

# REQUEST FOR APPLICATIONS (RFA) NO. 058-1011-001-S-2018

## USAID ZRDA ACTIVITY IN GEORGIA

**Issuance Date:** September 19, 2018

Dear Applicant:

*USAID Zrda Activity in Georgia*, implemented by Chemonics International, is seeking sub-award applications for development and introduction of hands-on training program consisting of the following three topics: **Food Costing and Pricing, Food and Wine Pairing** (with emphases on Georgian food and wine), **and Service Plus**.

Zrda expects to make one or more award for the activity. The sub-award(s) will be awarded and implemented in accordance with USAID and US Government regulations governing sub-awards under corporative agreement and *USAID Zrda Activity in Georgia's* internal sub-award management policies.

The project will hold a pre-application workshop on October 2, 2018, 16:00 pm at 9, Ramishvili Street, 1<sup>st</sup> dead. All applicants should be registered via sending email to [subawards@zrda.ge](mailto:subawards@zrda.ge) till October 1, 2018, 18:00 p.m. Only one person may attend from each organization.

Applicants can also write questions to [subawards@zrda.ge](mailto:subawards@zrda.ge) till October 2, 2018. All answers for the questions will be posted at Zrda Facebook and web page no later than October 4, 2018

Applications should be submitted in *electronic format* to [subawards@zrda.ge](mailto:subawards@zrda.ge) *OR hard copy* to the USAID Zrda Activity in Georgia Tbilisi office at the address 9, Ramishvili Street, 1<sup>st</sup> dead, 3<sup>rd</sup> floor and should reference RFA No. 058-1011-001-S-2018. Applications must be submitted no later than *October 12, 2018, 18: 00 p.m.* local time. Late or unresponsive applications will not be considered.

Summary of the events are as follow:

Reg. for Proposal Conference till Oct 1, 2018, 18:00 pm.

Proposal Conference – Oct 2, 2018, 16:00 pm

Write questions to [subawards@zrda.ge](mailto:subawards@zrda.ge) till Oct 2, 2018, 18:00 pm

Respond to questions till Oct 4, 2018, 18:00 pm

Submit applications to Zrda project till Oct 12, 2018, 18:00 pm

Estimated Start date of the Sub Award – Nov 15, 2018

Zrda Activity and Chemonics employees may not ask for, and applicants are prohibited from offering, any money, fee, commission, credit, gift, gratuity, thing of value, or compensation to obtain or reward improper favorable treatment regarding this solicitation. Any improper request from a project employee should be reported to the chief of party or [BusinessConduct@chemonics.com](mailto:BusinessConduct@chemonics.com).

Annexes included with this Request for Applications:

- **Annex 1** - Sub-Award Application Form
- **Annex 2** – Implementation Plan Timeline
- **Annex 3** – Applicant Self-Assessment Form
- **Annex 4** – Required Certifications
- **Annex 5** – List of Zrda target villages

## **SECTION I. PROGRAM DESCRIPTION**

### **IA. OBJECTIVE**

The objective of this activity and sub-award is to facilitate organizational, technical and workforce capacity enhancement programs. To pursue its agenda, Zrda initiates a multi-component vocational training program for catering businesses based in Samtskhe-Javakheti, Samegrelo, Kvemo Kartli, Shida Kartli regions and Akhmeta municipality. The aim of the program is to deliver an array of comprehensive trainings to restaurants, cafés as well as accommodation providers offering food services, in the following topics: Food Costing and Pricing, Food and Wine Pairing (with emphases on Georgian food and wine), and Service Plus. The Capacity Building of Catering Businesses program serves introduction of the best practices at different business operation levels and improvement of knowledge and skills of workforce (including owners/managers, and entry-level personnel) in job-specific areas and functions of the catering businesses.

### **IB. BACKGROUND**

Along with underdeveloped tourism infrastructure, lack of attractions and tourism products, knowledge deficiency of the business owners in modern sales techniques, shortage of qualified workforce and poor service quality across the hospitality industry, make Georgia less attractive for incoming and domestic tourists. Stemmed from its priorities to foster economic and social advancement of tourism sector in its target regions, Zrda, through its targeted programs, addresses different challenges that are considered as critical obstacles for increase of Georgia's competitiveness as an international tourism destination and prevent tourism MSMEs from being more profitable.

