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USAID's Economic Recovery and Development Activity

REQUEST FOR APPLICATIONS (RFA) No. RFA 10/23

In-Kind Grant Support for Strengthening of Women-owned Personal Care Enterprises in Khyber Pakhtunkhwa

Issuance Date: December 16, 2023

Closing Date: January 15, 2024 [05:00 pm Pakistan Time]

Dear Applicant,

The USAID's Economic Recovery and Development Activity (USAID-ERDA) implemented by a consortium led by Associates in Development (AiD) Pvt Ltd is seeking applications from eligible female entrepreneurs for in-kind grant support to strengthen their existing personal care enterprises (beauty parlors) in Peshawar, Mardan, Swat, Dera Ismail Khan and Kurram. Through this intervention, USAID-ERDA aims to enhance the sustainability of women-owned enterprises, facilitate business expansion, increase income, and create new job opportunities for women in the selected areas.

Issuance of this RFA does not constitute an award commitment on the part of USAID-ERDA nor does it commit USAID-ERDA to pay for the costs incurred in the preparation and submission of an application. Further, USAID-ERDA reserves the right to reject any or all applications received. In addition, final award of the grant(s) to the successful applicants shall be made upon approval of USAID.

The shortlisted applicants must submit applications completed in all respect on or before the deadline given in this RFA. Applications should be submitted only via email at grants@erda.com.pk

Annexes included with this Request for Applications:

- **Annex A** – Grant Application Form
- **Annex B** – Required Certifications
- **Annex C** – Survey on Ensuring Equal Opportunity for Applicants



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SECTION I. PROGRAM DESCRIPTION

a) Introduction

The USAID-ERDA is implemented by a consortium led by Associates in Development (AiD) Pvt Ltd in Khyber Pakhtunkhwa and its Newly Merged Districts (NMDs). The USAID-ERDA aims to “increase economic opportunities by strengthening and modernizing the agriculture sector and promoting the micro, small & medium enterprises (MSMEs) in Khyber Pakhtunkhwa and its NMDs”. These initiatives are expected to contribute to broad-based economic growth in the province and create income generating and employment opportunities. These will be achieved through the following three sub-objectives.

- Sub-Objective -1: Agriculture sector capacity enhanced and modernized through strengthening of agriculture production resources.
- Sub-Objective -2: Micro, small & medium businesses promoted by strengthening MSMEs in both farm and non-farm sectors.
- Sub-Objective -3: Improved business enabling environment through policy reforms and Technical Assistance to Govt. of Khyber Pakhtunkhwa.

b) Rationale

The women owned personal care enterprises (beauty parlors and spas) have emerged rapidly across Khyber Pakhtunkhwa since women can start and operate this business in her home. The number of women owned beauty parlors is increasing at a rapid pace because of more awareness and demand for personal care and grooming services. The demand for personal care is still on a constant rise due to rapid urbanization, increasing number of working women, more awareness and exposure about personal care and grooming. However, with increased awareness and exposure, customers require high quality, safe and hygienic personal care services in a more conducive environment which has resulted in tough competition among beauty parlors.

During series of focus group discussions with women entrepreneurs, USAID-ERDA team learnt that the micro and small-scale beauty parlors in growth and expansion stage are unable to compete with already established beauty parlors and provide better quality services. The women entrepreneurs operating these enterprises do not have sufficient financial resources to up-grade their businesses and resultantly they are forced to quite business. Lack of modern and improved parlor equipment & tools, finances resources and training in advanced saloon management are the significant challenges which constraint the sustainability, growth, and expansion of women-owned enterprises in Khyber Pakhtunkhwa and NMDs.



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USAID-ERDA plans to offer a customized grant package coupled with targeted technical assistance to strengthen potential women-owned beauty parlors in selected districts of Khyber Pakhtunkhwa. This assistance package will help women entrepreneurs in sustaining their enterprises, expand operations, reach to increased market segments and create more jobs opportunities for women in their respective areas. USAID-ERDA support will also play a catalyst role in demonstrating enterprises which will be replicated by other potential young women entrepreneurs across Khyber Pakhtunkhwa thus fostering increased economic opportunities in the region.

c) Objectives

The objectives of the intervention are as follows:

- Promote improved and better-quality personal care enterprises (beauty parlors) in Khyber Pakhtunkhwa which may be replicated by other potential women entrepreneurs.
- Increase in the annual sales revenue of participating women entrepreneurs in selected districts of Khyber Pakhtunkhwa.
- Develop capacities of women entrepreneurs to offer quality personal care services, compete with other established beauty parlors and increase business efficiency.
- Create new employment opportunities for women by expanding their operations and production capacity of participating entrepreneurs over the next year.

