



USAID
FROM THE AMERICAN PEOPLE

July 29, 2009

Reference: Request for Applications #: M-OAA-GH-POP-09-0709
Strengthening Health Outcomes through the Private Sectors
(SHOPS)

Subject: Amendment No. 02

Dear Applicants:

The purpose of this amendment 02 is to make the following changes:

1. On page 14, item B3G. Marking and Branding. Delete and insert the following:

“Based on ADS 320.3.3 AND 22 CFR 226.91, USAID will require the submission of a Branding Strategy and a Marking Plan by the “apparently successful applicant,” as defined in the regulation. No action is required of applicants at this time. A sample template for the Branding Strategy and Marking Plan is attached in Annex VI. The “apparently successful applicant” will be asked to respond to the questions in italics under the Branding Strategy template and prepare a Marking Plan containing information similar to the sample provided in order to comply with the ADS and CFR requirements.”

2. On page 25, item 2. Qualifications for the proposed Project Direct, delete the following sentence:

“S/he must have a Master’s Degree or higher in public health, business administration, international development, or a related advanced degree.”

Replace it with the following sentence:

“A Master’s Degree or higher in public health, business administration, international development, or a related advanced degree is highly desirable.”

3. On page 27, item 3. Qualifications for the proposed Deputy Project Director, delete the sentence:

“S/he must have a Master’s Degree or higher in public health, business administration, international development, or a related advanced degree.”

Replace it with the sentence:

“A Master’s Degree or higher in public health, business administration, international development, or a related advanced degree is highly desirable.”

4. On page 27, item 4. Qualifications for the proposed Health Finance and Access to Credit Technical Director, delete the sentence:

“S/he must have a Master’s Degree in business administration, finance, health economics, marketing, public health, and/or health administration or a related advanced degree.”

Replace it with the sentence:

“A Master’s Degree in business administration, finance, health economics, marketing, public health, and/or health administration or a related advanced degree is highly desirable.”

5. On page 28, item 5. Qualifications for the proposed Reproductive Health Technical Director, delete the following sentence:

“S/he must have a Master’s Degree or higher in public health, a clinical discipline, population studies, or a related advanced degree.”

Replace it with the sentence:

“A Master’s Degree or higher in public health, a clinical discipline, population studies, or a related advanced degree is highly desirable.”

6. On page 28, item C3. Management and Institutional Capacity, under the paragraph:

“The management and institutional capacity will be evaluated according to the following criteria. Responsiveness to each of the bullets will be taken into consideration by the technical evaluation panel, but will not be individually scored.”

Insert the following bullet:

- The proposal includes at least one for-profit, commercial partner.

7. On page 32, footnote 2, replace “Angola” with “Nigeria.”

8. On page 53, item 1. Qualifications for the proposed Project Director, add “highly desirable” in parentheses at the end of the bullet:

“A Master’s Degree or higher in public health, business administration, international development, or a related advanced degree.”

9. On page 54, item 2. Qualifications for the proposed Deputy Project Director, add “highly desirable” in parentheses at the end of the bullet:

“A Master’s Degree or higher in public health, business administration, international development, or a related advanced degree.”

10. On page 54, item 3. Qualifications for the proposed Health Finance and Access to Credit Technical Director, add “highly desirable” in parentheses at the end of the bullet:

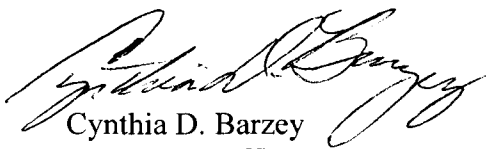
“A Master’s Degree in business administration, finance, health economics, marketing, public health, and/or health administration or a related advanced degree.”

11. On page 55, item 4. Qualifications for the proposed Reproductive Health Technical Director, add “highly desirable” in parentheses at the end of the bullet:

“A Master’s Degree or higher in public health, a clinical discipline, population studies, or a related advanced degree.”

Please direct any questions regarding this amendment to the Agreement Specialist, Alicia Harris at aharris@usaid.gov.

Sincerely,



Cynthia D. Barzey
Agreement Officer
M/OAA/GH