

A. PRODES (Project Support System)

PRODES Grant Application and Project Preparation Guide

Below is the guide we have prepared for clubs wishing to implement the Rotary Production Centers project, specifically to obtain grants through the Directorate General for Relations with Civil Society (PRODES).

This guide aims to combine the modular structure of the project with PRODES's priorities.

PRODES (Project Support System) is one of the most important local funding sources offered to associations by the Ministry of Interior. For Rotary clubs to benefit from this fund under their "association" status, the following strategic steps are of vital importance.

1. Strategic Framing: From Aid to Development

In PRODES projects, "sustainability" and "income-generating activity" are keywords.

- **Define the Model:** Present your project not just as a "course," but as a "Social Production Model" that transforms idle resources (containers, empty spaces) into economic value.
- **Emphasize the Chain:** State that you will establish the cycle of "Source → Training → Production → Branding → Sales" instead of traditional aid.

2. Target Audience Selection (Points-Earning Groups)

PRODES prioritizes projects aimed at specific groups. Clarify these groups in your project text:

- **Women and Youth:** The participation of youth aged 18-30 and disadvantaged women in economic life brings the highest points.
- **Cooperation:** The unification of participants under the umbrella of a Rotary Community Corps (RCC) or a cooperative at the end of the project will increase your sustainability score.

3. Module Selection and Budgeting

When applying for a grant, reflect the physical needs (machinery, equipment) of your chosen module accurately in the budget:

- **Agricultural Modules:** Add necessary climate control and shelving systems for vertical farming or mushroom production to the "fixtures" item.
- **Food and Textile:** Prepare technical specifications for hygiene permits, packaging machines, or sewing equipment.
- **Training Requirement:** PRODES gives low scores to projects without educational content. Budget "Entrepreneurship, Financial Literacy, and Sales" trainings as a mandatory module in every center.

4. Golden Rules for PRODES (Vital Information)

- **Visibility:** You must add a "Visibility" item to the project budget. The Rotary emblem on the container and the signage processes of the project must comply with PRODES rules.
- **Partnerships:** A protocol to be made with the Governorship, District Governorship, or Municipality increases the probability of project approval by 80%. Cooperate with these institutions for space allocation (empty space or container area).

- **Measurable Goals:** Present concrete criteria in the project text, such as "at least 70% of participants starting active production" and "reaching a level where they can cover their own expenses."

5. Example Implementation Schedule

You can use this 4-quarter plan in your application:

1. **Setup:** Establishment of the pilot center and selection of participants.
2. **Training and Production:** Completion of technical trainings and first trial productions.
3. **Sales and Marketing:** Activation of corporate sales networks and brand registration.
4. **Sustainability:** The model becoming self-financing and documentation.

HOW TO LOG IN TO PRODES?

1. How to Log In to the PRODES System? The following steps must be followed for system access and application procedures:

- **Login Address:** Applications are made via the single password screen (SSO) located at <https://sso.dernekler.gov.tr/> of the Directorate General for Relations with Civil Society.
- **User Information:** Associations can log in to the system with their DERBİS (Associations Information System) user code and passwords.
- **Electronic Application:** After logging in, a new project application is started by selecting the PRODES (Project Support System) module from the menu. If this module is not open for your username, you may need to call the Provincial Directorate of Associations to have it defined for your username.

2. Vital Documents That Must Be Uploaded During the PRODES application, it is mandatory to scan hard copy documents and upload them to the system. The following documents are critical for the application to be considered valid:

- **Board of Directors Resolution:** A copy of the official resolution regarding the preparation of the project, submitting the application, and assigning a "Project Coordinator."
- **Collaboration Documents:** If you are going to conduct your project jointly with an institution or organization (municipality, university, etc.), a collaboration letter or letter of commitment received from the relevant institution.
- **Proforma Invoices:** It is mandatory to upload proforma invoices for all types of goods and service purchases of 35,000 TL and above included in the project budget.
- **Content Drafts:** Draft contents of materials to be printed within the scope of the project, such as posters, brochures, books, or scripts for videos/documentaries to be prepared, should be added to the system or presented to the relevant Governorship during the process.

