

AMENDMENT TO

Initiation plan of the project titled "Socio-economic recovery and digital empowering of targeted MSMEs, women-headed households, local farmers impacted by COVID19 pandemic" (Atlas Project Number: 00139707/Output ID 00129224, 00129225 and 00131440)

This document, hereinafter referred to as "Amendment," constitutes an integral part of the initial plan of the project titled "Socio-economic recovery and digital empowering of targeted MSMEs, women-headed households, local farmers impacted by COVID19 pandemic" (Atlas Project Number: 00139707/Output ID 00129224, 00129225 and 00131440).

This amendment aims to support UNDP Iran to explore the opportunities for cooperation in the field of livelihoods improvement by (a) paying efforts to link national capabilities and resources; and (b) creating an enabling environment for effective collaboration of agricultural value chains actors, including through integrating technology.

UNDP Iran intends to support the innovation of digital solutions based on the local context of transparent and sustainable farming to increase the effectiveness of collaboration among the value chain's actors to help build the enabling conditions for sustainable production. By using a digital platform to access supply's side transparent information to downstream buyers, more value is expected to go directly back to the producers, providing the last-mile support for connecting them to the market.

The implementation modality for this initiation plan remains as Direct Implementation Modality (DIM) in accordance with the applicable UNDP DIM policies and regulations.

Therefore, the amendment will be applied to the followings.

WHEREAS the end date of the initiation plan will be changed to 31 December 2022. **WHEREAS** the amended work plan with the revised budget of \$672,190.02 is attached.

The breakdown of the resources/budget is as follows:

- Rapid Financing Facility (RFF), covered under output ID 00129224: \$ 187,190.02
- TRAC 2(2021), covered under output ID 00129225: \$180,000
- TRAC 2(2022), covered under output ID 00131440: \$125,000
- TRAC1 (2022), covered under output ID 00133067: \$ 180,000

WHEREAS the national counterparts will additionally include Agriculture and innovation ecosystem stakeholders, including the Ministry of jihad agriculture and the Vice Presidency for Science and Technology, provincial governments will be effectively engaged during the implementation of the Initiation Plan.

NEVERTHELESS, all other terms and conditions of the initiation plan, except as amended herein, shall remain unchanged and continue in full force and effect.

This Amendment will add Output ID00133067 to the existing Initiation Plan.

Agreed by UNDP:

—DocuSigned by: Claudio Providas

Claudio Providas Resident Representative Date 27-Aug-2022

I. WORK PLAN

EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE	PLANNED BUDGET			
And baseline indicators including annual targets	List activity results and associated actions	2021 2022					PARTY			
including annual targets	uctions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
<u>Component 1: To digitally</u> I.R. Iran (Proof of concept	v empower MSMEs in the I.R. Iran – end t <u>).</u>	abling th	em to	o miti	gate t	he neo	gative socio-economic	c impact of a	the COVID-19 p	pandemic in

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EXPECTED OUTPUTS	PLANNED ACTIVITIES		TIM	EFRA	ME		RESPONSIBLE	I	PLANNED BUD	GET
And baseline indicators including annual targets	List activity results and associated actions	2021		20)22		PARTY			
including unnual targets		Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Output1.1: Market intelligence on business opportunities in the digital economy available to target MSMEs Indicators: Extent to which actionable market data and information on business opportunities in the digital economy is available to target MSMEs Qualitative indicator, with the following	 1.1.1 Rapid local needs assessments – community/MSMEs level analysis; mapping of potential comparative advantages; local value-chain analysis; gaps and needs in access to digital technologies. 1.1.2 Conduction of market research/scanning (demand-side) through (virtual) surveys and focus groups 	x					UNDP	RFF	Company contracts. Individual contracts;	15,000
scoring criteria: 1: Not adequately 2: Very partially 3: Partially 4: Largely Baseline: 1	 1.1.3 Analysis of collected data (supply and demand-side analyses) to provide granular recommendations to inform Output 2 1.1.4 Collaborative design of a territorial marketing/territorial branding strategy, based on market research findings 									

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Targets: 4	1.2.1: Participatory training and provision of				UNDP	RFF	Company contracts/ technical advisories; Individual contracts;	42,000
Output 1.2: Knowledge	technical advisory: [Focus: Digital literacy; E-commerce; digital marketing, branding/territorial branding, digital finance, and literacy]							
and skills of target MSMEs (including women headed-MSMEs) on digitally smart business	 Content production (training manuals - including well-tailored digital content for trainers and trainees) 	x						
practices	 Training of Trainers (ToT) – (including through 							
# MSME workers that have completed the UNDP-supported training (disaggregated by gender)	interactive virtual training)Delivery of training to end-users/ MSMEs (including							
# MSMEs that have benefited from capital investments to enhance connectivity and enable the adoption of new digital solutions (disaggregated by the gender of microentrepreneur/ head of small enterprise)	through virtual training) Technical assistance/ Help-Desk support to target MSMEs 							
Baseline: 0 Targets:								



