

STRENGTHENING SERVICE PROVIDERS  
FOR ASSISTANCE TO SMES IN BUSINESS ACCOUNTING



# SMAP Program Guide

Participation Guidelines for Service Providers  
Financial Services - B&SDS Division

2008

## Contents

Service Providers’ Networks; Objective & Scope.....	3
Benefits to Service Providers .....	3
Eligibility Criteria .....	4
Application & Approval Process.....	4
Fees (cost) .....	5
Firms.....	5
Individuals .....	5
Service Fee (revenue).....	5
Use of SMEDA logo and Advertisement protocols .....	5
Monitoring and Evaluation .....	5
CONTACT INFORMATION.....	6

**S**MEDA is the premier institution of the Govt. of Pakistan under Ministry of Industries, Production & Special initiative, to develop and promote Small & Medium Enterprises (SMEs) in Pakistan while focusing on providing an enabling environment and business development services to small and medium enterprises. More information on SMEDA can be obtained by visiting the website: [www.smeda.org](http://www.smeda.org)

In September 2004, SMEDA started offering software based accounting package (Small business Suit) through its website, which was developed keeping in view business documentation requirements of Pakistani SMEs. This software is available for download free of cost and SMEDA has provided training on software usage at various locations. Nine thousand six hundred (9,600) SMEs across 200 cities have downloaded the software and 2,600 are using it for their bookkeeping requirements.

Responding to the requirements of software users, professionals and general SMEs, we developed a project to provide SMEs with access not only to the technology but to the support services required to maximize the utility of the software

SMEDA Accounting Package (SMAP) is a project to assist SMEs in their business accounting through software based accounting package. Our vision is to develop a market for SMAP services to SMEs through SMEDA supported service providers on sustainable basis. To maximize the usage of this software, a program to engage service providers for provision of training and bookkeeping services based on this package

has been designed. Following are the main components of the project:

1. Software update: New features to support trading sector SMEs have been added. Networking support has also been included.
2. Engage professional bodies, associations/stakeholders.
3. Networking & capacity building of accounting professional for Service Providers network
4. Identification and strengthening of partner training institutions for curriculum based training on SMAP software.
5. Technical support to users for software implementation
6. Marketing and awareness program to promote use of the software and services
7. Networking with Business Support and other Funds/Banks
8. Collaboration with Hardware Suppliers

### **Service Providers' Networks; Objective & Scope**

Prime Objective is to create market for accounting services to SMEs through SMEDA supported service providers. Accounting professionals enlisted with SMEDA will be trained for implementation SMAP software at SME business locations. Professionals successfully completing the SMAP training will be registered as SMEDA certified accounting service providers on the experts' panels called "Service Provider's Networks. These SPNs will be used to promote network members and their services to SMEs.

### **Benefits to Service Providers**

Program for SMAP services has been designed while keeping in view the business development needs of the network partners.

Participation in this program will not only provide the SPs with a new service to offer, but will also increase their interaction with the business community and professional institutes, which in the long run will benefit their image and market presence. Following is the list of immediate benefits of the program:

1. Enlistment on local Service Providers' network.
2. Capacity building: Co-brand training for implementation and usage of the software.
3. Authorized access to SMEDA Accounting Package
4. Branding as SMEDA certified service provider.
5. Service support for technical support and after sale services.
6. Facilitating Access to Business Support and other Funds.
7. Support for marketing of services through SMEDA regional offices
8. Access to dedicated, web based marketing and coordination system
9. Training support for SME Clients.
10. Access to traditional Business Development Products and Services from co-branding partners.

**Eligibility Criteria**

Individuals or firms, interested in delivery of accounting related services to SMEs with following qualifications may apply for registration as Network Service Providers.

1. Recognized/Accredited Accounting Qualification
2. Good Market reputation
3. Registration with professional bodies

**Application & Approval Process**

Eligible individuals or firm may submit an Application on prescribed application form. The form is provided as annexure at the end of the guide. Following must be provided with the application form.