d) Proposed Intervention

USAID-ERDA aims to strengthen existing women owned personal care (beauty parlors) enterprises in selected districts of Khyber Pakhtunkhwa through in-kind grant support and technical training. In-kind grant will be provided to selected number of eligible women entrepreneurs for business up-gradation. The women entrepreneurs selected for in-kind grant support will be provided managerial and technical trainings in advanced saloon management and digital media marketing. The selected women entrepreneurs will also be provided exposure of well-established similar nature enterprises to increase their learning. The in-kind grant package will include the following items, machinery, and equipment. USAID-ERDA may include or exclude additional items during final grant award depending on availability of certain items,

No	Item Description	Proposed Quantity
1	Saloon /Makeup Hydraulic Chair	2
2	Automatic Professional Ceramic 3-barrel Hair Curler	2
3	Professional Ceramic Flat Iron Hair Straightener	2
4	Manicure Pedicure Sofa	1
5	Professional Digital Hair Hood Dryer / Hair Steamer	2



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6	Professional Double Pot Wax Warmer Heater	2
7	Facial & Massage Bed	1
8	Backwash Hair Shampoo Unit	1
9	Professional Stand Facial Steamer	2

Note: Eligible applicants can select all or multiple items from the above list based on their specific needs.

SECTION II. AWARD INFORMATION

a) Type, Number & Amount of Award

Through this RFA, USAID-ERDA intends to provide in-kind grant support and technical assistance to 50 eligible women entrepreneurs for strengthening their existing beauty parlors. USAID-ERDA will procure the required items as outlined in each approved business model directly and will be provided to each grantee under a grant agreement. USAID-ERDA will undertake all such procurements in accordance with USAID and U.S. Government regulations governing grants and under USAID-ERDA grant manual.

The maximum award limit for an individual grant is up to PKR. 1.00 million (PKR. 1,000,000). However, the amount of award funding may vary depending on the availability of certain items, type, nature, and location of the business. These grants will be awarded to individuals fulfilling the eligibility/selection and evaluation criteria as given in the below section.

b) Duration of Award

The grant support and post award implementation follow up will not exceed one year. However, the duration of this intervention may vary depending on the nature and size of the grant. USAID-ERDA reserves the right to extend the duration of award, or the overall intervention based on grantee's performance, the availability of funds, and other unforeseen circumstances, with the approval of USAID. The expected start date of the grant is four months after the issuance date of this RFA.

c) Eligibility Criteria

The eligibility criteria for the proposed grant support and training are as follows,

- The applicant must be a woman and permanent resident of Khyber Pakhtunkhwa with a valid Computerized National Identity Card (CNIC).
- Must have an existing beauty parlor in one of the selected districts (Peshawar, Mardan, Swat, Dera Ismail Khan and Kurram).



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- The business must have been operational at a minimum for the last one (01) year. The USAID-ERDA team will conduct a physical verification to confirm the existence and operational status of the business.
- Must have a minimum of 200 sq feet of dedicated and accessible space with basic utilities suitable for business upgrading with the plan for utilizing the additional USAID-ERDA in-kind grant support.
- Applicants who have completed a minimum of 6 months of technical/vocational training or have obtained a diploma in the relevant subject such as beautician, make-up, saloon management etc. will be preferred.
- Applicant should be willing to participate in USAID-ERDA's relevant training and capacity-building programs, exposure visits, etc.

d) Terms and Conditions

The selected applicants must be willing to,

- Sign the required documentation/certification prior to receiving a grant.
- Share data related to production and sales with USAID-ERDA for implementation of monitoring and tracking results of the interventions.
- Allow the usage of photos/videos/testimonials for communications purposes in electronic or print media.
- Provide access to other ERDA's beneficiaries to access their facility for training, exposure, and experience sharing.

In-eligible Applicant (s)

- Any public sector/government owned entity or an entity operated by the Federal or Provincial Governments.
- Any entity affiliated with USAID-ERDA or any of its members of the governing body, directors, officers, or employees.
- Applicants with a business idea which fall in the negative list of businesses notified by the Government of Pakistan and by the USAID.
- Any applicant whose name and/or name of key personnel appear on System for Award Management (SAM) (www.sam.gov).