150 (at least 60% of which are				DP
Women-led MSMEs)				
300 (at least 60% of which are				
women-led MSMEs)				



Output 1. 3	1.3.1 Equipment and network connectivity			UNDP	RFF		66,595.01
Product placement	Seed investments for digital equipment and small-scale connectivity upgrades						
and e-marketing for							
target MSMEs	1.3.2: Provision of last mile						
enhanced (supply and	roll-out support through a					Company	
demand linkages)	business mentorship scheme; peer-to peer support; TA:					contracts;	
Indicators: # new MSMEs that are effectively connected to, and/or placed products/services in, established e-commerce and/or e-marketing platforms (disaggregated by the gender)	 Advisory support for product placement through established e-commerce platforms (Roll-out of the territorial branding strategy (See Output 1) product presentation; advertising campaign (including through mainstream and social media platforms) Connecting MSMEs/digital content 		x				
Baseline: O Targets:	 producers and digital content publishers advertisers (liaison support) Practical application of digital finance tools for MSMEs Connections and integration With operational platforms on 						
150 (at least 60% of which are	money transfers, billing services, etc.						
women led MSMEs) 300 (at least 60% of which are women-led MSMEs)	 Connecting to innovative solutions for access to funding and other financial services(crowdfunding, peer to- peer funding, 						







EXPECTED OUTPUTS	PLANNED ACTIVITIES		TIM	EFRA	ME		RESPONSIBLE	1	GET	
And baseline indicators	······, ······)22		PARTY			
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
National Project coordinator	r									8,000
Area- based coordinator										5,000
Knowledge management an	d Communications									5,000
Monitoring and evaluation (including baseline, milestone and 'end-line'	' data col	lectior	n)						8,000
Direct Project Costing (DPC):	: (Technical advisory; quality assurance; op	erational	suppo	ort)- ch	arged	to proje	ect 00125344			12,000
Total- Component 1 from RF	F resources									200,000
Total Component 1 covered	by this initiation plan									187,190.02



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EXPECTED OUTPUTS	PLANNED ACTIVITIES		IIIVI	EFRAI	VIE		RESPONSIBLE	ŀ	PLANNED BUD	JEI
And baseline indicators	List activity results and associated	2021		20)22		PARTY			
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Output2.1: Capacity development (knowledge, skill sets) of women local farmers and producers in target areas enhanced to promote (i) greener and socially-responsible production practices and (ii) e-commerce and digital marketing	Develop business opportunities among target communities in the area via the below activities 2.1.1 Identifying target women farms/rural enterprises in target areas through a clear criteria and systematic method 2.1.2 Review and assess capacity needs among identified target groups - including green business practices (led by women): digital literacy and e-commerce/e-marketing	x						TRAC2		46,000
Indicators: 300 number of woman farmers adopt modern digital platforms and e commerce platform Baseline: N/a Targets: 300 women	 2.1.3 conducting the survey on public awareness (demand side) about the consumption of green local products 2.1.4 Develop a locally tailored plan for capacity improvements - including green business practices; digital literacy and e- commerce/e-marketing 2.1.5 Implement the capacity improvement plan, as well as awareness raising intervention 	x								



EXPECTED OUTPUTS And baseline indicators including annual targets	PLANNED ACTIVITIES List activity results and associated actions	2021	ТІМ	EFRAI	ME 022		RESPONSIBLE PARTY		PLANNED BUD	
		Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Output 2.2: Online visibility of women local farmers and producer's farmer's entrepreneurs and their green products promoted and customer awareness of socially responsible and environmentally practices friendly practices enhanced indicators: Level of awareness and consumption of green rural products raised by 10 % among digital platform clients Baseline:	Combining the online market linkages and capability strengthening in the area via the below activities: 2.2.1 Digital onboarding of the farmers to relevant online platforms - including storytelling, photography of products. 2.2.2 Workshops for target groups/local farmers and producers (led by women) to improve product quality and obtain the platform's quality assurance labels. 2.2.3 Quality control and certification by the	x	x					TRAC2		84,000
Level of awareness and consumption of green rural products raised by 10 % among digital platform clients	improve product quality and obtain the platform's quality assurance labels.									



