Request for Proposal  
(Only through E-Tendering Mode)  

For  

Consultancy for undertaking Study of Value Chains for Preparation of Horticulture Cluster Based Development Plans  

Government of India  
Department Of Agriculture, Cooperation and Farmers Welfare  
Mission for Integrated Development of Horticulture (MIDH) Division  
Krishi Bhawan, New Delhi
**TABLE OF CONTENTS & SECTIONS**

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Description</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Key Dates</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>Disclaimer</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>Section 1 – Letter of Invitation</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Section 2 - Instructions to Agencies</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>Section 3 - Eligibility and Evaluation Criteria</td>
<td>17</td>
</tr>
<tr>
<td>6</td>
<td>Section 4 - Technical Proposal Forms</td>
<td>24</td>
</tr>
<tr>
<td>7</td>
<td>Section 5 - Financial Proposal Forms</td>
<td>36</td>
</tr>
<tr>
<td>8</td>
<td>Section 6 - Terms of Reference</td>
<td>39</td>
</tr>
<tr>
<td>9</td>
<td>Section 7 - Other Terms and Conditions</td>
<td>47</td>
</tr>
</tbody>
</table>
### KEY DATES

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Information</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<tr>
<td>2</td>
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<td>19.02.2020</td>
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<td>24.02.2020 (5:00 PM)</td>
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<td>Time &amp; date of opening of Technical bids</td>
<td>27.02.2020 (3:00 PM)</td>
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<td>6</td>
<td>Time and date of opening of Financial bids.</td>
<td>06.03.2020 (3:00 PM)</td>
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<td>Final selection of agency/organization</td>
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<td>8</td>
<td>Tentative date of award of contract</td>
<td>27.03.2020</td>
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<tr>
<td>9</td>
<td>Date of submission of Draft Report</td>
<td>15.06.2020</td>
</tr>
<tr>
<td>10</td>
<td>Date of submission of Final Report</td>
<td>30.06.2020</td>
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</tbody>
</table>
DISCLAIMER

The information contained in the Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in any other form by or on behalf of the Ministry of Agriculture & Farmers Welfare (MoA&FW), Department of Agriculture, Cooperation & Farmers Welfare, Government of India, is provided to Applicants on the terms and conditions set out in the RFP and such other terms and conditions.

The RFP is not an agreement and is neither an offer nor invitation by the Ministry of Agriculture & Farmers Welfare (MoA&FW) to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. MoA&FW accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

MoA&FW also accepts no liability of any nature, whether resulting from negligence or otherwise, however caused arising from reliance of any Applicant upon the statements contained in this RFP. MoA&FW may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of the RFP does not imply that MoA&FW is bound to select any Applicant or to appoint the selected Applicant, as the case may be, for the Consultancy. MoA&FW reserves the right to reject all or any of the proposals at any stage without assigning any reasons whatsoever.

The Applicants shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by MoA&FW or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will be borne by the Applicants and MoA&FW shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicants in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection process.
Section – 1

Letter of Invitation
Government of India
Ministry of Agriculture, Cooperation & Farmers
Department Of Agriculture, Cooperation and Farmers Welfare
Krishi Bhawan, New Delhi

Dated: 07-02-2020

To,

The Interested Agencies

Subject: Consultancy for undertaking Study of Value Chains for preparation of Horticulture Clusters Based Development Plans.

Sir/Madam,


The MoA&FW shall select an Agency as per the procedure described in the RFP documents, a copy of which may be downloaded from http://eprocure.gov.in and on this Ministry’s website http://www.agricoop.nic.in and http://www.midh.gov.in. The complete proposal alongwith EMD (scanned), should be uploaded on or before 17.00 Hrs. on 24.02.2020 as per the attached RFP document.

It is mandatory for the Agencies to submit proposal online only at http://eprocure.gov.in within stipulated time failing which the proposal is liable to be rejected. No proposal (except EMD) in physical form will be accepted. MoA&FW also reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,

(Kedar Nath Verma)
Deputy Secretary to the Government of India
Tel. No. 011 – 23382383
Email: kn.verma@nic.in
Section - 2

Instructions to Agencies
INSTRUCTIONS TO AGENCIES

PART-1

1. DEFINITIONS

a) Employer means MoA & FW means the Ministry of Agriculture & Farmers Welfare who has invited bids for Consultancy services with whom the selected Agencies signs the Contract for the Services and to whom the selected Agencies shall provide services as per the terms and conditions and Terms of Reference (TOR) of the contract.

b) "Agencies" means any entity or person or association of persons who have been shortlisted/selected to submit their proposals that may provide or provides the Services to the Employer under the Contract.

c) "Contract" means the Contract signed by the Parties for this assignment.

d) "Project specific information" means such part of the Instructions to Agencies used to reflect specific project and assignment conditions.

e) "Day" means calendar day.

f) "Government" means the Government of India.

g) "Instructions to Agencies" means the document which provides to Agencies all information needed to prepare their proposals.

h) LOI means the Letter of Invitation being sent by Employer to the short-listed Agencies.

i) "Personnel" means professionals and support staff provided by the Agencies or by any Sub-Agencies and assigned to perform the Services or any part thereof;


k) "RFP" means the Request for Proposal prepared by the Employer for the selection of Agencies.

l) "Assignment / job" means the work to be performed by the Agencies pursuant to the Contract.

m) "Terms of Reference" (TOR) means the document included in the RFP as Section 6 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Agencies, and expected results and deliverables of the Assignment.
2. INTRODUCTION


2.2. The agency is broadly expected to undertake:

a. Value chain study on a range of horticulture products and related clusters.
b. Evolving a strategy and intervention plan that will exploit the potential of specific value chains while redressing relevant gaps and constraints.

2.3. The date, time and address for submission of the proposal have been given in the RFP document.

2.4. The Agencies are invited to submit their Proposals for Consultancy assignment named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Agencies.

2.5. Agencies should familiarize themselves with local conditions and take them into account while preparing their Proposals. If any clarification is required on any clause/condition of the RFP, the same may be forwarded within the prescribed time period to the Employers' representative.

2.6. Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to award of the Contract without thereby incurring any liability to the Agencies.

2.7. In order to complete the study of all value chains within a short period, the department would prefer to engage different agencies (maximum 3) one for each group of crops (packages) as given in RFP to execute the proposed assignment.

2.8. Agencies should submit only one Technical Proposal for all 3 packages. In case any agency intends to bid for all three packages as defined in scope of work, package wise separate Financial Proposals need to be submitted for each package.

