



FEED ^{THE} FUTURE

The U.S. Government's Global Hunger & Food Security Initiative

FEED THE FUTURE BANGLADESH LIVESTOCK AND NUTRITION ACTIVITY

Call for Application: February 2022



USAID
FROM THE AMERICAN PEOPLE



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Activity Name	Feed the Future Bangladesh Livestock and Nutrition Activity
Implementing agency	ACDI/VOCA
Call for Application (CFA) No.	J2052-CFA-01
Date of issue	February 1, 2022
Closing date of Application	Closing date for the first batch of applications is February 28, 2022. Afterwards, the applications will be assessed on a rolling basis at the end of every month until November 30, 2022.
CFA categories to apply	<p>Category 1: Increase production and availability of stress tolerant fodder and forage (e.g., saline, drought/heat, and flood-tolerant) seed and cutting varieties</p> <p>Category 2: Increase availability of affordable and quality silage, hay, micronutrient block, Total Mixed Ration (TMR) and any other alternate dairy, beef cattle and goat feed</p> <p>Category 3: Increase availability of affordable and quality ready feed and feed ingredients for dairy, beef cattle and goat</p> <p>Category 4: Increase domestic production and imports of cattle and goat vaccines, and increase demand for vaccines among the livestock farmers</p> <p>Category 5: Increase availability of affordable, timely, and quality medicine and animal health services</p> <p>Category 6: Increase availability of improved Artificial Insemination (AI) services for cattle and goats</p> <p>Category 7: Strengthen the formal processed milk market</p> <p>Category 8: Strengthen the formal processed meat market</p> <p>Category 9: Institutional buyers procure milk/meat products from MSME processors (such as online e-commerce platforms, national and regional retail chain stores, hotels, and restaurants)</p> <p>Category 10: Expand new and existing financial products and services for value chain actors engaged in dairy, beef cattle and goat sector.</p> <p>Category 11: Increased adoption of climate-smart technologies to adapt climate change and mitigate environmental impact from the livestock sector</p>
Eligible entities	Registered private companies, enterprises, institutions currently working or looking to expand their footprint related to livestock, including private advisory service providers, training institutes, commercial banks, non-bank financial

	institutions, MFIs, national conglomerates, and agri-MSMEs having authentic documents should apply for this support.
Contents of application	Applications should include a CFA form, a technical proposal, and a financial proposal. (Annex – A)
Questions on this solicitation should be submitted to the e-mail address provided	E-mail: procurement@acdivocalpin.org
The Activity will hold a briefing for interested parties. Those interested should notify the e-mail above of their planned attendance.	Deadline for notifying attendance: February 10, 2022, 2:00 PM Briefing session: February 13, 2022, 3:00 PM, Virtually (joining meeting link will be sent before the session)

