

12th Citi Microentrepreneurship Awards (CMA) INFORMATION GUIDE

Background Information

The Citi Microentrepreneurship Awards (CMA) is a nationwide search for outstanding microentrepreneurs in the Philippines. Now on its 12th year, the awards program has been successful in increasing awareness for microfinance and providing incentives to microentrepreneurs in the country. Funded by Citi Foundation, the CMA program was launched in 2002 as part of the celebrations for Citi's 100th year in the Philippines. The awards program is a partnership among the *Bangko Sentral ng Pilipinas* (BSP), Citi Philippines, and the Microfinance Council of the Philippines, Inc. (MCPI).

Objectives of the Program

- To honor and give due recognition to outstanding microentrepreneurs for their exemplary performance and accomplishments.
- To provide incentives for microentrepreneurs to improve their businesses, products, services, technologies, and accelerate income-generating activities.
- To highlight awardees who can serve as models of inspiration to other microentrepreneurs.
- To generate public awareness and build support for microfinance and microenterprise development as a tool for employment generation and poverty reduction.

Award Categories

In 2014, the program will recognize one (1) Citi Microentrepreneur of the Year and three (3) regional awardees from the country's three major island groups of Luzon, Visayas, and Mindanao. This is open to microenterprises with asset size of PHP300,000 to PHP3 million.

Three special awards will be given – Special Award for Agri Micro-Business, Special Award for Innovation, and Special Award for Community Leadership.

Prizes

Cash prizes:

One (1) National Awardee – P200,000

Three (3) Island Group Awardees (*Luzon, Visayas, Mindanao*) – P100,000 each

Special Award for Agri Micro-Business – P100,000

Special Award for Innovation – P100,000

Special Award for Community Leadership – P100,000 *

** Part of the cash prize for this Award must be reinvested in the community of the awardee through a proposed activity/program by the winner that will be approved by the award organizers.*

An award-winning partnership among:



Citi Foundation



Additional prizes:

Microinsurance coverage: All awardees will receive a one-year life insurance coverage amounting to P200,000 and health insurance that covers hospitalization, out-patient care, preventive health care, emergency care and dental care to protect them from unforeseen and unfortunate events that may affect their business.

Entrepreneurship course: All awardees will be enrolled in an entrepreneurship course to help them improve their business and their products/services.

Laptop: All awardees will receive laptops and relevant training to help them scale up their operations.

Celebratory town halls: All awardees will be highlighted during celebratory town halls in their respective hometowns after the awarding ceremony.

The loan officers and branches of microfinance institutions (MFIs) of client-winners of the 7 winners will be given P10,000 each as incentive for participation in the program while semi-finalists will receive a cash incentive of P10,000.

Eligibility Criteria

Citi Microentrepreneur of the Year

1. Nominees may be male or female, 18 years old and above.
2. Nominees should be clients of MFIs (NGOs, banks, or cooperatives) with outstanding repayment performance.
3. Nominees should be a borrower of the MFI for at least 2 years.
4. Applicants for the awards are to be nominated by loan officers of MFIs and endorsed by the top management of the MFI.
5. Purchase value of the assets of nominated enterprise must be a minimum of P300,000 up to a maximum of P3 million.
6. Nominated enterprise must show measurable results in terms of employment generation, sales turnover, growth in enterprise profits, rate of investment of enterprise profits, and amount of savings generated.
7. The nominee must demonstrate an ability to strategically plan for the business and must have the capacity to handle growth and expansion (i.e. has attainable and clear growth plans for the business; has plans for moving toward a more professional approach in running the business).
8. The enterprise must contribute to the development of the (local) economy that may be characterized by, but not limited to, the following:
 - Employment generation for other members of the community
 - Creation of impetus to other economic and social activities (i.e. provides complementary business opportunities to other entrepreneurs or has joint projects)
 - Promotion of the products of the community
 - Promotion of the spirit and discipline of entrepreneurship.
9. The nominee should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.

Special Award for Agri Micro-Business

1. Nominees may be male or female, 18 years old and above.
2. Nominees should be clients of MFIs (NGOs, banks, or cooperatives) with outstanding repayment performance.

3. Nominees should be a borrower of the MFI for at least 2 years.
4. Applicants for the awards are to be nominated by loan officers of MFIs and endorsed by the top management of the MFI.
5. Purchase value of the assets of nominated enterprise must not exceed P3 million.
6. Nominee must be engaged in an agriculture business. These are enterprises that are engaged in production of food and goods through farming, forestry, livestock, poultry and fishing.
7. Nominated enterprise must show measurable results in terms of employment generation, sales turnover, growth in enterprise profits, rate of investment of enterprise profits, and amount of savings generated.
8. The nominee should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.

Special Award for Innovation

1. Nominees may be male or female, 18 years old and above.
2. Nominees should be clients of MFIs (NGOs, banks, or cooperatives) with outstanding repayment performance.
3. Nominees should be a borrower of the MFI for at least 2 years.
4. Applicants for the awards are to be nominated by loan officers of MFIs and endorsed by the top management of the MFI.
5. Purchase value of the assets of nominated enterprise must not exceed P3 million.
6. The nominee should have successfully adopted innovations in product development, sourcing of raw materials, production, distribution, marketing, etc. that has resulted to increased production and improved profitability of the business; or social innovations in helping the community such as providing employment to the disadvantaged, etc.
7. Nominated enterprise must show measurable results in terms of employment generation, sales turnover, growth in enterprise profits, rate of investment of enterprise profits, and amount of savings generated.
8. The nominee should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.