3. CLARIFICATION AND AMENDMENT OF RFP DOCUMENT

3.1. Agencies may request a clarification on any clause of the RFP document within the timeframe indicated in the Part II Data Sheet. Any request for clarification must be sent in writing or e-mail to the Employer's address indicated in the Part II Data Sheet. The Employer will respond to all such request during pre bid meeting and will post all such clarifications on the website www.midh.gov.in.
3.2. At any time before the submission of proposals, the Employer may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all Agencies. Agencies shall acknowledge receipt of all such amendments. To give the Agencies reasonable time in which to take an amendment into account in their proposals, the Employer may, if the amendment is substantial, extend the deadline for the submission of proposal.

3.3. Pre-bid may be convened, if required, to clarify any concerns agencies/bidders may have with the solicitation documents, scope of work and other details of the requirement. This meeting will be formal and the points raised and decision taken on them in the pre-bid meeting will be made available in writing to all perspective agencies/bidders.

4. CONFLICT OF INTEREST

4.1. The Employer requires that Agencies provide professional, objective and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.

4.2. Without limitation on the generality of the foregoing, Agencies, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

a. **Conflicting Activities:** Agencies or any its affiliates selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project, if the consultancy or any it's affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.

b. **Conflicting Assignment/job:** Agencies (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Agencies to be executed for the same or for another Employer.

c. **Conflicting Relationships:** Agencies that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the Contract.

4.3. Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Agencies fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the
disqualification of the Agencies during bidding process or the termination of its contract during execution of the assignment.

5. UNFAIR ADVANTAGE

If a shortlisted Agencies could derive a competitive advantage from having provided consultancy assignment/job related to the assignment/job in question and which is not defined as conflict of interest as per para above, the Employer shall make available to all short-listed Agencies together with the RFP all information that would in the respect give such Agencies any competitive advantage over competing Agencies.

6. PROPOSAL

Interested agencies should submit only one Technical Proposal for all three packages. If any agency intends to bid for all three packages, as defined in scope of work, package wise separate Financial Proposals need to be submitted for each package.

The MoA&FW would prefer to award one package per agency subject to receipt of sufficient number of qualified proposals.

7. PROPOSAL VALIDITY

The proposals must remain valid for 90 days after the submission date. During this period, Agencies shall maintain the availability of professional staff nominated in the proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise; however, the Employer may request Agencies to extend the validity period of their proposals. Agencies who agree to such extension shall confirm that they maintain the availability of the professional staff nominated in the proposal and their financial proposal; Agencies could submit new staff replacement, which would be considered in the final evaluation for award of the contract. Agencies who do not agree have the right to refuse to extend the validity of their proposals and under such circumstance; the Employer shall not consider such proposal for evaluation.

8. PREPARATION OF PROPOSAL

8.1 The proposal as well as all related correspondence exchanged by the Agencies and the Employer shall be written in English language, unless specified otherwise.

8.2 In preparing their proposal, Agencies are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a proposal.

8.3 While preparing the Technical Proposal, Agencies must give particular attention to the following:
a. The estimated number of Professional staff months for the Assignment/Job as shown in the Part II Data Sheet. However, the Proposal shall be based on number of Professional staff months or budget estimated by the Agencies. While making the Proposal, the Agencies must ensure that he proposes the minimum number and type of experts as sought by the Employer, failing which the proposal shall be considered as non-responsive.

b. Alternative professional staff shall not be proposed and only one curriculum vitae (CV) may be submitted for each position mentioned.

8.4. Technical Proposal

Depending on the nature of the assignment/job, Agencies are required to submit a Technical Proposal (TP) as per the format of the Technical Proposal suggested in the RFP document.

The Technical Proposal shall provide all relevant information using the Tech Forms prescribed in Section-4. Submission of the wrong type of Technical Proposal will result in the proposal being deemed non-responsive. The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non-responsive.

8.5 Financial Proposal:

The Financial Proposal shall be prepared using the prescribed Forms (Section 5). It shall list all costs associated with the assignment/job, including (a) remuneration for staff and (b) reimbursable expenses, indicated in the Part II Data Sheet. If appropriate, these costs should be broken down by activity. The financial proposal shall be rejected summarily, if found not in the prescribed forms.

9. TAXES

The Agencies shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the Contract. All such duties and taxes must be included by the Agencies in the financial proposal.

10. EARNEST MONEY DEPOSIT (EMD)

a) An earnest money of Rs. 2,00,000/- (Rupees Two Lakhs only) in the form of a bank draft/demand draft in favour of PAO (Sectt.I), Department of Agriculture, Cooperation & Farmers Welfare payable at New Delhi may be submitted to Deputy Secretary (MIDH), Department of Agriculture, Cooperation and Farmers Welfare, Room No. 398-A, Krishi Bhawan, New Delhi-110001 simultaneously while uploading the technical proposal.

b) Proposals where EMD is not uploaded alongwith the proposal by stipulated date and time shall be declared as non responsive.

c) No interest shall be payable by the Employer for the sum deposited as EMD.
d) The EMD of the unsuccessful bidders would be returned to them within one month of award of the work.

10.1 Forfeiture of EMD

The EMD shall be forfeited by the Employer in the following events:

a) If the proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.

b) If the proposal is varied or modified in a manner not applicable to the Employer after opening of proposal during the validity period or any extension thereof.

c) If the Agency tries to influence the evaluation process.

11. CURRENCY

Agencies shall express the price of their assignment/job in Indian Rupees (INR) only.

12. PERFORMANCE GUARANTEE

The selected Agencies shall be required to furnish a Performance Bank Guarantee equivalent to 10% of the contract value rounded off to the nearest thousand Indian Rupees in the form of an unconditional and irrevocable Bank Guarantee from a scheduled commercial bank in India in favour of PAO (Sectt.1), Department of Agriculture, Cooperation & Farmers Welfare payable at New Delhi for the period of contract with 60 days claim period beyond the completion of all contractual obligations. The bank guarantee must be submitted after award of contract but before signing of the consultancy contract. The successful bidder has to renew the Bank Guarantee on same terms and conditions for the period up to contract including extension period, if any. Performance Guarantee would be returned only after successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable/payable from/by the Agencies on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD of the selected agency would be returned.

12. SUBMISSION, RECEIPT AND OPENING OF PROPOSAL

12.1 The original proposal, both Technical and Financial shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the format of TECH -1 of Section 4, and FIN -1 of Section 5 respectively.

12.2 An authorized representative of the Agencies shall initial all pages of the original Technical and Financial Proposals. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

12.3 If an agency intends to submit bids for all three packages, then three separate financial proposals to be submitted. The agency bidding for more than one package, should state their order of preference for packages in the cover letter of the financial proposal (TECH-8).
12.4 The bidder shall submit the Demand Draft for EMD in physical form to Shri K. N. Verma, Deputy Secretary, Room No. 398-A, Krishi Bhawan, New Delhi by 5.00 P.M. on 24.02.2020. Non submission of Demand Draft towards EMD will lead to rejection of the proposal. A copy of the Demand Draft shall be uploaded in the Portal.

