**PROJECT PROPOSAL TEMPLATE FOR ESTABLISHMENT OF RNR ENTERPRISE**

The project proposal must include information but not limiting to the following:

1. **Executive Summary**

Highlight project plan (brief). If already an existing industry mention your plans on adding additional product line or upscaling production (keep it concise and clear).

1. **Promoters detail**

Background of the promoter(s)

Mention the qualification, skills and experience of the promoter(s).

1. **Project outline/proposed activity**

Specific activity/products to be promoted

1. **Total Project Cost**

Total cost of the project. If just an additional product line, total cost of establishing that additional product line**.**

1. **Location of the Project \***

Details on the site and location of the proposed project/existing industry (Gewog, Drungkhag, Dzongkhag)

1. **Production Capacity [Output (unit[[1]](#footnote-1)) per day or per month or per year] \***

Production capacity of the proposed activity

1. **Raw materials required \***

Include details such as annual quantity, unit of measure, unit price and source of each item for both domestic and imported raw materials. A brief plan on how you intend to source it.

1. **Market Analysis**

* Target market(s) including share percentage amongst domestic and export market(s),
* Detail of competitors if any, in the targeted market(s)
* Provide a brief detail of the marketing strategy

1. **Business Plan**

Provide a business plan that includes details about production processes, distribution channels, sales projections, and revenue forecasts. Highlight your competitive advantage and growth potential.

1. **Financial Projections**

Present detailed financial projections, including startup costs, operational expenses, revenue forecasts, and projected profits. Include a clear breakdown of how the funding will be utilized and the expected return on investment.

1. **Sustainability and Impact**

Describe the environmental and social impact of your agricultural enterprise, as well as any sustainable practices you plan to implement. Highlight how your project will contribute to environment, local communities, and employment generation.

1. **Why is the promoter not able to pursue this project on his/her own?**

Challenges and constraints (brief)

1. **Specific support sought from the DAMC (MOAL)**

Types of support required with an approximate cost.

1. **Organization and Human Resource**

Organizational set-up of the enterprise

Human Resource of the enterprise [Category (managerial, technical, professional), qualifications, experience and no. of people employed or to be employed, including semi-skilled and unskilled workers]. Additional employment opportunities if establishing an additional product line.

1. **Endorsement/recommendation letter**

The proponent must get the proposal verified and endorsed by Dzongkhag Economic Development and Marketing Officer/RAMCO/Dzongkhag Agriculture and Livestock sector (in the absence of Dzongkhag EDMO) prior to its submission.

Note 1: The proposal should be accompanied with a cover letter addressed to the Director, Department of Agricultural Marketing and Cooperatives, Ministry of Agriculture and Livestock

Note 2: The proposals will be evaluated based on the following criteria:

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| --- | --- | --- | --- |
| **Sl. No** | **Criteria** | **Specific Criteria** | **Weightage** |
| 1 | **Relevance to Departmental Goals & Objectives** | Inclusion of all necessary details of proposals as outlined in the EOI template | 5 |
| Alignment of the proposal with the department's strategic objectives and priorities | 10 |
| 2 | **Feasibility and Viability** | Realistic Project Design | 10 |
| Production capacity, scalability, growth potential and financial sustainability | 15 |
| Earlier investment on the project | 10 |
| Organizational structure and past experience | 10 |
| Innovation and creativity | 10 |
| 3 | **Market Analysis and Strategy** | Analysis of market potential, target market and competition, future market and export potential | 15 |
| Use of IT platform | 5 |
| 4 | **Impact of the Project** | Potential impact on the economy, employent generation, and rural development | 10 |
| **Total Score** | | | 100 |

1. Unit=MT or litres or Numbers

   \*The promoter need not have to furnish these details if developing an IT platform for market facilitation [↑](#footnote-ref-1)