3. Important Reminders

- **Visibility:** It is mandatory to use the logo of the Directorate General for Relations with Civil Society and state the Ministry's support on all outputs to be prepared (posters, signs, product packages, etc.).

- **Current Legislation:** Before applying, the current Application Guide published in the system must be reviewed; because budget limits and priority issues can be updated every year.

PRODES Project Application Training

This video is an official guide prepared by the Ministry of Interior to teach associations how to technically manage the project application process. Link:

<https://youtu.be/8GAoJnYF7p8>

Just filling out a form is not enough for a project to receive support through PRODES; the project's framing, budget logic, and sustainability must be in full compliance with "Ministry criteria."

Below, vital tips that will increase your project's chance of success are separated as "Do's" and "Don'ts":

1. Absolute Must-Do's (Golden Rules)

- **Sustainability Commitment:** Clearly explain how activities will continue after the project ends (e.g., revolving fund, RCC establishment, or cooperative formation).
- **Public Institution Partnership:** Include Governorships, District Governorships, Municipalities, or Provincial Directorates in the project by making a protocol; this significantly increases the project's credibility and score.
- **Realistic Budget and Proformas:** Every item in the budget must conform to market prices; upload current and detailed proforma invoices to the system, especially for purchases over 35,000 TL.
- **Reference to Priority Issues:** Put themes determined by the Ministry for that year, such as "women's entrepreneurship," "youth," or "disadvantaged groups," at the center of your project.
- **Measurable Goals:** Instead of "We will help women," use concrete numbers like "By providing 100 hours of training to 15 women, a production capacity of 500 units per month will be reached."

2. Things to Avoid (Critical Mistakes)

- **Being Solely Equipment-Oriented:** PRODES does not provide funds solely for the purchase of machinery/equipment. If you just say "We will buy containers and sewing machines," your project will be rejected; you must definitely add training and social impact components.
- **Copy-Paste Content:** Avoid cliché expressions copied from other projects. Use an original language specific to your region and your Rotary Production Center model.
- **Neglecting Visibility:** It is a major shortcoming not to specify the use of Ministry and Directorate General logos, and signage and poster processes in the budget or work plan.
- **Incorrect Resolution Texts:** If the name of the project, the coordinator, and the budget amount are not clearly written in the board of directors resolution, you may be eliminated in the technical review.
- **Association Debt Status:** The association having tax or insurance debts, or missing DERBİS declarations, may cause the direct rejection of the application.

3. Strategic Tip: Multiplier Effect

Emphasizing the "**Source** → **Training** → **Production** → **Branding** → **Sales**" chain when describing your project proves that the model is not just a "course," but a stand-alone "**Social Enterprise**." This approach is the biggest indicator of the efficient use of public resources.

Public institution partnership (District Governorship, Municipality, or Provincial Directorates) is the most critical element that directly increases your score during the evaluation phase of PRODES projects. Here are the vital points you should pay attention to in the protocol you will prepare to formalize this collaboration:

1. Content of the Collaboration Document and Protocol During application, you must upload a letter or protocol received from the institution you will cooperate with, the scope of which is clearly stated, to the system.

- **Scope:** What kind of support the institution will give to the project (venue allocation, personnel support, trainee referral, etc.) must be clearly written.
- **Emphasis on In-Kind Contribution:** Buildings, halls, vehicles, or labor provided by the public institution are called "In-Kind Contributions." These contributions cannot be written numerically in the budget table, but they should be detailed in the "In-Kind Contributions" section of the application form.
- **Authority:** Having obtained permission from the relevant institution does not remove the obligation to comply with Ministry legislation. For example; if you are planning a training activity, you must state in the protocol that you will act in coordination with the Public Education Center.