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e) Evaluation Criteria

The applications will be evaluated against the following criteria and the minimum percentage for an application to be shortlisted for in-kind grant & technical assistance support is 70%.

S #	Evaluation Criteria	Maximum Points Allocated
1	Existing operational business set-up in any of the specified district	Maximum 30 points
2	Dedicated space available for up-gradation (minimum 200 sq feet)	30 points <ul style="list-style-type: none">• More than 200 Sq Ft - 30 points• Minimum 200 Sq Ft – 20 points
3	Business Experience (Years of business operations)	Maximum 20 points <ul style="list-style-type: none">• 5 marks per completed year with maximum of 04 years and 20 marks
4	Technical/Vocational Training and or Diploma (Copies of qualifications must be provided with the application)	Maximum 10 points <ul style="list-style-type: none">• 6 months & above qualification – 10 points• Less than 6 months qualification – 5 points
5	Average annual sales in PKR	Maximum 10 points <ul style="list-style-type: none">• Rs. 100,000 & above annual sales – 10 points• Less than Rs. 100,000 annual sales – 5 points
Total Score		100 marks

f) Grantee Contribution

The selected applicant/grantee will be required to contribute in-kind or in cash as part of the upgradation, operations, and marketing as part of the proposed grant. The grantee contribution is intended to increase the sustainability of the grant activity by creating a financial stake for the grantee. USAID-ERDA will extend in-kind grant support whereas the grantee will be responsible for all other costs which is not covered in the USAID-ERDA in-kind grant and technical assistance support such as day-to-day business operations, renovation, rentals, packaging, consumables, and cost of items associated with health, hygiene, and waste disposal etc.

Section III. Application Submission Information

A. Instructions to Applicants

- The applicant (s) should thoroughly read and understand the RFA before submission of application.
- USAID-ERDA team will arrange an orientation session for understanding the application process.



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- The applicant (s) must use the USAID-ERDA's prescribed form for application.
- Only those applications that meet the eligibility criteria will be accepted for next phase of this award.
- USAID-ERDA reserves the right to select or reject any application in line with the project objectives.

B. Ineligible Expenses

USAID-ERDA grant funds may not be utilized for the following,

- Construction or infrastructure activities of any kind. Note that Per ADS 303.3.30 and the ADS 303 Mandatory Reference entitled, "USAID Implementation of Construction Activities" dated August 22, 2013, construction is not eligible for reimbursement under grants resulting from this solicitation. Construction also includes improvements, renovation, alteration, and refurbishment.
- Ceremonies, parties, celebrations, or "representation" expenses.
- Purchases of restricted goods, such as: restricted agricultural commodities, motor vehicles including motorcycles, pharmaceuticals, medical equipment, contraceptive products, used equipment; without the previous approval of USAID-ERDA, or prohibited goods, prohibited goods under USAID regulations, including but not limited to the following, abortion equipment and services, luxury goods, etc.
- Purchases of goods or services restricted or prohibited under the prevailing USAID source/nationality (Cuba, Iran, North Korea, and Syria).
- Any purchase or activity, which has already been made prior to the signing of grant agreement.
- Purchases or activities unnecessary to accomplish grant purposes as determined by the USAID-ERDA.
- Prior obligations of and/or, debts, fines, and penalties imposed on the Grantee.
- Creation of any types of endowments/donations etc.

C. Application and Submission Information

Applications complete in all respect along with all required documents should be submitted electronically to grants@erda.com.pk, and should be referenced RFA no **RFA/10/23**. Applications must be submitted on or before the January 15, 2024, 5:00 pm (PST). Late or incomplete applications will not be considered.



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Annex A - Grant Application Form

The application must be signed by the applicant or an authorized agent of the applicant.

This application is in response to RFA No. RFA/I0/23

SECTION I BASIC INFORMATION

Name of Applicant: _____ Father/Husband Name: _____

CNIC _____ Date of Birth: _____

Total direct family members / dependent households: _____ (Male: _____ Female: _____)

Education: ☐ Matric ☐ Intermediate ☐ Bachelor Degree ☐ Master Degree ☐ Diploma

Please specify the highest qualification: _____

Do you have completed a technical / vocational training course / diploma? ☐ Yes ☐ No

If yes please provide following details,

Name of course/diploma _____ Duration (Months) _____

Name & location of Institution _____

Address: _____

Telephone: _____ Mobile: _____

Email: _____ Website: _____



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SECTION II: BUSINESS RELATED INFORMATION

Business Name: _____ Location/District: _____

Business Address: _____

Year of Establishment: _____ Legal Status: ☐ Registered ☐ Unregistered

If registered, please specify name of entity where business is registered: _____

Business details on social media (if any). Please specify the name/business title on each social media account

Facebook: _____ Instagram: _____

YouTube: _____ Others: _____

Total number of existing employees/staff (including owner): Total _____ (Male _____ Female _____)

Please provide details of staff/employees in the following table if applicable (example: owner, beautician, helper etc.)

