

AQUACULTURE BUSINESS PROMOTION ANNOUNCEMENT (ABPA) APPLICATION GUIDELINES

INTRODUCTION

Feed the Future Bangladesh Aquaculture and Nutrition Activity is a five-year award by the United States Agency for International Development (USAID) to WorldFish to sustain positive aquaculture sector growth through an inclusive market system approach. The Activity aims to improve the sustainable livelihoods for a large number of smallholder farmers and other stakeholders linked to aquaculture value chains in USAID's Feed the Future Zone of Influence (ZOI) and the Resilience Focus Area (RFA) ¹.

The Activity will stimulate aquaculture sector growth, increase employment and incomes, and improve food and nutritional security for households. It will serve a facilitating role by coordinating linkages among the value chain actors in the private, public, and civil society sectors of the country.

GOAL AND OBJECTIVES

The goal of the Activity is to achieve inclusive aquaculture sector growth through a market system approach. Specific objectives are:

- Increased productivity of aquaculture production systems
- Strengthened aquaculture market systems, with particular attention to expanding opportunities for women and youth
- Increased awareness and adoption of nutrition-related behaviors, with a particular focus on women and youth

TARGETS

1. 400,000 men, women and youth in the Feed the Future ZOI have improved access to better quality aquaculture inputs, services, and/or market channels
2. 30 percent expansion of investment by the private sector in the Feed the Future ZOI in aquaculture production and market related to inputs and services (e.g., seed, feed, production/ market related information, technology, etc.)
3. 30 percent increase in productivity from ponds and ghers in the Feed the Future ZOI
4. 20 percent increase in the number of households adopting improved nutritional practices (consumption of nutritious food, dietary diversity and hygiene practices)

INTERMEDIATE RESULTS (IR)

IR 1: Increased aquaculture productivity

Sub-IR 1.1: Increased availability of quality fish seed

Sub-IR 1.2: Increased availability of affordable quality fish feed

Sub-IR 1.3: Increased adoption of improved pond aquaculture management practices

¹ The FTF ZOI includes 21 southern districts in Barisal Division (Barisal, Bhola, Jhalokati, Pirojpur, Barguna, Patuakhali), Dhaka Division (Faridpur, Gopalganj, Madaripur, Rajbari, Shariatpur) and Khulna Division (Jashore, Jhenaidah, Magura, Narail, Bagerhat, Khulna, Satkhira, Chuadanga, Meherpur, Khustia. The Resilience Focus Area is Cox's Bazar and Bandarban districts in Chattogram Division.

IR 2: Strengthened aquaculture value chain

Sub-IR 2.1: Increased market linkages

Sub-IR 2.2: Increased engagement of private sector in aquaculture markets

Sub-IR 2.3: Improved enabling environment for inclusive growth in aquaculture

IR 3: Improved nutrition related behaviors of rural households

Sub-IR 3.1: Improved nutrition awareness and practices

Sub-IR 3.2: Improved access to diverse and nutritious food

APPROACH

The Activity will apply an inclusive market systems approach to implement interventions through private sector companies and organizations to reach smallholder farmers. It will facilitate rather than directly delivering aquaculture interventions, hence transferring ownership to the private sector and organizations. The approach will be to analyze the present context, identify the problems and underlying root causes of poorly functioning markets, and seek solutions with and by the private sector and organizations. The Activity will identify rationales for investment, and use partnerships and grants to leverage co-investment by the private sector. It will focus on seeking sustainability from the beginning by building capacity and resilience of local systems so that the interventions continue beyond the Activity lifecycle. It will adapt to changing contexts through collaboration, reviewing, learning and reflection. The Activity will stimulate innovations, competitiveness and transformative changes.

AQUACULTURE BUSINESS PROMOTION ANNOUNCEMENT

Aquaculture Business Promotion Announcement (ABPA) is a customization and adaptation of **Federal Broad Agency Announcement as described in FAR 35.016.**

Feed the Future Bangladesh Aquaculture and Nutrition Activity is launching a third ABPA to private sector and organizations interested in submitting an application form on business ideas/ concepts that would address key constraints associated with aquaculture businesses in the Feed the Future ZOI and RFA and help achieve the Activity's objectives of inclusive business and economic growth.

ABPA is a call for proposal and does not constitute a commitment to any organization to make any award or to pay for any cost incurred during the business proposal preparation. Following the ABPA launch and the receipt of applications on business ideas/ concepts from private sector and organizations, the applications will be reviewed by the Review and Evaluation Committee of the Bangladesh Aquaculture and Nutrition Activity considering the selection criteria outlined in Table A. Business ideas/concepts that pass the review will be further developed into business proposals with the assistance of the Activity team. This will allow the Activity and private sector and organizations to enter into partnership through a Sub-Grant Agreement.

WHO CAN PARTICIPATE?

ABPAs are open to all private sector companies and organizations legally registered in Bangladesh and supplying goods and services to aquaculture value chain participants in the Feed the Future ZOI and RFA. Women and youth-focused private sector and organizations are highly encouraged to apply.

