

# FEED THE FUTURE BANGLADESH LIVESTOCK AND NUTRITION ACTIVITY

Call for Application: December 2024

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Activity Name	Feed the Future Bangladesh Livestock and Nutrition Activity
Implementing agency	ACDI/VOCA
Call for Application (CFA) No.	J2052-CFA-05
Date of issue	December 19, 2024
Closing date of Application	The applications will be assessed on a rolling basis at the end of every month until August 31, 2025.
CFA categories to apply	<p><b>Category-1:</b> Increase production availability, and accessibility of affordable stress tolerant fodder and forage- especially saline tolerant seeds, legumes, fodder trees and alternative fodder solution including affordable and quality silage, hay and Total Mixed Ration (TMR).</p> <p><b>Category-2:</b> Increase availability of affordable and quality ready feed, innovative and cost-effective feed ingredients and micronutrients (blocks, supplements), for the livestock sector</p> <p><b>Category-3:</b> Increase the availability and accessibility of affordable, timely, and quality climate adaptive Animal health medicines, vaccines, anthelmintics, and pro/prebiotics along with community led animal health and disease prevention and surveillance systems, and quality advisory services model</p> <p><b>Category-4:</b> Increase availability and accessibility of effective Artificial Insemination (AI), embryo transfer technologies and services for cattle and goats</p> <p><b>Category-5:</b> Develop and strengthen the formal processed milk and meat market and the marketability of diverse products of milk and meat through linking formal Institutional buyers (such as online E-Commerce platforms, F-Commerce, national and regional retail chain stores, hotels, and restaurants and cold chain logistics service provider) to procure safe milk/meat products from MSME processors</p> <p><b>Category-6:</b> Expand Access to Finance through existing financial products, development of new financial products and services, and through inclusive customer engagement/onboarding for value chain actors engaged in livestock sector by financial institutions</p> <p><b>Category-7:</b> Increased availability and adoption of regenerative practices through affordable technologies and product development to adapt to environment change and mitigate environmental impact from the livestock sector. <b>Error! Reference source not found.</b></p>

Eligible entities	Registered private companies, enterprises, institutions, business co-operatives, currently working or looking to expand their livestock businesses, including private advisory service providers (organization and or individual), training service providers, commercial banks, non-bank financial institutions, microfinance institutions (MFIs), national conglomerates, and livestock agri-micro, small, and medium enterprises (MSMEs) having authentic documents should apply for this support.
Contents of application	Applications should include a CFA form, a technical proposal, and a financial proposal. (Annex – A)
Questions on this solicitation should be submitted to the e-mail address provided	E-mail: <a href="mailto:procurement@acdivocalpin.org">procurement@acdivocalpin.org</a>
The Activity will hold a briefing for interested parties. Those interested should notify the e-mail above of their planned attendance.	Deadline for notifying attendance: December 31, 2024, 2:00 PM  Briefing session: January 13, 2024, 3:00 PM BD time, virtually (joining meeting link will be sent before the session)

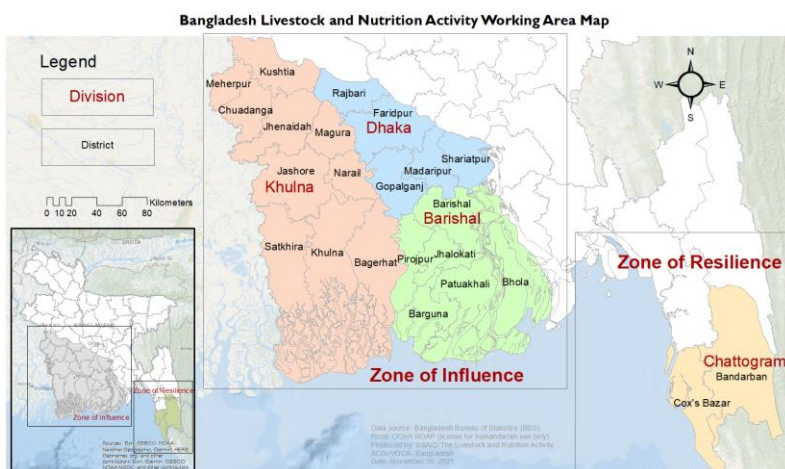
**ACTIVITY GOALS AND OBJECTIVES**

The USAID-funded Feed the Future Bangladesh Livestock and Nutrition Activity’s (here onwards referred to as the Activity) goal is to increase livestock productivity, marketability, and consumption of livestock products for improved nutrition and incomes for one million livestock-producing households. The Activity seeks to effectively work with private and public sector actors to create solutions and leverage resources, technologies, and expertise through the co-creation process. The objectives of the Activity are the following.

- IR 1: Improve livestock productivity through improved production and processing of forage/fodder, increased availability of commercial feeds, improved access to quality animal health and breeding services and increased capacity of local service providers (LSPs)
- IR 2: Increase the milk and meat production of dairy animals and the supply and sales of quality live cattle and goats on regional and national markets. Consequently, enhance the marketability and variety of milk and meat products.
- IR 3: Increase consumption of safe and diversified dairy and meat products to improve household nutrition.
- IR 4(Cross-cutting): Improve access to financial products and services for livestock value chain actors while increasing participation and empowering women, youth, and socially marginalized communities as producers, service providers, employees, and business owners throughout the value chain. Ensure that the use of ICT and environmental risk mitigation practices increases along the livestock value chain.

