation, market trend, market growth potentials	
IV. Potentiality for up-scaling and market expansion	
V. Opportunities and constraints in the proposed value chain	
VI. Proposed measures to address those opportunities and constraints.	

## 5. Present Status of Organisation's Involvement in the Proposed Value Chain

### A. Please mention how many years you have been in the business of proposed value chain. Describe organization's involvement in following functions (as relevant):

- *Production: Locations, area of cultivation, annual production, cost of production, production process etc.*
- *Collection/storage: Locations, annual turnover, collection process, storage facility, operational cost, storage capacity and capacity utilization.*
- *Processing: Locations, technology used, processing facilities, tools and equipment's, materials used, processing process, processing cost, final products, quantity processed and quantity produced, value added to final product.*
- *Marketing: Target market, marketing channel, means of transportation, marketing cost etc.*
- *Other functions (if any).*

### B. Volume of the commodities transacted during last 3 years (commodity wise in case of multiple commodities)

Commodity	Year 1 (BS.....) Kg/ctl./ton	Year 2 (BS.....) Kg/ctl./ton	Year 2 (BS.....) Kg/ctl./ton

### C. Last 3 Years Turnover (in Rupees)

Commodity	Year 1 (BS.....) Rs.	Year 2 (BS.....) Rs.	Year 3 (BS.....) Rs.

### D. Organization's involvement in identified commodities in respect to district and suppliers (traders, wholesalers, middlemen, cooperatives, producer groups). Give Last year transaction.

Commodity	Quantity (Kg/Ton)	Average price paid (per Kg.)		Buying from (districts/suppliers)
		Purchase Price (per Kg.)	At location (farmers' field, local collection centre, factory gate etc.)	

### E. Last year's sales record of identified commodities

Commodity	Quantity (Kg/Ton)	Average sale price (Per Kg)	Product description (raw, semi-processed, processed/ value added)	Market description

Note: *Please mention if you have been already engaged in contract with producer groups/cooperatives/traders etc. Also attach the necessary documents of such contract, if available.*

## 6. Proposed Sub-Project Description

### A. Describe the proposed Sub-project focusing on following aspects:

- 1) *Technical specifications of the product and services*
- 2) *Description of the production/processing and/or marketing process*
- 3) *Technology being used*
- 4) *Required Infrastructure facilities (existing or how to acquire) and their specification*
- 5) *Required Equipment and machineries (existing or how to acquire) and their specifications*
- 6) *Installed capacity and utilization of installed capacity*
- 7) *Required Raw materials (quantity and quality, and how to acquire)*
- 8) *Required man power (numbers & skills, and how to acquire)*
- 9) *Quality control mechanism*
- 10) *Plan for continuous improvement and value addition*
- 11) *Others, if any.*

### B. Estimated requirement of commodity from the project districts for coming years (commodity wise in case of multiple commodities)

#### Year 1 (.....)

Commodity	Quantity	Required Quality/ Specification	Average Price willing to pay per kg. (Rs)		Purchase from (Specify Dist/VDC/Ward No./Name of Groups & Coops)
			Price per Kg. (Rs)	At location (e.g. farmers field, local collection center, factory gate)	

#### Year 2 (.....)

Commodity	Quantity	Required Quality/ Specification	Average Price willing to pay per kg. (Rs)		Purchase from (Specify Dist/VDC/Ward No./Name of Groups & Coops)
			Price per Kg. (Rs)	At location (e.g. farmers field, local collection center, factory gate)	

#### Year 3 (.....)

Commodity	Quantity	Required Quality/ Specification	Average Price willing to pay per kg. (Rs)		Purchase from (Specify Dist/VDC/Ward No./Name of Groups & Coops)
			Price per Kg. (Rs)	At location (e.g. farmers field, local collection center, factory gate)	

**C.Sales forecast for coming three years**

**Year 1 (.....)**

Commodity	Quantity (Kg/Ton)	Sale price (Per Kg)	Product description (raw, semi-processed, processed/ value added)	Market description

**Year 2 (.....)**

Commodity	Quantity (Kg/Ton)	Sale price (Per Kg)	Product description (raw, semi-processed, processed/ value added)	Market description

