



Expression of Interest

Submission of a Business Concept Note

Smallholder Agribusiness Partnerships Programme (SAPP)

Expression of Interest

Submission of a Business Concept Note

(A business idea is a concept that you think to make profits by delivering a product or service.)

A. Background information

- a. Name of the Organization -:
- b. Registration Details (if any)-: (attach copy of registration)
- c. Contact details -:
 - i. Name of contact person:
.....
 - ii. Address:-
.....
 - iii. Telephone No's -: OfficeMobile
 - iv. Email address -:

B. Business concept in brief

- a. Problem or the issue in the market place that you are expected to address -:
.....
.....
- b. Title of the Business concept (or business Idea) -:
.....
- c. Objectives of the business concept-:
 - i.
 - ii.
 - iii.
- d. Brief description about the concept -: (Few sentences)
 - i. Background information on the concept
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ii. Project justification

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iii. Project benefits to smallholder farmers

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iv. Identified risk factors /and mitigation measures if any? (Market competition, Adverse climatic conditions etc.)

Risks	Mitigation (if any)

e. Project coverage (Area, No of farmers, Acreage etc.)

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.....
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f. Expected project outputs (short –term)-:

- i.
- ii.
- iii.

g. Expected project outcomes/ (midterm/long-term)

- i.
- ii.
- iii.

h. Estimated project investment with a breakdown for the major project components:- Rs

	Project activity/Component	Estimated cost Rs
i.		
ii.		
iii.		
iv.		
v.		
	Total	

i. Source of funds for the investment:- (Your own funds, Credit facility, Donor funds, Any other source of funding)

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j. Project implementation plan (time frame):-

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k. What sort of assistance is expected from the SAPP

i.
 ii.
 iii.

Date -:

.....

Name and signature of the proponent

