



**Assistant Director Horticulture, Jharsuguda**

**Invites**

**EXPRESSION OF INTEREST**

**FOR**

**SELECTION OF AN AGENCY TO CONDUCT END-  
TO-END WHOLE CHAIN ANALYSIS ON RED  
CHILLI CROP AND PROMOTION OF CLUSTERS  
BY EXPANDING BENEFITS AND AVOIDING  
OVERLAPPING OF ASSISTANCES UNDER  
DIFFERENT SCHEMES IN LAIKERA BLOCK OF  
JHARSUGUDA DISTRICT**



**Department of Agriculture & Farmers' Empowerment  
Government of Odisha**

*[Handwritten signature]*

**DISCLAIMER**

This Detail Tender Call Notice (DTCN) is not an agreement or an offer by the ADH, Jharsuguda to the prospective Applicants or any other person. The purpose of this DTCN is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this DTCN. This DTCN includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Agency. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This DTCN may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this DTCN. The assumptions, assessments, statements and information contained in this DTCN, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this DTCN and obtain independent advice from appropriate sources.

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

The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this DTCN or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the DTCN and any assessment, assumption, statement or information contained therein or deemed to form part of this DTCN or arising in any way in this Selection Process.

The Authority 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 DTCN. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this DTCN.

The issue of this DTCN does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Agency and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever and cancel the entire bidding process.

The Applicant 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 the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation for submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

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## Annexures

## DETAIL TENDER CALL NOTICE (DTCN)

### 1. GENERAL TERMS AND CONDITION

#### 1.1. Description of Requirements

Odisha state is a leading producer of a variety of horticultural crops and offers lucrative opportunities for food processing industry (FPI), making the industry an important contributor to the state economy.

The State has diversity in soil composition and climatic condition. Various area in the state is covered under horticulture crops with tons of production. All major fruits, vegetables, spices, flowers and medicinal and aromatic crops find equally fertile land and climate in the state. Among the crops, chili is one of the popular productions in the State as well as in the District of Jharsuguda and also declared as one district one product (ODOP) for the district.

For ensuring higher income of mainly small and marginal farmers of Laikera Block engaged in chili cultivation and selling, the Horticulture Department in Jharsuguda is focusing to enhance the production of chili by adopting new technology, cultivation of varieties of chili crop and promotion of clusters by expanding benefits and avoiding overlapping of assistances under different schemes in Laikera block of Jharsuguda district.

It has also been observed that the existing farmers either sell their produce in local markets, or to middlemen and have very little or no direct linkages with buyers and food processing industries. A study of existing whole chain and identification of market – potential buyers, processing industries, markets within and outside the State, along with their varied requirements shall provide the Department with concrete steps for further planning and implementation with an aim to enhance the income of small and marginal farmers through developing and/or facilitating whole chains and sustained market linkages.

#### 1.2. Scope of Work:

Under the supervision of the ADH, Jharsuguda, and close guidance of District Administration, the selected Agency shall be responsible for mapping the crop area with regards to chili, the support system available with the farmers, whole chain analysis for chilly production in Laikera Block that shall allow the District Administration to strategies and facilitate procurement of inputs and availability common services and marketing of products to perform the following task:

1. Conduct whole chain analyses for chilly production. The whole chain assessment will entail: the chilly production profiles of the Laikera Block; chain mapping (key stakeholders, flow of supplies and products, flow of funds and information, etc.); functional analysis of whole chain (profiling of industry structure, adoption of skills, technology and innovation); climate change implications; economic analysis of potential opportunities to add value along the chain; and policy and institutional conditions necessary to create suitable enabling environment for whole chain development;
2. Document the preference for species of the crop (chilly);