13. COMMITTEE FOR PROPOSAL EVALUATION

The Employer will constituted a Technical Evaluation Committee (TEC) to carry out the evaluation process for selection of the Agencies.

From the time the proposals are opened to the time the contract is awarded, the Agencies should not contact the Employer on any matter related to its Technical and/ or Financial Proposal. Any effort by Agencies to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of contract may result in the rejection of the Agencies proposal.
INSTRUCTIONS TO AGENCIES

PART-II

DATA SHEET (PROJECT SPECIFIC INFORMATION)

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<td>Name of the Assignment: Study of Value Chains for preparation of Horticulture Cluster based Development Plans.</td>
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<td>(ii)</td>
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<td>Last date for submission of written queries for clarification 14.02.2020</td>
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<td>(iii)</td>
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<td>Date &amp; time for opening of Financial bids 06.03.2020 (3:00 PM)</td>
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<td>Proposals must remain valid for 90 days after the last date of submission</td>
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<td><strong>The formats of the Technical &amp; Financial Proposals to be submitted are</strong></td>
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<td>Form Tech 1: Letter of Proposal submission</td>
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<td>Form Tech 2: Agencies Organization and Experience</td>
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<td>Form Tech 3: Approach, Methodology and Work Plan</td>
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<td>Form Tech 4: Team Composition</td>
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<td>Form Tech 5: Curriculum Vitae</td>
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<td>Form Tech 6: Work Schedule</td>
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<td>Form Tech 7: Information regarding any conflicting activities and declaration thereof</td>
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<td>Form Tech 8: Priority order of packages</td>
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<td>Form Fin 1: Financial Proposal Submission Form</td>
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<td>Form Fin 2: Summary of Costs</td>
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<td>Para 11</td>
<td>Agencies should state the cost in Indian Rupees</td>
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<td>7</td>
<td>Para 6</td>
<td>Agencies should submit only 1 Technical Proposal for all 3 packages. In case any agency intends to bid for more than one package as defined in scope of work, study wise separate financial proposals to be submitted for each package.</td>
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<td>8</td>
<td>Time Input of Core and Support Team</td>
<td>Agency is expected to deploy core team of experts for a minimum of 3 months each i.e. totalling 12 man-months of time input. In addition, the support team equivalent to 1 man-month per cluster/district to be covered under the study. The Agencies should also indicate the number and details of the Support Staff members associated with the Core Team members in their work plan. The Employer would provide the necessary support to the Agency in terms of information/documents/coordination with other division/office/state etc. whenever and wherever considered necessary for the progress of the study. The Employer will interact with the Agencies for exchange of documents/information and discussion during the course of study.</td>
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<td>9</td>
<td>Address for submission of proposals</td>
<td>Deputy Secretary, (MIDH), Department of Agriculture, Cooperation and Farmers Welfare, Room No.398-A, Krishi Bhawan, New Delhi-110001. Phone: 011-23382383 E-mail: <a href="mailto:kn.verma@nic.in">kn.verma@nic.in</a></td>
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Section 3

Eligibility and Evaluation Criteria
1. ELIGIBILITY CRITERIA:

The agencies intending to bid shall fulfil the following minimum eligibility criteria:

a. The applicant should be a Company / Firm / LLP / NGO/FPO registered in India. Consortium is not allowed.
b. The Agency/Firm should have a Minimum Annual Turnover of INR 10 Crores during each of the last three financial years (Supported by duly audited balance sheet).
c. The applicant agency should have in-house expertise with required skills in Horticulture/Agribusiness/Value Chain Analysis/Development of Business Plans etc.
d. The applicant should not be barred by any Central Government Department/Agency, State Government Department/Agency at the time of submission of application. Applicant shall provide self certification by the Authorized Signatory as proof of the same.

2. EVALUATION CRITERIA

Criteria, sub criteria and point system for evaluation to be followed are as under:

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<th>Sl. No.</th>
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<th>Criteria &amp;Sub Criteria</th>
<th>Points</th>
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| 1      | Financial Strength | Average revenue from advisory services during last three financial years (2016-17, 2017-18, 2018-19).  
  a)  >Rs. 10 to 50 Crores – 1 Mark  
  b)  >Rs. 50 to 100 Crores – 2.5 Marks  
  c)  >Rs. 100 to 200 Crores - 5 Marks  
  d)  More than Rs. 200 Crores - 10 Marks  
  b)  Additional marks for average revenues from advisory services in Agri & allied sectors during last three financial years (2016-17, 2017-18, 2018-19).  
  a)  >1 crore upto 5 Crore – 5 marks  
  b)  >5 Crore upto10 Crore -10 marks  
  c)  >10 Crore -15 marks | 25(10+15) | 10 |
<p>| 2      | Technical Experience (Projects Handled) | Relevant experience related to Value Chain Study / Cluster Study / Cluster Level Business Plan/ Cluster Development Plans for Central Government/ State Government / PSUs or their agencies in Agri and allied sectors during the last 10 years. | 50 | 10 |</p>
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| a) (ii) | (Only 1st four assignments submitted by the applicant shall be considered)  
- 2.5 marks per assignment | 10 |
|   | Additional 10 marks shall be awarded if the applicant has past experience of undertaking Value Chains Studies or developing post harvest infrastructure for value chains covered in the packages of this RFP.  
(1 mark per value chain covered, maximum 10 marks) |   |
| b) (i) | Experience of assisting Central/State Governments in their programs for promotion of Agriculture and/or Horticulture.  
Only assignments with a minimum duration of 1 year and professional fees realisation of Rs. 1.00 crore as on bid issuance date will be considered. (Only 1st 4 assignment submitted by the agency shall be considered.  
-5 marks per assignment  
(CA certificate would be required for confirming the professional fees realized). | 20 |
| b) (ii) | Additional 10 marks shall be awarded if minimum 2 out of 4 eligible assignments as per above qualifications are in the horticulture sector.  
(5 marks per assignment, maximum 10 marks) | 10 |

