

## ANNEX

**THE PROGRAM****Boosting North Rupununi Community Based Business Enterprises Program****I. Objective**

- 1.01** The overarching goal of this Program is to promote sustainable development, well-being and improved livelihoods for 16 communities living in and around the Iwokrama Forest and North Rupununi Wetlands.
- 1.02** The main objective of the Program is to provide institutional strengthening and capacity building to community based organisations to facilitate and support the development of small and medium size enterprise (SMEs) and the provision of technical, business, administrative and management services to boost existing microenterprises.

**II. Description**

- 2.01** To achieve its objectives, the Program will finance consulting and training services, and the procurement of computer software and hardware, to implement the following components:

**Component I: ICT and Website Management Training**

- 2.02** The Executing Agency will provide training in Information and Communication Technology (ICT), website management and maintenance to community members and key individuals from community-based organizations managed by the NRDDDB, with emphasis on women and youth. These include members of the Community Youth Team, North Rupununi Tourism Program and personnel from the Bina Hill Institute (BHI). Those receiving training will take on the responsibility for managing and maintaining the website and provide ICT training to other community members over time. This will significantly add value to the community through skills and knowledge transfer, resulting in an increase in the number of trained personnel thus ensuring the sustainability of the project. MIF resources will be used to procure the related Information Technology (IT) hardware and software to ensure that participants receive hands-on training in the use of various computer applications. It is expected that the training received in the use of Microsoft Applications, such as Microsoft Office Suite, will further strengthen the capacity of the NRDDDB to provide basic administrative support services, not readily available in the hinterland, to the community based micro-enterprises.
- 2.03** Given the remoteness of the SMEs, from the general business centers, it is envisioned that E-Marketing will play a vital role in information sharing and promotion of goods and services offered by the North Rupununi micro-enterprises both nationally and internationally. The services of a Website/Information and Communication Technology



Consultant will be engaged to conduct an assessment, design and develop the most appropriate website to suit the needs of the project.

- 2.04** Development of the Website and access to the internet will also facilitate linkages to “Forest Connect” an initiative of the International Institute for Environment & Development (IIED-UK), which seek to provide support to local SMEs through forest-linked associations and networks with the general aim of reducing poverty and linking small forest-based enterprises with markets and service providers. The Website will primarily be used to showcase the community and disseminate information such as community profiles, community conservation initiatives, products and product development and benefits to the community from their involvement in microenterprise activities.

### **Component II: Institutional Strengthening, Training and Capacity Building**

- 2.05** Through several consultancies MIF resources will be used to strengthen four community based microenterprises and provide technical support, training and management assistance for product development and marketing, in order to increase their economic viability. The four microenterprises to which support will be provided are: (i) North Rupununi Tourism Programme (NRTP); (ii) Ornamental Aquarium Fisheries Initiative: El Dorado Aquarium Traders; (iii) Traditional Arts and Craft Design; and (iv) Medicine from Trees: Women’s Small Enterprise.
- 2.06** The identified micro-enterprises were established as spin-offs from previous community projects, and can be characterized as informally organized businesses which are in the early stages of development. MIF resources will be used to provide capacity building to each of the identified operations in the following general areas: (i) development of business plans and marketing strategies; (ii) product development; and (iii) business training.
- 2.07** Additionally, given the uniqueness of the operations, each will require specific assistance for development of their respective products and services. Assistance will also be provided in specific areas as outlined below:
- 2.08 (i) North Rupununi Tourism Programme (NRTP)** – The services of a consultant will be used to assess the tourism product of the community, in particular the Guide Services. Training and Refresher Training will be provided to Community Tour Guides, with emphasis on communicating cultural values and heritage and the unique landscape and ecosystem of the North Rupununi Wetlands. MIF resources will also be used for development of promotional materials for the North Rupununi Tourism products.
- 2.09 (ii) Ornamental Aquarium Fisheries Initiative: El Dorado Aquarium Traders** – This operation was started as a pilot-project with funding from the International Union for Conservation of Nature (IUCN) National Committee of the Netherlands, and sustained by the community as an economic activity since the project ended. Counterpart resources will be used to undertake an evaluation of the pilot project and make recommendations to improve and move it forward. MIF financing will be used to strengthen the business elements of the operation, through strategic planning, establishment of mechanisms for



benefit sharing, and facilitate the participation of women in this activity, traditionally dominated by men. Counterpart resources will be used to conduct an impact survey on aquarium fish and facilitate the preparation of a Monitoring Plan.