ELIGIBILITY CRITERIA

1. Private sector companies and organizations must be registered with relevant government licensing bodies. Non-Government Organization (NGO) applicants must have a valid registration with the NGO Affairs Bureau and or Department of Social Services and at least five years' experience in similar projects.
2. Grantees must hold a separate bank account.
3. Business proposals by private sector companies and organizations must be relevant to the priority objectives and activities of the Feed the Future Bangladesh Aquaculture and Nutrition Activity, and fulfill specific areas of need at community level in the Feed the Future ZOI.
4. Business proposals must have clear and operational definitions of objectives or milestones, with specific linkages to the Activity.
5. Co-investment is encouraged, either in-kind and/or cost share. The source of investment CANNOT come from other US Government funding sources. The cost share percentage will be determined during the development of the detailed business proposal and budget.
6. Prior experience in aquaculture and supply chain management and demonstrated success in capacity building, providing support to smallholder farmers and market linkages of final beneficiaries are preferred.
7. Private sectors and organizations should demonstrate capacity in their programming, financial management and organizational capability e.g functioning board, competent staff.
8. Proposers must be willing to provide annual reports including (but not limited to) financial audited reports, human resource and financial manual/policies, implementation plans, procurement policies, security plans, client lists, staff timesheet etc.
9. Proposers must be willing and be able to enter into a sub-grant arrangement with WorldFish.
10. Private sectors and organizations owned by or consisting of women, minority groups, and people with disabilities are encouraged to apply and will be given priority.
11. The business idea/concept must comply with environmental mitigation measures required by USAID and the Government of Bangladesh (GoB).
12. Business ideas/concepts should be gender and youth responsive and nutrition sensitive.

SELECTION AND AWARD PROCESS

The Review and Evaluation Committee will have the primary responsibility for the review of grant applications and selection in accordance with the evaluation criteria set by the Activity team. Major steps in the review selection process are as follows:

1. The Finance and Grants Team (FGT) will receive all applications along with business ideas/concept, maintain a database and submit to the Review and Evaluation Committee.
2. All applications received will be reviewed and scored for completeness and compatibility with the Activity objectives by the Review and Evaluation Committee using the business idea/concept appraisal checklist presented in table A. The Review and Evaluation Committee is comprised of Activity senior technical and managerial staff and is chaired by the Chief of Party (COP).
3. Applicants whose business ideas/concept is accepted by the Review and Evaluation Committee may undergo a field appraisal, using the checklist presented in table B. During the field appraisal, the Activity market system and grant teams will assess each applicant's technical capacity, financial, HR and procurement management practices. Prospective applicants who require targeted coaching and specific technical or managerial oversight will be provided assistance by the Activity's market system and grant teams.
4. Results of field appraisals will be reviewed by the Evaluation and Review Committee. All documents related to selection, evaluation and decisions of sub-grantees will be compiled and preserved by the Grants Team.

Applications (business ideas/concepts) will be reviewed in terms of responsiveness to the ABPA, appropriateness of subject matter, and innovation. Applicants are encouraged to demonstrate how their proposed business idea/concept will contribute to the goals and objectives of the Activity. The technical approach should be specific, measurable, attainable, realistic and within the given time frame with the proposed resources. It should clearly show that the technical approach is innovative and can facilitate market-driven solutions.

The business ideas/concepts will be evaluated based on the following specific criteria:

A. Business idea/concept appraisal checklist

Sl. No.	Evaluation Criteria	Score
1	Organizational Profile	
1.1	Organizational background, management and governance	10
1.2	Organizational Network, reputation, experience working in relevant areas	15
2	Clarity of alignment with the goals and objectives of this Activity	10
3	Proposed Idea/ Concept Detail	
3.1	Market challenges/opportunities	5
3.2	Business ideas/concept and innovations	15
3.3	Target groups, geographic areas	10
3.4	Key activities	10
3.5	Expected results	5
4	Finance	
4.1	Cost-effective budget	10
4.2	Co-investment (Share from the organization)	10

	TOTAL	100
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B. Field appraisal (Grants, Finance and Admin)

Sl. No.	Evaluation Criteria	Score
1	Evidence of organizational soundness and sustainability (systems and policies in place for planning and management of-)	
1.1	Human Resources Management (Gender balance)	10
1.2	Finance and Budget	20
1.3	Administrative and Procurement	15
TOTAL		45

Field appraisal (Program)

Sl. No.	Evaluation Criteria	Score
1	Reputation and credibility among Private sector, industry and community stakeholders in area of proposed geographic focus	10
2	Evidence of experience and technical capacity required to undertake proposed activities.	25
3	Past performance on similar projects/activities	10
4	Environmental mitigation compliances for those activities that will have direct effect in the environment.	10
TOTAL		55

ANNOUNCEMENT OF CALLS FOR PROPOSALS

Aquaculture Business Promotion Announcements (ABPA) are prepared by Activity staff (Market Systems, Finance and Grants team and Monitoring, Evaluation and Learning (MEL) team) and approved by the COP. ABPAs will be published through printed and electronic media such as national newspapers, Bdjobs and other online job portals, and the WorldFish website.

SUBMISSION OF APPLICATION INCLUDING BUSINESS IDEA/CONCEPT

Interested private sector and organizations can submit application either individually or in a consortium. The business idea/concept must be written with sufficient information so that the Review and Evaluation Committee can understand and take decisions and move forward to co-develop detailed business proposals including budget. Applications should be submitted electronically via email (wfbaproject@cgiar.org) or through the link on the WorldFish website. In order for applications to be considered for review, applicants must follow the instructions accurately and completely.

OTHER INSTRUCTIONS

- Application forms including business ideas/concepts should be submitted as e-mail attachments in **PDF/MS Word format** mentioning the selected Potential Business Areas on the subject line.
- The application must be submitted using the supplied templates in **English in size 11 Arial Font and must include page numbers**. Completed application forms should not exceed **five (5) pages**. *Additional documents such as legal documents should be attached.*
- Only the applications that pass the business idea/concepts review will be invited to be developed into detailed business proposals.
- Applicants must use the WorldFish templates and answer all questions.
- Deadline for application submission is on **June 30, 2019 at 5:00 pm(Bangladesh Time)**

Issuance of this ABPA does not constitute an award or commitment on the part of WorldFish, nor does it commit WorldFish to pay for costs incurred in the preparation and submission of an application. WorldFish reserves the right to fund any or none of the applications submitted.

Please submit your application to wfbana@cgiar.org