3. List the current retail and farm-gate/FPI input price;
4. Map the whole chain processes and illustrate the same in the form of a flow chart. (i) suppliers of inputs to farmers, (ii) farmers to micro-enterprises, and (iii) micro-enterprises to markets;
5. Conduct assessments of demand and market conditions for product within selected whole chains including analysis of input and output markets, their structure and dynamics between actors, procurement processes, related standards, existence of monopolies, identification of lead firms, etc.
6. Identify the potential buyers (apart from existing buyers) with assessments/interviews with sample state, national and international potential buyers;
7. Identify market linkages, with a special focus on the retail and e-commerce segment and suggest a strategy for strengthening these linkages through brand positioning.
8. Based on the above tasks, identify constraints and barriers (financial, technology), infrastructure (roads, water electricity), human resources/skills, marketing, regulatory, policy, institutional) that must be addressed to enable the development of the production and whole chains;
9. To assess the access of the farmers to the source of irrigation and recommend for assured source;
10. Recommend public investments required to support the selected value chain. In the case of public infrastructure (soft and hard), recommend arrangements for financing (i.e., public, private, public-private) and mechanisms for sustainable operation and maintenance;
11. Examine possibility and identify potential for developing clusters, if at all possible, for Chilly crop;
12. Identify big retailers/food processors procuring the crop. Identify which elements of the chain could/should be strengthened for developing strong and short linkages (with minimum intermediaries) between farmers and end consumers;
13. Suggest types of certifications and licensing requirements for differential uses (consumption, processing, exports, etc.)
14. To identify the role of WSHGs in respect of any of links of the explained chain.

### **1.3. Expected Outputs to be Delivered**

- a) Inception Report with methodology, detailed Work plan with timelines and Outline of the Final Report
- b) Report with Whole Chain Analysis (Must cover all points mentioned in the Scope of Work)
- c) Final report with all the deliverables and supporting documents. The Final Report shall include an executive summary, an introduction chapter, specific recommendations, and a closing chapter with broad recommendations for boosting the whole chain and market linkages. The crop-specific chapter shall cover the aspects "Brief Description of the Required Services".

### **1.4. Validity Period of Proposals**

Proposal must be expressed in English language, and valid for a minimum period of Ninety (90) days. In exceptional circumstances, ADH, Jharsuguda may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this DTCN. The Proposer shall then confirm the extension in writing, without any modification whatsoever on the Proposal.

### **1.5. Person(s) to review/inspect/approve outputs/ completed services and authorize the disbursement of payment**

Assistant Director Horticulture, Jharsuguda

### **1.6. Earnest Money Deposit (EMD) & Cost of DTCN Document**

- The proposal shall be accompanied by an EMD for a value of INR 1,00,000/- (Rupees One lakh only) in the form of TDR issued by Scheduled commercial Bank or in form of Demand Draft issued in favor of "Asst. Director Horticulture, (ADH, JHARSUGUDA), payable at Jharsuguda.
- The proposal shall also be accompanied by non-refundable document Fee (Tender Cost) for a value of Rs.5,000/- (Rupees Five thousand two hundred only) in the form of Demand Draft issued by a Scheduled Commercial Bank in favour of "Asst. Director Horticulture, (ADH, JHARSUGUDA), Jharsuguda.
- Any Proposal submitted without EMD & Tender Cost in the form as specified in the DTCN document shall be summarily rejected.
- The EMD of the successful bidder shall be refunded on the submission of the Performance Guarantee
- The EMD of Applicants whose Proposal is rejected on account of being Non-Responsive or Non-Reasonable in accordance with the DTCN document, will be returned / refunded within a period of sixty (90) days from the date of intimating the rejection of the Proposal by ADH, JHARSUGUDA to the Applicant. The EMD may be forfeited by ADH, JHARSUGUDA, in the following cases:
  1. If the Applicant withdraws his Bid/ Proposal after Technical Proposal opening and during the proposal validity period.
  2. In case of a Successful Applicant, if the Applicant fails within the specified time limit to sign the Agreement.
  3. Or fails to start the work within stipulated period.

### **1.7. Performance Security**

The Selected bidder, for due and faithful performance of its obligations under the Management Contract, shall be required to provide a "Performance Security" for the amount of INR 3,00,000/- (Rupees Three lakh) only in the form of a 'Demand Draft/TDR' from a scheduled commercial bank, to ADH, JHARSUGUDA, Jharsuguda prior to signing of Agreement. The performance security shall remain valid till the end of the contract period and shall be renewed in accordance with the extension period.

### **1.8. Application per Applicant**

Each applicant shall submit only one application for this Assignment. Violation of this shall lead to disqualification of the applicant.

### **1.9. Due Diligence, Inspection and Investigation**

The Applicants shall be deemed to have conducted a due diligence exercise with respect to all aspects of the Assignment, including visiting the sites mentioned in the DTCN and ascertaining for themselves the site conditions, traffic, location, surroundings, climate,

access to the site and other data with ADH, JHARSUGUDA, applicable laws and regulations or any matter considered relevant by them. The interested bidders can inspect the site at Jharsuguda before the date of pre-bid meeting as mentioned in this DTCN.