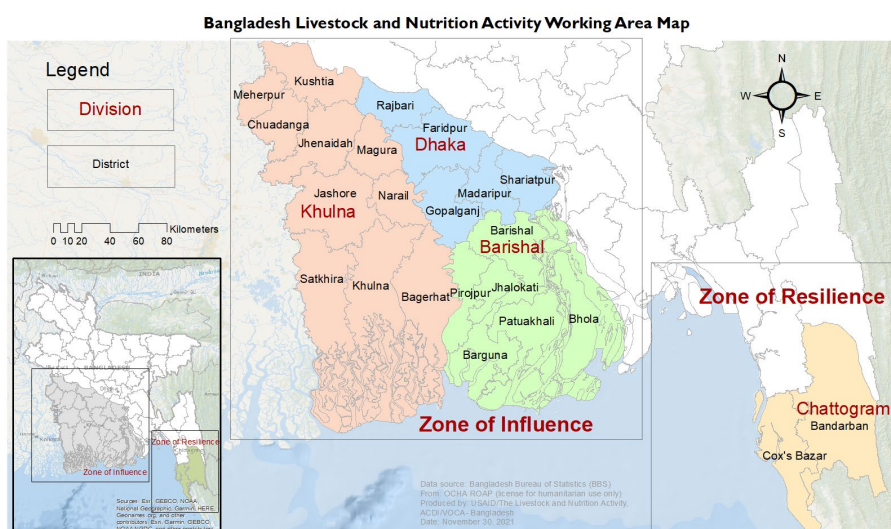
ACTIVITY GOALS AND OBJECTIVES

USAID Feed the Future Bangladesh Livestock and Nutrition Activity's (here onwards referred to as The Activity) goal is to increase livestock productivity, marketability, and consumption of livestock products for improved nutrition and incomes for one million livestock-producing households. The Activity will use an inclusive market systems approach to effectively leverage the private and public sector actors' resources, technologies, and expertise through a solution co-creation process. The objectives of the Activity are the following.

- Improve livestock productivity, increase milk production of dairy animals, and meat production of beef cattle and goat.
- Improve marketability and diversification of milk and meat products. Increase supply and sales of quality live cattle and goats at the regional and national markets.
- Increase consumption of safe and diversified dairy and meat products to improve household nutrition.
- Increase participation and empower women and youth across the value chain as producers, service providers and business owners.
- Improve access to financial products and services for livestock value chain actors engaged in cattle and goat markets
- Increase incomes of the livestock farmers, service providers, and other private value-chain actors through facilitative and collaborative mechanisms.

ACTIVITY WORKING LOCATIONS

The Activity works in 23 districts, 21 districts from south-western Bangladesh, which encompasses of Khulna Division (Jashore, Jhenaidah, Magura, Narail, Bagerhat, Khulna, Satkhira, Chuadanga, Meherpur), Barishal Division (Barisal, Bhola, Jhalokathi,



Pirojpur, Barguna, Patuakhali) and Dhaka Division (Faridpur, Gopalganj, Madaripur, Rajbari, Shariatpur) – Zone of Influence (ZOI), and 2 districts from Chittagong division (Bandarban & Cox's Bazar) - Zone of Resilience (ZOR).

SCOPE OF COLLABORATION

The Activity is seeking applications from entities engaged in different types of businesses related to the livestock sector and agriculture finance to partner with under any of the categories mentioned below. Proposed business models/concepts must adhere to and support one or more of the following:

Category 1: Increase production and availability of stress tolerant fodder and forage (e.g., saline, drought/heat, and flood-tolerant) seed and cutting varieties

- Increase production of saline, drought/heat, and flood-tolerant fodder varieties in fallow lands targeting the 23 Southern districts in particular locations where fodder cultivation practices are low
- Develop location (district/upazilla) specific seasonal calendar to inform fodder farmers and entrepreneurs on best fodder varieties, cultivation timing, and practices.
- Train fodder entrepreneurs (in particular women and youth) to improve production and business management skills
- Increase availability of fodder seed and cuttings by improving/expanding retail distribution network
- Address supply shortage of fodder and forage product and increase year-round availability and accessibility (e.g., promote fodders that can be used as raw materials for silage and hay and available during lean seasons)
- Increase collaborative business partnerships with other livestock-related businesses (e.g., AI, animal health, and feed companies) to create greater synergy and information sharing on fodder and forage production, distribution and sales

Category 2: Increase availability of affordable and quality silage, hay, micronutrient block, Total Mixed Ration (TMR) and any other alternate dairy, beef cattle and goat feed

- Promote silage, hay, micronutrient block and TMR through trials and result demonstrations in the livestock communities, especially during the lean fodder seasons
- Develop silage, hay, micronutrient block and TMR processors or entrepreneurs in the FtF zone as alternative fodder product suppliers
- Establish silage, hay and micronutrient block and TMR dealers and retailers at the FtF zone
- Increase collaborative business partnerships with other businesses (e.g., fodder chopper suppliers, Silage and TMR processing machine suppliers, micronutrient block importers, feed companies, ingredient suppliers) to create greater synergy and information sharing

Category 3: Increase availability of affordable and quality ready feed and feed ingredients for dairy, beef cattle and goat

