



Ecommerce Bootcamp

(Tech Infrastructure Global Grant by IFBC)

TIGG – Role of Associates

19th April 2023

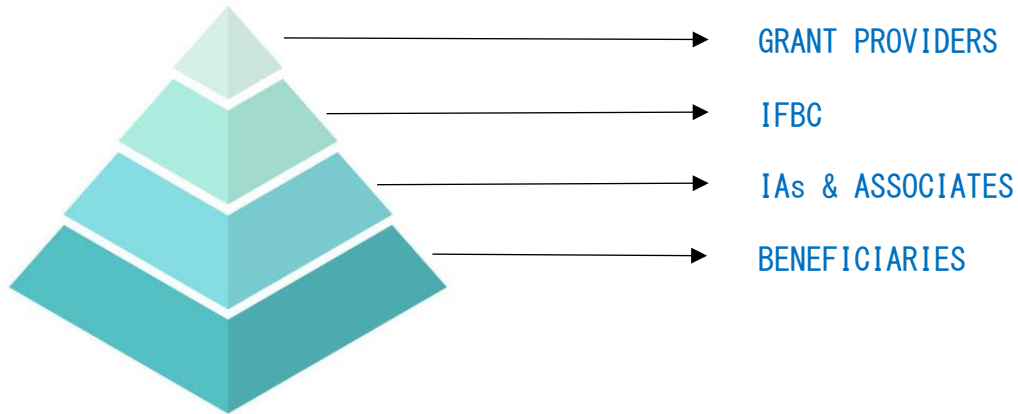
An “associate” of a province/state shall be recognised as an affiliate by IFBC and shall be considered as valid only by formalising its affiliation with the IA of the same province/state, as per the documentation in prescribed IFBC format.

To successfully implement the program, TIGG steering committee has stipulated the following role for the associates who would work with the IAs of their respective province/state in reaching the beneficiaries.

1. Primarily the associate’s role involves facilitation of beneficiaries for the program either directly or indirectly. This requires understanding of the program in full, creating awareness and inviting applicants for further processing. It is recommended that the associate have a clear internal process for the same to ensure uniformity.
2. Every associate shall be awarded a 6-digit alpha-numeric facilitation code. The same shall be promoted by the associate among its beneficiaries to identify and consolidate the number of beneficiaries registration.
3. Appoint a dedicated SPOC to correspond, coordinate and prompt the recommended beneficiaries for registration processing with the IA including financial commitment.
4. An unambiguous record keeping shall be maintained by the associate as an IA may work with multiple associates. The final number of beneficiaries confirmed by the IA to IFBC shall be valid.
5. An associate shall not extend the beneficiary facilitation to multiple provinces/states to avoid clash of jurisdictional interest that may arise among the IAs.
6. An associate shall exhibit and apply acumen to carry out the necessary process outlined in the points 1 to 5, besides being resourceful. All necessary pre-approved technological and technical processes are in place with the IAs that can be extended to the associates as envisaged.

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7. TIGG is a multi-tiered organizational management project as shown in the figure below. The 3rd level has been unified with the IA, as the last mile connection with the beneficiaries. More so here, an associate's role demands unison in all communication without diluting any brand. Hence, co-branding shall be followed.



8. The IA can assume the role of an associate, with by obtaining an NOC from IFBC justifying the capability of fulfilling dual roles. With NOC in hand, the IA shall be exempted from the process of affiliate MoU. In such cases, the division/subsidiary of IA assuming the role of an associate, shall act and perform as that of a standalone organization by adhering to all the terms set in this document.

Disclaimer

IFBC is a facilitating organization of the Tech Infrastructure Global Grant (TIGG). The beneficiary shall indemnify IFBC, IAs and associates from any technological disputes such as server downtime, SSL activation, payment gateway activation, etc., arising from this program. Any charges pertaining to the payment gateway usage shall be borne by the grant beneficiary and IFBC or IAs or associates shall have no part in any dispute arising out of the usage.

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