



U.S. Agency for  
International  
Development  
in Mali

PD-ABK-037  
91950

OCT 18 1993

Mr. Omar Touré  
Action Consulting Association,  
Quinzambougou, BP. 85  
Bamako

Reference: Grant No. 688-0463-G-00-3517-00

Dear Mr Touré:

Pursuant to the authority contained in the Foreign Assistance Act of 1961, as amended, the Agency for International Development (hereinafter referred to as "A.I.D." or "Grantor") hereby grants to Action Consulting Association, hereinafter referred to as "Grantee") the sum of \$85,500 to provide a Specific Grant for a program entitled "Sector-Specific Marketing Training for Malian Artisans" as more fully described in Attachment 1 of this Grant entitled "Schedule", and Attachment 2 entitled "Program Description."

This Grant is effective as of November 1, 1993, and shall apply to commitments made by the Grantee in furtherance of program objectives from the effective date and ending on the estimated completion date of October 17, 1994. This Grant is made to the Grantee on condition that the funds will be administered in accordance with the terms and conditions as set forth in this Cover Letter, Attachment 1 entitled "Schedule", Attachment 2 entitled "Program Description", Attachment 3 entitled "Standard Provisions".

The Authorized Geographic Code for all commodities is 935, but all commodities and services, especially Technical Assistance, computer equipment, and vehicles purchased from outside Mali under this Grant with US Government funds should be of US source and origin, except as A.I.D. otherwise states in writing. The Grantee is required to maintain accurate procurement records citing source and origin of each.

Please sign the original and seven (7) copies of this letter to acknowledge your acceptance of the Grant, and return the original and six (6) copies to the undersigned.

Sincerely,

  
Charles W. Johnson  
Grant Officer



Attachments:

1. Schedule
2. Program Description
3. Standard Provisions

ACKNOWLEDGED:

Action Consulting Association

BY: 

TYPED NAME: Omar Toure

TITLE: Principal Administrator

DATE: 10/22/93

FISCAL DATA

Appropriation Symbol: 72-113/41014 FUNDS AVAILABLE 10/18/93  
Budget Plan Code: GSS3-93-21688-KG12 By Jim Duvall, CONTROLLER  
PIO/T No.: 688-0463-3-30032 E302864  
Project No.: 698-0463.88  
Total Estimated Amount: \$ 85,500  
Total Obligated Amount: \$ 85,500  
DUNS Number: N/A  
LOC Number: NONE  
Project Office: Education Development Office (EDO), USAID

Submission of Invoices to: Office of the Controller, USAID Mali,  
B.P. 34, Bamako, Mali

Paying Office: Controller's Office, USAID Mali

## SCHEDULE

### A. PURPOSE OF GRANT

The purpose of this Grant is to provide assistance to Action Consulting Association (ACA) for the Development and strengthening of business management capabilities and opportunities of informal sector artisans in Mali. ACA will develop a Sector Specific Marketing Training for Artisans and follow up programs for a total of 60 entrepreneurs representing 60 artisans. The training will be carried out in collaboration with a Technical Assistant. The result of this training will include the acquisition of and application of appropriate marketing techniques applicable to and maintain the continuation of this training by fellow artisans in the following business sectors: jewelers, carpenters and tailors. The starting date of this Grant is November 1, 1993. The estimated completion date is October 17, 1994.

### C. AMOUNT OF GRANT AND PAYMENT

1. AID hereby obligates the amount of \$85,500 for purposes of this Grant. The total estimated amount of this grant is \$85,500.
2. Payment shall be made to the Grantee in accordance with procedures set forth in Attachment 3, Optional Standard Provision No.3, entitled "Payment - Periodic Advance". Payment will be made to the recipient according to USAID Mali procedures on regular cash advances. The cash advance mechanism requires that the Action Consulting Association meets the following criteria:
  - Establish a separate bank account for A.I.D funds;
  - Provide USAID Mali with the specimen of signature of those authorized to sign on the account;
  - Maintain an accounting system that includes, but is not limited to:
    - \* at least two accountants;
    - \* a bank and encumbrance journals;
    - \* a reporting system of expenditures;
    - \* a good filing system of project documentation.