- Strengthen distribution network and availability of cattle and goat ready feed and feed ingredients in the FtF zone, focusing on pack size and diversity (dairy, beef cattle, calf started, goat etc.) and setting up new dealers and retailers in locations with supply shortages
- Promote commercial ready feed and feed ingredients with best practices through marketing and other information dissemination campaigns (e.g., conduct campaigns at feed retailers' shop, weekly/biweekly/monthly campaign at local markets with feed retailers and LSPs)
- Develop and train ready feed and feed ingredients dealers and retailers to improve technical and business skills, with consideration to include women and youth
- Ensure appropriate usage of ready feed and feed ingredients and balanced feed rationing practices to improve feed efficiency and ensure food safety in milk and meat
- Introduce smaller size feed and feed ingredient packets (e.g., 1 kg to 5 kg) to target the smallholder women, men and marginalized farmers

- Facilitate access to financial products and services for the LSPs, feed and feed ingredient dealers and retailers, and livestock farmers (value chain financing).
- Increase collaborative business partnerships with other livestock-related businesses (e.g., AI companies, animal health companies) to create greater synergy and information sharing

Category 4: Increase domestic production and imports of cattle and goat vaccines, and increase demand for vaccines among the livestock farmers

- Promote and popularize most important cattle and goat vaccines (FMD, PPR, LSD, ANTHRAX, BQ etc.) to increase farmer demand through a range of marketing activities following a seasonal calendar of disease outbreak in collaboration with DLS, LRI, LSPs, and other market actors
- Develop and train LSPs on vaccination to improve technical and management skills, with particular consideration to include women and youth
- Introduce and provide vaccination-related data collection and record-keeping using vaccination dosage cards or ICT-based applications with considerations to the literacy of youth and adult women.
- Identify and reduce the supply chain and cold chain gap of cattle and goat vaccine market in rural areas
- Increase and improve vaccine production capacity and quality for cattle and goats by enhancing virus sample collection, and production efficiency
- Improve the technical capacity of the private sector on vaccine production, sample collection, and genome sequencing
- Establish linkages between LRI, DLS, importers, and manufacturers to reduce the risk of disease transmission and maintain cattle health productivity

Category 5: Increase availability of affordable, timely, and quality medicine and animal health services

- Strengthen distribution network and availability of livestock medicine, anthelmintics, minerals and vitamins in the FtF zone, focusing on setting up new dealers and retailers in untapped locations
- Promote private advisory services and animal health (cattle and goat) best practices through marketing and other information dissemination campaigns (e.g., conduct health campaigns at LSP shops, weekly/biweekly/monthly campaigns at local markets with private sector veterinarians)
- Develop and train animal health LSPs, dealers, and retailers to improve technical and business skills, with consideration to include women and youth.
- Ensure appropriate usage of antibiotics and other medicines to mitigate the animal health hazard and ensure food safety in milk and meat
- Conduct mobile clinic programs in producer communities
- Promote preventative animal health services such as vaccination, de-worming, production, and hygiene
- Facilitate equitable access to financial products, technology and services for LSPs, medicine retailers, and livestock farmers (e.g., value chain financing opportunities, credit sales for the retailers and LSPs).
- Increase collaborative business partnerships with other livestock-related businesses (e.g., AI companies, feed companies) to create greater synergy and information sharing.

Category 6: Increase availability of improved Artificial Insemination (AI) services for cattle and goats

- Increase the number of AI technicians/AI Livestock Service Providers (LSPs) to expand improve genetics and AI services for cattle and goats in the FtF zone, with consideration to include more women and youth as AI service providers
- Training of AI technicians to provide quality AI services to producers, increase the conception rate and reduce repeat breeding rate
- Capacity building of livestock farmers through AI technicians on pre and post AI knowledge and practices to improve conception rate.
- Improve AI-related data collection, record keeping, and breed traceability using user friendly digital applications or software.

- Enhance marketing activities at the farmer level to promote AI services of improved cattle and goat breeds
- Increase collaborative business partnerships with other livestock-related businesses (e.g., medicine companies, feed companies) to create greater connectivity, information sharing, and collaboration across the market.

