

## CALL FOR PROPOSAL FOR GRANT COMPETITION

UNDP Georgia  Project Improving Rural Development in Georgia/ENPARD3	DATE: May 30, 2022
	REFERENCE: 00101419

Dear Sir / Madam:

We kindly request you to submit

### CALL FOR PROPOSALS FOR GRANT COMPETITION

**FOR DEVELOPMENT OF SUPPORT PROJECTS FOR RURAL WOMEN-LED BUSINESSES in the municipalities of Keda, Khulo, Borjomi, Tetritskaro, Akhalkalaki, Kazbegi, Lagodekhi and Dedoplistskaro**

Please be guided by the form attached hereto as Annex 2, in preparing your Proposal.

Please send filled application materials electronically to all of the following e-mails: [nodar.kereselidze@undp.org](mailto:nodar.kereselidze@undp.org); [giorgi.tsimintia@undp.org](mailto:giorgi.tsimintia@undp.org) in PDF (signed and stamped) and word formats. **The subject line should read: "CoP Application – DEVELOPMENT OF SUPPORT PROJECTS FOR RURAL WOMEN-LED BUSINESSES"**

**Deadline for submission of applications for grant proposals is June 20, 2022, 18:00** (Tbilisi time and date). In the course of preparing your Proposal, it shall remain your responsibility to ensure that it reaches the address above on or before the deadline. Proposals that are received by UNDP after the deadline indicated above, for whatever reason, shall not be considered for evaluation.

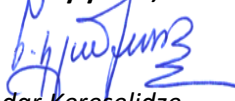
**A pre-proposal conference will be held via Zoom on June 6, 2022, at 11:00 a.m. (Tbilisi time and date) via Zoom, Meeting ID: <https://undp.zoom.us/j/88091634940>**

The UNDP focal point for the arrangement:

Ms. Liliana Gureshidze; E-mail: [liliana.gureshidze@undp.org](mailto:liliana.gureshidze@undp.org);

**Thank you and we look forward to receiving your Proposal.**

Sincerely yours,



Nodar Kereselidze

National Project Manager

30/05/2022

**CALL FOR PROPOSALS FOR GRANT COMPETITION**

**FOR DEVELOPMENT OF SUPPORT PROJECTS FOR RURAL WOMEN-LED BUSINESSES in the municipalities of Keda, Khulo, Borjomi, Tetrtskaro, Akhalkalaki, Kazbegi, Lagodekhi and Dedoplistskaro**

Date of Issuance:

30.05.2022

Tbilisi, Georgia

## INSTRUCTIONS

### 1/BACKGROUND

Georgia's economic activities are concentrated in a few geographic areas, contributing to very high levels of urban-rural inequality. Rural areas in Georgia host about 43% of the population lives in rural areas, where poverty is 25.5% as opposed to 16.9% in urban areas. The average monthly income of urban households is 22.2% higher than that of rural households. The capital Tbilisi generates 50% of total value added in the country. Low rate of economic growth, economic instability, low-productive agricultural sector, weak entrepreneurial skills, insufficient economic diversification, limited access to financial resources and modern technologies, insufficient development of infrastructure, present the potential risks for sustainable rural development. Unfavourable demographic structure in rural areas, high level of population aging, and migration represents a hindrance to the rural development. Besides, limited access to such basic healthcare and education and other services in villages especially for disadvantaged groups, has negative impact on well-being in rural areas.

The EU financed and UNDP implemented project "Improving Rural Development in Georgia" (IRDG) is addressing the challenges of rural areas in Georgia by taking actions to achieve: (1) Improved governance for effective implementation of the Rural Development Strategy (2017-2020), its Action Plan and related programmes; (2) Improved rural economic diversification, employment and services; (3) Improved environment, sustainable management of natural resources and climate action.