Special Award for Community Leadership

1. Nominees may be male or female, 18 years old and above.
2. Nominees should be clients of MFIs (NGOs, banks, or cooperatives) with outstanding repayment performance.
3. Nominees should be a borrower of the MFI for at least 2 years.
4. Applicants for the awards are to be nominated by loan officers of MFIs and endorsed by the top management of the MFI.
5. Purchase value of the assets of nominated enterprise must not exceed P3 million.
6. The nominee should have exhibited exemplary leadership in community volunteer work, in the process contributing to its improvement. This work may include confronting societal or civic issues, addressing health or environmental concerns, or promoting education in the community.
7. The nominee should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.

Nomination and Selection Process

STEP 1. Nomination forms will be distributed to networks of MFIs, association of rural banks and cooperatives, and wholesale loan providers, and MFIs. Networks and MFIs can also download the nomination forms from the MCPI website: <http://www.microfinancecouncil.org>.

STEP 2. Networks will distribute the nomination forms to their member-MFIs and/or their program partners. MFI management will be responsible for distributing the nomination forms to their branches and loan officers.

STEP 3. The loan/account officers will accomplish the nomination forms with the assistance of the microentrepreneur-nominee. The accomplished forms will be submitted by loan officers to the top management of the MFI.

STEP 4. The top management of the MFI will conduct the initial screening of the potential awardees. For the Citi Microentrepreneur of the Year, each MFI will submit only five (5) nominations which the MFI considers most outstanding from among its clients. The MFI will rank the nominations from 1 to 5 using the *MFI Monitoring Form*. For the Special Award for Agri Micro-Business, Special Award for Innovation, and Special Award for Community Leadership, each MFI will submit three (3) nominations for each category. The MFI will rank the nominations from 1 to 3 using the *MFI Monitoring Form*.

The nomination forms, write-ups, photos, and the *MFI Monitoring Form* are to be submitted to the network or association where the MFI is a member. **MFIs may also choose to submit nomination forms directly to MCPI. MFIs that do not belong to any network or association may also submit nomination forms directly to MCPI.**

STEP 5. The network will screen the nominations from its members. For the Microentrepreneur of the Year, the network will choose a maximum of fifteen (15) microentrepreneurs which the network considers most outstanding. The networks will rank the nominations from number 1 to 15 using the *Network Monitoring Form*. For the Special Award for Agri Micro-Business, Special Award for Innovation, and Special Award for Community Leadership, the network will choose the top ten (10) nominations for each category. The network will use the *Network Monitoring Form* in ranking the nominations for each special award.

The *Network Monitoring Form*, *MFI Monitoring Form*, nomination forms, write-ups, and pictures of **ALL** nominations received by the network will be forwarded to the office of the Microfinance Council of the Philippines, Inc., Unit 1909 Jollibee Plaza Condominium, F. Ortigas Jr. Road, Ortigas Center, 1605 Pasig City.

STEP 6. The nomination forms endorsed by the networks will be screened by the Country Team composed of senior representatives from the Bangko Sentral ng Pilipinas, Citi Philippines, and the Microfinance Council of the Philippines, Inc. The first screening that will be undertaken by the Country Team will trim down the roster of nominees to a set of semi-finalists. The Review Committee composed of members of the Country Team and Citibank volunteers will conduct on-site visits and video interviews with the semi-finalists. For the second screening, the Review Committee will convene to choose the finalists.

STEP 7. Final screening to choose the winners will be done by the National Selection Committee composed of the following persons:

- Governor of the Bangko Sentral ng Pilipinas (Co-Chair)
- Chief Executive Officer of Citi Philippines (Co-Chair)
- Representatives from media
- Representatives from the academe
- Representatives from the private/business sector
- Representatives from the public sector

STEP 8. Awardees will be recognized in a ceremony to be held in Metro Manila on December 3, 2014.

Note: Client-winners will be requested to provide to MCPI on-going information on their businesses for tracking and monitoring purposes.

CMA Timeline

July 14, 2014	Closing date for loan/account officers to submit nomination forms to their respective Screening Committee organized by the MFI for the purpose.
July 17, 2014	Screening Committee within the MFI to choose five (5) best nominees for the Microentrepreneur of the Year and three (3) best nominees for each of the Special Award for Agri Micro-Business, Special Award for Innovation, and Special Award for Community Leadership. Nomination forms and the <i>MFI Monitoring Form</i> are to be submitted to the respective network on or before July 17, 2014.
July 21, 2014	Closing date for networks to submit their nominations to MCPI. All requirements (nomination forms, <i>Network Monitoring Form</i> , and all <i>MFI Monitoring Forms</i>) are to be forwarded to the office of MCPI – Unit 1909 Jollibee Plaza Condominium, F. Ortigas Jr. Road, Ortigas Center, Pasig City.
July 21, 2014	Closing date for MCPI members and MFIs that do not belong to any network or association to submit nomination forms directly to MCPI.
August 5, 2014	First screening by the Country Team to choose the semi-finalists.
August 11 - September 12, 2014	Site visits and video interviews.
October 3, 2014	Second screening by the Review Committee to choose the finalists.
October 17, 2014	National Selection Committee selects winners.
December 3, 2014	Awarding Ceremony to recognize winners.