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Category 7: Strengthen the formal processed milk market

- Increase milk aggregation and procurement in the FtF zone by supporting producer group formation capacity enhancement of milk collectors
- Promote and support establishment of micro-chillers at milk collection points centers to strengthen connectivity between producer groups and milk collectors to facilitate easier access for female and small farmers
- Improve record-keeping practices of farmers' milk collection and other services, such as vaccination, deworming, and artificial insemination (AI) services using digital tools
- Facilitate access to financial products/services for milk producers/producer groups and collectors (e.g., value chain financing opportunities, collaboration with financial institutions for guarantees or to introduce the milk producers for loans and facilitate loan repayment from the milk sales).
- Improve safe and quality milk procurement system by introducing technologies such as Somatic Cell counter, Antibiotic and pesticide testing Kit and digital Fat testing machines.
- Expand milk market by enhancing promotional activities to consumers, including nutrition messages
- Enhance the farm management capacity of livestock producers, with consideration to the inclusion of women, youth and marginalized group members.
- Increase processing of safe diversified, and value-added dairy products such as cheese, healthy sweets, ghee, yoghurt and yoghurt drinks etc.

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Category 8: Strengthen the formal processed meat market

- Establish supply chains to procure cattle and goats from the livestock producers and traders in the FtF zone.
- Establish relationships with intermediaries and ensure safe, hygiene collection and transport of meat
- Train cattle and goat fattening farmers, cattle traders, and butchers on good livestock rearing and marketing practices, including safe and hygienic meat production with a focus on women and marginalized group members.
- Hygienic processing, storage, and handling of diversified meat products for year-round consumption that meet local demand and BSTI standards
- Development, promotion and marketing of diversified and value-added processed meat (cold meat) as a safe and hygienic product among consumers
- Facilitate access to financial products and services for meat producers and collectors (value chain financing).
- Bundle risk mitigation products/activities (e.g., insurance) to ensure the best workplace environment across the meat value chain
- Identify and implement innovative inclusive business models across meat output market value chain (e.g., creation of a shared/cloud slaughtering house service)
- Increase collaborative business partnerships with other livestock-related businesses (e.g., AI companies, feed companies) to create greater synergy and information sharing.

Category 9: Institutional buyers procure milk/meat products from MSME processors (such as online e-commerce platforms, national and regional retail chain stores, hotels, and restaurants)

- Expand sourcing and procurement of milk and meat products (e.g., fresh milk, sweets, yogurt, cheese, ghee, hot meat) from small processors in the FtF zone (with particular attention to women and youth) and sell through online e-commerce platforms or retail chain stores
- Establish a supply chain and procure meat and milk products from producers and traders by large hotels and restaurants, especially for Cox's Bazar.
- Train small dairy and meat processors on food safety and hygienic processing, new diversified value-added products, and business management
- Develop or scale innovative business models for integrating women and youth in the milk and meat supply chain

- Facilitate access to financial products, technologies and services for the small processors and other suppliers (e.g., value chain financing opportunities).

Category 10: Expand new and existing financial products and services for value chain actors engaged in dairy, beef cattle, and goat sector

- Develop new and innovative livestock-specific financial products/services and extend credit/loan for specific value chain improvements (e.g., production, processing, equipment for milk, manure management), targeting livestock value-chain actors.
- Expand on existing financing products/services to address unmet market demand in the last-mile or remote locations, such as via agent banking or other inclusive channel banking model; with the goal to provide provision for credit, savings, insurance or other risk-mitigation embedded products/services to or among value chain actors.
- Develop and pilot new/innovative alternative credit scoring models for last-mile farmers and micro and small businesses to assess creditworthiness, particularly in maximizing women and youth's economic participation.
- Train livestock farmers, micro-entrepreneurs, and MSME processors on financial literacy (such as opening and maintaining a bank account, accessing other ancillary banking services, loan application and management process) and promote livestock-specific products/services with the goal to ensure adoption of best farm management practices.
- Introduction of new forms of climate financing mechanisms that provides capital for climate-smart livestock technology and other equipment(s).
- Incorporate interconnected enterprises in the backward and the forward market linkages to form strategic partnerships between large and medium agricultural businesses (e.g., dairy processors, input companies), with MFI/Banks/NBFIs to expand value chain financing
- Collaborate with Mobile Financial Service (MFS) providers to expand alternative loan disbursement and repayment models by incorporating tiered and e-KYC based MFS accounts to open mobile wallet accounts, with the goal to scale other forms of credit scoring leveraging interoperability among MFS providers and across banks/NBFIs

