

**GUIDELINES FOR SUBMITTING A PROPOSAL TO THE ALLIANCE FOR A GREEN REVOLUTION IN AFRICA (AGRA)/SEED PRODUCTION FOR AFRICA**

Please submit all materials in English:

**1. COVER LETTER**

This letter must be on letterhead and signed, from the head of the institution, requesting for support of the proposal/project and should include the following details:

- A short (1 paragraph) description of the project.
- The total amount being requested from AGRA.
- Addressed to Program Officer, Seed Production and Dissemination

**2. GRANT PROPOSAL OUTLINE**

**Proposal Cover Page (no more than 2 pages) to include the following information:**

<b>Name of Institution Requesting Funds</b>	
<b>Chief Executive Officer</b>	Include: Name, address, telephone, fax and e-mail
<b>Program Manager</b>	Include: Name, address, telephone, fax and e-mail
<b>Finance Officer</b>	Include: Name, address, telephone, fax and e-mail
<b>Project Title</b>	
<b><u>Project Summary</u></b>	
<b>Objectives:</b>	
<b>Main Activities:</b>	
<b>Projected Outcomes:</b>	
<b>Other collaborating institutions</b>	
<b>Total Project Cost</b>	
<b>Amount requested from AGRA</b>	
<b>Additional Funding requested or obtained from other organizations</b>	
<b>Start Date of project</b>	
<b>Duration of project</b>	

**3. TABLE OF CONTENTS**

- Provide a list of sections and page numbers for easy reference of the reader.

#### 4. DETAILED PROPOSAL

Please use the format below to write your proposal, ensuring that you address each statement:

##### 1. Introduction

***Your company will only qualify for AGRA support if it is going to:***

(i) Offer product/service that is for a charitable purpose.

***What is a charitable purpose?*** It is a purpose to benefit the poor and to serve a public good. The intension is therefore to enable poor smallholder farmers access improved crop seed varieties, and not to primarily market the institution's products.

(ii) Avail seed at a price lower than what is being offered by other suppliers (companies)

(iii) Avail a more diverse range of crop species (cereals and legumes) and not just maize like most companies

(iv) Enable small-holder farmers to access seed which they would otherwise never do in the absence of these companies through a good distribution network

(v) Carry out awareness creation activities through demos and field days, and other media, on importance of using improved quality seed.

(vi) Plough back surplus funds into seed production and dissemination to reach more farmers

Other points to note are:

- Describe the status of agriculture in your country, role of agriculture to national economy, contribution to employment, food security, government's intervention to improve agriculture (facts and figures are desirable and remember to provide references)
- Explanation of how low productivity agriculture is a fundamental cause of poverty
- What is the level of usage of improved varieties in your country (provide figures if possible)
- Why is the farmers' usage or adoption of improved varieties very low
- How can the adoption rate be increased
- Explanation of how low yielding varieties contribute to low productivity
- Problems farmers face in accessing improved seed
- Seed situation analysis in your country
  - from government monopoly to privatization
  - historically how has seed been distributed to small-scale farmers and who have been the key players in seed production, distribution and dissemination/marketing
  - what is the seed demand in your country
  - how much seed is now produced in your country
  - how much seed is imported
  - what are the problems related to seed production, dissemination and marketing
  - how can these problems be solved
  - how is your proposal intending to address these problems
  - what comparative advantage does your company have over others
  - who are the other players in the seed industry
  - The importance of the crops in your country, people's diet which you want to produce and promote under this project.
  - Outline the production constraints affecting the crops you want to produce. What research has been done so far? How can the problems be solved? What gains have been achieved?

- (i) Who are the key players in the seed industry?
- (ii) What comparative advantage does your company have over others
- (ii)
- (iii) The importance of the crops which you want to produce and promote under this project in your country and in people's diet.
- (iv) Outline the production constraints affecting the crops you want to produce. What research has been done so far? How can the problems be solved? What gains have been achieved?