#### **1.10. Right to Reject the Proposal**

Notwithstanding anything contained in this DTCN Document, ADH, JHARSUGUDA reserves the right to reject any / all proposals including the highest proposal or withdraw the invitation of the proposal at any stage without citing any reason. Nothing contained herein shall confer any right upon an Applicant or create any obligation / liability upon ADH, JHARSUGUDA of any type whatsoever.

#### **1.11. Interpretation**

In case of any ambiguity in the interpretation of the conditions of the Selection and scale of charges, the interpretation of the ADH, JHARSUGUDA will be final and binding on the parties to the conditions of Selection.

#### **1.12. Disputes**

- During the bidding process no dispute of any type would be entertained. Even in such cases where ADH, JHARSUGUDA ask for additional information from any Applicant, the same cannot be adduced as a reason for citing any dispute.
- During the Contract period any disputes arises between the Agency and ADH, JHARSUGUDA shall be settled down by the Collector, Jharsuguda.
- The courts at Jharsuguda alone shall have the exclusive jurisdiction on any dispute arising out of this DTCN document.

#### **1.13. Award of Project**

After selection, a Letter of Award (the "LOA") shall be issued, in duplicate, by ADH, JHARSUGUDA to the Selected Applicant and the Selected Applicant shall, within 15 (fifteen) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof.

In the event the duplicate copy of the LOA duly signed by the selected bidder is not received by the stipulated date, unless it consents to extension of time for submission thereof, the right to signing of the agreement may be forfeited by ADH, JHARSUGUDA and the next eligible firm may be considered for the project.

#### **1.14. Signing of the Agreement**

The preferred agency required to execute the agreement with ADH, JHARSUGUDA within such time period from the date of issue of LOA, as specified by ADH, JHARSUGUDA.

#### **1.15. Proprietary Data**

All documents and other information provided by ADH, JHARSUGUDA or submitted by an Applicant to ADH, JHARSUGUDA shall remain or become the property of ADH, JHARSUGUDA. Applicants have to treat all information as strictly confidential. ADH,

JHARSUGUDA will not return any Proposal or any information related thereto. All information collected, analyzed, processed or in whatever manner provided by the applicant to ADH, JHARSUGUDA in relation to the Service shall be the property of ADH, JHARSUGUDA.

#### 1.16. Monitoring Mechanism

The ADH, JHARSUGUDA or its authorized representative may inspect/ monitor the service at any time with/ without intimation to the Agency to check whether the service is being provided by the Agency in a condition satisfactory to ADH, JHARSUGUDA.

#### 1.17. Details of Bid Submission

Date of Bid Document Available in the Web Site	29/12/2022 11.00 AM to 22/01/2023 5.00PM
Date of Pre-Bid Meeting	10/01/2023 at 11.00 AM in the Office Chamber of ADH, Jharsuguda
Last date for receipt of Proposals (Sealed Envelope)	23/01/2023, 05.00 PM
Date of Opening of Technical and Financial Bid	24/01/2023, 11.00 AM
Contact Details	Office of Asst. Director Horticulture OMP Line Jharsuguda-768204 Website: - www.jharsuguda.nic.in For any Query Contact- 7008116011
Earnest Money Deposit (EMD)/Bid Security	Rs.1,00,000/- (Rupees One Lakh only) in favour Asst. Director Horticulture, payable at Jharsuguda in shape of DD on any Scheduled Commercial Bank Payable at Jharsuguda.
Tender Fee / Bid Cost	Rs.5,000/- in favour Asst. Director Horticulture, payable at Jharsuguda in shape of DD on any Scheduled Commercial Bank Payable at Jharsuguda

## **2. TERMS OF REFERENCE**

### **2.1 Stakeholder Consultations and Field Visit:**

The Agency will need to interview and hold one-on-one, and/or group consultations with all stakeholders in the whole chain to gather information. The key departments at the Block Level and District level with whom to consult and take inputs from are the Dept of Women and Child Development, Dept. of Horticulture, Dept of Agriculture, Dept of Forest, and other stakeholders as deemed necessary for successful completion of the assignment. Agency's shall have to undertake field visit to mandis, markets, farms, tribal communities, middlemen, and stakeholder consultations as understood necessary. The plan for field visit and consultation will need to be agreed with and approved by ADH, Jharsuguda.

