

2018 Citi Microentrepreneurship Awards

INFORMATION GUIDE

BACKGROUND INFORMATION

The Citi Microentrepreneurship Awards (CMA) is a nationwide search for outstanding microentrepreneurs in the Philippines. Now on its 16th 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

This year, the program will recognize one (1) CMA Microentrepreneur of the Year and three (3) regional awardees from the country's three major island groups of Luzon, Visayas, and Mindanao. In addition, the Youth Microentrepreneur of the Year will be given to an outstanding microentrepreneur between 15 to 30 years of age.

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

This awards program is open to microenterprises with asset size less than PHP3 million.

PRIZES

Cash prizes:

- CMA Microentrepreneur of the Year – P200,000**
- Regional Awardees (*Luzon, Visayas, Mindanao*) – P100,000 each**
- Youth Microentrepreneur of the Year – P100,000**
- Special Award for Agri Micro-Business – P100,000**
- Special Award for Community Leadership – P100,000**
- Special Award for Green/Sustainable Business – P100,000**

An award-winning community 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 computer 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 the client-winners will be given P10,000 each as incentive for participation in the program while all semi-finalists will receive a cash incentive of P10,000.

ELIGIBILITY CRITERIA

CMA Microentrepreneur of the Year and Regional Awardees – *For microentrepreneurs who have shown measurable results in terms of employment generation, sales turnover, growth in enterprise profits, rate of investment of enterprise profits, and amount of savings generated. 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). Other qualifications include the following:*

1. Nominees may be male or female.
 2. Nominees should be clients of MFIs (NGOs, banks, cooperatives, finance or lending companies) 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. Value of the assets of the enterprise must be less than PhP3 million.
 6. 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
 7. The nominee should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.
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Youth Microentrepreneur of the Year – *For microentrepreneurs 15 to 30 years of age who have shown measurable results in terms of employment generation, sales turnover, growth in enterprise profits, rate of investment of enterprise profits, and amount of savings generated. 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). Other qualifications include the following:

1. Nominees may be male or female.
 2. Nominees should be clients of MFIs (NGOs, banks, cooperatives, finance or lending companies) 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. Value of the assets of the enterprise must be less than PhP3 million.
 6. 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
 7. The nominee should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.
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Special Award for Agri Micro-Business – *For microentrepreneurs engaged in agriculture including production of food and goods through farming, forestry, livestock, poultry and fishing. Other qualifications include the following:*

1. Nominees may be male or female.
 2. Nominees should be clients of MFIs (NGOs, banks, cooperatives, finance or lending companies) 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. Value of the assets of the enterprise must be less than PhP3 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 should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.
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Special Award for Community Leadership – *For microentrepreneurs who have exhibited exemplary leadership in community development work, in the process contributing to the improvement of the community. This work may include confronting societal or civic issues, addressing health or environmental concerns, or promoting education in the community. Other qualifications include the following:*

1. Nominees may be male or female.
 2. Nominees should be clients of MFIs (NGOs, banks, cooperatives, finance or lending companies) with outstanding repayment performance.
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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. Value of the assets of the enterprise must be less than PhP3 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 should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.
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Special Award for Green/Sustainable Business – *For microentrepreneurs engaged in environmentally friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. Other qualifications include the following:*

1. Nominees may be male or female.
 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. Value of the assets of the enterprise must be less than PhP3 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 should be a model citizen of the community with high moral standards and exhibiting socially responsible behavior.
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NOMINATION AND SELECTION PROCESS

STEP 1. Nomination forms will be distributed to microfinance institutions and their networks. MFIs and their networks can also download the nomination forms and other documents from the MCPI website: <http://www.microfinancecouncil.org/citi-microentrepreneurship-cma-awards>.

STEP 2. MFI management will be responsible for distributing the nomination forms to their branches and loan officers.

STEP 3. The loan 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 Screening Committee of the MFI will conduct the initial screening of the nominees. For the Microentrepreneur of the Year, each MFI will submit a maximum of twenty (20) nominations which the MFI considers most outstanding from among its clients. The MFI will rank the nominations from 1 to 20 using the MFI Monitoring Form. For the Youth Microentrepreneur of the Year and the three special

awards, each MFI can submit five (5) nominations for each category. The MFI will rank the nominations from 1 to 5 using the MFI Monitoring Form.

STEP 5. The nomination forms, write-ups, pictures, and MFI Monitoring Form should be submitted 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 nominations will be screened by the Country Team composed of senior representatives from the BSP, Citi Philippines, and MCPI. The first screening will be undertaken by the Country Team to trim down the roster of nominees to a set of semi-finalists. The Review Committee composed of members of the Country Team and Citi Philippines 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 5, 2018.

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

CMA TIMELINE

August 20, 2018	Closing date for loan officers to submit nomination forms to their respective Screening Committee organized by the MFI for the purpose.
August 21-24, 2018	Screening Committee within the MFI to choose the twenty (20) best nominees for the Microentrepreneur of the Year that the MFI considers most outstanding and five (5) best nominees for each of the following categories: Youth Microentrepreneur of the Year, Special Award for Agri Micro-Business, Special Award for Community Leadership, and Special Award for Green/Sustainable Business.
August 24, 2018	Closing date for institutions to submit their nominations to MCPI. All requirements (nomination forms, write-ups, pictures and MFI Monitoring Form) are to be submitted to the office of MCPI – Unit 1909 Jollibee Plaza Condominium, F. Ortigas Jr. Road, Ortigas Center, Pasig City.
August 31, 2018	First screening by the Country Team to choose the semi-finalists.

September 3-28, 2018	Site visits and video interviews.
October 25, 2018	Second screening by the Review Committee to choose the finalists.
November 14, 2018	National Selection Committee selects winners.
December 5, 2018	Awarding Ceremony to recognize winners.