Category 11: Increased adoption of climate-smart technologies to adapt climate change and mitigate environmental impact from the livestock sector

- Promote saline, drought/heat, flood-tolerant, and shorter production cycle fodder varieties, targeting fallow lands in the FtF zone with high salinity, flood instances and water scarcity.
- Introduce and promote climate-smart manure management technologies such as biodigesters and vermicompost considering ease of use for women in the household
- Strengthen value chain actors' ability to adopt climate-friendly feed (e.g., seaweed-based feed), proper feed rationing, and other feed additives to improve feed efficiency.
- Awareness and capacity building of the community on how to adapt and mitigate climatic stress (e.g., raised house, drink non-saline water, best feed rationing practices).
- Facilitate access to financial products and services for the livestock farmers to adopt technologies (e.g., financing for buying biodigesters, vermicompost etc), especially for women and youth.

Key consideration

The business proposals must address at least one or multiple challenges that prevail in the crosscutting functions (Gender, youth and social Inclusion, Access to Finance) as the following:

- Establishment/ expansion/ improvement of distribution models (for input companies) and/ or procurement models (for output companies) to include more underserved market actors in the rural areas (e.g., women, youth).
- Improvement/expansion of distribution models and/ or procurement models into new and underserved geographic markets in the FtF zone.

- Addressing food security and nutrition issues.
- Innovative business ideas that target and benefit underserved farmers in the FtF zone.

WHAT THE ACTIVITY IS LOOKING FOR?

The Activity will utilize a Call for Application (CFA) process to solicit applications to address constraints and capitalize on opportunities to sustainably increase livestock productivity, marketability, and consumption of livestock products for improved nutrition.

The Activity invites companies/ firms who are interested in designing new, innovative, and inclusive business models, targeting farmers & value-chain actors in the FtF zone, with an objective to achieve an improved commercial relationship among different market actors (e.g., companies, traders, LSPs, farmers). The business proposals must address **at least one of the categories** and **one of the key considerations** in the Scope of Collaboration section of this CFA.

WHAT CAN THE ACTIVITY OFFER?

The Activity may provide both **technical** and **financial** support to execute the proposed and agreed upon business model/idea:

- Livestock & Nutrition Activity grants contribution is expected to be from USD **\$5,000** to USD **\$50,000 or equivalent in Bangladesh Taka**.
- The companies will make *50%* investment (minimum) to total budget proposed towards the implementation of the activity (1:1 contribution) of the total cost. The final agreement will be negotiated with selected, qualified companies.
- Pilot and improve the proposed business models or strategic plans.
- Technical support as needed for successful implementation of the proposed models/ initiatives.
- Identifying or developing business linkages with other market actors.

The financial support offered through the CFA **cannot be used** for the following:

- Working capital (e.g., day-to-day operational costs, salaries of regular staff, rent of buildings/office space/storage houses, purchases).
- Direct payments/subsidies to producers/farmers.
- Common fixed assets (e.g., computers, vehicles, tools, machinery, equipment).
- Common physical assets (e.g., buildings, warehouses, storage houses).
- Improving or expanding a company's procurement to government or donor programs.
- Provide any form of credit guarantee schemes

EXPECTED RESULTS

It is expected that participating companies/firms/institutions/FI/NBFIs will commercially benefit from the proposed business model or innovation. Participation in this call will lead to inclusive, scalable and sustainable businesses through which the entities will be able to provide innovative and improved solutions for the commercial benefit, inclusivity of women and youth, of farmers, value-chain actors in the livestock sector in the FtF zone. It is also expected that farmers, LSPs, value-chain and market actors will have improved knowledge and skills regarding best livestock practices and its commercialization. The farmers and relevant value chain actors are expected to benefit from the inclusive business models of the companies/firms. The partnership will lead to improved commercial relationships and trust among the companies/firms,

farmers and other market actors that are involved in the livestock sector.

AWARD INFORMATION

Any amount that may be indicated below are projections. Applicants should not use them as targets or assume them to be guaranteed amounts.