### **2.2 Expected Deliverables**

- Inception Report with methodology, detailed Work plan with timelines and Outline of the Final Report
- Report with whole Chain Analysis (Must cover all points mentioned in the Scope of Work)
- Final report with all the deliverables and supporting documents. The Final Report shall include an executive summary, an introduction chapter, specific recommendations, and a closing chapter with broad recommendations for boosting the whole chain and market linkages. The crop-specific chapter shall cover the aspects Brief Description of the Required Services.

### **2.3 Firm Experience**

- A registered legal entity with overall 5 years of experience in Agribusiness, Agriculture and Food Processing.
- Specific experience and capability in conducting whole chain analysis for horticultural crops in the context of India with at least 2 projects in agriculture/horticulture/medicinal plants
- 5 years of experience in projects analyzing supply chain for agriculture crops and/or perishables (fruits, vegetable, etc.)
- Demonstrated experience of more than 5 years in policy research at the state and/or national level.
- The consultancy should have proven experience of conducting research work for the Government of India/State governments/Public authorities.

We are looking to establish an open and honest working relationship whereby the consultancy firm has a complete understanding of the project objectives and aims, to help us achieve them from the outset.

### **2.4 Delivery & Payment Schedule**

The payments will be made on submission and subsequent approval from the Authority as per the below-mentioned timeline.

**Table 2: Delivery and Payment Schedule**

Sl. No	Report	Timeframe	Payment
1.	Inception Report with methodology, detailed Work plan with timelines and Outline of the Final Report	1 Week (7 days) after signing the contract	20% of the contract amount
2.	Report with whole Chain Analysis	35 days after signing the contract	30% of the contract amount
3.	Final report with all the deliverables	45 days after signing the contract	50% of the contract amount

The payment shall be released on submission of Invoices and deliverables and claimed the amount will be transferred through e-Banking Transfer/RTGS/NEFT.

### **2.5 Submission of application**

Applicants may clarify their queries during the Pre-bid meeting as per the scheduled date and time mentioned in the Schedule of this DTCN. All the Applicants will be clarified to all their queries raised during this meeting.

### **2.6 Pre-Bid Meeting**

- The purpose of the Pre-Bid Meeting will be to clarify and discuss about the issues with respect to the assignment, the DTCN document or any other related issues.
- The Applicant's designated representatives are invited to attend the Pre-Bid Meeting at their own cost, to be held on the following date and place:

Date of Pre-bid Meeting: 10/01/2023 at 11.00 AM

Venue:

Conference Hall  
Office of Asst. Director Horticulture  
OMP Line, Jharsuguda-768204

### **2.7 Amendment of DTCN**

At any time prior to the Proposal Due Date, ADH, JHARSUGUDA may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify the DTCN through the issuance of Addendum/ corrigendum or may also issue a revised DTCN. This will be uploaded to the district web site (<https://jharsuguda.nic.in/>) which will also treated to be a part of the DTCN document.

### **2.8 Preparation and Submission of Proposal**

The Applicants are to submit the EMD, Tender Cost, Technical & Financial Proposal in three separate sealed covers and all the covers packed in one sealed packet mentioning the name of the project is to be sent to the following address. Completed proposals shall be accepted on or before the specified date and time by ADH, JHARSUGUDA at the address given below.

Office of Assistant Director Horticulture  
OMP Line, Jharsuguda -768204

## 2.9 Language and Currency

- The Proposal and all related correspondence and documents shall be written in English language.
- The currency for the purpose of the Proposal shall be INR.

## 2.10 Pre - Qualification Criteria

Before opening and evaluation of the technical proposals, each bidder will be assessed based on the following pre-qualification criteria. The bidder is required to produce the copies of the required supportive documents / information as part of their technical proposal failing which the proposals will be rejected.

Sr. No.	Basic Requirement	Specific Requirement	Documents Required
1	Registration	The bidder should be a NGO / Company / Firm / LLP registered in India with a track record of providing consulting / advisory services for at least 5 years as on March 31' 2022. The bidder must have the base office at Odisha state.	Copy of Registration / Certificate of Incorporation / Partnership Deed
2	Relevant Experience	The Bidder must have: - 5 years of experience in Micro-Agri enterprises/ Development of Agriculture Clusters; Specific experience and capability in conducting whole chain analysis for horticultural crops in the context of India with at least 2 projects in agriculture/horticulture/ medicinal plants; 3-years of experience in projects analyzing supply chain for agriculture crops and/or perishables (fruits, vegetable, etc.) 5 years of experience in Training and capacity building of farmers and survey with regard to pattern of agriculture and crop diversification; 5 years of experience in survey with regard to pattern of agriculture and crop diversification; (Out of these Experiences the bidder must have worked in the state of Odisha at least for one sector)	Copy of Completion Certificate / Agreement / Work Order
3	Turnover	The Bidder should have total minimum average annual turnover of INR 20.00 Lakhs (Rupees Twenty Lakhs) and a positive net worth in each of the previous three financial years (FY 2019 - 20, 2020 - 21 and 2021 - 22)	Certificate from statutory auditor / audited financial statements for the three previous financial years ending March-2022

