

# [APPLICATION FORM]

## COVER PAGE

Submitted by:

Submitted to:

Date of Submission:

[Applicants are requested to fill in, sign, and print the Cover Letter on the official letterhead]

## 1. COVER LETTER

Date:

To:

Chief of Party,  
USAID funded Feed the Future Bangladesh Livestock & Nutrition Activity

Dear Chief of Party,

1. I, being duly authorized to represent and act on behalf of..... hereinafter referred to as “the Applicant”), and having reviewed and fully understood all of the information provided in the Call for Application, the undersigned hereby expresses its interest to apply for the advertised CFA date on
2. Chief Of Party, Livestock & Nutrition Activity or Authorized representative of this Activity is hereby authorized to conduct any inquiries or investigations to verify the statements, documents and information submitted in connection with this Call for Application, and to seek clarification regarding any financial and technical aspects. This Call for Application will also serve as authorization to any individual or authorized representative of any institution referred to in the supporting information to provide such information deemed necessary and as requested by the Activity to verify statements and information provided in this Call for Application.
3. By signing this application cover letter, the Applicant certifies that the company and/or its officers and owners did not, within the previous three years, knowingly engage in transactions with, or provide material support or resources to, any individual or entity who was, at the time, subject to sanctions administered by the Office of Foreign Assets Control (OFAC) within the U.S. Department of Treasury pursuant to the Global Terrorism Sanctions Regulations (31 CFR Part 594), and the Foreign Terrorist Organizations Sanctions Regulations (31 CFR Part 597), or sanctions established by the United Nations Security Council, collectively, “U.S. or U.N. sanctions.”) “Material support and resources” means currency (in any form), financial services, lodging, training, expert advice or assistance, safe houses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials.
4. This Call for Application is made with the full understanding that:
  - All information submitted in this CFA for qualification and selection for short-listing will be subject to verification at the time of submitting proposals by short-listed applicants.
  - The Representative of Livestock & Nutrition Activity reserves the right to reject or accept any application, cancel the qualification and selection for short-listing process at any stage, and reject all applications.
  - The Representative of Livestock & Nutrition Activity shall not be liable for any such actions and shall be under no obligation to inform the Applicant of the grounds for them.

The undersigned declaration on the statements made and the information provided in this Call for Application are complete, true, and correct in every detail.

For and on behalf of (name of Applicant):	Signature:  Full name of the signatory:
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## 2. INFORMATION ABOUT THE COMPANY/ENTITY

Name of the company/entity (in case of consortium, name of lead organization)		
Company/entity address and/or website		
Contact Person (on behalf of the company/entity)	Name	
	Designation	
	Contact Number	
	Email:	
Legal status/ registration form		
Place and year of incorporation/registration		

## 3. TECHNICAL PROPOSAL [MAXIMUM 2 PAGES]

Name of proposed business model/concept	
Call For Application (CFA) category	[please mention which CFA category the application is targeting]
Total outreach	[number of livestock farmers and other market actors that will be reached through the proposed concept]
Proposed duration of the project (maximum 24 months)	
Proposed total budget (in BDT)	

### 1. Market opportunities and constraints

- What are the business opportunities and market constraints that need support to explore? Are women and youth able to take advantage of opportunities? Do they face the same or different market constraints as adult men?
- The challenges, or opportunities the proposed concept/model is trying to address, including the core business interests and objectives which motivates the company/entity to address the challenge or opportunity in question.

### 2. Proposed business model adding value to existing system

- What is the proposed inclusive business model to address the key market constraint and explore the market

opportunity? What are the approaches to include women and youth in the business model?

- How will the proposed business model add value to the current market?
- How will the proposed business model benefit the market actors to improve access to services especially women as mainstream market actors?

**3. Target group and Geographic working area**

- Who is the target group benefitting from the proposed model? How will you reach the farmers, LSPs and other value-chain actors?
- How will you include women, youth and other marginalized groups as customer and/or service providers? Are there any special risks or considerations needed to include women and youth?
- Please mention the district, upazila, and union names.

**4. Proposed activities, risks/assumptions and work plan**

- What are the key activities and expected results to achieve and within what time frame?
- Please note that applicants may provide a Gantt chart for at least 1 year support.
- Please mention what risks are foreseen or assumptions considered to implement the activities. How will these risks be managed? Example- COVID-19 related lockdown restricting movement and hampering transportation.

**5. Expected results with measuring indicators from the activities**

- How many MSMEs and farmers will benefit? Mention farmer numbers disaggregated by gender and age?
- How much additional sales (volume or revenue) for you and for MSMEs?
- How much milk and meat productivity increases for the livestock farmers?

**6. Sustainability plan**

- Please indicate the plans beyond the project period and funding support.
- How will the proposed business model sustain?
- How will you expand into new geographic areas, reach more target groups after this partnership ends?

**7. Reasons for seeking partnership**

- Why are the funds from Livestock & Nutrition Activity required instead of commercially available finance? How can the activity support the partnership in a way the partner would not otherwise be able to do themselves?
- Mention if there are other sources of funding used to test this business model/concept. Details may be explained as part of the financial proposal.

**4. ORGANIZATION CAPACITY [MAXIMUM 1 PAGE]**

The description should include the following:

- A Brief on the background of organization, capacity in working agricultural sector and similar partnership, particularly focused on agricultural livestock sector, agricultural financing, rural supply networks, experience to work with women/youth as market actors and demand creation of technologies.
- Current geographic area of work.
- Details of current work and/or work experience in agricultural livestock and nutrition, agricultural financing and capacity building of agriculture sector market actors.
- Inform if the organization has work experience or partnership with any development projects/agencies, government projects, any USAID funded projects, NGOs, international entities, or social programs. This is not a requirement but to inform if the applicant is currently active with other development projects. A sample to outline the experience is given below:

Sl. Nos.	Project Name/Type of partnership	Name of development agencies (NGO, donors etc.)	Status of engagement (active/closed)	Geographic working area (Upazila, Union)


## 5. FINANCIAL PROPOSAL

NOTE: Financial proposals must follow the budget template below.

- The budget may be shared in a Microsoft Excel file but not mandatory.
- Applicant must contribute to at least **50%** of the total proposed budget. *Operation and administrative costs are discouraged to include in the budget (e.g., staff salary, rent etc.).*
- Livestock and Nutrition Activity does not cover costs of existing core team salary, fixed assets, office and operational equipment.
- If any applicant wants to add additional information relevant to the budget or any line item of the budget, please add columns to the right of the above template.

- **Budget amount:**

Budget								
	Activity/Head of Expense	Unit name (e.g., month/day/ session/ number/ batch)	Unit/ Quantity	Unit cost (BDT)	Total cost (BDT)	Company contribution (BDT)	Livestock & Nutrition Activity contribution	Breakdown cost per unit
1								
2								
	Total cost in BDT							
	Total Cost in USD (please mention exchange rate)							
	Total contribution (in %)							

The proposed budget should only show costs that are necessary and reasonable to perform the activities described in the technical proposal.

The financial proposal is required to include a budget narrative that explains and justifies the need for the expenses 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. The budget narrative should demonstrate the relationship between the proposed activities and the budget. Just as the technical proposal should reflect the applicant's understanding of the objectives and the proposed approach to achieve those objectives, the budget and the accompanying narrative should be realistic and show a similar understanding of the financial requirements of the proposed program of activities.