NOTE:  
1. The projects mentioned in section a) and b) above shall be mutually exclusive.  
2. Agencies should submit work order/completion certificate/agreement/client certificate/other relevant document for confirming the details pertaining to technical evaluation.
<table>
<thead>
<tr>
<th>3</th>
<th><strong>Methodology</strong></th>
<th>10</th>
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<tbody>
<tr>
<td></td>
<td>Understanding of the TOR, adequacy of the proposed methodology and work plan in response to the Terms of Reference.</td>
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<td></td>
<td><strong>(i)</strong> Approach and Methodology</td>
<td>5</td>
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<td></td>
<td><strong>(ii)</strong> Work Plan – should demonstrate adequacy of team for respective tasks</td>
<td>2.5</td>
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<td></td>
<td><strong>(iii)</strong> Organization &amp; Staffing</td>
<td>2.5</td>
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<th>4</th>
<th><strong>Core and Support Team</strong></th>
<th>15</th>
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<td>(Core Team should be on the pay roll of the agency for at least past two years. The Horticulture expert need not necessarily be on the payrolls of the bidder). HR Certificate would be required in this regard.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>a)</strong> Core Team - Team Leader</td>
<td>Cluster Development and Value Chain Expert, Team Leader</td>
</tr>
<tr>
<td></td>
<td><strong>b)</strong> Core Team - Member</td>
<td>Horticulture Expert</td>
</tr>
<tr>
<td></td>
<td><strong>c)</strong> Core Team - Member</td>
<td>Agribusiness Expert</td>
</tr>
<tr>
<td></td>
<td><strong>d)</strong> Core Team - Member</td>
<td>Marketing Expert</td>
</tr>
<tr>
<td></td>
<td><strong>e)</strong> Support Team -</td>
<td>Number of qualified professionals associated with Agency having Post Graduate degree in Agri &amp; allied sectors as on 31st December, 2019.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>a) 5-10 resources – 2.5 marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>b) 11 -15 resources – 5 marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>c) 15 resources and above– 7.5 marks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>A certificate from Authorized signatory shall be required in this regard with details of education qualification.</td>
</tr>
</tbody>
</table>

**Evaluation Criteria - Core Team**

All experts should be from reputed Institutes in their respective fields.

**Core Team**

a) **Team leader, Cluster and Value Chain expert** – Post Graduate in Economics/ Management/ related field with 15 years of relevant experience. Should have undertaken Value Chain Studies of minimum 10 commodities in Agri business sector.
b) **Horticulture Expert** - Ph.D. in Horticulture with relevant experience of minimum 20 years, global experience in horticulture production technologies will be preferred.

c) **Agribusiness Expert** – Post Graduate in Agribusiness with 10 years of relevant experience in Agribusiness/ Cold Chain and Post Harvest Management.

d) **Marketing Expert** - Post Graduate in Marketing with 5 years of relevant experience in Agri and allied sector.

**Support team**

The team involved in value chain study should comprise of team members in addition to above team having a minimum of Post Graduate Qualification in Agriculture / Horticulture / Agribusiness/Rural Development with 3 years' experience/specification in relevant field. The proposed CVs would not be evaluated for technical scoring.

Agency should deploy desired resources from support team which is equivalent to 1 man month per cluster/district to be covered under the study. For example, if 12 districts are to be covered, minimum 12 man months to be deployed from support team on the field. The field resources are further supported with additional region wise experts.

3. **EVALUATION OF TECHNICAL PROPOSAL**

Based on the evaluation criteria given at Sl. No. 2 above, applicants obtaining a total score of 70 (on a maximum of 100) or more would be declared technically qualified. The short-listed Agencies may be invited to present their proposals before the TEC, if required. No score will be awarded on the basis of presentation.

Financial proposals of only those Agencies which are declared technically qualified shall be opened publicly on the dates & time specified in the document, in the presence of the Agencies representatives who choose to attend. The name of the Agencies, their Technical score, and their Financial Proposal shall be read aloud.

4. **METHOD OF SELECTION:**

In deciding the final selection of the Agencies, the technical quality of the proposal will be given weightage of 80% on the basis of criteria for evaluation. The employer shall short list those agencies/bidders who secure a minimum of 70% marks based on Technical Evaluation. The financial proposals/bids of only those Agencies who are declared technically qualified will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposal given financial scores that are inversely proportional to their prices. The financial
proposals shall be allocated a weightage of 20%. For working out the combined score, the employer will use the following formula:

Total points: \((0.8 \times T(s)) + (0.2 \times 100 \times \text{LEC/EC})\), where \(T(s)\) stands for technical score, \(\text{EC}\) stands for Evaluation Cost of the Financial Proposal, \(\text{LEC}\) stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points will be considered for award of contract and will be called for negotiations, if required.

**Example:** if in response to this RFP, three proposals, A, B & C are received and the Consultancy Evaluation Committee awards them 75, 80 and 90 marks respectively, all the three proposals would be technically suitable. Further, if the quoted price of proposals A, B & C were Rs.120, 100 & 110 respectively, then the following points for financial proposals may be given:

A: \(100/120 = 83\) points
B: \(100/100 = 100\) points
C: \(100/110 = 91\) points

In the combined evaluation, the process would be as follows:

Proposal A: \((75 \times 0.8) + (83 \times 0.2) = 76.6\)
Proposal B: \((80 \times 0.8) + (100 \times 0.2) = 84\)
Proposal C: \((90 \times 0.8) + (91 \times 0.2) = 90.2\)

Proposal C would be considered the H-1 and would be considered for approval.

The TEC will correct any computation errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections the items described in the Technical Proposals but not priced, shall be assumed to be included in the prices of other activities of items. In case an activity of line items is quantified in the Financial Proposal differently from Technical proposal, no corrections will be allowed to the Financial Proposal.

After opening of financial proposals the Agencies will be declared eligible for award of the contract. These selected Agencies will then be invited for negotiations, if considered necessary.

In a scenario where more than one bid emerges as H-1 for a package, the selection for that package shall be based on the following:

- The order of preference stated by the bidders - the bid which has stated higher preference for that package shall be selected
- Financial Quote - If the H-1 bids have stated same preference for that package, then the bid with lower financial quote shall be selected
- Team score – if the preference and financial quotes both are same, then the bidder which has scored more on the proposed team shall be selected.
5. NEGOTIATIONS

Negotiations: Negotiations, if considered necessary, shall be held only with the Agencies who shall be placed as H-1 bidder after combined evaluation of the Technical and Financial Proposal. Under no circumstance, the negotiation shall result into an increase in the price originally quoted by the Agencies. Date and Time for negotiation shall be communicated to the H-1 Agency(s). There shall be separate discussion among all three agencies selected. Representatives conducting negotiations on behalf of the Agencies must have the written authority to negotiate and conclude the contract.

It is desirable that only one package will be awarded per agency on the basis of their overall score as per priority package specified by the concerned agency.

6. AWARD OF CONTRACT

After completing negotiations, the Employer shall issue a Letter of Intent to the selected Agencies and promptly notify all other Agencies who have submitted proposals about the decision taken. The Agencies will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of Agencies), within 7 days of issuance of the Letter of Intent.

7. CONFIDENTIALITY

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Agencies who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agencies of any information related to the process may result in the rejection of its proposal and may be subject to the Provisions of the Employer's antifraud and corruption policy.

8. PAYMENT TERMS

The terms of payment would be linked to the deliverables of the project as specified in the Terms of Reference (Section-6).
Section 4

Technical Proposal Forms
FORM TECH-1

LETTER OF PROPOSAL SUBMISSION

Location: 
Date: 

To,

The Deputy Secretary, (MIDH)  
Department of Agriculture, Cooperation & Farmers Welfare,  
Ministry of Agriculture & Farmer Welfare,  
Room No. 398-A,  
Krishi Bhawan, New Delhi.