IRDG project is designed to have substantial impact on improved environmental protection in rural areas. One of the areas of development in this area, IRDG project of target municipalities (Keda, Khulo, Borjomi, Tetrtskaro, Akhalkalaki, Kazbegi, Lagodekhi and Dedoplistskaro) – is supporting women-led businesses in rural areas. With this call for proposals, IRDG project plans to further support initiatives to women-led entrepreneurship in target municipalities.

### 2/ PURPOSE

The **primary objective** of the call is **to support rural women-led entrepreneurship** to enable their increased income, employment, and inclusion in the municipalities of Keda, Khulo, Borjomi, Tetrtskaro, Akhalkalaki, Kazbegi, Lagodekhi and Dedoplistskaro.

**The priority will be given to the proposal ideas that:**

- Are focused on the needs of vulnerable women, esp. youth.
- Are driven by preliminary analysis of rural women needs, with factual evidence.
- Are aimed to deliver solutions that are collaborative (with private and public actors) and sustainable.

### 3/FINANCING SCHEME AND INELIGIBLE COSTS

Any funds requested for the grant(s) under this Call for Proposals must fall between the following minimum and maximum amounts:

- minimum amount: USD 10,000.
- maximum amount: USD 25,000.

Applicant organizations should submit proposals with justified and realistic budgets.

Ineligible costs are:

1. debts and debt service charges (interest).
2. provisions for losses or potential future liabilities.
3. costs financed by another action or work programme receiving EU and UNDP funding.
4. purchases of land or buildings.
5. purchase of luxury goods and gambling equipment.
6. purchase of agriculture commodities, motor vehicles or pharmaceuticals.
7. purchase of used equipment.
8. currency exchange losses.
9. related to any type of maintenance.
10. daily allowances (per diem).
11. utilities and office rent.
12. overheads.
13. credit to third parties.
14. salary costs of the GoG personnel.
15. salary costs for personnel (including administrative costs), if such costs exceed 50% of total project costs.
16. related to participation in workshops, seminars, conferences and congresses.
17. scholarships for studies or training courses.
18. related to the infrastructure improvement and equipment, which are directly related to this Call for Proposal, if they exceed 50% of the total budget.
19. any indirect costs,

Note: Successful applicant may be subject to receive guidance from the IRDG project team on implementation modalities of their projects that might affect the scope, timeline and budget of the applications – subject to further negotiations.

Note: Other restrictions may apply, specified before selection of successful projects

#### 4/WHO CAN APPLY

Georgian Non-profit (non-commercial) legal entities are invited to apply for this Call for Proposals. These entities should be registered in accordance with the legal requirements of the Government of Georgia, must be able to provide organization's statute and the debt certificate.

All applicant organizations must demonstrate proven experience and capabilities in carrying out rural development interventions, including but not limited to: needs appraisal, business development, women entrepreneurship development, TVET, community mobilization, socio-economic development actions, measures related to social inclusion and support of disadvantaged groups.

Coalitions (based on co-application) with NGOs and private sector is encouraged. Note: Co-applicants must satisfy the eligibility criteria as applicable to the primary applicant.

## 5/IMPLEMENTATION LOCATION(S) AND DURATION

Activities of rural women-led businesses support grants should be implemented within administrative boundaries of at least 1 municipality of **municipalities of Keda, Khulo, Borjomi, Tetritskaro, Akhalkalaki, Kazbegi, Lagodekhi and Dedoplistskaro.**

Duration of the grant activities within the grant application **shall not exceed 3 months**, counted from the date of the grant agreement signature to the date when all relevant activities have been successfully completed, reported, and accepted by the UNDP/IRDG Project (Note: per grant agreement 1 month should be allocated for final reporting to the UNDP/IRDG Project, though grantee can request reporting in less than 1 month).

**Only successful grant proposals will be awarded with the funding. It is anticipated that at least 1 grant proposal (regardless of the grant implementation location) will be financed under this Call of the Proposals. However, no or less than 1 grant may be awarded by UNDP/IRDG, depending on the evaluation results.**

## 6/PROCEDURES OF GRANT PROPOSAL SUBMISSION

Those willing to participate:

- Must submit filled Grant Application form (See Annex 1) in line with the goals and directions determined in this Call of Proposals and provide as an attachment of the application additional documents:
  - Partnership Memorandums with partner organization(s) (if applicable);
  - Note from Revenue Service on tax obligations;
  - Extract from the public register for primary and (if applicable) for co-applicants;
  - Separate account requisites which will be used only for grant project operations.