EXPECTED OUTPUTS	PLANNED ACTIVITIES		TIM	EFRAN			RESPONSIBLE	F	PLANNED BUD	GET
And baseline indicators	List activity results and associated	2021		20	22					
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Output 2.3: Online platforms for the marketing and trade of women local farmers and producers products enhanced and up scaled in Iran through scalable model Indicators: Level of online sales of women farmers in target communities increased by 25% Baseline: N/a Targets: 25% has been increased in level of online sales of women farmers in target communities	 2.3.1 Promoting the platform as a trusted partner among both target community farmers and its customers 2.3.2 Expanding the offer and range of online products profiles; 2.3.3 Expanding platform's market segmentation to Iran's expats and international customers 	x						TRAC2		30,000
National Project Coordinators										6,000
Knowledge management and Communications										2,000



EXPECTED OUTPUTS	PLANNED ACTIVITIES		TIM	EFRAM	ИE		RESPONSIBLE	1	PLANNED BUD	GET
And baseline indicators	List activity results and associated	2021		20)22		PARTY			
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Monitoring and evaluation (including Travels)										4,000
DPC										8000
Total Component 2			1	1						180,000
Component 3: UNDP Iran	's Starts It Up									

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Output 3.1: Complete	Activity 3.1.1:				UNDP	TRAC2	18,500
mapping of start-up and	Development of an action plan for						
country innovation	implementing the "UNDP Starts It Up"						
ecosystem, including its	Initiative (start-ups for development),						
challenges and potential	including idea formulation, task breakdown,						
entry points for	budgeting and resource management, and						
engagement of innovation	scheduling						
stakeholders in identifying	Activity 3.1.2:						
and addressing emerging	Activity 3.1.2.						
development challenges	Nationwide mapping of innovation						
of regional and local	ecosystem including presentable materials						
nature	and two product launching events						
Indicators:	Activity 3.1.3:		x				
# Extent to which actionable data and information on the nationwide mapping	Opportunity analysis on existing relevant						
of the innovation ecosystem is available to UNDP programs	start-ups addressing current projects delivery target						
Qualitative indicator, with the following scoring criteria: 1: Not adequately 2: Very partially 3: Partially 4: Largely							
Baseline:							
1 Targets:							
4							
Output 3.2: Mechanisms	Activity 3.2.1:	1			UNDP	TRAC2	15,000
to generate ideas and solutions to Iran's	Capacity development workshops on			x			
sustainable development		1					





EXPECTED OUTPUTS	PLANNED ACTIVITIES		ТІМ	EFRAM	ME		RESPONSIBLE	I	PLANNED BUD	GET
And baseline indicators	List activity results and associated	2021		20)22		PARTY			
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
challenges established, tested and operational (talent and ideas harvesting)	Design and process of innovation challenge to enter to the scheme Private sector engagement Activity 3.2.2:									
Indicators: The number of events related to ideas and talent harvesting to response country's development challenges										
Baseline: O Targets: 2										



EXPECTED OUTPUTS	PLANNED ACTIVITIES		TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
And baseline indicators	List activity results and associated	2021 2022		PART						
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Output 3.3: Seed Money							UNDP	TRAC2		55,000
for start-ups: (Direct support)	Activity 3.3.1: setting up a proper innovation lab support system by providing facilities for three selected ideas; annual salary. Office									
Indicators:	rent. IT & digital equipment									
Number of Minimum Viable Products (MVP) developed by selected start-ups	Activity 3.3.2: Conducting training leading to MVP, providing training, mentoring, and coaching to the selected cohort group, Monitoring the progress of selected									
Baseline: 0	awardees' start-ups or groups as appropriate Activity 3.3.3: MVP realization and prototyping				x					
Targets:	Activity 3.3.4: Marketing and visibility of									
Indicator target: At least three relevant innovation ideas, 1	MVPs									
MVP for each start-ups	Activity 3.3.5: Consultancy on mentoring training modules to selected start-ups and lessons learned									



EXPECTED OUTPUTS And baseline indicators	PLANNED ACTIVITIES List activity results and associated	2021	TIM	EFRAI 20	ME 022		RESPONSIBLE PARTY	PLANNED BUDGET			
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount	
Output 3.4: partnership for observing angel investors Indicators: The number of events related to ideas and talent harvesting response to the country's development challenges Baseline: 0 Targets: 2	Activity 3.4.1: Organizing the regular events with participation from various key stakeholders engaged in the project, mainly to committees, donors, and accelerators, to see awardee's showcase and achievements resulting from UNDP intervention aiming effectively engaging the private sectors toward investment for development					x				10,000	
National Project Coordinators										13,000	
Monitoring and evaluation (including Travels)		1	1			<u> </u>				4,000	
Direct Project Costing: (Technical advisory; quality assurance; operational support)								TRAC 2		6,500	



EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE	PLANNED BUDGET			
And baseline indicators including annual targets	List activity results and associated	2021	2021 2022		PARTY					
including unitud torgets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
Communication and international visibility:			•							3,000
Total Component:										125,000
TOTAL :										\$ 467,190.02
	Component 4: "Tran	sparen	nt an	d sus	taina	ıble fa	arming" project		I	1

							DD
					UNDP	Company	U SD36,000
						contracts/	
						technical	
						advisories;	
						Individual	
	1.1 Value chain mapping including					contracts;	
	identifying target farms/rural enterprises					contracts,	
	and value chain actors engaged in the						
	sustainability practices through clear criteria and systematic method;						
	and systematic method,						
Output 1:	1.2 Review and assess capacity needs among						
Capacity (knowledge, skill	identified target groups;						
sets) of local farmers and	1.3 Survey user journey to make sure the						
producers to promote (i)	platform is seamless with farming workflows			х			
greener and socially	and to ease their lives through						
responsible production	understanding and addressing customer pain						
practices enhanced	points						
P	1.4 Define selection criteria and standard						
	operation procedures for the selection of						
	sustainable agriculture in targeted areas to						
	be subject of onboarding to the digital						
	platform in regards to the national context						





EXPECTED OUTPUTS	PLANNED ACTIVITIES		TIM	EFRAM	ИF		RESPONSIBLE	PLANNED BUDGET		
		2021	2021 2022				PARTY			
And baseline indicators including annual targets	List activity results and associated actions	2021	2022							
including unnul turgets		Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount

Output 2 Output 2: Online visibility of information and data on agricultural value chain actors on this platform enhances their availability of information and data on agricultural value chain actors from farmers to consumers X UNDP Unstant Company contracts/ 2.2 Digital onboarding and creating actors on this platform enhances their availability of information and data on agricultural value chain actors, from farmers to consumers 2.3 Support digital onboarding and creating accounts of trageted farmers and other value chain actors on this platform and identify and agree on steps to improve/upgrade the existing sustainable arrest to improve/upgrade the existing sustainable arrest on the process. V	F						_		DD
Output 2: Online visibility of value chain players and their green products and services on the digital platform enhanced their ensponsible environmentally friendly practices.Activity 2.1Contracts/2.1 Generate innovative and applicable tools such as QR codes and Software infrastructure to adopt sustainable farming awareness of socially practices.2.1 Generate innovative and applicable tools such as QR codes and Software infrastructure to adopt sustainable farming actors to online platforms to increase the availability of information and data on agricultural value chains in targeted which provinces which may be availed to, and used by, value-chain actors, from farmers to consumers2.3 Support digital onboarding and creating accounts for targeted farmers and other value chain actors on this platform and identify and agree on steps to improve/upgrade the existing sustainable11 </th <th>Output 2</th> <th></th> <th></th> <th></th> <th>х</th> <th>UNDP</th> <th></th> <th></th> <th>USD72,000</th>	Output 2				х	UNDP			US D72,000
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2.3 Support digital onboarding and creating accounts for targeted farmers and other value chain actors on this platform and identify and agree on steps to improve/upgrade the existing sustainable		-							
accounts for targeted farmers and other Image: Count of the platform and the pl		consumers							
value chain actors on this platform and identify and agree on steps to improve/upgrade the existing sustainable									
identify and agree on steps to improve/upgrade the existing sustainable		_							
improve/upgrade the existing sustainable									
		practices.							





EXPECTED OUTPUTS And baseline indicators	PLANNED ACTIVITIES List activity results and associated	2021	TIM	EFRAI	ME 022		RESPONSIBLE PARTY	PLANNED BUDGET			
including annual targets	cluding annual targets actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount	
Output 3 Effectively linkage to the market and trade of local farmers and producers enhanced through a scalable model of	 3.1 Promote the platform among the targeted value chain players and their customers. 3.2 Quality control and certification by the platform for each product and territorial/farmers' branding. 3.2 Expanding the offer and range of online product/ services profiles. 										
providing last-mile support						x	UNDP			USD62,000	



EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME					RESPONSIBLE	PLANNED BUDGET		
And baseline indicators	List activity results and associated	2021	21 2022		PARTY					
including annual targets	actions	Q4	Q1	Q2	Q3	Q4		Funding Source	Budget Description	Amount
	Monitoring and evaluation (including Travels)					x	UNDP			USD8,000
	DPC									2000
The total amount of the 4 th component										USD10,000
Total Amount										USD 672,190.02

DocuSigned by:

Claudio Providas

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