### **IC. DETAILED PROGRAM DESCRIPTION**

To help MSMEs engaged in tourism industry to generate more income and improve profitability, Zrda plans to offer catering businesses a comprehensive and hands-on training program consisting of the following three topics: **Food Costing and Pricing, Food and Wine Pairing** (with emphases on Georgian food and wine), **and Service Plus**.

The programs will enable the interested training participants to gain knowledge on how to determine cost and price of food in their restaurants/cafés, provide informed advice to customers about Georgian food and wine and their matching, provide services that are beyond customers' expectations, etc.,

Zrda-offered training program is intended for catering business owners, managers, cooks/chefs/kitchen managers and frontline staff of restaurants/cafes.

Within the scope of the present RFA, Zrda seeks to solicit applications from consulting & training companies and/or individual consultants (potential service provider(s)) with expertise in the field(s) required under the RFA, to offer the program implementation technical and methodological approaches, including the format and duration of the classroom training courses as well as on-the-job trainings and consultations for the food service providers. The interested offeror(s) should suggest what will be the most appropriate and efficient method & format for delivery of each listed trainings (e.g. classroom training for larger audience in Service Plus, and Food and Wine Pairing; general induction trainings in Food Costing, to introduce key concepts as well as subtleties of the mentioned topics, followed up with individual consultations, delivered on place, customized to individual needs of the interested catering MSMEs).

Zrda requires to make it mandatory for the training participants to go through the final training evaluation tests to measure the training effectiveness and knowledge improvement of the training beneficiary MSMEs. The training participants that will gain sufficient scores to overcome the test threshold, set by the Zrda

service provider, shall be granted certificates.

The interested offeror (s) may submit application for delivery trainings only on one, two, or all three topics listed in the RFA, depending on its expertise and qualifications.

Objectives, pre-estimated budget, and number of days for implementation of each training program is as follows:

### **1. Training / individual consultations in Food Costing and pricing**

**Objective:** Teach food service providers operating in Zrda target regions (Shida Kartly, Samtskhe-Javakheti, Samegerlo, and Akhmeta Municipality) to calculate food cost percentage for individual food items and expenses regarding services, to enable determine and improve business profitability, increase sales, facilitate business extension

**Ceiling Budget:** GEL 25 000.00

**Terms:** Includes training and consultancy - 25 days

### **2. Training in Food and Wine Pairing**

**Objective:** Teach food service providers operating in Zrda target regions (Shida Kartly, Samtskhe-Javakheti, Samegerlo, and Akhmeta Municipality) to help to understand the peculiarities of Georgian wine and cuisine and learn the rules for their matching, to attract more customers, improve business profitability, increase sales, enable business extension

**Ceiling Budget:** GEL 25 000.00

**Terms:** Includes training and consultancy - 25 days

### **3. Training in Service Plus**

**Objective:** help hospitality sector players operating in Zrda target regions (kvemo Kartli, Shida Kartly, Samtskhe-Javakheti, Samegerlo, and Akhmeta Municipality) to upgrade customers services to meet and exceed guests' expectations. The activity will facilitate attraction of more customers, improvement of business profitability, sales increase

**Ceiling Budget:** GEL 25 000.00

**Terms:** Includes training and consultancy - 25 days

Furthermore, in addition to the Zrda subsidy to the training program, **Zrda requires** the training participant MSMEs to leverage training cost and cover at least 30% of the training participation **and /or** on-the-job consultation fee defined by the potential service provider.

Hence, as part of its application, interested offeror(s) should determine a cost of each training as well as an individual consultation fee, and clearly narrate and indicated the training cost and consultation fees structure in the submitted application budget section. It will be up to the offeror to decide whether to charge the interested catering MSMEs for participation in trainings, **and/or** individual consultations, **or** for obtaining both services.

The offeror should indicate an approximate number of the food service providers that it can serve with the given budget.

Number of the training events delivered in each of the above-listed topic will depend on the interest of catering MSMEs to participate in the training program; however, Zrda seeks to organize at least one training event on each topic (Food Costing and Pricing, Food and Wine Pairing, and Service Plus) in each Zrda target region (Samegrelo, Samtskhe-Javakheti, Kvemo Kartli, Shida Kartli, Akhmeta municipality).

To implement the **Capacity Development of Catering Businesses** program, Zrda shall tender out the contract to select one or more service provider/individual expert with relevant expertise in the afore-described fields.

The selected service provider (s) will be expected to participate in information campaigns organized by Zrda in its target regions to attract and engage catering businesses in the offered training courses. One of the deliverables of the selected service provider(s) will be selection of the relevant food service providers for participation in the trainings and consultations.

