



GUIDELINES FOR DOCUMENTATION OF SUCCESS STORIES IN AGRIBUSINESS

1. SFAC has created a window to invite Proposals from suitably qualified resource institutions / individuals to prepare profiles of successful agribusiness models. The aim of this exercise is to create a data base of such enterprises in various States to enable a wider audience to be apprised of their business models, linkages and marketing potential. It is also hoped that wider dissemination of this information will incentivise fresh investments in agribusiness that links producers to markets.
2. To standardize the output and costing norms for the documentation process, the following guidelines are being issued for the benefit of interested resource institutions/ individuals:-

FORMAT OF REPORT

Deliverables	<ol style="list-style-type: none"> 1. Executive Summary <ol style="list-style-type: none"> a. Objective b. Methodology of Selection 2. Introduction <ol style="list-style-type: none"> a. Brief Profile of Agriculture Sector in the State 3. Agri Business Profiles* covering Horticulture (Fruits, Vegetables, Plantation Crops, Flowers, Spices & Medicinal Plants, Forestry) and Non Horticulture (Dairy, Fisheries , Poultry & Meat, Pulses, Cereals) 4. Conclusions & Recommendations 5. Annexure <p>* Each Profile would broadly cover the following:</p> <ul style="list-style-type: none"> • Details of the Organization – Name, Promoter Details, Region of Operation, Size (Volume, Turnover, No. of Employees etc.) • Area of Business –Agri-Input, Farming, Post-Harvest Management, Retailers & Exports, Processing, IT solutions, Technology Solutions etc. • Business Model- Differentiation Factor or Area of Innovation • Innovation Details • Impact (Rural Employment, Income of Farmers, Quality improvement, productivity improvement) • Scalability/Replicability Issues • At least 12 high definition digital photos (prints + CD)
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3. Professional Fee:

SFAC will pay the following standard rate per case profile based on deliverables:

- a) Rs.2,000/- lumpsum for background inquiry and field visit.
- b) Rs.2,000/- for report writing, printing etc.

Thus a total of Rs.4,000/- per case profile will be paid by SFAC upon acceptance of the project proposal in writing. It is also clarified that each proposal must aim to document at least 25 case profiles for it to be considered for SFAC financial assistance.

Documentation that has not been sanctioned in advance in writing by SFAC will not be accepted.

4. Payment terms:

- 20% mobilizing advance upon sanction of proposal.
- 60% payment on submission of draft report.
- 20% on submission of final report incorporating changes, if any suggested.

MANAGING DIRECTOR