**ACTIVITY WORKING LOCATIONS**

The Activity works in 23 districts, 21 districts from south-western Bangladesh, which encompasses of Khulna Division (Jashore, Jhenaidah, Magura, Narail, Bagerhat, Khulna, Satkhira, Chuadanga, Meherpur, Kushtia), Barishal Division (Barisal, Bhola, Jhalokathi, Pirojpur, Barguna, Patuakhali) and Dhaka Division (Faridpur, Gopalganj, Madaripur, Rajbari, Shariatpur) – Zone of Influence (ZOI), and 2 districts from Chittagong division (Bandarban & Cox's Bazar) - Zone of Resilience (ZOR).



## SCOPE OF COLLABORATION

The Activity’s second call for applications (CFA-5) is open to all livestock market actors, including large, medium, and small businesses from private sector conglomerates with livestock interests to MSMEs as well as financial services sector stakeholders. The Activity seeks to form partnerships with livestock market actors in order to address constraints that limit the business and income potential of livestock farmers. As part of CFA-5, interested entities must submit a business case with an exit strategy detailing how the solutions will remain sustainable after the collaboration ends, as well as a description of how the partnership will benefit livestock farmers, including women, youth, and other socially marginalized populations, as well as the local economy of the FtF zone (area mentioned).

The livestock Activity has thus far partnered with 20 distinct market actors under CFA-1 & 2. The partnership objective has been to increase livestock productivity, develop the dairy and meat markets, and use environment friendly technologies in the livestock sector in an inclusive manner. The cooperation sought to raise farmers' "knowledge" of the cattle market and facilitate economic opportunities for women and youth livestock actors.

Current Livestock Private Sectors Partnerships		
# Of partners	Business Type	Partnership Objective
3	Animal health company	Promoting vaccines and other animal health products through women and youth at a community level, ‘Anti-Microbial Resistance (AMR)’ solutions and embracing ‘One Health’ concept to overcome animal and human health hazard
1	Artificial insemination company	Increase livestock productivity through the availability of improved artificial insemination (AI) services for Livestock by developing the capacity of aspiring Male and Female AISPs
3	Large Dairy Processor	Strengthening milk markets in southern Bangladesh, through aggregation of input centres, livestock services, milk analyzers- encouraging greater number of women and youth owned dairy MSMEs
1	Large Meat Processor	Enhance beef cattle productivity and market access opportunities for livestock farmers

3	Microfinance Institute	Increase access to livestock finance by smallholder farmers for increased livestock productivity and marketing
3	Environment friendly Technology	Promotion of environment friendly biodigester technology to convert livestock waste into cooking gas
1	Machinery companies	Promotion of livestock sector-oriented machinery to increase productivity, and consumption of dairy and beef products
2	Ready feed	Developing alternative feed systems within the livestock sector
1	Silage and mashed feed	Developing alternative feed systems within the livestock sector
1	Seed and forage companies	Developing quality input and forage
1	Technical consultancies	Developing quality of market actors

Below are more detailed explanations of the different CFA-5 categories, including constraints and potential solutions that interested entities can apply to.

**Category 1 SCO 1:** Increase production availability, and accessibility of affordable stress tolerant fodder and forage- especially saline tolerant seeds, legumes, fodder trees and alternative fodder solution including affordable and quality silage, hay and Total Mixed Ration (TMR).

**Category Overview:** The Livestock and Nutrition Activity has found persistent challenges during the monsoon season in year-round fodder production especially in the southern part of Bangladesh. It is evident that perennial fodder varieties like Napier, Pakchong, etc. do not grow well during the monsoon season. There are also issues with winter stunted growth, as well as salinity and drought soil. The Activity has also learned that seeds to produce fodder, such as Maize, Jambo, Khesari, Black gram, Mung bean, Moringa, and Sesbania, are not available in the Activity area. In addition, on the demand side, farmers lack awareness and knowledge of these different feed and fodder options. Therefore, cattle farmers depend on concentrate feed, but concentrate market price has significantly increased due to global supply shortages of quality inputs.

During year three the Activity demonstrated that the demand for green and processed fodder and forage is gradually rising, but seed businesses are unable to deliver fodder or forage seeds to the market on time due to the fragmented demand. In addition, low-quality seeds are available on the market as a result of importation by local dealers. Due to seasonality, the year-round availability of inputs is the greatest challenge for silage production. Stocking silage is a big risk because of rodents and insects. Transport cost is also a big barrier to distribute silage throughout Bangladesh. Due to the minimum order quantity and awareness of the benefits of silage, marginal farmers have no access to silage. As the dairy and beef markets expand, the private sector partners see an excellent opportunity to invest in alternative fodder and is diligently seeking ways to serve smallholder farmers.

Given the circumstances and the overall need for increased production and access to different fodder and forage options like fodder seeds, cuttings, silage, hay, TMR, ready feed, hydroponic, and quality feed ingredients, potential applicants could consider the following business solutions to increase fodder and forage production and marketing for sustainable livestock productivity:

### Potential business solutions to be addressed in application

1. Promote stress-tolerant (saline, drought/heat, and flood-tolerant) fodder seeds/cuttings, particularly maize, legume varieties, and forage seeds (e.g., Pakchong, Red Pakchong, Jara, Napier, German, Jumbo, etc.) in the 23 Feed the Future (FtF) districts of the country, either by utilizing company's own seed sales and distribution channels or in combination with other existing livestock product portfolio (such as feed, seed) or through making value-added commercial partnerships with other seed, feed, or dairy processor companies.
2. Map and identify key areas as well as deficient areas (such as Bhola, Chuadanga, Jashore, Jhalokati, and Satkhira) of fodder and forage seeds in order to address supply and knowledge gap of fodder and forage seeds to strengthen the distribution channel.
3. Develop a location-specific (district/upazilla) seasonal calendar of fodder and forage seeds and collaborate/integrate with relevant local stakeholders, such as existing retail chains, local service providers (LSPs), fodder nurseries, local MSMEs, large-scale fodder producers/entrepreneurs, and/or silage producers, to facilitate training, demonstrations, court-yard sessions, and other promotional events to sensitize farmers, especially women and youth, on the benefits of fodder/forage to increase production, sales and consumption.
4. Establish a viable silage and total mixed ratio (TMR) market in the Activity areas, by undertaking demonstrations, farmer training, market awareness campaigns, and other below-the-line market promotion activities to ensure year-round availability.
5. Identify key areas of fodder, particularly maize (including others like legumes, moringa, and seaweed) and forage grass, and establish a solid operational model centered on the key pocket areas to supply TMR and silage to both thick and thin/weak markets in the Activity area.
6. Introduce and promote energy efficient TMR (through the use of feed additives in the composition) that can lower methane emissions.
7. Increase the availability of fodder trees (such as moringa, Ipil Ipil, legume varieties, sesbania, jack-fruit leaves, bamboo leaf etc.) by strengthening the nurseries in the Activity areas and making them widely accessible to farmers by raising awareness.

**Category-2 SCO 1:** Increase availability of affordable and quality ready feed, innovative and cost-effective feed ingredients and micronutrients (blocks, supplements) for the livestock sector

**Category Overview:** The Activity is addressing the key constraints in the local feed market, such as high feed prices and a lack of feed availability in the local market. In this connection, the Activity also evaluated the feed ingredient market and the reason for volatile prices and the unavailability of the six most important feed ingredients. The length of the feed component supply chain, coupled with a lack of coordination between its players, is the most significant obstacle. Frequently, dealers sell low-quality feed for a hefty commission. Therefore, the farmer's access to quality is a concern. Furthermore, the feed ingredient market is highly market-dependent, with import prices varying greatly.

According to an internal market assessment, ready feed companies rely heavily on dealers and distributors to sell their products as a result of the push business model. Therefore, dealers and retailers lack the technical knowledge and motivation to recommend balanced rations to farmers. Due to the similar push strategy, some national level feed companies also do little to promote high-quality feeds through awareness initiatives, campaigns, feed demonstrations, and digital marketing. As a result, farmers—especially women and youth—lack of knowledge of quality feeding management, good farming practices, and farmers' requests for feed credit, affect ready feed dealers' and retailers' businesses.

Therefore, to address the issues of the ready feed and feed ingredients market, the Activity is soliciting applications from established private feed companies and relevant feed-ingredient companies to address the challenges and come up with inclusive solutions as outlined in this category.

### **Potential business solutions to be addressed in application**

1. In the case of feed ingredients, develop a robust supply and distribution chain of specified quality ingredients (rice polish, wheat bran, mustard oil cake, maize crush, soybean grain, wheat, and maize grain) in the activity areas to ensure year-round availability of the ingredients while minimizing the supply and distribution gap and price volatility.
2. For feed ingredients, build a regional/local distribution hub (such as a depot) or utilize the existing regional/local distribution hub or routes (such as dealers/retailers/local feed mixer) in the Activity areas to directly serve smallholder farmers, especially women and youth, with specified feed ingredients or feed mixer at an affordable price.
3. Promote nonconventional and innovative cattle feeds that can enhance the cost efficiency of per kg milk and meat production.
4. Introduce and promote ‘micronutrient blocks’ with other product lines to improve cattle health, enhance growth, reproductive and productive performances.
5. For feed, collaborate with various relevant private partners such as dairy processors, seed companies, animal health companies and/or microfinance organizations to expand and diversify the distribution networks of commercial feeds beyond the regular distribution points (retailers/dealers) in order to ensure the availability of quality feeds with various value-added services such as feeds on credit, feed price merged with milk sales, and similar services.
6. Introduce and promote any feed, feed ingredients (such as seaweed) or feed composition/mixer/any living protein sources (such as various form of Trichoderma, black soldier fly) that can enhance feed efficiency and lower methane emissions. Along with it, conduct various promotional activities by undertaking demonstrations, farmer and relevant stakeholder trainings focusing on women and youths, market awareness campaigns, and other below-the-line market promotion activities to increase the market penetration of quality feeds in the Activity areas.
7. Train new and existing dealers, retailers, local service providers, with a focus on women and youth, or relevant market stakeholders specially to improve business and technical skills particularly the use of ready feed and feed ingredients and balanced feed rationing practices to improve feed efficiency and ensure food safety in milk and meat production.

**Category-3 SCO 3:** Increase the availability and accessibility of affordable, timely, and quality climate adaptive Animal health medicines, vaccines, anthelmintics, and pro/prebiotics along with community led animal health and disease prevention and surveillance systems, and quality advisory services model

**Category Overview:** The Activity has started identifying the vaccine supply gap in the FtF areas and has taken a number of steps to engage private vaccine manufacturers and importer companies to create the market and support cattle health safety and productivity. Moreover, vaccine manufacturers face technical obstacles in terms of genetic sequencing, as field viruses are serologically distinct from vaccine viruses. Consequently, no local vaccines are available on the market. Collaborative vaccine demand forecasting exercises have been undertaken with local livestock offices in the Activity area which will be continued with all DLS offices in the subsequent years.

A lack of high-quality animal health (AH) inputs and a shortage of high-quality veterinary service providers, including veterinary doctors, paravets, and suitably trained LSPs, are the root causes of poor acceptance of AH services. In addition, the private sector is currently concentrating on prophylactic or preventive drugs as opposed to therapeutics to reduce production costs and disease prevalence among farmers.