S. No	Position/Role	Number



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Average monthly sales (PKR): _____ Average annual income (PKR): _____

Do you have additional dedicated & accessible space available which will be utilized for business up-gradation and installation of the additional machinery/equipment: ☐ Yes ☐ No

If yes, please specify the measurement of available space (square feet): _____

Note: USAID-ERDA will physically verify the availability of dedicated space for business up-gradation purpose)

Type of services offered (example: make-up, hair treatment, etc.) _____

Average number of clients / customers per day: Peak Season _____ Normal days _____

Post grant implementation impacts (Please specify the expected impacts after successful implementation of USAID-ERDA grant support)

Number of expected new jobs after grant: Total _____ (Male _____ Female _____)

Average monthly sales (PKR): _____ Average annual income (PKR): _____

Average number of clients / customers per day after grant: Peak Season _____ Normal days _____

Required Grant Support

Please select the items required for your business upgradation and strengthening. An applicant can select all or multiple items from the below list based on their specific needs. If an item is required, please tick **Yes** and if any item is not required, please tick **No**.

S. No	Item Name	Applicant Requirement	
1	Saloon /Makeup Chair	<input type="checkbox"/> Yes	<input type="checkbox"/> No
2	Automatic Professional Ceramic 3-barrel Hair Curler	<input type="checkbox"/> Yes	<input type="checkbox"/> No
3	Professional Ceramic Flat Iron Hair Straightener	<input type="checkbox"/> Yes	<input type="checkbox"/> No



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4	Manicure Pedicure Sofa	<input type="checkbox"/> Yes	<input type="checkbox"/> No
5	Professional Digital Hair Hood Dryer / Hair Steamer	<input type="checkbox"/> Yes	<input type="checkbox"/> No
6	Professional Double Pot Wax Warmer Heater	<input type="checkbox"/> Yes	<input type="checkbox"/> No
7	Facial & Massage Bed	<input type="checkbox"/> Yes	<input type="checkbox"/> No
8	Backwash Hair Shampoo Unit	<input type="checkbox"/> Yes	<input type="checkbox"/> No
9	Professional Stand Facial Steamer	<input type="checkbox"/> Yes	<input type="checkbox"/> No

By affixing my signature below, I certify that to the best of my knowledge, the information provided in this application is accurate and correct:

Submitted by (Name and title): _____

Signature: _____ Date: _____

REQUIRED DOCUMENTS FROM APPLICANT

S. No	Description	Copies Attached (Yes / No)
1	Filled and signed Annex -A (Application) complete in all respect and on the prescribed format – Mandatory	<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Filled and signed Annex B: Required Certifications- Mandatory	<input type="checkbox"/> Yes <input type="checkbox"/> No
3	Copies of valid CNIC – Mandatory	<input type="checkbox"/> Yes <input type="checkbox"/> No
4	Business supporting documents (business registration, brochures, sales receipts, bank statement, business pictures etc.) – Optional	<input type="checkbox"/> Yes <input type="checkbox"/> No



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ANNEX B – REQUIRED CERTIFICATIONS

CERTIFICATION REGARDING TERRORIST FINANCING (AAPD 04-14 E.O. 13224)

By signing and submitting this application, the prospective recipient provides the certification set out below:

1. The Recipient, to the best of its current knowledge, did not provide, within the previous ten years, and will take all reasonable steps to ensure that it does not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated, or participated in terrorist acts, as that term is defined in paragraph 3.

