

## United Nations Development Programme

**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*  
 D9C12626EEB14B5...

Claudio Providas  
 Resident Representative

Date 27-Aug-2022

**I. WORK PLAN**

| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i>   | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i> | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                    |        |
|---|---|-----------|------|----|----|----|-------------------|----------------|--------------------|--------|
|   |   | 2021      | 2022 |    |    |    |                   |                |                    |        |
|   |   | Q4        | Q1   | Q2 | Q3 | Q4 |                   | Funding Source | Budget Description | Amount |
| <b><u>Component 1: To digitally empower MSMEs in the I.R. Iran – enabling them to mitigate the negative socio-economic impact of the COVID-19 pandemic in I.R. Iran (Proof of concept).</u></b> |   |           |      |    |    |    |                   |                |                    |        |

DocuSigned by:

*Claudio Providas*D9C12626EEB14B5...  
27-Aug-2022



United Nations Development Programme



|  |  |  |   |  |  |      |     |  |        |
|--|--|--|---|--|--|------|-----|--|--------|
| <p><b>Targets:</b></p> <p>4</p> <p><b>Output 1.2: Knowledge and skills of target MSMEs (including women headed-MSMEs) on digitally smart business practices</b></p> <p><b>Indicators:</b></p> <p># MSME workers that have completed the UNDP-supported training (disaggregated by gender)</p> <p># 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)</p> <p><b>Baseline:</b> 0</p> <p><b>Targets:</b></p> | <p>1.2.1: Participatory training and provision of technical advisory:</p> <p>[Focus: Digital literacy; E-commerce; digital marketing, branding/territorial branding, digital finance, and literacy]</p> <ul style="list-style-type: none"> <li>• Content production (training manuals - including well-tailored digital content for trainers and trainees)</li> <li>• Training of Trainers (ToT) – (including through interactive virtual training)</li> <li>• Delivery of training to end-users/ MSMEs (including through virtual training)</li> <li>• Technical assistance/ Help-Desk support to target MSMEs</li> </ul> |  | X |  |  | UNDP | RFF | <p><i>Company contracts/ technical advisories; Individual contracts;</i></p> | 42,000 |
|--|--|--|---|--|--|------|-----|--|--------|

**United Nations Development Programme**



|   |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|
| <p>150 (at least 60% of which are Women-led MSMEs)</p> <p>300 (at least 60% of which are women-led MSMEs)</p> |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|

**United Nations Development Programme**



|   |  |  |  |  |   |      |     |                    |           |
|---|--|--|--|--|---|------|-----|--------------------|-----------|
| <p><b>Output 1.3</b></p> <p><b>Product placement and e-marketing for target MSMEs enhanced (supply and demand linkages)</b></p> <p>Indicators:</p> <p># 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)</p> <p>Baseline: 0</p> <p>Targets:</p> <p>150 (at least 60% of which are women led MSMEs)</p> <p>300 (at least 60% of which are women-led MSMEs)</p> | <p>1.3.1 Equipment and network connectivity</p> <p>Seed investments for digital equipment and small-scale connectivity upgrades</p> <p>1.3.2: Provision of last mile</p> <p>roll-out support through a business mentorship scheme; peer-to peer support; TA:</p> <ul style="list-style-type: none"> <li>• 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)</li> <li>• Connecting MSMEs/digital content producers and digital content publishers advertisers (liaison support)             <ul style="list-style-type: none"> <li>➢ Practical application of digital finance tools for MSMEs</li> <li>➢ Connections and integration With operational platforms on money transfers, billing services, etc.</li> <li>➢ Connecting to innovative solutions for access to funding and other financial services(crowdfunding, peer to-peer funding,</li> </ul> </li> </ul> |  |  |  | x | UNDP | RFF | Company contracts; | 66,595.01 |
|---|--|--|--|--|---|------|-----|--------------------|-----------|



