**USAID Enterprise Competitiveness Project**

**CALL FOR APPLICATIONS**

**among SMEs interested to develop**

**ENTERPRISES’ CAPACITY BY OBTAINING INTERNATIONAL CERTIFICATION**

**through short-term technical advice (STTA) support**

**Background**

The USAID Enterprise Competitiveness Project learned from existing partnerships with SMEs that enterprises seldom request technical advice and prefer to use grants for equipment, even though it is often clear that the need to upgrade management, marketing, and organizational capacity is often more critical than procuring additional equipment. Interested enterprises can apply to the current CFA for STTA support to co-finance their (1) needs assessment for upgrade and (2) realize a jointly designed technical advisory plan. The primary objective of STTAs is to support enterprises in achieving their certification, sales and jobs targets stated in partnership agreements. A secondary objective is to support SMEs that will specifically request technical assistance from the project. Enterprises will get help with international certifications that will allow them to respond to market opportunities better, increase their sales, and employ more people.

The application form is based on simplified needs assessment checklist with aim to ease up for companies the understanding of the gaps and areas for improvement. By answering all sections of the checklist, the enterprise will get a tentative idea of the necessary technical advice for management and organizational upgrade, including targets on inclusivity.

The ultimate objective of the CFA for STTA support is to help enterprises in combatting negative consequences of COVID-19 crisis by strengthening their management systems, optimization of production processes, market diversification, product diversification (including digital and online products), and increase of competitiveness.

**Objectives:**

The Project invites both current and future partners to apply for STTA support to develop their enterprises’ potential in terms of improving quality standards that leads to generation of jobs and increased sales through technical advice in the areas including, but not limited to the following:

* International certifications (ISO and HACCP)
* Quality standards development
* Management systems upgrade

**Eligibility:**

1. SMEs in Kyrgyzstan, owned by Kyrgyzstani citizens
2. At least 3 year in business
3. Cost-share of at least 50% of total technical advice budget

**Priority:**

* Current grantees and clients of ECP partner banks
* Companies in process of obtaining certification
* EU, US, Golf countries exporting companies
* Scale of contribution to ECP main objectives (Certification, SMEs’ sales, and creation of jobs)

**The process:**

1. Enterprises complete the below application form.
2. Based on the above eligibility and priority points the best applications will be shortlisted.
3. The identified shortlisted enterprises will be contacted to design the SOW and recruit relevant consultants. The STTA will engage locally available consultants and BDS service providers.
4. The consultants will be directly paid by USAID ECP for proportionate % of costs (not more that 50% of the cost) and enterprises for their leverage % of the consultants’ budget (as agreed after the selection in the agreement stage). The payment will be structured based on deliverables-based contracts.
5. Monitoring of the results of work of consultants is done by enterprises themselves with support from USAID ECP.
6. The timeframe of consultancies will be defined individually.

Please submit an electronic copy of the application in Russian, Kyrgyz, or English to the USAID Enterprise Competitiveness Project email: [pf@ecp-kyrgyzstan.org](mailto:pf@ecp-kyrgyzstan.org), **before April 20, 2021** with subject of the message “**Technical Advice**”.

**Application form**

1. **General section**

|  |  |
| --- | --- |
| Name of Company |  |
| Address |  |
| Telephones |  |
| Webpage |  |
| E-mail |  |
| Management:  (date of birth: (DOB) | Owner name, DOB\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DOB:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Manager name, DOB: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DOB:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Organization Type (check one): | |  | | --- | | Not-for-profit or NGO | | For profit:  PE patent  PE certificate  LLC  JSC | | University | | Other, specify \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| Year Founded |  |
| Grant | Are you the current grantee of USAID ECP?  Yes: Amount of grant? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  No |

1. **Organizational, Management, and Marketing Capacity**

|  |  |
| --- | --- |
| CEO position | Owner is the CEO  Hired CEO  no CEO |
| Senior Managers *(add comments as needed)* | Marketing/Sales  Finance  HR  Production  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Do you have business plan/strategy | Yes => timeframe \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(years)  When was adopted? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(date)  No |
| What is your vision for next 3 years? |  |
| How do you make analysis of your market and your competitors? |  |
| How many products you have and what are they? |  |

1. **International Certifications**

|  |  |
| --- | --- |
| Do you need international certification? | Yes  No (*please leave this section blank)* |
| What kind of international certifications you need? |  |
| What kind of TA needed and how many days? | ##\_\_\_consultants in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Days\_\_\_\_\_\_\_\_\_\_\_\_ |
| TA budget requested | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_KGS total budget of TA  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_KGS is cost-share of your company |
| Do you have consultants in mind? Name them here |  |

Please provide targets that this technical advice will create (ongoing partners shall indicate new targets in addition to already existing targets):

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator Title** | **2021** | **2021** | **2023** |
| Increase in USD Sales (in KGS) |  |  |  |
| Number of new jobs created:   * # of Seasonal workers and # of \_\_\_\_\_\_\_\_\_months/\_\_\_\_\_\_\_\_days worked * # of full-time employees (at least 12 months contract) |  |  |  |
| # of new markets accessed (includes new products, new deals) |  |  |  |
| # of certifications obtained (ISO, FSSC, HACCP, TUV etc.) |  |  |  |

1. **Budget of STTA (sample)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Items** | **Days/ quantity** | **##** | **Cost per unit/KGS** | **Total KGS** |
| **Service providing** |  |  |  |  |
| Consultant on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(issue),  XX days |  |  |  |  |
|  |  |  |  |  |
| Taxes (17.25%) |  |  |  |  |
|  |  |  | **subtotal** | **KGS** |
| **Travel if needed** |  |  |  |  |
| Ground transportation, XX days |  |  |  |  |
| Air fare (ex. Bishkek-Osh-Bishkek) |  |  |  |  |
|  |  |  |  |  |
|  |  |  | **subtotal** | **KGS** |
| **Lodging** |  |  |  |  |
| Hotels (ex. in Osh) |  |  |  |  |
| Per diem for XX days |  |  |  |  |
| Taxes |  |  |  |  |
|  |  |  | **subtotal** | **KGS** |
| **Total Budget:** |  |  |  | **KGS** |