Action Consulting Association will be required to submit to USAID a yearly budget broken down by month. USAID will make monthly cash advance to Action Consulting Association based on the projection figures under that budget. Action Consulting Association will be required to prepare its monthly cash advance request and the financial reports using USAID standard form as described in the Mission Order no. 1208. Action Consulting Association will submit to USAID monthly justification voucher (SF1034) to liquidate the advance received from USAID.

D. FINANCIAL PLAN

1. The following is the Grant Budget. The Grantee shall not exceed the obligated amount (see Part C above). Revisions to this budget shall be made in accordance with the Standard Provision of this Grant entitled "Revision of Grant Budget".

2. Grant Budget

**ILLUSTRATIVE BUDGET**

(In US \$)

<b>COST ELEMENTS</b>	<b>AMOUNT</b>
<b>I. Technical Assistant:</b>	
Salary	35,000
International Transportation	3,900
Housing and Utilities	4,700
Medical Insurance	1,150
<b>II. Training Related Costs:</b>	
Support to Local ACA Staff	18,240
Supplies and Reproduction	4,200
Meals	2,160
Sector Representatives Compensation:	2,928
Transport	2,464
Per diem	6,852
<b>III. ACA Overhead 10%:</b>	8,159
<b>IV. Total Costs:</b>	89,754
<b>V. Beneficiaries Contributions:</b>	(4,320)
<b>VI. Total Budget:</b>	84,434
<b>ROUNDED TO:</b>	85,500

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E. COST SHARING/MATCHING GRANTS

Definition: Cost sharing/matching is a required contribution by the Grantee from non-Federal sources toward the total cost of the program, either in cash or in-kind, usually described as a percentage of total costs.

The determination as to the requirement for a level of cost sharing/matching is the responsibility of the cognizant program officer. All grants designated by the Program Office as matching or cost sharing grants will contain the Standard Provisions entitled "Cost Sharing/Matching".

In this case the USAID Mali Program Officer has determined that this grant will not require a match.

The Grantee must account for the A.I.D. funds in accordance with the standard provisions entitled "Accounting, Audit and Records". However, in the event of disallowances of expenditures from A.I.D. grant funds, the Grantee may substitute expenditures made with funds provided from non-Federal sources, provided they are otherwise eligible in accordance with the Mandatory Standard Provisions clause entitled Cost Sharing/Matching.

F. REPORTING/EVALUATION

1. Financial Reporting

a. Financial reporting requirements shall be in accordance with Optional Standard Provision No 3 of this Grant entitled, "Payment - Periodic Advance," as shown in Attachment 3.

b. Two copies of all financial reports shall be submitted to the following Office:

Agency for International Development  
Controller's Office  
B.P 34, Bamako, Mali.

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2. Program Reporting

The Grantee shall monitor the performance under this Grant and ensure that time schedules are being met, projected work units by time periods are being accomplished, and other performance goals are being achieved, in accordance with a detailed implementation plan which shall be submitted by the Grantee upon signature by the Grantee. The implementation plan will state achievable objectives by monthly period, and will outline methods for measuring progress against these objectives, both in terms of actions and of impact. A logical framework will be produced by the Grantee, showing results expected for each partner and activity, and objectively verifiable indicators for assessing the results achieved. The role of each partner (including the beneficiaries) will be outlined in the implementation plan, together with the expected contribution of each to assess the impact and sustainability of the project.

The Grantee shall adhere to the following reporting schedule:

a. Progress Reports

Monthly progress reports are required. The Grantee will submit progress reports stating what has been accomplished to date, including as an attachment the Financial Report specified in F.1. above. These reports are due by the end of each month. One copy of the progress report should be submitted to Education Development Office (EDO), USAID Bamako.

b. Final Report

The Grantee shall submit to the A.I.D. Office, Bamako, Mali a final report including an evaluation and follow up questionnaire for training impact in three (3) copies within 30 days after the expiration date of this Grant.

