

Citi Microentrepreneurship Awards 2018



Hon Matia Kasajja,
Minister of Finance
Planning and Economic
Development hands over
a cheque of 15Million to
Nalugonda during the Citi
Microentrepreneurship
Awards 2017



**Fabulous
Prizes to be
won**

Background

The Association of Microfinance Institutions of Uganda (AMFIU) proudly announce the 2018 Citi microentrepreneurship Awards. Since 2006 Citi Foundation funds this initiative to promote the effective role that microfinance plays in poverty alleviation. The Awards are organized in collaboration with Citibank Uganda to recognize the extraordinary contributions that individual microentrepreneurs have made to the economic stability of their families as well as their communities in Uganda. This year marks the 10th anniversary of Citi Microentrepreneurship Awards in Uganda and the award ceremony will be held together to celebrate the milestone the awards have contributed to poverty alleviation in Uganda.

Who is eligible to participate and win?

- Any client of a Microfinance bank, MDI, MFI or SACCO is eligible to compete for the prize whether they are a borrower, saver or a combination of both.
- The financial institution should review its portfolio to identify no more than two candidates who can compete for a prize pool of over UGX 70,000,000.

Who is a Microentrepreneur?

Microentrepreneurs are low-income persons who own small-scale businesses, a common form of employment in Uganda. Microentrepreneurs often provide the sole source of family income and may employ a small number of people in the local community. Other characteristics of microentrepreneurs include:

- In rural areas, microentrepreneurs are usually small farmers and others who are engaged in small income-generating activities such as food processing and trade.
- In urban areas, microentrepreneurs are more diverse and include shopkeepers, service providers, artisans, street vendors, etc.

What are the award criteria?

The successful entrepreneur should be a multifaceted individual whose business intervention has led to a broad range of changes in their business, in their

community, and in their family. Each application is evaluated under the following criteria:

- **Business growth & Sustainability:** This explains the history of the business, what it is, how and when it was started, the revenue/sales volume when it began and how it looks today; what do they sell on a monthly basis. How many branches do they have compared to when they started or has the operating facility been expanded or changed. Identify any multiplier effects that this business has had on other business. What benefits its suppliers or buyers have enjoyed as a result of this businesses growth noting whether these businesses' are within the community, outside its district or beyond.
- **Innovation:** What does the business do differently to make it successful? Does it offer a unique service or product? Have they introduced information and communication technologies or energy saving equipment to make it run more efficiently?
- **Financial discipline:** Has the Client shown high degrees of financial integrity related to savings, loan repayments and investment of repeated increasing loan funds?
- **Family impact:** How has the success of the business positively impacted the family life? Has the business success enabled the client to improve housing, health care, education for children, sanitation etc.
- **Employment creation:** This relates to the evolution of number of employees. Has the business moved from sole proprietorship to employ more people including non-family members? How many people were employed initially and what is the total currently. What is the gender break down of the employees?

Award Categories:

- **Microentrepreneur of the Year (Platinum):** This is provided to only one microentrepreneur that exhibits best practices across the selection categories.
- **Gold Winner**
- **Silver Winner**
- **Person With Disability (PWD)**
- **"Youth Microentrepreneur of the Year" awarded**

to one youth microentrepreneur between the ages of 15-30 . The youth award complements the Citi Foundation's Pathways to Progress initiative aimed at creating economic opportunities and social mobility for low-income youth.

- **Bronze Winners (up to 10 winners)**
- **Certificate Category**

Prizes to be won:

Microentrepreneur of the Year (Platinum)	15,000,000	PWD	4,000,000
Gold	10,000,000	Youth	3,000,000
Silver	7,500,000	Certificates	550,000 (up to 20 winners)
Bronze	2,000,000 (up to 10 winners)		

Application Process:

- Microfinance institutions (MFIs) are encouraged to nominate their clients who have exhibited excellence in areas such as loan repayment, business growth, employment growth, and impact on the community. All nominees must be submitted through a microfinance institution. Microentrepreneurs may not nominate themselves directly to AMFIU but can contact their financial institution.
- The financial institution, after identifying its top two candidates, needs to simply fill out the application form provided and return it to AMFIU.

How is an application submitted?

The financial institution, after identifying its top two candidates, needs to simply fill out the application form and return to AMFIU no later than **31st October 2018**. Remember, your candidate(s) is competing against scores of other entrepreneurs so the more information provided, the greater the detail and the

more compelling the story told, the greater the chance that your institution and your client will be recognized for achievements.

How will I know we have won?

After reviewing all the applications, short listed entrepreneurs/businesses will be visited by members of the illustrious evaluation panel to learn more about the business and the entrepreneur and their family. Final winners will be contacted through the referring MFI and will both be invited to attend the award ceremony to be held in Kampala



Award Ceremony 2017 at Sheraton Hotel, Kampala



Winner 2017: Mary Nalugonda
Nominated by Brac Microfinance

Nalugonda's life changed the moment she lost her husband to HIV/AIDS. Having been the third wife, she couldn't stand the mistreatment of co-wives upon the death of their husband. 'I decided to rent a small house and started a new life with my 2 children who had to drop out of school' she says. Her life started with 30,000/= which she accumulated from working in people's gardens. She immediately thought of putting up a stall of tomatoes. While at her stall, she wanted to expand and that's when someone told her about Brac Microfinance. When she approached Brac, they asked her to form a group of women. Nalugonda recalls how on two occasions she was rejected by other groups because of her HIV status. She decided to mobilize her own group which BRAC used to extend her credit. Her first loan from Brac Microfinance was 300,000/= which she used to buy more stock of tomatoes for her stall. After 5 months, Brac brought agriculturalists who were teaching about poultry keeping and started with 1 hen which hatched 10 chicks. She needed a bigger house for the chicken so she went and borrowed 500,000/= put up a building for these chicken. Life improved tremendously that she took back her daughter to school in A- level. As profits increased, she bought 300 more birds. She then hired a garden for maize growing. Slowly bought a plot and built the house they live in today. She even hired more land to a tune of 35 acres. On that same land she started stone quarrying where she employs men and women. Today, Nalugonda owns a retail shop, a poultry farm, 35 acres of maize and employs 21 workers. Probably if I had not accessed credit from Brac, I would be dead, she concluded.

For more information on this program please contact:
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