

Business Proposal Submission Format (AR)

Front Page

Project title

Name and Contact details of the proponent

Date of submission

Name and signature of the Authorized person

Second Page

Executive Summary of the proposal (one or two pages max.)

Third Page

Content list – chapters, tables, charts, graphs ect

Detailed proposal.

A. Background information and rationale

- a. Background information/Present situation of the industry (Whether it is a service or a product) and relevance to national policy.
- b. Outcome of the value chain analysis
- c. Problem statement
- d. Justification / Proposed solutions for the problem identified - Proposed through a value chain mapping and analysis exercise

B. Project proposal

- a. Project title
- b. Overall objectives
- c. Detailed activity plan with time schedule / implementation arrangement and mechanism (Organizational arrangements)
- d. Project outputs
- e. Project benefits/outcomes
- f. Project Location/area, No of beneficiaries ect.
- g. Identified risk factors and proposed measures to mitigate risks
- h. Address youth, nutrition and gender issues
- i. Monitoring plan

C. Project cost estimate and project evaluation

a. Detailed cost estimate - component or activity wise

Activity	Total Cost(Rs Mn)	Contribution from FO		SAPP Contribution		Farmers contribution		Other
		Loan	Other			Loan	Grant	

b. Project evaluation – NPV, IRR, Payback period

D. Proposed partnership arrangement (4P) including investment – Negotiation with SAPP.

E. Beneficiary evaluation - IRR, Payback period – SAPP responsibility.