Dear ________,

We the undersigned, offer to provide the Consultancy services for Study of Value Chains for Development of Horticulture Cluster based Development Plans in accordance with your Request for Proposal dated 07.02.2020.

2. We have uploaded our proposal online and are hereby submitting requisite EMD. We hereby declare that

(i) All information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

(ii) Our Proposal shall be valid and remain binding upon us for the period of time specified in the terms and conditions.

(iii) We have no conflict of interest in accordance with the terms and conditions.

(iv) Our proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

(v) We undertake, if our proposal is accepted and the contract is signed, to initiate the services related to the assignment no later than the date indicated in terms and conditions.

(iv) We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized signature (in full and not initials):
Name and Title of Signatory:
Name of Firm/Agency:
Address:

Contact Details: Phone:
E-mail:

End: as above
AGENCY'S ORGANISATION AND EXPERIENCE

A- AGENCY'S ORGANIZATION

(Provide here a brief description of the background and organization of your Agency/Firm/Institution. The brief description should include ownership details, date and place of incorporation of the Agency (attach certificate), objectives of the consultancy etc.

1. GENERAL INFORMATION

1.1. Information about the Agency/Consultancy Firm(s)
   i. Name
   ii. Head Quarter
   iii. Address for Correspondence
   iv. Telephone Number
   v. Fax Number
   vi. Email Address
   vii. Website
   viii. Date & country of incorporation (enclose the copy of relevant document)

1.2 Size of the Agency/Consultancy Firm(s)
Provide annual turn-over from consultancy and agri & allied consultancy revenue figures and employee strength for the last three financial years.

1.3 Geographic Presence
Provide geographical spread of your firm/entity, especially presence in different regions in India

B- AGENCY'S EXPERIENCE

2.1 Relevant experience related to Value Chain Study / Cluster Study/ Baseline Surveys/ Cluster Studies and Development Plans with Central Government / State Government / PSUs or their agencies in Agri and allied sectors during the last 10 years (Only 1st four assignments submitted by the consultant shall be considered)

(Using the format below provide information on 4 key assignments for which your consultancy has conducted Value Chain Studies as required under this assignment. In case, the information required is not provided by the Agency, MoA & FW shall proceed with evaluation based on information provided and shall not request the Agency for further information. Hence, the responsibility for providing information as required in this form lies solely with the Agencies.)

Please cite only maximum 4 relevant projects. If more than 4 projects citations are provided, only the first 4 will be considered for the purpose of evaluation.
**Assignment Name:**

Approx. value of the contract (In Indian Rupees): (Mention contract value in INR or provide range values: Upto Rs ........ lakh, Rs ........ lakh, Rs ........ Cr, Rs ........ > ....... Cr.

Country and Location within the country:

Duration of assignment (months):

Name of the Employer:

Total no. of staff-months of the assignment:

Address:

Approx. value of the services provided by your consultancy under the contract: (In INR):

Start Date (month/year) Completion date (month/year):

No. of professional staff-months provided by associates Agencies:

Name of associated Agencies, if any:

Name of senior professional staff of your consultancy involved and functions performed:

Narrative description of Project:

Description of actual services provided by your staff within the assignment:

---

2.2 Experience of assisting Central/State Governments/PSUs or their Agencies in their programs for Agriculture and/or Horticulture. Only assignments with a minimum duration of 1 year and professional fees realisation of Rs. 1.00 crore as on bid issuance date will be considered.

(Using the format below provide information on 4 key assignment for which your consultancy has provided consultancy support as required under this assignment. In case, the information required by MoA & FW is not provided by the Agencies, MoA & FW shall proceed with evaluation based on information provided and shall not request the Agencies for further information. Hence, the responsibility for providing information as required in this form lies solely with the Agencies.)

Please cite only maximum 4 relevant projects. If more than 4 projects citations are provided, only the first 4 will be considered for the purpose of evaluation.
<table>
<thead>
<tr>
<th><strong>Assignment Name:</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Approx. value of the contract (In Indian Rupees): (Mention contract value in INR or provide range values: Upto Rs ....... lakh, Rs ....... lakh, Rs ....... Cr, Rs ....... &gt; ....... Cr.</td>
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</tr>
<tr>
<td>Country and Location within the country:</td>
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<tr>
<td>Duration of assignment (months):</td>
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<tr>
<td>Name of the Employer:</td>
<td></td>
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<tr>
<td>Total no. of staff-months of the assignment:</td>
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</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Professional Fees realized by your consultancy firm/ company under the contract as on bid issuance date: (In INR):</td>
<td></td>
</tr>
<tr>
<td>Start Date (month/year) Completion date (month/year):</td>
<td></td>
</tr>
<tr>
<td>No. of professional staff-months provided by associates Agencies:</td>
<td></td>
</tr>
<tr>
<td>Name of associated Agencies, if any:</td>
<td></td>
</tr>
<tr>
<td>Name of senior professional staff of your consultancy involved and functions performed:</td>
<td></td>
</tr>
<tr>
<td>Narrative description of Project:</td>
<td></td>
</tr>
<tr>
<td>Description of actual services provided by your staff within the assignment:</td>
<td></td>
</tr>
</tbody>
</table>

Authorized Signature [in full and initials]:
Name and Title of Signatory:
Name of Consultancy agency:
Address:
Technical approach, methodology, work plan, project organization are key components of the Technical Proposal. The Agencies must present his/her Technical Proposal divided into the following three components:

a) Technical Approach and Methodology
b) Work Plan, and
c) Project organization and availability of Experts

a. Technical Approach and Methodology:

In this section, the Agencies should explain their understanding of the objectives of the assignment/job, approach to the assignment/job, methodology for carrying out the activities. The Agencies should highlight the problems being addressed and their importance, and explain the technical approach they would adopt to address them. The Agencies should also provide an overview of tools and methodologies that they propose to adopt for evaluation. The Approach and Methodology should specify the sample size, selection process, tools used, questionnaire, primary and secondary data used etc.

b. Work Plan:

The Agencies should propose and justify the main activities of the assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and key performance indicators. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the deliverable outcomes should be included here. More specifically,

- Highlight how you would proceed to meet the project requirements,
- Highlight numbers of hours you estimate are required to complete the work,
- Propose number of resources for providing these services,
- Highlight tools and methodologies to be used for this effort, and
- How would you manage the complexity of the project

c. Project organization and availability of Experts:

The Agencies should propose and justify the structure and composition of its/his/her team of technical experts. He/she should list out the main disciplines, of the assignment/job, the key expert responsible for MoA & FW and proposed technical and support staff. More specifically, please provide an overview on senior leadership coverage and commitment, highlight expertise in Horticulture Crops and related works.
## TEAM COMPOSITION AND TASK ASSIGNMENT/ JOBS