## 2. Brief background about your company or organization

- Name of institution requesting funds.
- Name, address, telephone, fax and e-mail of contact person at institution.
- Staffing structure of company and their qualifications
- Name the location and headquarters of the company, year of registration, available facilities the company can or uses including those it hires/leases
- State the company's mission statement
- Provide the institution's annual budget
- Previous crops produced and their volumes (fill the table below)

Crop	Variety	Amount of seed produced (tons)	Volume of seed sold (tons)
Maize	1		
	2		
	3		
Beans	1		
	2		
Sorghum	1		
	2		
etc			

## 3. What is the proposal seeking to address

- Objectives of the proposal and these among others should include:
  - To avail good quality seed to poor, smallholder farmers
  - To avail improved seed to poor small-scale farmers at affordable cost and quantities (packages)
  - To create awareness among farmers about the importance of improved varieties and where to get them
  - To establish retail outlets and a team of agro-dealers where farmers can easily access improved and quality seed
- Planned activities (quantify numbers and amounts e.g. indicate the crops to be produced, amounts in tons, number of farmers targeted, which varieties, advantages of those varieties, location where the activities will be carried out, etc). The activities should among others include:
  - Seed production (give details on the crop varieties, quantities, location etc)
  - Educate poor farmers on the improved seed varieties through on-farm demonstrations, field days, agricultural shows, radio programs, seed trade fairs, print materials etc (give details on the numbers for each, how they will be done etc)
  - Make seed available to farmers by packaging in small and affordable quantities (specify size of packs), provide efficient distribution channels by working with

agro-dealers (indicate how many, support you will give them and how you will monitor this activity)

- Provide a map of your country to show areas you will be covering in this proposed project
- Expected outputs (specify numbers per output)
- Include a summarized production plan
- Expected outcomes (summarize these in the table format below):

Outcome/ indicators <sup>1</sup>	Baselines <sup>2</sup>	Means of verification	Outputs	Key deliverables/ milestones	Activities	Inputs <sup>3</sup>

#### 4. Dissemination strategy

- How do you plan to disseminate your seed
- What is your relationship with public sector researchers, seed companies and agro-dealers (number, location etc)
- Agro-ecologies and districts targeted
- Number of farmers targeted to benefit from this proposed work
- Show your previous and planned production (hectarage and volume) for each crop and per variety (fill table below)
- Source of seed

Crop	Variety	Amount of seed produced in past year	Amount of seed to produce (tons) if the grant is given
Maize	1		
	2		
	3		
Beans	1		
	2		
Sorghum	1		
	2		
Etc			

#### 5. Describe strategies and mechanisms for continuity without this financial support

**6. What are the challenges you foresee in achieving your objectives? What are the likely risks and how will you mitigate them?**

**7. How much will you sell your seed (use the table below).**

<sup>1</sup> State the Outcome first then the key measurable performance indicators below it.

<sup>2</sup> The baseline status should be given based on the outcome performance indicators i.e. where are we today?

<sup>3</sup> State the inputs not in detail (for example consultancy, travel, equipment, training) as this will give a better understanding of the proposed budget



<b>Seed production</b>											
- Field supplies											
- Labor (land preparation, planting, weeding, harvesting)											
- Cost of foundation seed											
- Cost of raw seed from out-growers											
<b>Seed processing</b>											
- <b>Hiring charges for seed processing</b>											
- <b>Warehouse rental charges</b>											
- <b>Consumables for seed processing</b>											
<b>Creating Farmer awareness</b>											
- Meetings and Training											
- Demonstrations											
- Field days											
- Publications/printing											
- Radio/TV spots											
<b>Project Monitoring and Evaluation</b>											
<b>Project staff costs</b>											
- Casual labor											
- Project staff (show % staff time)											
<b>Project running costs</b>											
- Office supplies											
- Communication											
<b>Travel</b>											
- <b>Local travel</b>											
- <b>Foreign travel</b>											
- <b>Fuel</b>											
<b>Other costs</b>											
- Project Bank charges											
<b>TOTAL</b>											

11. Describe contributions to this project from other sources such as your institution, government, other donors, NGOS etc

12. Project Manager's or CEO's CV

### 13. PROJECT IMPLEMENTATION PLAN

**Country:**

**Project Name:**

**Company/Organization:**

**Project Objective:**

**Project Duration:**

**Project Budget:**

**Period of the Plan:**

PLANNED ACTIVITIES	MILESTONES	TIME FRAME												RESPONSIBILITY	COST
		1	2	3	4	5	6	7	8	9	10	11	12		
<b>Outcome 1:</b>															
<b>Outputs 1.1</b>															
1.1.1 activity															
1.1.2 activity															
1.1.3 activity															
1.4															
<b>Outcome 2:</b>															
<b>Output 2.1</b>															
2.1.1 activity															
2.1.2. activity															
2.1.3 activity															
<b>Output 2.2</b>															
2.2.1activity															
2.2.2activity															
2.2.3activity															

Note: 1 to 12 is not equal to January to December. 1 represents the first agreed month in the Proposal