2. The following steps may enable the Recipient to comply with its obligations under paragraph 1:

a. Before providing any material support or resources to an individual or entity, the Recipient will verify that the individual or entity does not (i) appear on the master list of Specially Designated Nationals and Blocked Persons, which list is maintained by the U.S. Treasury's Office of Foreign Assets Control (OFAC) and is available online at OFAC's website : <http://www.treas.gov/offices/eotffc/ofac/sdn/tl/sdn.pdf>, or (ii) is not included in any supplementary information concerning prohibited individuals or entities that may be provided by USAID to the Recipient.

b. Before providing any material support or resources to an individual or entity, the Recipient also will verify that the individual or entity has not been designated by the United Nations Security (UNSC) sanctions committee established under UNSC Resolution 1267 (1999) (the "1267 Committee") [individuals and entities linked to the Taliban, Usama bin Laden, or the Al Qaida Organization]. To determine whether there has been a published designation of an individual or entity by the 1267 Committee, the Recipient should refer to the consolidated list available online at the Committee's website:
<http://www.un.org/Docs/sc/committees/1267/1267ListEng.htm>.

c. Before providing any material support or resources to an individual or entity, the Recipient will consider all information about that individual or entity of which it is aware and all public information that is reasonably available to it or of which it should be aware.

d. The Recipient also will implement reasonable monitoring and oversight procedures to safeguard against assistance being diverted to support terrorist activity.

3. For purposes of this Certification –

a. "Material support and resources" means currency or monetary instruments or financial securities, financial services, lodging, training, expert advice or assistance, safehouses, false documentation or identification, communications equipment, facilities, weapons, lethal substances, explosives, personnel, transportation, and other physical assets, except medicine or religious materials."

b. "Terrorist act" means-



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- (i) an act prohibited pursuant to one of the 12 United Nations Conventions and Protocols related to terrorism (see UN terrorism conventions Internet site: <http://untreaty.un.org/English/Terrorism.asp>);
- (ii) or (ii) an act of premeditated, politically motivated violence perpetrated against noncombatant targets by subnational groups or clandestine agents; or
- (iii) any other act intended to cause death or serious bodily injury to a civilian, or to any other person not taking an active part in hostilities in a situation of armed conflict, when the purpose of such act, by its nature or context, is to intimidate a population, or to compel a government or an international organization to do or to abstain from doing any act.

c. "Entity" means a partnership, association, corporation, or other organization, group or subgroup.

d. References in this Certification to the provision of material support and resources shall not be deemed to include the furnishing of USAID funds or USAID-financed commodities to the ultimate beneficiaries of USAID assistance, such as recipients of food, medical care, micro-enterprise loans, shelter, etc., unless the Recipient has reason to believe that one or more of these beneficiaries commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

e. The Recipient's obligations under paragraph I are not applicable to the procurement of goods and/or services by the Recipient that are acquired in the ordinary course of business through contract or purchase, e.g., utilities, rents, office supplies, gasoline, etc., unless the Recipient has reason to believe that a vendor or supplier of such goods and services commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitated or participated in terrorist acts.

This Certification is an express term and condition of any agreement issued as a result of this application, and any violation of it shall be grounds for unilateral termination of the agreement by USAID prior to the end of its term.

APPLICANT:

Name: _____ Signature: _____

Title: _____ Date: _____

Organization: _____

Address: _____

Date of Birth: _____



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CERTIFICATION OF COMPLIANCE

To: Grants Manager, ERDA

I, _____, _____, as a legally authorized
Name (Printed or Typed) Title

representative of _____
Organization Name

do hereby certify that, to the best of my knowledge and belief, this organization's management and other employees responsible for their implementation are aware of the requirements placed on the organization by OMB Circulars, and Federal and USAID regulations with respect to the management of, among other things, personnel policies (including salaries), travel and procurement under this agreement and I further certify that the organization is in compliance with those requirements.

I, we, understand that a false, or intentionally misleading, certification could be the cause for possible actions ranging from being found not responsible for this award to suspension or debarment of this organization in accordance with the provisions of USAID Regulation 8.

I, we, further agree to instruct the accounting firm that this organization retains to perform its annual audits, as required by OMB Circular A-133, to include in their review of our internal controls sufficient testing of the implementation of our personnel, travel and procurement policies to confirm compliance with Federal and USAID requirements. The conclusions of that compliance review will be included in the A-133 audit reports submitted to the government.

I declare under penalty of perjury that the foregoing is true and correct.

Signature

Type or Print Name

Position Title

Date of Execution



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ANNEX C - SURVEY ON ENSURING EQUAL OPPORTUNITY FOR APPLICANTS

www.usaid.gov/sites/default/files/surveyeo.doc contains a survey on ensuring equal opportunity for applicants. The applicant's completion of the survey is voluntary. The absence of a completed survey in an application may not be a basis upon which the application is determined incomplete or non-responsive. Applicants who volunteer to complete and submit the survey under a competitive or non-competitive action are instructed within the text of the survey to submit it as part of the application process; applicants who chose to submit the survey shall include it in the technical application in the "annexes" section.