Considering the sectoral constraints and priorities of the private sector, the Activity has formed partnerships with animal health companies that is reaching out to rural livestock farmers with the One Health concept. The partnership aims to increase the awareness of antimicrobial resistance (AMR) and promote non-antimicrobial immunity booster products, such as probiotics, prebiotics, and herbal and nutritional medicines to change the behavior of the rural livestock stakeholders (farmers, public and private veterinarians, and LSPs) to reduce antibiotic overuse and increase the use of non-antimicrobial immunity booster products. New product lines have already begun to receive early positive traction from the market. Through the call for proposals, the Activity is seeking further partnerships with the relevant private sectors to bring the business solutions outlined below to overcome obstacles and seize possibilities.

### **Potential business solutions to be addressed in application**

1. Promote and popularize pharmaceutical solutions countering FMD and LSD, utilizing either the company's own vaccine portfolio or in combination with other existing animal health portfolios to increase farmer demand through a variety of marketing activities (such as technical training of LSP, retailers/dealers, farmers awareness campaigns, digital literacy to collect vaccine data etc.), in the Activity areas following a seasonal calendar of disease outbreaks in collaboration with DLS, LRI, LSPs, and other market actors.
2. Increase collaborative business-to-business partnerships with other livestock-related businesses (e.g., AI companies, feed companies) to create greater synergy and information sharing.
3. Improve genetic sequencing services that can align field and vaccine viruses to improve the vaccine sequences and, therefore, performance of the vaccines up to the mark.
4. Build a robust distribution network, including women and youth, in the Activity areas while resolving the vaccine supply and cold chain gaps to improve access to vaccine for smallholder farmers.
5. Expand and strengthen the supply and distribution network of a wide variety of high-quality animal health products, preferably with a focus on promoting appropriate use of antibiotics, preventive product lines, micro-minerals, vitamins, nutritional medicines, non-antimicrobial immune boosters, and any new and innovative product lines in the untapped southern part of the Activity areas. In addition to this, introduce and promote any animal health product lines that are energy efficient and can lower methane emissions.
6. Promote private advisory services and animal health (cattle and goat) best practices by strengthening information dissemination channels, including animal health campaigns (including vaccination, health check-up, and deworming), developing and training animal health LSPs, dealers, and retailers, farmers' awareness training, organizing mobile clinics, model farm setups, and the similar promotional things. Advisory services and promotional activities should be inclusive and prioritize the participation of women and youth as service providers and/or farmers.

**Category-4 SCO 2:** Increase availability and accessibility of effective Artificial Insemination (AI), embryo transfer technologies and services for cattle and goats

**Category Overview:** In year three, the Activity has prioritized addressing the availability and quality of insemination services by increasing the number of artificial insemination (AI) dealers and AI service providers (AISPs), including women AISPs, in rural areas where AI services are currently unavailable. In recent conversations with a number of AI companies, the activity with partners implemented new technologies like embryos and early pregnancy diagnosis to increase the quality, efficacy of milk production and cost-efficiency of improved breed. Some of the AI companies have already applied to import embryo from the United States and India. However, they recognize that there is a dearth of technological infrastructure and trained resources in Bangladesh to promote such technology.



In response to the challenges, the Activity has already initiated a partnership with an AI service provider company to increase farmers' interest in crossbreed cattle farming, increasing livestock productivity in activity area. In terms of business, the firm has seen a 10% percent increase in semen sales, and it has expanded its market to new areas through newly trained AI technicians. Through this CFA, the Activity wants to form partnerships with additional qualified private AI firms to ensure the availability and quality of insemination services through implementation of some of the potential solutions listed below.

#### **Potential business solutions to be addressed in application**

1. Introduce advanced breeding such as Embryo Transfer (ET) Technology in Bangladesh to improve quality of breeds while identifying technical support requirement, including developing the technical capacity of the staffs and knowledge transfer, improving the bull station setup to be compatible with the technology, selecting the right recipient cow, facilitating the risk-free and cost-effective importing of Embryo, establishing the trials and technical set up, developing the eco-system of awareness at the farm and farmer level and the like to adapt the technology.
2. Promote climate-friendly breeds with efficient feed usage that emit less methane (such as red Chittagong) across 23 FtF districts while expanding the number of AI technicians/AI Livestock Service Providers (LSPs), with a focus on adding more women and youth as AI service providers.
3. Promote AI services in uncovered area by providing technical training to both Female and Male AI technicians with 2/3 months in-house residential training (prioritizing Female AISP) followed by 1 month internship. while also improving AI-related data collection, record keeping, and breed traceability through the use of user-friendly digital tools and engaging in various marketing activities.
4. Establishment of early pregnancy diagnosis laboratory to reduce diagnosis confirmation time, reduce AI time and save the management cost for two months.

**Category-5 SCO 4:** Develop and strengthen the formal processed milk and meat market and the marketability of diverse products of milk and meat through linking formal Institutional buyers (such as online E-Commerce platforms, F-Commerce, national and regional retail chain stores, hotels, and restaurants) to procure safe milk/meat products from MSME processors

**Category Overview:** According to the findings of the Activity's milk market assessment, the limited area coverage of formal market actors is a significant obstacle for farmers to sell milk regularly and at a fair price. In addition, the distance between the milk collection facilities and milk producers hinders the milk supply to formal markets. To address such issues, the Activity has initiated a partnership with large dairy companies who are developing new milk collection centers, forming dairy producer groups (targeting women and youth producers), training farmers on hygienic milk collection and milk transportation, and procuring milk from them.

In Year 3 the Activity has worked with large dairy company partners to strengthen milk aggregation and processing in project areas through technology support (micro chiller, milk analyzer, and milk billing automation system) to large dairy aggregators.

The Activity is also working to strengthen and expand the sourcing of live cattle supply chain through the private partners who are engaged to number of supply chain actors to process safe meat for consumers. According to the new partnership with a new meat processing company, a number of new cattle collection hubs will be established in the Activity regions, mostly near livestock farmer settlements, making it easier (and less expensive) for farmers (particularly women) to bring their livestock to market and negotiate sales.

