

2019 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 17th 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 National Winner 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 and will is open to the following categories: agriculture, green/sustainable business, community leadership, startup microbusiness, persons with disabilities, social innovations, financial/digital enterprise, and preservation of traditions.

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

PRIZES

Cash prizes:

CMA National Winner – Php200,000

Regional Awardees (*Luzon, Visayas, Mindanao*) – Php100,000 each

Youth Microentrepreneur of the Year– Php100,000

Special Awards (*three winners*) - Php100,000 each

Additional prizes:

Microinsurance coverage: All awardees will receive a one-year life insurance coverage amounting to Php200,000 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 8 winners will be given PhP10,000 each as incentive for participation in the program while semi-finalists will receive a cash incentive of PhP10,000.

ELIGIBILITY CRITERIA

CMA National Winner / Regional Awards – *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 (microfinance 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 PhP 3 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.
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2. Nominees should be clients of MFIs (microfinance 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. 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 Awards – open to different categories including:

- *Agriculture – Microentrepreneurs engaged in agriculture such as production of food and goods through farming, forestry, livestock, poultry and fishing*
- *Green/sustainable business – 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*
- *Community leadership – Microentrepreneurs who have exhibited exemplary leadership in community development work, in the process contributing to the improvement of the community*
- *Startup microbusiness – startup microenterprises that have achieved rapid growth in a short period of time and has potential for further growth*
- *Persons with disabilities – Microentrepreneurs with disabilities*
- *Social innovations – Microentrepreneurs engaged in activities that address social needs in a better way than existing solutions*
- *Financial/digital enterprise – Microentrepreneurs that incorporate digital solutions in the products or services that they provide*
- *Preservation of traditions – Microentrepreneurs that offer products or services which preserve local, regional, or national traditions*

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 2. Nominees should be clients of MFIs (microfinance 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.
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 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 by MCPI to member and non-member MFIs. MFI representatives can also download the nomination forms and other documents from the MCPI website: <https://microfinancecouncil.org/citi-microentrepreneurship-awards/>

STEP 2. 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 Screening Committee of the MFI will conduct the initial selection of their nominees. For the CMA National Winner / Regional Awards category, 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, MFIs can submit five (5) nominations. For the Special Awards, MFIs can submit a maximum of fifteen (15) nominations. They must clearly indicate in the nomination form the special award category where their client qualifies.

STEP 5. The nomination forms, write-ups, photos, and the 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. A first screening will be undertaken by the Country Team to trim down the roster of nominees to 25 semi-finalists. The Review Committee composed of representatives and volunteers from MCPI, BSP and Citi Philippines 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. The 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 November 26, 2019.

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

CMA TIMELINE

July 12, 2019	Closing date for loan officers to submit nomination forms to their respective Screening Committee organized by the MFI for the purpose.
July 15 - 19, 2019	Screening Committee within the MFI to select twenty (20) best nominees for the CMA National Winner / Regional Awards category that the MFI considers most outstanding; five (5) best nominees for the Youth Microentrepreneur of the Year; and fifteen (15) nominees for the Special Awards.
July 19, 2019	Closing date for institutions to submit their nominations to MCPI. All requirements (nomination forms, write-ups, pictures, and MFI Monitoring Form) are to be forwarded to the office of MCPI – Unit 1909 Jollibee Plaza Condominium, F. Ortigas Jr. Road, Ortigas Center, Pasig City.
August 2, 2019	First screening by the Country Team to choose the semi-finalists.
August 12 – September 13, 2019	Site visits and video interviews.
October 15, 2019	Second screening by the Review Committee to choose the finalists.
October 28, 2019	National Selection Committee selects winners.
November 26, 2019	Awarding Ceremony to recognize winners.