2. "Do's" When Preparing a Protocol

- **Legal Basis:** Add the purpose of the project, the full titles of the parties, and the legislation they base on (Law No. 5018, etc.) to the beginning of the protocol.
- **Visibility Clause:** Add a clause to the protocol stating that the logos of both the Rotary club and the Ministry (within the framework of Visibility Rules) will be used in all activities and physical areas.
- **Sharing of Responsibility:** The answer to the question "Who will do which job?" should be itemized in a way that leaves no room for doubt.

3. Critical Warnings

- **Budget Responsibility:** The management and spending responsibility of the grant received from the Ministry of Interior belongs entirely to the association (the club). Your public institution partner cannot receive a direct share from this budget.
- **Subsequent Addition:** Adding a new partner institution to the project after the application is approved is only possible with the special permission of the Ministry. Therefore, it is vital to clarify partnerships at the application stage.

4. Example of Draft Protocol Clauses Having these headings in your protocol provides a standard structure:

1. **Purpose:** (e.g., Employment of disadvantaged groups in the production center)
2. **Parties:** (Club and Relevant Public Institution)
3. **Obligations of the Parties:** (Venue allocation, trainer support, etc.)
4. **Duration and Termination:** (Validity throughout the project duration)

Thanks to this partnership, local ownership of your project will increase, and your chance of receiving a grant will rise.

B. SOGEP (Social Development Support Program)

The Social Development Support Program (SOGEP), carried out by Development Agencies, is a source with a much higher budget and broader scope than PRODES for your Rotary Production Centers project. SOGEP directly aims at "increasing employability" and "social entrepreneurship."

SOGEP (Social Development Support Program) Project Preparation Guide

1. Fundamental Difference and Strategy of SOGEP from PRODES While PRODES mostly supports association activities, SOGEP is a "local development" program.

- **Focus Point:** It expects to see a concrete "employment" or "income-generating business" model at the end of the project, not just training.
- **Budget:** It has much higher limits compared to PRODES (at million TL levels), which is ideal for establishing the technological infrastructure of your Production Centers (e.g., vertical farming units or professional drying facilities).

2. "Vital" Elements to Consider in Project Framing According to the SOGEP guide, you must build your project on these three main pillars:

- **Employability:** You must commit how many of the youth aged 18-30 or women you train will enter insured employment or establish their own business (cooperative/sole proprietorship) at the end of the project.
- **Social Entrepreneurship Model:** The "**Source** → **Training** → **Production** → **Sales**" chain in your file is a perfect example of social entrepreneurship. Detail the marketing strategy and sales channels (e-commerce, local chain markets) of the products produced in the project (dried fruit, textiles, etc.).
- **Industry and Agriculture Integration:** If you choose an agricultural module (forage crops like Lenox, Sorghum, or mushrooms), state how this will provide raw material support to animal husbandry or industry in the region.

3. Public Institution Partnership (Indispensable) In SOGEP projects, partnership with a municipality, district governorship, or provincial directorate is a requirement beyond scoring.

- **Co-financing:** SOGEP usually expects "co-financing" (institution contribution) between 10% and 25%. The partner public institution providing cash contribution to this budget or allocating space maximizes the project's chance of approval.
- **Sustainability:** The commitment of the public partner to undertake the operating expenses of the center (electricity, water, security) after the project ends is of vital importance.

4. Application Process and Documents SOGEP applications, unlike PRODES, are made through the Development Agencies Management System (KAYS).

- **KAYS Registration:** Your club (association) must be registered on KAYS and a signature authority must be defined.
- **What Needs to Be Uploaded:**
 - Detailed Business Plan and Logical Framework Matrix.
 - Partnership/Acting Declarations.

- Budget table based on market research, with technical specifications prepared.
- Ownership/allocation documents of the area where the project will be implemented.