Through the call for proposals, the Activity is seeking further partnerships with the relevant private sectors and MSMEs to bring the business solutions outlined below to overcome obstacles and seize possibilities.

### **Potential business solutions to be addressed in application**

1. Expand milk aggregation and procurement in FtF zone's milk surplus areas, including areas with no/few formal milk collection points (such as Barisal, Bagherhat, Gopalganj, Coxs Bazar, Bandarban) through the integration of MSMEs in their supply chain (e.g., milk aggregators).
2. Facilitate various value-added services from the milk collection points such as vaccination, deworming, AI services, financial products/services, demonstration, and sale of fodder/forage etc. to increase the utilization of new and existing collection centers and compete with informal milk markets.
3. Incorporate a strong safe milk collection guidelines and protocol as per regulatory requirement in the collection process/points to reduce environmental risks (such as set up appropriate waste disposal system or water treatment facility at the chilling center).
4. Introduce any innovative or effective existing technology at the collection centers such as small-capacity micro-chillers, somatic cell counter, antibiotic and pesticide testing kit, computerized fat testing machines to assure the safety of milk collection.
5. Identify more institutional meat processors or buyers (such as chaldhal.com, meat & bones) in the FtF zone and establish and extend their supply networks in the untapped areas to include more local level meat processors (like butchers)/entrepreneurs/enterprises with particular attention to women and youth. Also, educate them to adhere to quality and hygiene standards of meat processing as well as cold chain transportation to ensure increased supply of safe meat at local and regional markets.
6. Disseminate nutrition and hygiene message by organizing promotional events and activities, employing various online and offline channels, and engaging in various promotional activities at various distribution points including regional/local sales points to educate customers, particularly women and children, about the health benefits of safely produced and packaged milk and meat and value-added dairy products.
7. Expand sourcing and procurement of safely produced and packaged milk and meat products (e.g., fresh milk, , yogurt, cheese, ghee, fresh meat) from small processors and MSMEs in the FtF zone with particular attention to women and youth to sell through diversified distribution networks including online e-commerce platforms or retail chain stores.
8. Establish a supply chain to procure meat and milk products from producers and traders from untapped local markets by large hotels and restaurants, and train small dairy and meat processors, especially women and youth, in food safety and hygienic processing, new diversified value-added products, and business management.

**Category-6 SCO 6:** Expand new and existing financial products and services through socially inclusive customer engagement/onboarding for value chain actors engaged in dairy, cattle and goat sector by financial institutions

**Category Overview:** While the livestock sector drives employment and income for 45 percent of the population, FSPs are still hesitant to allocate resources to the livestock sector, particularly in extending credit to MSMEs and farmers. In addition, recent rising inflationary prices coupled with macroeconomic uncertainties are further worsening the scenario. To tackle such market gaps, the Activity plans to partner with FSPs (or entities that are working in the advancement of innovative financial instruments) such as Banks, MFIs, to strengthen the development of new livestock products and services with innovative embedded

mechanisms, products pertaining to livestock rearing activities, inclusive models of client onboarding and financing, and market making/development activities.

### **Potential business solutions to be addressed in application**

1. Develop and deliver new and/or improved livestock-specific financial products and services. These can include credit, savings, insurance and other risk-reduction embedded products and services, products that support inclusive models of market development, and products and services that expand financing for diverse actors in the livestock value chain. Prospective recipients of financing includes but it not limited to actors within dairy and bull fattening supply chains, as well as those involved in production, trade, and processing. For example, this could include tailored credit products and services for production or leasing or asset financing for milk production or processing equipment, financial products for cattles and wet markets, as well as working capital loans for large dairy aggregators or livestock farmers (MSMEs/CMSMEs).
2. Introduce and expand livestock farm and processed dairy mechanization credit products and services, such as chopper solutions, milking machines, dairy processing machines, yogurt incubators, chilling machines. This can be achieved through various financing methods by mainstream or alternative financing organizations, such as MFIs, banks, or non-bank financial institutions.
3. Develop and expand financial products and services for livestock market actors to adopt environment-friendly and power-saving technologies (e.g., financing for biodigesters, biogas plants, bio-power, vermicompost, solar-run micro chillers, etc.). This can be achieved by partnership with market actors who are engaged in promoting such technologies and with financial institutions. This effort will focus on promoting such technologies with women and youth owned and or operated farms, MSMEs so that their commercial potential is realized.
4. Through interactive methods of engagement, train livestock farmers, micro-entrepreneurs, and MSME processors on financial literacy, such as opening and maintaining a bank account, accessing other ancillary banking services, loan application and management process. Promote livestock-specific products/services with the goal to ensure adoption of best farm management practices, best safety & hygiene practices and other measures that address livestock productivity risks.
5. Develop gender and youth-smart lending products, services, and delivery methods that are sensitive to the needs and preferences of women and youth to promote their livestock-related businesses in the Activity areas.

**Category-7 SCO 8:** Increased availability and adoption of regenerative practices through affordable technologies and product development to adapt to changing environment and mitigate environmental impact from the livestock sector.

The adverse effect of environment change is a current and persistent constraint not only affecting interrelated markets from reaching their economic potential, but in agriculture, particularly the livestock sector, it puts a dent on farmers' productivity, marketability, and in-turn their sustainability - including on the economic livelihood of interrelated stakeholders operating within those markets. To tackle this, the Activity, taking lessons learned from year 3, seeks to enter partnerships that utilize either one or a combination of the following three broad approaches to address climate change risks: 1) Sustainable Intensification, 2) Climate Mitigation, and 3) Climate Adaptation.