Please send filled application materials electronically to all of the following e-mails: [nodar.kereselidze@undp.org](mailto:nodar.kereselidze@undp.org); [giorgi.tsimintia@undp.org](mailto:giorgi.tsimintia@undp.org) in PDF (signed and stamped) and word formats. **The subject line should read: “CoP Application – Rural women-led businesses”.**

**Deadline for submission of applications for grant proposals is 20 June 2022, 18:00** (Tbilisi time and date). The grant proposals after the deadline will not be admitted and considered. **Applicant(s) are strongly advised not to wait until the last day to submit** application, since heavy Internet traffic or a fault with the Internet connection (including electricity failure, etc.) could lead to difficulties in submission. **If additional clarifications required, questions can be sent to the same email addresses indicated above (all of them together) no later than 10 days before the deadline for the submission of applications. Answers to questions will be provided within 3 working days no later than 3 days before the deadline for the submission of applications. The subject line should read: “Question(s) for CoP – Rural women-led businesses”. All questions and answers related to this CfP will be anonymized and published on 15 June 2022.**

Note: Consultation meeting with interested applicants on the preparation of the applications for grant proposal idea will be held on **6 June 2022, at 11:00 a.m.** via Zoom.

Meeting ID: <https://undp.zoom.us/j/88091634940>

## 7/SELECTION PROCESS

All grant proposals will be reviewed by the Evaluation Committee comprised of the representatives of relevant UNDP representatives. The Evaluation Committee will assess proposals according to the evaluation criteria:

	<b>Selection Criteria</b>	<b>Selection Criteria Description</b>	<b>Score Percentage</b>
<b>1.</b>	<b>Applicant's Experience and management</b>	The applicant organization(s) of experience in similar interventions and capacity of implementing. Project management arrangements are sound.	Max. 5%
<b>2.</b>	<b>Relevance of the grant</b>	The grant proposal is relevant to: (1) the objectives and priorities of the call for proposals; (2) particular needs and constraints of the target territories and groups; (3) proposal design reflects a robust analysis of the problems involved, and the capacities of the relevant stakeholders	Max. 20%
<b>3.</b>	<b>Methodology</b>	The grant proposal is technically accurate and consistent. The grant management has good understanding of grant proposal goals, the grant implementation plan clearly demonstrates how it will support the achievement of the grant goals. Design of the interventions are coherent. Action plan for implementing the action clear, feasible and time realistic. Beneficiaries are clearly defined and strategically chosen and include disadvantaged groups. Local communities are and will be engaged in the grant activities, including disadvantaged groups. The grant makes positive impact on local population in one or more of the following: local economy, social and environmental areas	Max. 30%
<b>4.</b>	<b>Sustainability and transferability</b>	The grant proposal is sustainable, and its further development and transferability of the results is possible	Max. 5%
<b>5.</b>	<b>Partnership and cooperation</b>	The grant proposal is designed to be implemented in partnership and close cooperation with stakeholders (public agencies, private companies, CSOs, etc.)	Max. 15%
<b>6.</b>	<b>Risk Management, monitoring and evaluation mechanisms</b>	Risk assessment and management tools, also the grant monitoring and evaluation mechanisms are well defined and demonstrate realistic capabilities of risk management. Logical Framework includes credible baseline, targets and sources of verification.	Max. 5%
<b>7.</b>	<b>Grant budget</b>	The grant budget is relevant and in line with the proposed work plan and set indicators	Max. 20%
<b>TOTAL</b>			<b>Max. 100%</b>

All decisions on the selection of grant proposals will be taken **approximately within 20 working days after closing date for applications**. An applicant is considered as a winner and will be invited to conclude the relevant agreement within 3 weeks after receiving the notification if:

- an applicant received at least 50% of scores for each selection criteria and 75% or higher of the total scores (if available, top 5 proposals out of those passing 75% will be selected);
- and applicant's scores are competitive and higher towards other applicants.