4	Institutional Strength	The bidder should have minimum 20 nos. of consulting professionals on payroll as on 31st March' 2022	Certificate from HR & Authorized Signatory declaring the numbers of resources on payroll
5	PAN / GST	Must be Registered under GSTN.	Copy of PAN / GST Registration must be submitted.
6	EMD	The bidder must submit an EMD of Rs.1,00,000/- (Rupees One Lakh only) in favour Asst. Director Horticulture, payable at Jharsuguda in shape of DD on any Scheduled Commercial Bank Payable at Jharsuguda.	Original DD to be submitted.
7	Bid Processing Fees/Tender Cost	The bidder must submit the Bid Processing Fees / Tender Cost of Rs.5,000/- in favour Asst. Director Horticulture, payable at Jharsuguda in shape of DD on any Scheduled Commercial Bank Payable at Jharsuguda.	Original Demand Draft to be submitted
8	Not Black Listed	The bidder should not have been blacklisted by any Central / State Government or Public Sector Undertakings.	Affidavit by the Authorized Signatory stating not blacklisted.
Any kind of Consortium / Joint Venture / Sub-Contracting with / to other firms is not allowed			

### 2.11 Documents / Formats for submission along with Technical Proposal

The bidder must furnish the following documents duly signed in along with their Technical Proposal:

- Filled in Bid Submission Check List in Original
- Covering letter on bidder's letter head requesting to participate in the selection process.
- Bid Processing Fee & EMD as applicable.
- Copy of Certificate of Incorporation / Registration.
- Copy of PAN.
- Copy of Goods and Services Tax Identification Number (GSTIN).
- Copies of IT Return for the last three Financial Years (FY 2019- 20, 2020 – 21 & 2021 – 22).
- General Details of the Bidder
- Financial Details of the bidder along with all the supportive documents as applicable duly signed as per the instruction.
- List of completed / ongoing assignments in development sector (Past Experience Details: along with copies of agreement / work orders / completion certificate from previous Clients.

Bidders should submit the required supporting documents as mentioned above. Bids not conforming to the eligibility criteria and non-submission of required documents as listed above will lead to rejection of the bid. Submission of fake documents will also result in rejection of the bid. Bidders are advised to study all instructions, forms, terms & conditions, and other important information as mentioned in the DTCN document. The proposal must be completed in all respect, indexed and hard bound. Each page should be numbered and signed by the authorized representative.

## 2.12 Sealing and Marking of Proposal

The proposals shall be sealed, marked and submitted as explained below:

**Envelope No.1** containing the EMD and document Fees shall be marked as "EMD" & "Bid Document Fee" for "SELECTION OF AN AGENCY TO CONDUCT END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT". The Envelope 1 shall contain the following:

- The EMD as prescribed in the DTCN.
- Bid document fee in the form of a Demand Draft

**Envelope No. 2** duly marked as "Technical Proposal" for "SELECTION OF AN AGENCY TO CONDUCT END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT" and shall contain the following:

Covering Letter as per format provided in Annexure-1 along with the brief and supporting documents mentioned in 2.10 Clause of this RFP shall be submitted.

### A. Proposed Methodology for the Completion of Services

The Service Provider must describe how it will address/deliver the demands of the DTCN; providing a detailed description of Technical Approach, Methodology and Work Plan are key components of the Technical Proposal.

In this Section, bidder should explain their understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, they should highlight the expected problems along with their importance and explain the technical approach to be adopted to address them.

### B. Qualifications of Key Personnel

The Service Provider must provide:

- Names and qualifications of the key personnel that will perform the services indicating who is team leader, key personnel, who are supporting, etc.;
- CVs demonstrating qualifications must be submitted (Annexure-6) and
- Written confirmation that they are available for the assignment.