5. Do's and Don'ts (SOGEP Specific)

DO	DON'T
<p>Be Production-Oriented: Prove that the center will work with the discipline of a "factory" and will become branded.</p>	<p>Do Not Just Do Social Events: SOGEP does not support cultural trips or simple hobby courses.</p>
<p>Share Data: Write with figures the unemployment rates in the region and how the project will lower this number.</p>	<p>Do Not Use Indefinite Budget Items: Do not write round items like "General expenses"; name each machine one by one.</p>
<p>Include Technology: Modernize the project by adding smart farming applications or digital marketing modules.</p>	<p>Do Not Look Short-Term: Do not fail to plan where the center will be 3 years after the project ends (e.g., Starting exports).</p>

6. Tip for Rotary Clubs Before applying for SOGEP, have a preliminary meeting with the Development Agency Investment Support Office (YDO) experts in your region. When you present your project draft to them, they will guide you for free in terms of compliance with the regional plan.

Has a public venue/building/container area that is currently idle and belongs to the public been identified in the region (city center or rural area) where the project will be implemented?

This provides a great advantage as "ready infrastructure" in the application file.

SOGEP (Social Development Support Program) requires a much more comprehensive institutional capacity and financial discipline for a civil society organization (CSO) compared to PRODES. In SOGEP, CSOs are evaluated not only as a "project implementer" but also from the perspective of a "social operator."

Here are what you should have and the restrictions you should stay away from when applying for SOGEP as a CSO:

1. What the CSO Must Have (Critical Criteria)

- **Financial Capacity and Co-financing:** The minimum budget for SOGEP projects is usually 1 Million TL. CSOs are expected to cover at least 10% of this

budget as cash "co-financing." In other words, it is mandatory that this share is ready in your safe or in your partner's commitment.

- **Operating and Sustainability Plan:** SOGEP is against the "set up and leave" logic. After the project ends, you must prove how you will cover the electricity, water, personnel, and raw material expenses of the center (e.g., with product sales revenue) with a concrete income-expense table.
- **Authority and Competence:** There must be clauses in your charter regarding the subject of the project (production, training, employment, etc.). Also, you must have the competence to operate in the area where the project will be implemented (such as Antalya or Konya).
- **KAYS Registration and Digital Readiness:** The entire process is conducted through KAYS (Development Agencies Management System). The CSO must be registered in this system, and the e-signature/mobile signature processes of the signature authority must be defined.
- **Concrete Statistical Needs Analysis:** Instead of saying "There is a need in this region," you must demonstrate with figures why the target audience (women, youth) is disadvantaged, by referring to TÜİK data, regional plans, or Agency reports.

2. What the CSO Must Not Have (Obstacles and Prohibitions)

- **Public Institution Identity Confusion:** CSOs should not present basic services within the scope of duty and authority of public institutions (e.g., just building roads, undertaking the state's routine trainings) as projects. The project must be innovative and of a model nature.
- **Political or For-Profit Profile:** The ultimate goal of the project cannot be to provide profit to a person or a political entity. The generated income must absolutely be transferred to the social purposes of the association or the sustainability of the center.
- **Debt and Administrative Shortcoming:** Tax debt, SGK debt, or association declarations not submitted via DERBİS show the CSO's capacity to conduct the project as weak and are reasons for technical elimination.
- **Large Construction Works from Scratch:** Large-scale building construction cannot be made with the SOGEP budget. Instead, it is expected that idle buildings or containers are brought into production with simple renovations.

3. Strategic Checklist for CSOs in SOGEP Application

Criteria	Status/Requirement
Legal Status	Being an active association or foundation.
Project Partner	Having a protocol with at least one public institution (Municipality, District Governorship, etc.).

Criteria	Status/Requirement
Target Audience	A specific group such as youth aged 18-30, women, or the disabled.
Output	A commitment of concrete employment or cooperative formation at a rate of at least 20%-30% at the end of training.
Venue	Ownership or at least 5-10 years allocation document of the place where the project will be implemented.

In summary: SOGEP does not look for CSOs that say, "We built this building, come and take a course here"; it looks for CSOs that say, "We transformed this idle area into a factory, made this many people job owners, and this center now earns its own money."

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