Projected number of grants to be awarded	TBD
Projected not-to-exceed amount of an individual grant	TBD. The final award value will be negotiated with the partner during the co-creation process.
Currency in which grant will be issued and paid	BDT
Anticipated period of performance of an individual grant (<i>duration in months</i>)	Up to 12 months
Anticipated start date of activity (s) (<i>Note: Grants will not be expected to begin on the same date. This date is only a guide to when the initial batch of grants will be expected to commence.</i>)	April 1, 2022
<p>Type of grant that <u>may be</u> issued: (<i>Note: The final choice of grant instrument will be determined after all elements of the grant application have been evaluated, including any risk that may be identified by ACDI/VOCA.</i>)</p> <p><input checked="" type="checkbox"/> In-kind Grant</p> <ul style="list-style-type: none"> Only goods and services (not cash) will be transferred to the grantee. <p><input checked="" type="checkbox"/> Fixed Amount Subaward</p> <ul style="list-style-type: none"> Grantee will receive grant funds in pre-determined fixed amount (non-adjustable) increments only after successful completion of quantifiable or otherwise verifiable milestones. <p><input type="checkbox"/> Cost Reimbursable Grant</p> <ul style="list-style-type: none"> Grantee will be reimbursed for allowable and allocable costs incurred up to the amount obligated (i.e., available funds) to the grant. 	

ELIGIBILITY OF PROSPECTIVE APPLICANTS

Applications from locally registered and established partners are encouraged. All applicants must be able to demonstrate that they meet the following mandatory eligibility requirements.

- Properly document its legal status in its country of operation or place of performance of the grant, if awarded. It must be able to provide proof of its registration in the relevant jurisdiction and other appropriate documents that it is formally constituted, recognized by and in good standing within such jurisdiction, and compliant with all applicable civil and fiscal regulations.
- Not identified in the System for Award Management (SAM) as ineligible to receive U.S. government funds.
- Not appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, or "OFAC List".
- Not listed in the United Nations Security designation list.
- Agree to be subject to a pre-award assessment to examine its possession or ability to obtain the necessary management competence to plan and carry out the activities to be funded and the Applicant will practice mutually agreed upon methods of accountability for the funds and other assets to be provided under the funding.
- Can and willing to sign and submit the following required certifications depending on the value of the award. if funded by USAID:
 - € *Certification Regarding Lobbying (for awards over \$100,000)*
 - € *Certification of Recipient*
- Have an interest in expanding or developing inclusive and sustainable business models to commercialize innovations and solutions that strengthen the livestock milk and meat market systems

8. Ideally, have been a legally registered company for at least the past two (2) years in Bangladesh.
9. Have a commercial interest and incentive to invest in the capacity development of farmers, LSPs especially women and youth, companies and other market actors.
10. Make an investment of at least 50% of the total proposed budget**
11. Is not involved in an activity prohibited by USAID and is not in default with any development project.
12. Legal support documents (*e.g., Certificate of incorporation, trade license, Tax Identification Number, VAT registration number, proof of bank account and/or any other legal document which might be deemed necessary as per the rule of the country and requirement of Livestock & Nutrition Activity*) will need to be submitted as part of a due diligence process.

**The Applicant need to meet the 1:1 leverage requirement in cash funds or In-Kind resource which can be measurable. The grantee is encouraged to provide more than the minimum leverage requirement depending on the level of facilitation intensity required.

APPLICATION AND SUBMISSION INFORMATION

The complete application should be submitted using Microsoft Office Word (Technical Proposal) and Excel (Budget). Please submit your application to procurement@acdivocalpin.org with the subject line '**Feed the Future Bangladesh Livestock and Nutrition Activity Call For Application**'.

The applications will be assessed in batches on first received. Closing date for the first batch is **February 28, 2022 at 5 PM Bangladesh Standard Time**. Only shortlisted firms will be contacted for the next round of the selection process.

The Activity will continue to receive applications and evaluate at the end of each month until **November 30, 2022**.