## United Nations Development Programme



| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i>  | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i> | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                    |        |
|--|---|-----------|------|----|----|----|-------------------|----------------|--------------------|--------|
|  |   | 2021      | 2022 |    |    |    |                   | Funding Source | Budget Description | Amount |
|  |   | Q4        | Q1   | Q2 | Q3 | Q4 |                   |                |                    |        |
| <i>National Project coordinator</i>  |   |           |      |    |    |    | 8,000             |                |                    |        |
| <i>Area- based coordinator</i>   |   |           |      |    |    |    | 5,000             |                |                    |        |
| <i>Knowledge management and Communications</i>   |   |           |      |    |    |    | 5,000             |                |                    |        |
| <i>Monitoring and evaluation (including baseline, milestone and 'end-line' data collection)</i>  |   |           |      |    |    |    | 8,000             |                |                    |        |
| <i>Direct Project Costing (DPC): (Technical advisory; quality assurance; operational support)- <a href="#">charged to project 00125344</a></i> |   |           |      |    |    |    | 12,000            |                |                    |        |
| <i>Total- Component 1 from RFF resources</i>   |   |           |      |    |    |    | 200,000           |                |                    |        |
| <i>Total Component 1 covered by this initiation plan</i>   |   |           |      |    |    |    | 187,190.02        |                |                    |        |
| <b><u>Component 2: Green &amp; Digital: Empowering women, farmers, and producers in Iran's target areas</u></b>                                |   |           |      |    |    |    |                   |                |                    |        |





## United Nations Development Programme



| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i>  | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i>  | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                    |        |
|--|--|-----------|------|----|----|----|-------------------|----------------|--------------------|--------|
|  |  | 2021      | 2022 |    |    |    |                   | Funding Source | Budget Description | Amount |
|  |  | Q4        | Q1   | Q2 | Q3 | Q4 |                   |                |                    |        |
| <p>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</p> <p>Indicators:<br/>Level of awareness and consumption of green rural products raised by 10 % among digital platform clients</p> <p>Baseline:<br/>N/a</p> <p>Targets:<br/>10% has been increased in level of awareness and consumption of green rural products</p> | <p>Combining the online market linkages and capability strengthening in the area via the below activities:</p> <p>2.2.1 Digital onboarding of the farmers to relevant online platforms - including storytelling, photography of products.</p> <p>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.</p> <p>2.2.3 Quality control and certification by the platform for each product and territorial/farmers' branding</p> | X         |      |    |    |    |                   | TRAC2          |                    | 84,000 |



## United Nations Development Programme



| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i> | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i> | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                    |        |
|---|---|-----------|------|----|----|----|-------------------|----------------|--------------------|--------|
|   |   | 2021      | 2022 |    |    |    |                   | Funding Source | Budget Description | Amount |
|   |   | Q4        | Q1   | Q2 | Q3 | Q4 |                   |                |                    |        |
| <i>Monitoring and evaluation (including Travels)</i>                        |   |           |      |    |    |    |                   |                | 4,000              |        |
| <i>DPC</i>  |   |           |      |    |    |    |                   |                | 8000               |        |
| <b>Total Component 2</b>  |   |           |      |    |    |    |                   |                | 180,000            |        |
| <b><u>Component 3: UNDP Iran's Starts It Up</u></b>                         |   |           |      |    |    |    |                   |                |                    |        |



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





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



| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i>   | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i>   | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                    |        |
|---|---|-----------|------|----|----|----|-------------------|----------------|--------------------|--------|
|   |   | 2021      | 2022 |    |    |    |                   | Funding Source | Budget Description | Amount |
|   |   | Q4        | Q1   | Q2 | Q3 | Q4 |                   |                |                    |        |
| <p><b>Output 3.4: partnership for observing angel investors</b></p> <p>Indicators:<br/>The number of events related to ideas and talent harvesting response to the country's development challenges</p> <p><i>Baseline:</i><br/>0<br/><i>Targets:</i><br/>2</p> | <p>Activity 3.4.1:<br/>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</p> |           |      |    |    | x  |                   |                | 10,000             |        |
| <i>National Project Coordinators</i>  |   |           |      |    |    |    |                   |                | 13,000             |        |
| <i>Monitoring and evaluation (including Travels)</i>  |   |           |      |    |    |    |                   |                | 4,000              |        |
| <i>Direct Project Costing: (Technical advisory; quality assurance; operational support)</i>   |   |           |      |    |    |    | TRAC 2            |                | 6,500              |        |





| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i> | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i> | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                      |        |
|---|---|-----------|------|----|----|----|-------------------|----------------|----------------------|--------|
|   |   | 2021      | 2022 |    |    |    |                   | Funding Source | Budget Description   | Amount |
|   |   | Q4        | Q1   | Q2 | Q3 | Q4 |                   |                |                      |        |
| <i>Communication and international visibility:</i>                          |   |           |      |    |    |    |                   |                | 3,000                |        |
| <i>Total Component:</i>   |   |           |      |    |    |    |                   |                | 125,000              |        |
| <b>TOTAL :</b>  |   |           |      |    |    |    |                   |                | <b>\$ 467,190.02</b> |        |
| <b>Component 4: “Transparent and sustainable farming” project</b>           |   |           |      |    |    |    |                   |                |                      |        |

United Nations Development Programme



|  |   |  |  |  |  |   |      |  |  |           |
|--|---|--|--|--|--|---|------|--|--|-----------|
| <p><b>Output 1:</b><br/><b>Capacity (knowledge, skill sets) of local farmers and producers to promote (i) greener and socially responsible production practices enhanced</b></p> | <p>1.1 Value chain mapping including identifying target farms/rural enterprises and value chain actors engaged in the sustainability practices through clear criteria and systematic method;</p> <p>1.2 Review and assess capacity needs among identified target groups;</p> <p>1.3 Survey user journey to make sure the platform is seamless with farming workflows and to ease their lives through understanding and addressing customer pain points</p> <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</p> |  |  |  |  | x | UNDP |  | <p>Company contracts/<br/>technical advisories;<br/><br/>Individual contracts;</p> | USD36,000 |
|--|---|--|--|--|--|---|------|--|--|-----------|



## United Nations Development Programme



|  |  |  |  |  |  |   |      |  |                    |            |
|--|--|--|--|--|--|---|------|--|--------------------|------------|
| <p><b>Output 2</b></p> <p><b>Output 2: Online visibility of value chain players and their green products and services on the digital platform enhanced their awareness of socially responsible and environmentally friendly practices.</b></p> | <p>Activity 2.1</p> <p>2.1 Generate innovative and applicable tools such as QR codes and Software infrastructure to adopt sustainable farming practices;</p> <p>2.2 Digital onboarding of the value chain 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 consumers</p> <p>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 practices.</p> |  |  |  |  | X | UNDP |  | Company contracts/ | USD 72,000 |
|--|--|--|--|--|--|---|------|--|--------------------|------------|

## United Nations Development Programme



| EXPECTED OUTPUTS<br><i>And baseline indicators including annual targets</i>   | PLANNED ACTIVITIES<br><i>List activity results and associated actions</i>  | TIMEFRAME |      |    |    |    | RESPONSIBLE PARTY | PLANNED BUDGET |                    |           |
|---|--|-----------|------|----|----|----|-------------------|----------------|--------------------|-----------|
|   |  | 2021      | 2022 |    |    |    |                   | Funding Source | Budget Description | Amount    |
|   |  | Q4        | Q1   | Q2 | Q3 | Q4 |                   |                |                    |           |
| <b>Output 3</b><br><br><b>Effectively linkage to the market and trade of local farmers and producers enhanced through a scalable model of providing last-mile support</b> | 3.1 Promote the platform among the targeted value chain players and their customers.<br><br>3.2 Quality control and certification by the platform for each product and territorial/farmers' branding.<br><br>3.2 Expanding the offer and range of online product/ services profiles. |           |      |    |    |    |                   |                |                    |           |
|   |  |           |      |    |    | x  | UNDP              |                |                    | USD62,000 |

## United Nations Development Programme



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

DocuSigned by:

*Claudio Providas*

D9C12626EEB14B5...

27-Aug-2022