

## CALL FOR EXPRESSIONS OF INTEREST TO PARTNER IN COX'S BAZAR

Applications will be screened on a rolling basis.

**SUBJECT:** Call for Expressions of Interest to partner with the **Feed the Future Bangladesh Cereal Systems Initiatives for South Asia Mechanization Extension Activity (CSISA MEA)** in Cox's Bazar

The Feed the Future Bangladesh Cereal Systems Initiatives for South Asia Mechanization Extension Activity (CSISA MEA) is seeking Expressions of Interest (EOI) from private companies engaged in agricultural mechanization, agricultural inputs, or manufacturing of agricultural machinery and equipment to partner with the project. In particular, the project is interested in partnering with firms that are either already conducting business activities in the broader Cox's Bazar region or are interested in expanding their operations to Cox's Bazar. The project anticipates signing grant agreements with one or more successful partner(s), subject to alignment with CSISA MEA and USAID's priorities, due diligence, and agreement on terms. Only registered private companies with established offices and businesses should apply for this support.

### PROJECT BACKGROUND

CSISA MEA is a five-year project, funded by USAID and implemented by CIMMYT and its partners: iDE and Georgia Institute of Technology (GT). The project aims to support the growth and expansion of agricultural mechanization in Bangladesh so that smallholder farmers can affordably access cost and resource-saving sowing, irrigation, harvesting, and other types of machinery. CSISA MEA supports market actors along the entire value chain including machinery manufacturers, ag machinery importers and retailers, dealers, mechanics, spare parts vendors, and machinery "local service providers" who provide services directly to farmers.

### PRIORITY AREAS OF INTEREST

CSISA MEA is looking to work with ag machinery and ag inputs companies who are operating in Cox's Bazar, or looking to expand into the region. The project can provide support with technical assistance, training, sharing some establishment costs, facilitating links to financial services, and supporting you in accessing new markets for your products. The project is not in a position to provide direct financial support. Areas of interest for collaboration include but are not limited to:

- Establishment of new dealerships or sales centers for the sale of agricultural machinery and equipment (including irrigation);
- New or improved ideas for advertising, sales and marketing of agricultural machinery, spare parts or agricultural inputs, in particular, those that target youth and/or women
- Incorporation of mechanic services, after-sales service and sales of spare parts into new or existing dealerships
- Establishment of company approved mechanics who provide machine repair services and marketing spare parts
- Introduction of improved inventory management at new or existing machinery dealerships or agricultural inputs retailers, including innovative means for financing inventories
- Pilot and try-out a sales agent model targeting women and youth through recruitment, training, and deployment of “local service providers (LSPs)” as commission-based agents for the provision of input supply, machinery service, crop insurance, and crop procurement services.

## INSTRUCTIONS

### The Expression of Interest Information should:

- Be in English, **no more than 2 pages in length**, and no smaller than **12 point font**;
- Be submitted electronically in pdf format;
- Include a short summary of your organization's history and current business activities and capacity
- Short description of the proposed idea, concept, and activities. Indicate the impact this will have on your business and how you think it would benefit farmers in the Cox's Bazar region
- Indicate why you cannot implement these ideas and activities without project support.
- Details of current or past work (if any) with projects funded by USAID or other development programs
- Notional budget for the proposed activities, including an estimated contribution to the budget from the applicant

### Documents required:

- **Organizational Profile:** This will include your organization's objectives, management capacity, networks, national and international affiliations, product categories and technologies, and information on your operations and management systems. Not to exceed 10 pages.
- **Legal registration documents:** This should include your organization's registration in Bangladesh, under the appropriate department, tax registration documents, and any other documents that relate to your functioning in Bangladesh.

Please submit your application to [bangladesh@ideglobal.org](mailto:bangladesh@ideglobal.org) with the subject line ‘**CSISA MEA CXB Expression of Interest**’. The submission deadline is **30 October 2020** at 5 PM Bangladesh Standard Time.

Any queries regarding the EOI should be sent to Abir Chowdhury ([abir.chowdhury@ideglobal.org](mailto:abir.chowdhury@ideglobal.org)).

Only shortlisted firms will be contacted for the next round of the selection process.