### PROFESSIONAL STAFF

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Designation in the Team</th>
<th>Name of manpower</th>
<th>Education</th>
<th>Experience</th>
<th>Area of Expertise</th>
<th>Post/Task assigned for this assignment</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

Authorized Signature [in full and initials]:
Name and Title of Signatory:
Name of Consultancy agency:
Address:

30
FORM TECH-5

CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:
   [For each position of key professional, separate form Tech-5 will be prepared]

2. Name of Firm/Agency:
   (Insert name of consultancy proposing the staff):

3. Name of Staff:
   (Insert full name):

4. Date of Birth:

5. Nationality

6. Education:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

10. Languages Known:

11. Employment Record:
   [Starting with present position, list in reverse order every employment held by staff member since first employment, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

<table>
<thead>
<tr>
<th>S. No</th>
<th>Period (Month &amp; Year to Month &amp; Year)</th>
<th>Employer</th>
<th>Position held</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

12. Detailed tasks assigned

<table>
<thead>
<tr>
<th>S. No</th>
<th>Detailed Tasks Assigned</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>[List all tasks to be performed under this Assignment/job]</td>
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</tbody>
</table>

[Handwritten signature]
13. Work Undertaken that best illustrates capability to handle the tasks assigned:

[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of Assignment / job or project:

Year:

Location:

Main project features:

Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:

Place:

[Signature of staff member or authorized representative of the staff]
[Full name of authorized representative]:

32
### WORK SCHEDULE

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activity</th>
<th>Responsible Team Members</th>
<th>Months</th>
<th>Total Months</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
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<td>4</td>
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<tr>
<td>5</td>
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</tr>
</tbody>
</table>

**Note:**

1. Indicate all main activities of the Assignment/job including delivery of reports (e.g., inception, interim, draft and final reports), and other benchmarks such as Employer approvals. For phased assignment / jobs indicate activities, delivery of reports, and benchmarks separately for each phase.

2. Duration of activities should be indicated in the form of a Bar chart.

Authorized Signature [in full and initials]:
Name and Title of Signatory:
Name of Consultancy agency:
Address:
INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THEREOF

Are there any activities carried out by your consultancy which are of conflicting nature as mentioned in clause 4 of Section 2. If yes, please furnish details of any such activities. If no, please certify as follows:

We hereby declare that our consultancy is not involved/ indulged in any such activities which can be termed as the conflicting activities under clause 4 of the Section 2. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by the Employer which shall be binding on us.

Authorized Signature [in full and initials]:
Name of Title of Signatory:
Name of Consultancy agency:
Address:
# FORM TECH-8

**Priority Order for Packages**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Package</th>
<th>Priority Order</th>
<th>Remarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Authorized Signature [in full and initials]:
Name and Title of Signatory:
Name of Consultancy agency:
Address:
Section-5

Financial Proposal Forms
FINANCIAL PROPOSAL SUBMISSION FORM

To,
The Deputy Secretary (MIDH)
Department of Agriculture, Cooperation & Farmers Welfare,
Ministry of Agriculture & Farmer Welfare,
Room No. 398-A,
Krishi Bhawan, New Delhi.

Dear [Name],

We, the undersigned, offer to provide the Consultancy for Study of Value Chains for preparation of Horticulture Cluster based Development Plans in accordance with your Request for Proposal dated 07.02.2020. We are submitting Financial proposals for Package No [Package No]. Our order of preference for respective packages is as follows:

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Name of the Package</th>
<th>Priority Order</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Our Financial Proposal for Package [Package No] is for the sum of [Insert amount(s) in words and figures]. [If bidding for more than one package, Insert for other packages here]. This amount is inclusive of all taxes and duties. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in rejection of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., before the date indicated in Part II Data Sheet.

We understand you are not bound to accept any proposal you receive.

Yours sincerely,

Authorized Signature [in full and initials]:
Name and Title of Signatory:
Name of Consultancy agency:
Address:

37
FORM FIN-2

SUMMARY OF COSTS

Package

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Particulars</th>
<th>Amount in Indian Rupees(In words)</th>
<th>Amount in Indian Rupees(In figures)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Remuneration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Reimbursable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Miscellaneous expenses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Taxes and Duties with break up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Authorized Signature [in full and initials]:
Name and Title of Signatory:
Name of Consultancy agency:
Address:

Authorized Signature: [Signature]

Name of Consultancy agency: [Agency Name]

Address: [Address]
Section -6

Terms of Reference
Terms of Reference

1. INTRODUCTION

1.1 Horticulture has emerged as one of the potential agriculture enterprises in accelerating the growth of Indian economy. Currently, among the agricultural sectors, it contributes 311 million metric tons in production, higher than the production from other sub-sectors.

1.2 Despite high production and market-led valuations, fruits and vegetables are known to incur losses during distribution from farms to markets. Various studies on the fruits and vegetables sub-section India have indicated a loss percentage ranging from about 8% to 18% on account of poor post-harvest management and absence of cold chain as well as processing facilities.

1.3 In this context, the vision of Hon. Prime Minister to double farmer’s income by 2022 also requires a gamut of interventions in horticulture value chains to improve production and productivity, ensure better price realization for farm produce, and ensure effective integration into global value chains. Notably, there is also need for a synergized approach towards associated interventions.

1.4 Commodity value chain based study and interventions are required to appropriately tap the vast potential. Study and interventions are required to redress gaps and constraints in terms of policy, infrastructure and logistics, synergies between Government Ministries and Departments, involvement of State Governments, cluster focus, value-addition, branding, ease of doing business and intelligence dissemination.

1.5 Cluster focused interventions are required within a value chain perspective. A value chain includes the range of activities necessary to bring a product or service to its final consumer. In simple terms, a measure of the value offered /derived is often reflected in earnings of relevant stakeholders.

2. FOCUS ON CLUSTERS

2.1 A cluster level approach will facilitate realizing suitable economies of scale in production and post-harvest activities and is required to help realize actual benefit and empowerment of the farming community to double their income through the entire value chain. It will also encourage Farmer Producer Organizations which are an institutional innovation to help small holders overcome scale disadvantages and extend their reach to modern technology and distant markets.

2.2 These clusters could be the pillars on which technical and physical infrastructure may be optimally developed with Government participation through PPPs and through SPVs of the private sector as well as FPOs.

2.3 The approach of developing product specific clusters in different agro climatic zones of the country would also help in dealing with various supply side issues viz., soil nutrients management, higher productivity, adoption of market oriented variety of crop in an
aggregated manner, deployment of good agriculture practices, etc. There is also perhaps a gap in information-sharing mechanisms between the State and Centre on SPS and TBT issues.

2.4 It is, therefore, proposed to undertake product specific Value Chain Studies through Professional Agencies so as to appropriately tap the vast potential of horticulture sector. The agencies will conduct product specific Value Chain Studies for each package (group of products/crops) and submit validated reports for preparation of Cluster based Development Plans.