- **For sustainable intensification**, in year 4, the Activity will explore partnerships with viable feed and pharmaceutical companies to promote total-mixed-ration (TMR), feed additives, antimethanogenic animal health products and other environment friendly substitutes. Furthermore, the Activity plans to work on introducing more resilient breeds, with efficient feed use, resulting in lower methane emissions.

- **For climate mitigation**, the Activity plans to scale-up and distribute smart, biogas technologies to rural farmers, including but not limited to explore innovative financing mechanisms that can catalyze the adoption of such technology among livestock farmers. The Activity has already partnered with a smart bio-digester company to distribute smart biogas technologies to rural farmers at an affordable price.
- **For Climate Adaptation**, in year 3, the Activity will seek to explore partnerships with commercial actors (major dairy firms, seed companies) to promote saline, heat, and flood-tolerant forages (cut forage, seed, and tree-derived) that is ideal to use on fallow lands and areas with limited fodder cultivation.

### Potential business solutions to be addressed in application

1. Intensify/promote sustainable feed/ feed mix, breed choices, animal health product lines, mechanization and feeding technologies (such as fodder choppers, silages and total mixed ration) to reduce methane emissions, feed wastage and improve feed efficiency at farm level in the FtF zone.
2. Promote environment adaptive fodder and forage varieties including saline, drought/heat, flood-tolerant, and shorter production cycle fodder varieties, targeting fallow lands in the FtF zone with high salinity, flood instances and water scarcity.
3. Introduce and promote environment smart/sustainable manure management technologies (such as biodigester, biochar, biogas plant, bio-power), bio-fertilizer (such as vermicompost), or develop/strengthen manure collection supply chain to commercially process, produce and distribute bio-fertilizer in the community to reduce emission of methane and carbon dioxide (CO<sub>2</sub>) gas produced from the manures.
4. Facilitate access to financial products and services for the livestock farmers (value chain financing) to adopt environment friendly and power-saving technologies (e.g., financing for buying biodigesters, vermicompost, solar run micro chillers, solar panel for livestock related purposes etc.), especially for women and youth.
5. Embed diverse community awareness messages on environment change and adaptation issues in the relevant interventions.

### Gender and Inclusion Key Considerations

The Activity seeks to increase participation and empower women, youth, and other socially marginalized populations in FtF areas. In collaboration with partners, the Activity seeks to find win-win solutions that expand women and youth's roles in the livestock sector as producers, service providers, input and output market actors, processors, etc. in ways that make sense for and benefit private sector business models which will help build a more inclusive and resilient livestock sector overall. To date partners that have integrated women and youth livestock service providers into their business models as last-mile agents have found many benefits, including the ability of women and youth to reach more women and youth livestock customers with products and services. However, findings from the Activity's gender, youth, and social inclusion analysis, show that women and youth face multiple constraints to meaningfully participating in these new roles, including lack of access to inputs, technology (smartphones, livestock equipment, etc.), finance, transportation (bikes and motorbikes), driving license and insurance facilities as well as social norms unsupportive of women or youth participation in the livestock sector. Applicants must include at least one of the following actions or similar action to address challenges that prevail in the Activity's crosscutting areas (gender, youth and social inclusion, Access to Finance):

- Establishment, expansion, and/or improvement of distribution models (for input companies) and/or procurement models (for output companies) to include more underserved market actors in the

rural areas (e.g., women, youth). Including complementary activities like training, facilitating inputs, equity support etc. is encouraged as part of the distribution or procurement model.

- Innovative business ideas that target constraints and benefit underserved livestock farmers and service providers in the FtF zone. For example, one AI company offered motorbike training to women AI service providers and facilitated linkages to financing institutions so that women can perform the AI services timely and effectively.
- Improvement/expansion of distribution models and/ or procurement models into new and underserved geographic markets in the FtF zone.

## WHAT IS THE ACTIVITY LOOKING FOR?

The Activity will utilize a CFA process to solicit applications to address constraints and capitalize on opportunities to sustainably increase livestock productivity, marketability, and consumption of livestock products for improved nutrition.

The Activity invites companies/firms who are interested in designing new, innovative, inclusive, and sustainable business models, targeting farmers & value-chain actors in the FtF zone, with an objective to achieve an improved commercial relationship among different market actors (e.g., companies, traders, LSPs, farmers). The business proposals must address **at least one of the categories** and **one of the key considerations** in the Scope of Collaboration section of this CFA.

## WHAT CAN THE ACTIVITY OFFER?

The Activity may provide both **technical** and **financial** support to execute the proposed and agreed upon business model/idea:

- The Livestock & Nutrition Activity grants contribution will be negotiated with the partner based on merit of the business model and financial requirements during the co-creation process.
- The companies will make 50% investment (minimum) to total budget proposed towards the implementation of the activity (1:1 contribution) of the total cost. The final agreement will be negotiated with selected, qualified companies.
- Pilot and improve the proposed business models or strategic plans.
- Technical support as needed for successful implementation of the proposed models/initiatives.
- Identifying or developing business linkages with other market actors.

The financial support offered through the CFA **cannot be used** for the following:

- Working capital (e.g., day-to-day operational costs, salaries of regular staff, rent of buildings/office space/storage houses, purchases).
- Direct payments/subsidies to producers/farmers.
- Common fixed assets (e.g., computers, vehicles, tools, machinery).
- Common physical assets (e.g., buildings, warehouses, storage houses).
- Improving or expanding a company's procurement to government or donor programs.
- Provide any form of credit guarantee schemes

## EXPECTED RESULTS

It is expected that participating companies/firms/institutions/FI/NBFIs will commercially benefit from the proposed business model or innovation. Participation in this call will lead to inclusive, scalable and

sustainable businesses through which the entities will be able to provide innovative and improved solutions for the commercial benefit, inclusivity of women and youth, of farmers, value-chain actors in the livestock sector in the FtF zone. It is also expected that farmers, LSPs, value-chain and market actors will have improved knowledge and skills regarding best livestock practices and agribusiness. The farmers and relevant value chain actors are expected to benefit from the inclusive business models of the companies/firms. The partnership will lead to improved commercial relationships and trust among the companies/firms, farmers and other market actors that are involved in the livestock sector.