**Deliverables under this Sub Award will be the following:**

1. Develop criteria for selection of potential training participants – MSMEs engaged in catering businesses
2. Participate in an information and marketing campaign, organized by Zrda, to promote the upcoming training courses among the food service provider MSMEs operating in Zrda’s priority five regions, explicitly explaining the value of the course to potential participants and clarify the conditions for participating in the trainings (participants shall be required to cover 30 % of the training participation/consultation fee)

**Note:** Food service providers should be clearly informed of how much the proposed training program costs to deliver with Zrda support, subsidizing this costs to participants, based on a cost structure to be proposed by the applicant

3. Assist Zrda to develop lists of training attendees per training topic and per region, and solicit from selected training participant MSMEs their proposed portion of the training fee and /or consultation fee if relevant
4. Organize and deliver the training courses to MSMEs operating in Zrda target regions.

**Note:** Zrda seeks to organize at least one training event on each topic (Food Costing and Pricing, Food and Wine Pairing, Menu Design, and Service Plus) in each Zrda target region, however, Zrda realizes that number of training events and training participants will differ from region to region

The Sub Awardee will be responsible for arranging all training logistics

1. Organize final tests or exams for the participant MSMEs
2. As a training follow-up, provide individual consultations on Food Costing and Pricing to interested catering service provider MSME (s) if such interest emerges upon completion of trainings
3. Organize ceremony to award certificates to the MSMEs who have successfully completed the training course(s)
4. Provide a final activity report that shall contain general description of all activities, carried out within the framework of the sub-award, including statistical data about the training participants and the photo material reflecting the training processes
5. Provide Zrda with required data on all training participates for use in Zrda’s monitoring and evaluation activities and support the Zrda M&E team to collect all relevant

**NOTE:** Within the framework of **Capacity Development of Catering Businesses** program, Zrda contemplates to provide the described trainings and consultation services to at least 60 catering MSMEs in total, operating in its target regions. However, Zrda will not stick to this figure strictly, and will allow the offer(rs) to suggest an approximate number of the potential trainees, figured out based on a realistic market prices for the similar services.

## **ID. AUTHORITY/GOVERNING REGULATIONS**

*USAID Zrda Activity in Georgia* sub-award awards are made under the authority of the U.S. Foreign Affairs Act and USAID's Advanced Directive System (ADS). Organizations will adhere to guidance provided under [ADS Chapter 303](#), "Grants and Cooperative Agreements to Non-Governmental Organizations" and will be within the terms of the USAID [Standard Provisions for Non-U.S. Non-Governmental Recipients](#), as well as the *USAID Zrda Activity in Georgia* sub-awards procedures.

ADS 303 references an additional regulatory document issued by the U.S. Government's Office of Management and Budget (OMB) and the U.S. Agency for International Development:

- 2 CFR 200 [Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, Subpart E](#) (U.S. applicants are subject to 2 CFR 200 in its entirety)

Full text of 2 CFR 200 can be found at [http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl).

*USAID Zrda Activity in Georgia* is required to ensure that all organizations receiving USAID sub-award funds comply with the guidance found in the regulations referenced above, as applicable to the respective terms and conditions of their sub-awards.

Under the *USAID Zrda Activity in Georgia* sub-award program, USAID retains the right at all times to terminate, in whole or in part, *USAID Zrda Activity in Georgia* sub-award-making authorities.

## **SECTION II. AWARD INFORMATION**

USAID Zrda Activity in Georgia anticipates awarding a maximum of GEL 75 000.00 via a single or multiple sub-award(s) for implementation of this activity. The final amount of the award will be dependent upon approved sub-award activities, the associated budget and final negotiations with the selected applicant and may be lower, but not higher than the indicated amount. The duration of any sub-award under this solicitation is expected to be twelve months (could be extended up to eighteen months) from the beginning of award. The estimated start date of sub-awards awarded under this solicitation is November 15, 2018.

The type of sub-award will be determined during the negotiation process.