3. OBJECTIVES OF THE ASSIGNMENT

The objective of the assignment is to conduct a Value Chain Studies for preparation of Cluster based Development Plans for perishables, highly perishable and priority vegetables/horticulture produce and their value added products as to enhance their export orientation. The area of study is Pan-India and should not be limited to the indicative list of clusters. It is expected that the agency will cover all those areas which contribute to minimum 50% of total production in a particular value chain.

The objectives will include:

(i) deploying primary and secondary methodology of data collection for conducting a Value Chain Study on package wise range of horticulture value chains and related clusters.

(ii) Identify gaps in the entire Value Chain including supply side issues related to production, SPS and TBT issue, gaps in post harvest and supply chain infrastructure and market linkages.

(iii) evolving a strategy that will exploit the potential of specific value chains even while redressing relevant gaps and constraints.

(iv) prepare a value chain diagnostics report suggesting specific action points, timelines and deliverables, roles of different stakeholders etc. for development of a Comprehensive Development Plan for each cluster.

4. SCOPE OF WORK AND TASKS TO BE CARRIED OUT BY THE AGENCY

The assignment related deliverables are detailed out as under:

4.1 Inception Report: The Inception Report containing the detailed methodology and work plan should be submitted to the DAC & FW within a period of 2 weeks from signing of the contract agreement. The report should be clear and succinct setting out timelines and resources along with the detailed methodology.

4.2 The list of commodity wise clusters identified in important Horticulture Value Chains by DAC & FW are listed in the table given ahead. These are also categorized as perishable, highly perishable and priority commodities. The methodology need to be detailed in the light of the following categories of products.
Table: Package wise list of products for Value Chains Studies and indicative list of clusters

**PACKAGE A. Perishables**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Product</th>
<th>Region</th>
<th>State</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apple</td>
<td>North</td>
<td>J&amp;K</td>
<td>1. Shopian</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Kupwara, Baramulla</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Himachal Pradesh</td>
<td>1. Kullu</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Kinnaur</td>
</tr>
<tr>
<td>2</td>
<td>Mango</td>
<td>West</td>
<td>Gujarat</td>
<td>1. Junagarh</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Valsad, Navsari</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Maharashtra</td>
<td>1. Ratnagiri, Sindhudurg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>North</td>
<td>Uttar Pradesh</td>
<td>1. Meerut, Saharanpur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Lucknow (Malihabad)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>South</td>
<td>Telangana</td>
<td>1. Rangareddy, Medboobnagar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. Warangal</td>
</tr>
<tr>
<td>3</td>
<td>Pineapple</td>
<td>North</td>
<td>Tripura</td>
<td>1. Sipahijala</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Nagaland</td>
<td>1. Dimapur</td>
</tr>
<tr>
<td></td>
<td></td>
<td>South</td>
<td>Kerala</td>
<td>1. Wayanad</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Karnataka</td>
<td>1. Uttar Kannada</td>
</tr>
<tr>
<td>4</td>
<td>Pomegranate</td>
<td>South</td>
<td>Andhra Pradesh</td>
<td>1. Anantapur, Kurnool</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Karnataka</td>
<td>1. Bijapur, Chitradurga</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Central</td>
<td>Madhya Pradesh</td>
<td>1. Khargone, Khandwa, Burhanpur</td>
</tr>
<tr>
<td></td>
<td></td>
<td>West</td>
<td>Maharashtra</td>
<td>1. Solapur, Ahmednagar, Pune</td>
</tr>
<tr>
<td>5</td>
<td>Orange</td>
<td>West</td>
<td>Maharashtra</td>
<td>1. Nagpur, Amravati, Wardha</td>
</tr>
</tbody>
</table>

**PACKAGE B. Highly Perishables**

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Product</th>
<th>Region</th>
<th>State</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Banana</td>
<td>South</td>
<td>Kerala</td>
<td>1. Thrissur 2. Wayanad 3. Thiruvananthapuram</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Andhra Pradesh</td>
<td>1. Kadapa, Anantapur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Tamil Nadu</td>
<td>1. Trichy 2. Theni 3. Pollachi</td>
</tr>
<tr>
<td>2</td>
<td>Grapes</td>
<td>West</td>
<td>Maharashtra</td>
<td>1. Pune, Nashik, Sangli</td>
</tr>
<tr>
<td>3</td>
<td>Litchi</td>
<td>North</td>
<td>Bihar</td>
<td>1. Muzaffarpur</td>
</tr>
<tr>
<td>4</td>
<td>Strawberry</td>
<td>West</td>
<td>Maharashtra</td>
<td>1. Satara</td>
</tr>
<tr>
<td></td>
<td></td>
<td>North</td>
<td>Meghalaya</td>
<td>1. Shillong, RiBhoi</td>
</tr>
</tbody>
</table>

42
### PACKAGE C. Priority Vegetables

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Product</th>
<th>Region</th>
<th>State</th>
<th>District</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Onion</td>
<td>West</td>
<td>Maharashtra, Rajasthan</td>
<td>1. Nasik 1. Alwar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Central Madhya Pradesh</td>
<td>1. Indore 2. Sagar, Damoh</td>
</tr>
<tr>
<td>2</td>
<td>Potato</td>
<td>North</td>
<td>Uttar Pradesh, Punjab</td>
<td>1. Jalandhar, Hoshiarpur, Kapurthala, Navashehar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Central Madhya Pradesh</td>
<td>1. Indore 2. Gwalior</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>West Gujarat</td>
<td>1. Banaskantha, SabarKantha</td>
</tr>
<tr>
<td>3</td>
<td>Tomato</td>
<td>South</td>
<td>Andhra Pradesh, Karnataka</td>
<td>1. Chittoor 1. Kolar, Chikkaballapur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Central Chattisgarh</td>
<td>1. Raipur</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>North Haryana</td>
<td>1. Karnal</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>West Maharashtra</td>
<td>1. Nashik</td>
</tr>
</tbody>
</table>

### 5. VALUE CHAIN STUDY

#### 5.1 Main Components of Study

(i) The activity involves undertaking secondary and primary study and diagnostics for developing value chains for domestic markets as well as exports. The value chain should cover, among others, a profile and role of different stakeholders, value accruals, SWOT analysis, PESTEL (Political, Economic, Social, Technological, Environmental and Legal analysis). A number of typical producer as well as processor level constraints are apparent in related clusters. Value chains and related clusters are also typically plagued by low share of farmers in the terminal price of produce/consumer price.

(ii) The value chain study will study competitiveness determinants that may be broadly considered in terms of the business environment as well as factor and demand conditions. The parameters in the context of the business environment may be considered as follows:

- The Study should suggest broad parameters for preparation of a Comprehensive Cluster Development Scheme including market development and access issues, PPP proposals for specialised infrastructure and investment subsidy for up-gradation etc.