## AWARD INFORMATION

Any amount that may be indicated below are projections. Applicants should not use them as targets or assume them to be guaranteed amounts.

Projected number of grants to be awarded	TBD
Projected not-to-exceed amount of an individual grant	TBD. The final award value will be negotiated with the partner during the co-creation process.
Currency in which grant will be issued and paid	BDT
Anticipated period of performance of an individual grant (duration in months)	Up to 14 months
Anticipated start date of activity (s) <i>(Note: Grants will not be expected to begin on the same date. This date is only a guide to when the initial batch of grants will be expected to commence.)</i>	February 01, 2025
<p>Type of grant that <u>may be</u> issued: <i>(Note: The final choice of grant instrument will be determined after all elements of the grant application have been evaluated, including any risk that may be identified by ACDI/VOCA.)</i></p> <p><input checked="" type="checkbox"/> <b>In-kind Grant</b></p> <ul style="list-style-type: none"> <li>Only goods and services (not cash) will be transferred to the grantee.</li> </ul> <p><input checked="" type="checkbox"/> <b>Fixed Amount Subaward</b></p> <ul style="list-style-type: none"> <li>Grantee will receive grant funds in pre-determined fixed amount (non-adjustable) increments only after successful completion of quantifiable or otherwise verifiable milestones.</li> </ul> <p><input type="checkbox"/> <b>Cost Reimbursable Grant</b></p> <ul style="list-style-type: none"> <li>Grantee will be reimbursed for allowable and allocable costs incurred up to the amount obligated (i.e., available funds) to the grant.</li> </ul>	

## ELIGIBILITY OF PROSPECTIVE APPLICANTS

Applications from locally registered and established partners are encouraged. All applicants must be able to demonstrate that they meet the following mandatory eligibility requirements.

1. Properly document its legal status in its country of operation or place of performance of the grant, if awarded. It must be able to provide proof of its registration in the relevant jurisdiction and other appropriate documents that it is formally constituted, recognized by and in good standing within such jurisdiction, and compliant with all applicable civil and fiscal regulations.
2. Not identified in the System for Award Management (SAM) as ineligible to receive U.S. government funds.

3. Not appear on the Specially Designated Nationals (SDN) and Blocked Persons List maintained by the U.S. Treasury for the Office of Foreign Assets Control, or “OFAC List”.
4. Not listed in the United Nations Security designation list.
5. Agree to be subject to a pre-award assessment to examine its possession or ability to obtain the necessary management competence to plan and carry out the activities to be funded and the Applicant will practice mutually agreed upon methods of accountability for the funds and other assets to be provided under the funding.
6. Can and willing to sign and submit the following required certifications depending on the value of the award. if funded by USAID:
  - € *Certification Regarding Lobbying (for awards over \$100,000)*
  - € *Certification of Recipient*
7. Have an interest in expanding or developing inclusive and sustainable business models to commercialize innovations and solutions that strengthen the livestock milk and meat market systems
8. Ideally, have been a legally registered company for at least the past two (2) years in Bangladesh.
9. Have a commercial interest and incentive to invest in the capacity development of farmers, LSPs especially women and youth, companies and other market actors.
10. Make an investment of at least 50% of the total proposed budget\*\*
11. Is not involved in an activity prohibited by USAID and is not in default with any development project.
12. Legal support documents (*e.g., Certificate of incorporation, trade license, Tax Identification Number, VAT registration number, proof of bank account and/or any other legal document which might be deemed necessary as per the rule of the country and requirement of Livestock & Nutrition Activity*) will need to be submitted as part of a due diligence process.

\*\*The Applicant need to meet the 1:1 leverage requirement in cash funds or In-Kind resource which can be measurable. The grantee is encouraged to provide more than the minimum leverage requirement depending on the level of facilitation intensity required.

## APPLICATION AND SUBMISSION INFORMATION

The complete application should be submitted using Microsoft Office Word (Technical Proposal) and Excel (Budget). Please submit your application to [procurement@acdivocalpin.org](mailto:procurement@acdivocalpin.org) with the subject line ‘**Feed the Future Bangladesh Livestock and Nutrition Activity Call for Application**’.

The applications will be assessed in batches on first received. Closing date for the first batch is **January 22, 2025, at 5 PM Bangladesh Standard Time**. Only shortlisted firms will be contacted for the next round of the selection process.

The Activity will continue to receive applications and evaluate at the end of each month until **August 31, 2025**.

## FORMAT

1. All costs associated with responding to this solicitation shall be the sole responsibility of each applicant.
2. ACDI/VOCA reserves the right not to make any award from this solicitation without any further discussion or negotiations.
3. Applicants must use the template provided in **Annex A, for the technical approach and corresponding budget**.
4. Applications must be submitted in English.

5. The total number of pages shall not exceed 5 for the technical approach including attachments supporting the technical section.
6. The proposed grant budget and attachments supporting the budget are excluded from the page limitation.
7. The application must be signed by an employee of the Applicant organization who is duly authorized to represent the organization in further discussions and/or negotiations on the application.