## **SECTION III. ELIGIBILITY**

### **IIIA. ELIGIBLE RECIPIENTS**

- Applicants must be a registered *Georgian entity*, formally constituted, recognized by and in good standing with appropriate *Georgian* authorities, and compliant with all applicable civil and fiscal regulations. For-profit commercial businesses (inclusive of individual entrepreneurs), non-governmental organizations (NGOs), associations, foundations, or other non-commercial entities are all eligible and encouraged to apply. Private firms must be a minimum of 51% *Georgian* owned and operated. International NGOs (or local branches thereof) and multinational international organizations are not eligible to apply;
- Applicants may only submit one application per prime organization under this RFA;
- Applicants must sign the following required certifications prior to receiving a sub-award. The certifications are attached to this solicitation as annex and *Zrda Activity* will review them with applicants;
- For any sub-award(s) resulting from this solicitation that is other than in-kind and equivalent to
- \$25,000 USD or more, sub-awardees will be required to provide a Data Universal Numbering System (DUNS) number at the time of award. If the applicant already has a DUNS number, it should be included

in their application. Otherwise, applicants will be expected to get a DUNS number before an award is made. Zrda Activity will assist successful applicants with this process. DUNS numbers can be obtained online at <http://fedgov.dnb.com/webform/pages/CCRSearch.jsp>

- Successful sub-awardee will follow a marking and branding plan of USAID Zrda Activity in Georgia, which will be annexed to the sub-award agreement'
- Faith-based and community groups will receive equal opportunity for funding in accordance with the mandated guidelines laid out in ADS 303.3.28 except for faith-based organizations whose objectives are for discriminatory and religious purposes, and whose main objective of the sub-award is of a religious nature.

**Applicants should possess the following technical skills:**

- At least 3 years of experience in designing and delivering vocational training programs on one or more respective training topic:
  - Food Costing and Pricing
  - Food and Wine Pairing (with emphases on Georgian food and wine), and
  - Service Plus
- At least 3 years of experience in providing business consultations and expertise to catering business on one or more respective training topic:
  - Food Costing and Pricing
  - Food and Wine Pairing (with emphases on Georgian food and wine), and
  - Service Plus
- At least 3 years of experience in organizing, coordinating and delivering large-scale country-wide events, including trainings in the area required under the present RFA;
- Comprehensive understanding of catering industry in Georgia, existing needs and challenges in this area
- Comprehensive understanding of hospitality industry, its trends and developments will be an advantage
- Pool of experts/trainers with at least 3 years of experience in developing training materials and delivering trainings on one or more respective training topics (Food Costing and Pricing, Food and Wine Pairing (with emphases on Georgian food and wine), and Service Plus)
- At least 3 years of experience in delivering comprehensive progress and final reports
- References: at least 3 letters of recommendations from previous contract providers with the past five (5) years of reference;

**SECTION IV – APPLICATION AND SUBMISSION INFORMATION**

**IVA. INSTRUCTIONS TO APPLICANTS**

Applicants must propose strategies for the implementation of the program description described above, introducing innovations that are appropriate to their organizational strengths.

**IVA1. APPLICANT SELF-ASSESSMENT**

All organizations selected for award are subject to a pre-award risk assessment conducted by *Zrda Activity*, to ascertain whether the organization has the minimum management capabilities required to handle US government funds. The applicant self-assessment is the first step in the pre-award risk assessment process. The Applicant Self-Assessment Form is contained in Annex.

Applicants that submit *full applications* that meet or exceed the merit review criteria will be notified of next steps in the application process.

## **IVA2. SUB-AWARD APPLICATION**

Template to be utilized when developing the *application* is provided in Annexes. Applicants shall present their technical application and budget in the formats provided and shall follow the instructions and guidelines listed in these annexes.

All sub-award activity costs must be within the normal operating practices of the Applicant and in accordance with its written policies and procedures. For applicants without an audited indirect cost rate, the budget may include direct costs that will be incurred by the Applicant to provide identifiable administrative and management costs that can be directly attributable to supporting the sub-award objective.

The *application* must be signed by an authorized agent of the Applicant.