- 2.10 (iii) Traditional Arts and Craft Design** – The NRDDDB has been successful in developing linkages with partners in the international marketplace, such as Brazilian designers who work exclusively with rain forest and natural products in the making of art and crafts. This project will build on these existing partnerships, by financing exchange visits/study tours, and short apprenticeships for artisans from the North Rupununi to Monica Carvalho's atelier in Brazil, for exposure to product development, design elements and quality requirements for the international markets. A register of Artisans from participating communities will be developed, and an assessment of the craft products from participating communities will be undertaken. The assessment and registration of local artisans will be financed by counterpart resources.
- 2.11 (iv) Medicine from Trees: Women's Small Enterprise** – The Medicine from Trees initiative is carried out by a small unit of women who produce traditional medicines from locally cultivated botanicals such as Crabwood and Neem. Products made include creams, lotions and soaps which are marketed locally. To strengthen this initiative, MIF resources will be used to (i) conduct ethno-botanical research and document the use of traditional medicines and (ii) provide support for product enhancement and market promotion. Counterpart finance will facilitate an assessment of the existing operation.
- 2.12** NRDDDB and its community partner, the BHI, have been the two main drivers and supporters for community based micro-enterprises in the North Rupununi and have been able to achieve much success through partnerships with local and international organizations such as Iwokrama International Centre, Conservation International Guyana (CIG), World Wildlife Fund (Guyana), Canada Fund and IUCN National Committee of the Netherlands, implementing several small projects. However to sustain the efforts of the organization towards achievement of its objective of facilitating and encouraging short, medium and long-term community development in the North Rupununi, NRDDDB has recognized that there is need for institutional strengthening and capacity building for key individuals in the community. Through this initiative MIF resources will be used to procure the services of an organizational development consultant who will provide support to the NRDDDB, BHI and its operational staff in areas such as: (a) good governance policies and practices; (b) occupational health and safety; (c) production standards and quality control; (d) personal money management; (e) basic management and administration; (f) project preparation and budgeting; (g) Bank procedures and processes; (h) accounting principles and procedures and (i) contract management and negotiations.
- 2.13** Towards this end, the NRDDDB and BHI will be strengthened to deliver and provide business support services including training, to benefit the growth and development of community microenterprises and local SMEs.



**III. Total Cost of the Program and Financing Plan**

**3.01** The total cost of the operation is estimated to be \$75,400. A summarized budget is provided below:

**SUMMARIZED BUDGET**  
**(US Dollars)**

<b>Funding Area</b>	<b>MIF Contribution</b>	<b>NRDDB Contribution</b>	<b>Total USD</b>
<b>Component I – ICT and Website Management Training</b>	<b>\$18,350</b>	<b>\$2,050</b>	<b>\$20,400</b>
<b>Component II – Institutional Strengthening, Training and Capacity Building</b>	<b>\$32,500</b>	<b>\$15,000</b>	<b>\$47,500</b>
<b>Administration</b>	<b>\$0</b>	<b>\$3,000</b>	<b>\$3,000</b>
<b>Evaluation</b>	<b>\$0</b>	<b>\$2,500</b>	<b>\$2,000</b>
<b>Audit</b>	<b>\$2000</b>	<b>\$0</b>	<b>\$2,500</b>
<b>TOTAL</b>	<b>\$52,850</b>	<b>\$22,550</b>	<b>\$75,400</b>

**IV. Execution**

**4.01** The NRDDB in association with BHI will serve as the Executing Agency for this Program and will exercise administrative and fiduciary functions as set forth in the Letter of Agreement. The selection and hiring of consultants will be carried out by NRDDB in accordance with Bank policies and procedures.

**4.02** The Project Coordinator (PC) will have overall responsibility for the day to day management of the Program. The services of this Coordinator will be provided on a volunteer basis by the Executing Agency.