Each organization can be granted with only one grant. UNDP will be signing Low Value Grant (LVG) Agreement with the winning applicants.

**Grant Application(s) will not be further considered and will be disqualified if:**

- Applicant presents proposal (duplicate) already financed by any other project.
- It is provided by the non-eligible entity.
- It does not comply with primary and specific objectives, priorities, and instructions provided in this announcement.
- It is not consistent with the UNDP/IRDG project document.
- If the proposal includes the ineligible costs.

## 6/GENERAL METHODOLOGY/APPROACH CONSIDERATIONS

### Illustrative Opportunities for interventions<sup>1</sup>

**Promote a positive attitude through role models and ambassadors** - Social attitudes and cultural views still tend to exert a negative influence on women's desires to start businesses, as well as on women's self-confidence. The goal of policy should be to raise awareness about the potential of entrepreneurship and to increase women's motivation for business creation and development. At the same time, women's entrepreneurship needs to be promoted broadly to counter gender stereotypes about women's activities in the labor market. Role models can play a crucial role in developing entrepreneurial spirit and have demonstrated an ability to impact an individual's entrepreneurial propensity, including through positive representations and stories in the media, through direct interactions and through learning material and case studies used in entrepreneurship education and training programmes. It is therefore important to showcase a range of different women entrepreneurs with different backgrounds, and to counter gender stereotypes by showing women entrepreneurs who work in sectors that are traditionally perceived as "masculine".

In the longer-term, it is clear that education will have an important role in influencing social attitudes towards women's (and men's) entrepreneurship. It is important to ensure that curriculum reform includes positive messages about women and work, where equal entrepreneurship educational opportunities are provided for both boys and girls, and that gender stereotypes in schoolbooks and classrooms are eliminated. There is also a need to foster young women's entrance into programmes and fields of study that are more likely to lead to entrepreneurship and to the creation of innovative, high growth firms. This requires educating women on the gaps in opportunities and earnings potential in different sectors and ensuring that they have opportunities to access work experiences (e.g., training, internships, mentoring programmes) in sectors that have been traditionally dominated by men.

---

<sup>1</sup> This part is for inspiration only from various sources.

**Develop entrepreneurship skills through training courses and mentoring** - Self-employment requires a broad set of skills that includes risk management and opportunity recognition as well as business management skills. Women are more likely to perceive a lack of entrepreneurship skills than men and evidence often points to different types of labor market experiences that offer fewer opportunities for women to obtain experience in management positions. Interventions can help women overcome this skills barrier through entrepreneurship training and coaching and mentoring. There is a growing trend to focus such programs on developing skills that would support business growth. Entrepreneurship training programmes typically aim to increase the entrepreneur's know-how about starting and operating a business, as well as providing formal and informal networking opportunities. The content of dedicated entrepreneurship training for women is often similar to the content of mainstream training programmes that cater to both women and men, i.e., focusing on business and financial planning, identifying markets and customers, financial management, managing human resources and more. However, there is a debate about whether training content and methods need to be differentiated for women entrepreneurs. Three factors must be considered when deciding whether a mainstream or tailored approach is more appropriate: (1) First, are women aware of mainstream support and are they willing to use it? (2) Second, in-take mechanisms for mainstream programmes can potentially be gender-biased since they may not account for the different characteristics and needs of women entrepreneurs. (3) Do women entrepreneurs need different content since they often operate different types of businesses?