- Factor conditions (availability, quality, cost) viz. of raw material, labour, capital, power, generic / specialised infrastructure, and support firms, service providers and institutions.

- Demand conditions, market size and number of buyers – in the light of accessible domestic and international markets etc.
The study/diagnostics will particularly consider gaps and constraints in terms of:

- Policy and schemes
- Infrastructure and logistics
- Value addition
- Branding (Promotion and protection) options
- Ease of doing business and intelligence dissemination
- Quality and conformance
- Option for exclusive regulatory Institutions
- Institutional governance mechanisms at the Central, State and Cluster level also ensuring convergence in efforts
- SPS and TBT response mechanisms
- Developing a “farmer centric” approach ensuring standards and aggregated supply volumes through FPOs; implementing packages of practice to minimise pesticide residue.

The study will necessarily involve primary consultation with at least 100 stakeholders with a structured questionnaire schedule or discussion format.

This activity should be completed within 8 weeks from signing of the contract agreement.

5.2 **Strategy to promote Value Chains for exports**

A range of “hard” and “soft” interventions are necessary to enable the horticulture commodity Value Chains to realize their export potential.

Hard interventions may be viewed in terms of those involving creation of fixed assets such as common facilities and physical infrastructure.

Soft interventions cover the gamut of other required Business Development Services (BDS).

The findings/recommendations of Value Chain Studies will be used to firm up actionable interventions for production specific Cluster Development Plan/scheme. The study should also suggest on following soft and hard intervention for preparation of Cluster based Development Plans/Schemes.

**Soft Interventions**

- Delineate basic contours of baseline survey of producers and processors preceding intervention, mapping on the basis of critical parameters related to domestic and export market orientation.
- Scope for processor mobilization and capacity building (including in areas requiring joint action); evolution of Implementing Agencies/SPVs
- Scope for producer i.e. farmer mobilization and capacity building (including in areas of joint action); evolution of FPO/s to implement various interventions. This is in terms of ensuring they provide a range of services to farmer members including: input facilitation, custom hiring, aggregation and direct marketing, quality seed production, credit linkages to avoid distress scale, adopt good package of practices in agriculture, quality and compliance, traceability system, statutory and legal compliance, spot/futures market trading/ hedging, use of various technology and information apps etc.
• Means to ensure synergized interventions by State agriculture, horticulture/ fisheries department, State Agriculture Universities, and the Food Processing department; as well as Central Government Departments and Ministries.

• Scope to develop and deliver entrepreneurship, management and export orientation training and skill development programs for producers and processors; facilitating required study tours and exposure visits to benchmark best practices and technology.

• Reflect on areas where bankable business plans may be developed to help IAs ensure that processors adapt appropriate technology and package of practices.

• Means for promotion of value added organic exports, registration of cluster commodities under the GI Act for generic brand promotion, undertaking brand equity promotion campaigns.

• Other measures to favorably orient factor and demand conditions as to benefit a specific value chain and its stakeholders.

**Hard Interventions**

• Scope for preparation of bankable business plans to help FPOs/IAs/SPVs to implement specific interventions. There may be in terms of large Pack Houses, Specialized Storage, Integrated Cold Chains upto exit points and Farmer Common Facility Centres (FCFCs) for typically primary processing; PMC services to help implement related projects.

• The focus will also be on the sharing of best practices in smart agriculture, high density plantation, Integrated Pest and Disease Management, use of mobile apps for pest management, use of Artificial Intelligence, drones for monitoring, adaption of newer farm level technologies like laser land leveling, propelled sprayers, precision seeders and planters, transplanters for seedlings, multi-threshers, etc.

• Scope for establishment of other necessary technical and physical supporting infrastructure like testing labs, etc. on PPP mode through private sector investment. This could also be through twinning with the PPP-IAD scheme of the RKVY, PMKSAMPADA of MoFPI, TIES of DoC, MIDH of DA & FW and IDMF of the DAHDF, etc. as to ensure export oriented production and processing with conformance to phyto-sanitary aspects.

**6. VALIDATION OF VALUE CHAIN STUDIES**

The Value Chain Studies and parameters suggested for preparation of Cluster Development Plans in the draft study report will be presented before concerned stakeholders for validation. Suggestions and inputs from stakeholders will be incorporated in the Draft Report.

**7. SUBMISSION OF REPORT**

The Draft study report and the Final Report will be submitted to DAC & FW as per the prescribed timeline mentioned in the RFP document and heading “KEY DATES”.
8. **DURATION OF THE ASSIGNMENT**

The Consultant's services shall commence with effect from the date of signing of the contract agreement for a period of 3 months (12 weeks). The DAC & FW will monitor the performance of the Consultant after every deliverable and will have the option to foreclose the contract in case the performance of the Consultant is not satisfactory according to the agreed work plan and schedule for completion of various tasks.

9. **SCHEDULE OF PAYMENT**

The terms of payment for assignment under this Scheme will be as under:

<p>| | | |</p>
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>First Instalment:</td>
<td>- 20 percent on submission of inception report.</td>
</tr>
<tr>
<td>9.2</td>
<td>Second Instalment:</td>
<td>- 60 percent of the fees, after submission of draft reports including executive summary.</td>
</tr>
<tr>
<td>9.3</td>
<td>Final Instalment:</td>
<td>- 20 percent on submission of the final report to MoA&amp;FW.</td>
</tr>
</tbody>
</table>
Section 7

Other Terms and Conditions
Other Terms and Conditions

The other general terms and conditions applicable to each assignment under this scheme will be:

i. The assignment should be completed within the time stipulated in the agreement. Delay in submission of the report beyond the stipulated time will attract penalty to be decided by MoA&FW which may involve forfeiture of performance guarantee. For factors beyond the control of the Agency given the assignment, suitable extension in time may, however, be considered at the request of the Agency.

ii. The MoA &FW shall not pay any extra amount for any escalation in the cost of the assignment beyond the time period stipulated in the agreement.

iii. The total fee for the study as agreed with the Agency will include GST and other tax, if any, and the liability of payment of the tax will be the Agency conducting the study.

iv. 20 hard copies of the final report, 20 hard copies of the executive summary and 20 CDs containing the final reports shall be submitted before releasing the final instalment of payment.

v. During the assignment period MoA &FW may modify the TOR and other terms and conditions of the assignment, if necessary, in order to strengthen / deepen its scope / coverage.

vi. The draft/final reports and the contents thereof would be the intellectual property of the Government and would not be published by the Agency concerned without prior approval of the Government.

vii. In case of the change of team leader during the study, the new team leader may be appointed by the Agency with the prior approval of the MoA & FW.

viii. The raw data/processed data finding should not be disclosed by the Agency to any third party without prior approval of the Government.

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