### ADDITIONAL INSTRUCTIONS FOR TECHNICAL SECTION

Applicants should propose activities that are results-oriented to help achieve the objectives described in **Section I, Activity Background and Objectives**. A result is a significant, intended, and measurable change in the condition of a beneficiary or a change in the host country, institutions, or other entities that will affect the beneficiary directly or indirectly. The application should demonstrate the Applicant’s good understanding of these objectives by proposing to achieve results that can be quantified and measured.

At a minimum, a results-oriented grant application should have the following three key elements:

1. Identifies specific results to be achieved and identifiable strategies and processes to achieve the intended results.
2. Performance management system to measure and assess the achievement of planned results. This will include baseline data and performance goals at various levels against which actual achievement can be compared.
3. Responsibility for performance to determine who is accountable for achieving results

### ADDITIONAL INSTRUCTIONS FOR BUDGET SECTION

1. Applicants should propose only those costs that are necessary and reasonable to perform the activities described in the application.
2. Items of cost will be reviewed under the standards of the cost principles in the U.S. government regulation, 2 CFR 200 Subpart E.
3. Applicants should submit a budget narrative that explains and justifies the need for the costs proposed in the budget. The narrative should help the reviewer understand why an item of cost is necessary and how it will be used for the activity for which it will be incurred.

### EVALUATION

Applications will be evaluated against the evaluation criteria in the table below.

Criteria category	Evaluation Criteria	Maximum Score
Technical Proposal (60%)	Inclusive Business model - merit of the proposed business model/concept with commercial viability. Special consideration for those activities targeting women and/or youth.	20%



	Proposed activities – work plan	10%
	Expected results - outreach with emphasis on women, youth and socially marginalized populations (specific strategy for inclusion), productivity, and sales increase	20%
	Sustainability plan – long term plan, business expansion	10%
Organization capacity (25%)	Organization capacity and past performance	25%
Financial Proposal (15%)	Cost effectiveness and cost realism, budget proposed and for profitable return	15%
Total		100%

These evaluation criteria elements are described elaborately below.

- A. *Technical Proposal:*** The quality and feasibility of the application in terms of the viability of the proposed business model and technical approach (i.e., the proposed technical approach can reasonably be expected to produce the intended outcomes), scale of the expected result, inclusion of women, youth, socially marginalized community within the business model, strategy for gender, youth, and social inclusion, innovativeness, and the proposed work plan for achieving the results. The business viability needs to be accompanied with a sustainability plan that ensures longer term solution. Proposed mechanisms for monitoring and evaluation with objectively measurable indicators will also be appraised. **60 points**
- B. *Organizational Capacity:*** Evidence of the capability to undertake and accomplish the proposed activities and positively strengthen the livestock market system The application should demonstrate the organization’s effectiveness in terms of internal structure, technical capacity, and key personnel, in meeting economic development goals. In addition, the organization must demonstrate adequate financial management capability. The evaluation will be based principally on the background, qualifications, reputation, appropriateness and skills of its key personnel. and the “track record,” reputation, and achievements (including development of self-sufficient, sustainable activities) of the organization. ***Past Performance:*** Previous or ongoing experience implementing similar activities. This examines an Applicant’s references and experience, which is a critical factor in assessing the capacity of the organization to implement the activity. **25 points**
- C. *Financial Proposal:*** The degree to which budgeting is clear, reasonable and reflects best use of organizational and grant resources. Unit costs need to reflect current market prices for specific locations. Applicant contribution reflects commitment to the project. Any applicant to be supported under this Call for Application to make 50% investment (minimum) to total budget proposed towards the implementation of the activity. **15 points**

Additionally, Livestock and Nutrition Activity will ensure environmental soundness and compliance in design and implementation as required by 22 CFR 216.

## DISCLAIMERS/GENERAL TERMS AND CONDITIONS

Issuance of this call for application in no way constitutes a commitment by the Feed the Future Bangladesh Livestock and Nutrition Activity (LAN) Project or by USAID to execute any agreement.

- i. **Award or Rejection** All qualified applications will be evaluated, and awards made to those businesses or organizations whose capabilities are deemed to be in the best interest of the (project title) Activity. ACDI VOCA reserves the unqualified right to reject any or all applications if determined to be in its best interest. ACDI VOCA will provide written notification to all applicants that their application has or has not been selected for potential funding.
- ii. **Cost of Application Preparation** Any cost incurred by a business or organization in preparing or submitting an application is the applicant's sole responsibility; ACDI VOCA will not reimburse any applicant for any pre-award costs incurred.
- iii. **Form of Application:** Each application must be submitted using the application form provided as ATTACHMENT A to this CFA.
- iv. **Exceptions:** All applications are subject to the terms and conditions outlined herein. All responses will be controlled by such terms and conditions. The attachment of other terms and conditions by any applicant may be grounds for rejection of that application.
- v. **Applicant's Representative:** Each applicant shall submit with its application the name, address, and telephone number of the person(s) with authority to bind the business or organization and answer questions or provide clarification concerning the application.
- vi. **Proprietary Information:** Trade secrets or similar proprietary data that the applicant does not wish to disclose to anyone other than the personnel involved in the evaluation will be kept confidential to the extent permitted by local or federal laws. Any proprietary information must be identified as follows: Each page shall be identified in boldface at the top and bottom as "CONFIDENTIAL." Any section of the application that is to remain confidential shall also be marked in boldface on the title page of that section. Bangladesh Livestock and Nutrition Activity (LAN) Project will fully respect the confidentiality of proprietary information of all organizations involved in the program.
- vii. **Federal Certifications:** Entities receiving Federal funds will be required to execute any applicable federal certifications that may include Certification Regarding Lobbying, Certification Regarding Terrorist Financing, and Certification Regarding Trafficking in Persons.