Firms	Individuals
1. Profile of the firm	1. CV
2. Proof of registration	2. Proof of qualification
3. CVs of nominated Staff	3. List of Services
4. References, affiliations	4. References, affiliations
5. List of clients	5. List of clients

Additional information on application process can also be obtained from the contacts provided at the end of this guide. All application must be complete with respect to information required. Incomplete applications will not be entertained.

Upon receiving the application, the applicant will be issued an acknowledgement letter from the concerned regional office. The application will be reviewed by the respective regional office in consultation with B&SDS Division.

All applicants will be required to complete a training course on SMAP services from SMEDA certified training institute. Lists of these institutes will be communicated to the service provider by concerned SMEDA regional offices. After successful completion of training on implementation, usage and troubleshooting of the SMAP software the service provider will be issued an approval certificate.

A standard contract detailing terms and conditions will also be sent along with the approval.

Upon signing of the contract, the service provider will be considered registered with SMEDA and its particulars will be included in the service providers network. SMEDA will handover Software CD, guides and other support material to the certified network members. SMEDA will also issue login name and password to the service provider for SMAP Coordination System.

SMEDA reserves the right to reject any or all applications without assigning any reason.

### Fees (cost)

Following table provides details of fees payable by the partner training institution

#### Firms

Registration Fee <sup>1</sup>	<b>Rs. 1000</b>
Training Fee	<b>Rs. 3,000</b> per participant.
Annual Fee	<b>Rs. 500</b> on renewal of contract.

#### Individuals

Registration Fee	<b>Rs. 500</b>
Training Fee	<b>Rs. 3,000</b> , per participant.
Annual Fee	<b>Rs. 300</b> , on renewal of contract.

All fees to be paid through cross check or demand draft in favor of SMEDA.

### Service Fee (revenue)

The service providers will be allowed to determine their schedule of charges for SMAP services. However, the applicable fee must be fixed with information to SMEDA.

### Use of SMEDA logo and Advertisement protocols

The certification to service providers will be provided for SMAP services only. Service

providers will only be able to use SMEDA logo on the approved marketing material.

Service Providers shall independently establish its business development plans in addition to any support from SMEDA for this purpose. SMEDA will not guarantee number of clients in any manner.

### Monitoring and Evaluation

Performance of the training institutes will be monitored with respect to the following:

#### Evaluation Criteria

1. Number of clients serviced
2. Advertising and promotion activities
3. Client Feedback
4. Compliance with SOPs issued by SMEDA from time to time

Client feedback on the services provided by the network member will be critical for renewal of the contract. In case of proven negligence in matter relating to client services, membership of any individual or firm will be revoked.

---

<sup>1</sup> Non-refundable, payable at the time of signing of the contract.

## **CONTACT INFORMATION**

---

<b>Ms. Farah Mushtaq</b> Manager, Lahore	<a href="mailto:farah@smeda.org.pk">farah@smeda.org.pk</a> 042-111-111-456
<b>Mr. Adnan Rashid</b> RBC, Multan	<a href="mailto:AdnanRashid@smeda.org.pk">AdnanRashid@smeda.org.pk</a> 0619-9201176, 03006685898
<b>Syed Noman Ali</b> Assistant Manager, Karachi	<a href="mailto:noman@smeda.org.pk">noman@smeda.org.pk</a> 021-111-111-456, 0300-8245664
<b>Mr. Faisal Bashir Awan</b> RBC, Rawalpindi	<a href="mailto:faisal@smeda.org.pk">faisal@smeda.org.pk</a> 051-9273020, 03214247731
<b>Mr. Kashif Mukhtar</b> RBC Sargodha	<a href="mailto:kashifm@smeda.org.pk">kashifm@smeda.org.pk</a> 048-9230662
<b>Mr. Rashid Aman</b> Manager, Peshawar	<a href="mailto:mrashid@smeda.org.pk">mrashid@smeda.org.pk</a> 091-111-111-456
<b>Mr. Ali Khan</b> Manager, Quetta	<a href="mailto:akhan@smeda.org.pk">akhan@smeda.org.pk</a> 081-2831623, 081-2831702

---