FORMAT

1. All costs associated with responding to this solicitation shall be the sole responsibility of each applicant.
2. ACDI/VOCA reserves the right not to make any award from this solicitation without any further discussion or negotiations.
3. Applicants must use the template provided in **Annex A, for the technical approach and corresponding budget**.
4. Applications must be submitted in English.
5. The total number of pages shall not exceed 3 for the technical approach including attachments supporting the technical section.
6. The proposed grant budget and attachments supporting the budget are excluded from the page limitation.
7. The application must be signed by an employee of the Applicant organization who is duly authorized to represent the organization in further discussions and/or negotiations on the application.

ADDITIONAL INSTRUCTIONS FOR TECHNICAL SECTION

Applicants should propose activities that are results-oriented to help achieve the objectives described in **Section I, Activity Background and Objectives**. A result is a significant, intended, and measurable change in the condition of a beneficiary or a change in the host country, institutions, or other entities that will affect the beneficiary directly or indirectly. The application should demonstrate the Applicant's good understanding of these objectives by proposing to achieve results that can be quantified and measured.

At a minimum, a results-oriented grant application should have the following three key elements:

1. Identifies specific results to be achieved and identifiable strategies and processes to achieve the intended results.

2. Performance management system to measure and assess the achievement of planned results. This will include baseline data and performance goals at various levels against which actual achievement can be compared.
3. Responsibility for performance to determine who is accountable for achieving results

ADDITIONAL INSTRUCTIONS FOR BUDGET SECTION

1. Applicants should propose only those costs that are necessary and reasonable to perform the activities described in the application.
2. Items of cost will be reviewed under the standards of the cost principles in the U.S. government regulation, 2 CFR 200 Subpart E.
3. Applicants should submit a budget narrative that explains and justifies the need for the costs proposed in the budget. The narrative should help the reviewer understand why an item of cost is necessary and how it will be used for the activity for which it will be incurred.

EVALUATION

Applications will be evaluated against the evaluation criteria in the table below.

Criteria category	Evaluation Criteria	Maximum Score
Technical Proposal (60%)	Inclusive Business model - merit of the proposed business model/concept with commercial viability. Special consideration for those activities targeting women and/or youth.	20%
	Proposed activities – work plan	10%
	Expected results - outreach with emphasis on women and youth, productivity, and sales increase	20%
	Sustainability plan – long term plan, business expansion	10%
Organization capacity (25%)	Organization capacity and past performance	25%
Financial Proposal (15%)	Cost effectiveness and cost realism, budget proposed and for profitable return	15%
Total		100%

These evaluation criteria elements are described elaborately below.

- Technical Proposal:** The quality and feasibility of the application in terms of the viability of the proposed business model and technical approach (i.e., the proposed technical approach can reasonably be expected to produce the intended outcomes), scale of the expected result, inclusion of women and youth within the business model, innovativeness, and the proposed work plan for achieving the results. The business viability needs to be accompanied with a sustainability plan that ensures longer term solution. Proposed mechanisms for monitoring and evaluation with objectively measurable indicators will also be appraised. **60 points**
- Organizational Capacity:** Evidence of the capability to undertake and accomplish the proposed activities and positively strengthen the livestock market system. The application should demonstrate the organization's effectiveness in terms of internal structure, technical capacity, and key personnel, in meeting economic development goals.

In addition, the organization must demonstrate adequate financial management capability. The evaluation will be based principally on the background, qualifications, reputation, appropriateness and skills of its key personnel. and the “track record,” reputation, and achievements (including development of self-sufficient, sustainable activities) of the organization. **Past Performance:** Previous or ongoing experience implementing similar activities. This examines an Applicant’s references and experience, which is a critical factor in assessing the capacity of the organization to implement the activity. **25 points**

- C. Financial Proposal:** The degree to which budgeting is clear, reasonable and reflects best use of organizational and grant resources. Unit costs need to reflect current market prices for specific locations. Applicant contribution reflects commitment to the project. Any applicant to be supported under this Call for Application to make 50% investment (minimum) to total budget proposed towards the implementation of the activity. **15 points**

Additionally, Livestock and Nutrition Activity will ensure environmental soundness and compliance in design and implementation as required by 22 CFR 216.