**Year 3 (.....)**

Commodity	Quantity (Kg/Ton)	Sale price (Per Kg)	Product description (raw, semi-processed, processed/ value added)	Market description

**7. Technical Viability of Proposed Sub-project**

*Provide a description - how the proposed sub-project is technically viable - addressing following issues:*

- *Relevancy of technological package in line with the objectives and problems to be addressed.*
- *Appropriateness of technology (production, postharvest and processing etc.) from the perspective of: geographical location, seed (variety) and breed, natural resources.*
- *Inclusion of technological interventions envisaged in intervention strategy of selected value chain in line with Value chain development and Inclusive business approach.*
- *Complete information about the technology especially for structures, tools and equipments, packaging materials etc. according to the nature of the sub-project (Design, specification, capacity, competitive price/cost estimate etc.).*
- *Logical order of technical activities in crop calendar and work plan.*
- *Logical build up for yield estimate, market promotion, income generation within proposed time frame*
- *Additional technical assistance/expertise required and how will this be secured*

**8. Commercial Viability of Proposed Sub-Project**

*Provide a detail description on how the proposed sub-project is likely to be commercially viable from a financial, operational and market perspective.*

A. Provide Financial projection of proposed sub-project for coming three years:

- *Profit & Loss Projection*
- *Cash Flows*
- *Projected Balance Sheet*

B. Describe your marketing strategy under proposed sub-project, focussing on following points:

- *Target market - Local, National, International, Niche market etc.*
  - *Marketing Mix – Product, Price, Place, Promotion, Position, Procedure, Post Sale*
  - *Competitor and your competing strategy (price, quality, product differentiation, location, niche marketing, contractual arrangements and embedded services etc.)*
-

- Demand and supply projection for coming three years and your organizations expected market share.
- Others, if any.

**C. Long term vision for the sustainability of proposed sub-project.**

- Market growth potentials and your organization's strategy for coping with market trend
- Profitability
- Impact of policy change by the government and your organization's strategy for coping with the changes.
- Others, if any.

**9. Management and Financial Capacity to Implement Proposed Sub-project**

Provide detail description on your organisation's management and financial capacity, focussing on following points:

- Management structure, skills and experiences of firm/company
- Human & physical resources management (available skills, experience and support arrangements) for sub-project
- Sub-project management, implementation arrangement and institutional support
- Monitoring & evaluation mechanism
- Present financial status (with past three years transaction) and arrangement of financial resources for sub-project investment
- Risk identification and risk management strategy for proposed sub-project

**10. Anticipated Impact on Target Beneficiaries**

Provide description on how the proposed sub-project brings positive impact on project target beneficiaries, focussing on following points.

- Number of households covered (producer, processor, traders etc.)
- Inclusion of poor, women and other minorities.
- Additional income to beneficiary households.
- Benefit sharing mechanisms.
- Possibilities for up-scaling.

**11. Sub-Project Budget & Implementation Schedule**

**A. Provide a detail activity list and budget estimate in INR.**

**Sub-Project Activities and Budget Estimates**

S. No.	Activities	Unit	Per Unit Cost	Qty	Total Cost	Organisation's Contribution	LAMP Contribution
	Total (Rs.)						

**A. Provide a budget breakdown by years**

**Budget Break down by Year**

S. No.	Activities	Total Cost	Budget Breakdown by Year		
			Year 1 (.....)	Year 2 (.....)	Year 3 (.....)
	Total (Rs.)				

**B. Provide a detail implementation plan of the sub-project.  
Implementation Plan**

S. No.	Activities	Total Cost	Implementation timeframe
	Total (Rs.)		

**C. Crop Calendar (as applicable)**

**Crop Calendar**

S. No.	Commodities	Months											
	Total (Rs.)												

**12. Attachments**

- *Please attach any relevant documents to support your statement above.*

**Mandatory**

- *Quotation and specification of goods and services of value of Rs. 300,000 or more to be procured by sub-project fund.*
- *Past three years audited balance sheet, income statement and cash flow statement – where audited accounts are not available, applicant shall provide all necessary document for project to be able to make an assessment of the financial performance of the applicant*

**Optional (as relevant)**

1. Contract agreement with (producer groups, cooperative, market partners, purchasers)

Signed on behalf of applicant organization: ..... Date: .....

Name: ..... Position: .....

Official Stamp