G. SPECIAL PROVISIONS

1. SOS and Medical Insurance:

SOS and medical insurance for expatriate personnel must be provided by the Grantee. Embassy health unit facilities will be available in accordance with the rules pertaining at any particular time.

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2. Mandatory Provisions:

The Mandatory Standard Provision of this grant are those included in Attachment 3 entitled "Required as applicable Standard Provisions for Non U.S., Non Governmental Grantee." The following Optional Standard Provisions in Attachment 3 are incorporated as being applicable to this grant:

1. Payment-Periodic Advance
3. Air Travel and Transportation
4. Ocean Shipment of Goods
5. Procurement of Goods and Services
6. AID eligibility Rules for Goods and Services
7. Sub-agreements
8. Local Cost Financing
9. Patents Rights
10. Publications
16. Negotiated Indirect Cost Rate
12. Regulations Governing Employees
20. Title and Care of Property (Cooperating Country)

H. INDIRECT COST RATE

Pursuant to the provisions of Clause 16 of the Standard Provisions of this Grant, provisional overhead rates have been established for the Grantee:

	<u>Effective Period</u>		
<u>Type</u>	<u>From</u>	<u>To</u>	<u>Overhead</u>
Provisional	Present	until amended	10.0%

Base of Application: Total direct costs

I. RELATIONSHIP AND RESPONSIBILITIES

Action Consulting Association's Liaison Official is the Principal Administrator and AID Liaison Official is Education Development Office.

J. LOGISTIC SUPPORT

The Grantee is responsible for all logistic support under this grant.

END OF ATTACHMENT I

## PROGRAM DESCRIPTION

### I. Purpose:

The purpose of this training program is to develop a sector specific marketing training and follow up activities for a total of 60 enterprises representing 60 artisans in Bamako and Sikasso. The duration of each training activity is approximately two weeks.

### II. Description of Activities:

The Grantee will perform the activities under the Specific Grant as described in detail in the Grantee's proposal entitled "Sector Specific Marketing Training for Malians Artisans hereby incorporated as part of this program description.

In case of conflict between the Grantee's application and the Covering Letter and Attachments 1, 2, and 3 of this Grant, the Covering Letter and Attachments 1, 2, and 3 shall control.

The program includes adaptation of general marketing fundamentals to each of three specific business sectors and to local conditions, develop techniques and tools for their implementation, develop and follow up training seminars to teach marketing to local artisans, and assess the impact. This project is divided into two phases. Technical Assistant and ACA will work together in phase 1, to train 20 jewelers and 25 tailors in Bamako and Sikasso. In phase 2, ACA (without the technical Assistant) will adapt the marketing techniques and tools to the carpenter sector, and will train 15 in Bamako. The team will produce 1) marketing and techniques and tools, 2) a training system and materials, and 3) a final evaluation report. Program includes also designing and providing related documentation for trainees; designing and implementing a total of 4 training sessions for informal sector artisans associations (3 sessions in Bamako and 1 in Sikasso) in a one year period. Also included is the design and implementation of one training session for Training of Trainers in Bamako for about 12 participants. The program will coordinate follow-up activities including the following to ensure successful application of techniques acquired by trainees: (1) follow-up visits of the training session to set up the system in each business sector, (2) a second visit is also planned to ensure that the initial

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operations are recorded, (3) conduct a third visit a month later to assist the entrepreneurs to develop and analyze their first financial statements, (4) organize complementary training sessions on marketing techniques , and (5) subsequent visits every month by ACA agents.

III. Type of Grant:

This is a Specific Program Grant

IV. Terms of Reference:

The Grantee will perform the activities under this specific Program Grant as described in detail in Grantee's proposal entitled "Sector Specific Marketing Training for Artisans".

Doc name: b:aca.grant

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