## **IVA3 INELIGIBLE EXPENSES**

**USAID Zrda Activity in Georgia sub-award funds may not be utilized for the following:**

- Private ceremonies, parties, celebrations, or "representation" expenses.
- Purchases of restricted commodities, such as agricultural commodities, motor vehicles, pharmaceuticals and contraceptive items, pesticides, used equipment, U.S. government excess property and fertilizers without prior approval from USAID. If procurement of these restricted commodities is necessary, Chemonics will request approval from the Agreement Officer and proscribe the process for procurement of such commodities to the recipient.
- Prohibited commodities under USAID regulations, including but not limited to: military and surveillance equipment, police or law enforcement equipment, abortion equipment and services, weather modification equipment, luxury commodities, and gambling equipment.
- Purchases of commodities or services restricted or prohibited under the prevailing USAID source/nationality regulations per 22 CFR 228 and relevant Standard Provisions; or from countries or suppliers as may be identified by USAID's consolidated list of debarred, suspended, or ineligible subcontractors at <http://www.sam.gov>.
- Any purchases or activities deemed unnecessary to accomplish Sub-Award purposes as determined by Chemonics, including any Sub-Awardee headquarters expenses that are not directly linked to the implementation of the proposed project.
- Previous obligations and/or bad debts.
- Fines and/or penalties.
- Creation of endowments.
- Other costs unallowable under USAID and/or federal regulations, such as alcoholic beverages. Refer 2 CFR 200 subpart E "Cost Principles" and FAR 31.2 "Cost principles for Commercial Organizations"
- Indirect costs such as but not limited to overhead or indirect fringe (unless the applicant has documented proof of such rates through audits or USAID-issued NICRA). Indirect costs are never allowed under simplified Sub-Awards.

## **IVB APPLICATION AND SUBMISSION INFORMATION**

**Applications shall be submitted in English or Georgian and may not be more than 15 pages.**

Applications (Technical and budget applications and supporting documentation) should be submitted in *electronic* to [subawards@zrda.ge](mailto:subawards@zrda.ge) AND/OR *hard copy* to the USAID Zrda Activity in Georgia Tbilisi office at the address 9, Ramishvili Street, 1<sup>st</sup> dead, 3<sup>rd</sup> floor and should reference RFA №. 058-1011-001-S-2018

**Applications must be submitted no later than *October 12, 2018, 18:00 p.m. local time. Late or unresponsive applications will not be considered.***

USAID Zrda Activity in Georgia  
 Ramishvili Street 9, 1st dead, Tbilisi, Georgia  
 EMAIL: subawards@zrda.ge

In addition to the application forms and budget, applicants should submit the following (given in the annexes) to USAID Zrda Activity in Georgia:

- Implementation Plan
- Signed and dated Required Certifications listed under section III.A
- Applicant Self-Assessment form

**SECTION V. APPLICATION EVALUATION**

**VA1. MERIT REVIEW CRITERIA**

All applications will be reviewed by an internal review panel comprised of Zrda Activity technical implementation staff, and recommendations may be vetted by a larger group. Applications will be evaluated based on merit review criteria proposed given below:

Evaluation Criteria	Maximum Points
<b>Institutional capacity:</b> Detailed description of the experience in developing vocational training programs on one or more topics required under the present RFA (Food Costing and Pricing Food and Wine Pairing (with emphases on Georgian food and wine), and Service Plus), experience in organizing and delivering large-scale educational programs/ trainings, experience in organizing promotional and marketing campaigns of commercial trainings, experience in working in catering and /or tourism industry, etc.,	35 points
<b>Technical proposal:</b> Detailed description of the methodology for achieving present RFA requirements, how the objectives, and anticipated deliverables required under this RFA will be achieved, number of working days required for the fulfillment of each task/deliverable, and Gantt Chart indicating the detailed timeframe and sequence of activities;	35 points
<b>Cost Proposal:</b> Applicant company should provide a detailed cost breakdown for each deliverable, including the explicit narrative about each training cost / consultation fee structure. Note: The budget should be calculated in GEL	30 points
<b>Total Points</b>	<b>100 points</b>

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



## **SECTION VI. AWARD AND ADMINISTRATION INFORMATION**

All sub-awards will be negotiated, denominated and funded in *GEL*.

All costs funded by the sub-award must be allowable, allocable and reasonable. Sub-award applications must be supported by a detailed and realistic budget as described in Section IV.

Issuance of this RFA and assistance with application development do not constitute an award or commitment on the part of *Zrda Activity*, nor does it commit *Zrda Activity* to pay for costs incurred in the preparation and submission of an application. Further, *Zrda Activity* reserves the right to accept or reject any or all applications received and reserves the right to ask further clarifications from the offerors. Applicants will be informed in writing of the decision made regarding their application.

### **LIST ANNEXES**

- **Annex 1** - Sub-Award Application Form
- **Annex 2** – Implementation Plan Timeline
- **Annex 3** – Applicant Self-Assessment Form
- **Annex 4**– Required Certifications
- **Annex 5** – List of Zrda Target Villages