Mentoring relationships between experienced and novice entrepreneurs can also have many benefits for new and potential entrepreneurs. These relationships can increase awareness of entrepreneurship, help with developing entrepreneurial attitudes and provide support and encouragement during business creation and development. The key to a successful mentoring relationship is the quality of the match between the novice entrepreneur (i.e., mentee) and the experienced entrepreneur (i.e., mentor). Women-operated businesses can be supported in their growth ambitions through business incubator programmes and accelerators, which typically offer a broad range of growth-relevant tools and incentives, such as expert talks and training, workshops, networking opportunities, and coaching and counselling on issues such as scaling, finance, human resource development, leadership, product development, marketing, technology, and work-life balance.

**Build entrepreneurial networks and ensure linkages to mainstream infrastructures** - Engagement in entrepreneurship networks is very important for women entrepreneurship as they provide access to resources such as ideas, business partners, customers and financing and help share experiences and knowledge (OECD/EU, 2015). Women entrepreneurs tend to have smaller and more informal networks than their male counterparts. Consequently, they are less likely to have interacted with individuals who control key resources (Brush et al., 2004). Women entrepreneurs are also less inclined to join business associations, special interest groups and other formal large networks (Klyver, 2011). It is therefore important for policy makers to increase the pool of resources available to women entrepreneurs by expanding their entrepreneurship networks, creating networking events and using online interfaces to connect entrepreneurs to the business community.

Initiatives typically bring entrepreneurs and business services professionals together by linking those with a common background. Shared characteristics helps build bonds and trust quickly. However, policy makers need to ensure that networks for women entrepreneurs do not reinforce gender differences by isolating women from mainstream business service providers and other stakeholders from other communities. It is important to build bridges with people and support providers outside of the network. A common approach to building networks is to create them around other policy interventions such as training or other business development services.



**Promote work-life balance and access to social protection** - In order to support women entrepreneurship, interventions need firstly to ensure that they support women's participation in the private market in general. This includes removing economic disincentives to launch business and ensuring that there is a supportive infrastructure for workers and entrepreneurs with caring responsibilities. In addition, more targeted actions can be taken to ensure that support programs do not discriminate against entrepreneurship by women. There is a growing recognition that interventions also need to be adapted to self-employment. An important starting point is to examine how work and private life are integrated (Kossek et al., 2010). Much of programs developed to support and/or require that parents have ample time to provide care for children and dependent relatives. On the other hand, programs to support women's entrepreneurship focuses on promoting and supporting the growth of women-owned businesses on the grounds that it will improve the welfare of the women entrepreneur and contribute to economic growth.

## 7/VISIBILITY

Selected organization(s) must take all necessary steps to publicise the fact that the European Union has financed or co-financed the grant projects and must strictly comply with EU and UNDP Communication and Visibility Guidelines and Standards.

## 8/ IMPORTANT ADDITIONAL INFORMATION

UNDP implements a policy of zero tolerance on proscribed practices, including fraud, corruption, collusion, unethical practices, and obstruction. UNDP is committed to preventing, identifying and addressing all acts of fraud and corrupt practices against UNDP as well as third parties involved in UNDP activities. (See

<https://www.undp.org/content/dam/undp/library/corporate/Transparency/UNDPAntiFraudPolicyEnglis hFINA%20Ljune2011.pdf>

<https://www.undp.org/content/undp/en/home/operations/procurement/protestandsanctions> for full description of the policies).

In responding to this Call for Proposals, UNDP requires all Proposers to conduct themselves in a professional, objective and impartial manner, and they must at all time hold UNDP's interest paramount. Proposers must strictly avoid conflicts with other assignments or their own interests, and act without consideration for future work. All Proposers found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Proposers, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this solicitation process, if they:

- Are or have been associated in the past, with a firm or any of its affiliates which have been engaged UNDP to provide services for the preparation of the design, Terms of Reference, cost analysis/estimation, and other documents to be used in this competitive selection process;
- Were involved in the preparation and/or design of the programme/project related to the services requested under this Call for Proposals; or
- Are found to be in conflict for any other reason, as may be established by, or at the discretion of, UNDP.

In the event of any uncertainty in the interpretation of what is potentially a conflict of interest, proposers must disclose the condition to UNDP and seek UNDP's confirmation on whether or not such a conflict exists.