**Envelope No. 3**, duly marked as "FINANCIAL PROPOSAL" for "SELECTION OF AN AGENCY TO CONDUCT END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT" and contain the following:

Financial Proposal as per Annexure- 6 & 7

All the Three envelope shall be placed within an Outer Envelope on which it shall be clearly written DTCN for "SELECTION OF AN AGENCY TO CONDUCT END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT". If the envelope is not sealed and marked, as instructed above, ADH, JHARSUGUDA assumes no responsibility for the

misplacement or premature opening of the Proposal submitted. The Bids must be received at the below address before the Due Date. Bidders shall submit their Proposals by registered post/speed post/Drop Box set up in the office of ADH, Jharsuguda only so as to reach the designated address by the Proposal Due Date. Proposals submitted by fax or e-mail shall not be entertained and shall be rejected.

Address: Office of Assistant Director Horticulture  
OMP Line, Jharsuguda -768204

## 2.13 Evaluation of bids

### Step-I Technical Evaluation

The Technical Proposals will first be evaluated to determine responsiveness to the DTCN. A Technical Proposal shall be considered responsive only if:

- the Technical Proposal and all documents specified in Clause 2.10 are received in the prescribed format;
- the Proposal is received by the Proposal Due Date, including any extension thereof;
- it is signed, sealed and marked in accordance with the provisions of the DTCN, including specifically, as per Clause 2.10;
- it contains all the information and documents (complete in all respects) as requested in the DTCN; and
- it does not contain any special condition or qualification.

ADH, JHARSUGUDA shall evaluate and determine whether the Bidders who have submitted responsive Technical Proposals satisfy the eligibility criteria.

If any Bidder is found to be disqualified in accordance with the terms of the DTCN or the Technical Proposal is found to be non-responsive or the Bidder does not meet the eligibility criteria, then the Proposal submitted by such Bidder will be rejected.

In order to determine whether the Bidder satisfies the eligibility criteria, ADH, JHARSUGUDA will examine the documentary evidence of the Bidder's eligibility and qualification submitted by the Bidder and any additional information which ADH, JHARSUGUDA receives from the Bidder upon request by ADH, JHARSUGUDA.

Where any information provided by a Bidder is found to be patently false or amounting to a material misrepresentation, ADH, JHARSUGUDA reserves the right to reject the Proposal.

Upon completion of evaluation of the Technical Proposals, ADH, JHARSUGUDA will notify the Bidders on the date specified in the Bid Schedule, whether they are qualified and eligible for opening of financial proposal. The Financial Proposals of those Bidders who do not qualify will not be opened.

### Technical Proposal will be evaluated as per the following evaluation criteria.

- Expertise and experience of the organization (30 marks)
- Turnover (15 Marks)
- Methodology, Its Appropriateness to the Conditions and Timeliness of the Implementation Plan (25 marks)
- Qualification and experience of Key personnel (30 marks) as per the following Table:

S.N.	Criteria	Maximum Marks
1	Expertise and experience of the organization	30 Marks

1.1	The Bidder must have overall 5 years of experience in Micro-Agri enterprises/ Development of Agriculture Clusters	<u>5 Marks</u> 0 to 5 Years = 0 Mark 1 mark for each additional year/s beyond first five years, subject to a maximum of 5 marks.						
1.2	Specific experience and capability in conducting whole chain analysis for horticultural crops in the context of India with at least 2 projects in agriculture/horticulture/medicinal plants	<u>5 Marks</u> 0 to 2 engagements = 0 Mark 1 mark for each additional engagement beyond first two, subject to a maximum of 5 marks.						
1.3	3 years of experience in projects analyzing supply chain for agriculture crops and/or perishables (fruits, vegetable, etc.)	<u>5 Marks</u> 0 to 3 Years = 0 Mark 1 mark for each additional year/s beyond first three years subject to a maximum of 5 marks.						
1.4	The Bidder must have overall 5 years of experience in Training and capacity building of farmers and survey with regard to pattern of agriculture and crop diversification	<u>5 Marks</u> 0 to 5 Years = 0 Mark 1 mark for each additional year/s beyond first five years subject to a maximum of 5 marks.						
1.5	The Bidder must have overall 5 years of experience in survey with regard to pattern of agriculture and crop diversification	<u>5 Marks</u> 0 to 5 Years = 0 Mark 1 mark for each additional year/s beyond first five years subject to a maximum of 5 marks.						
1.6	The bidder should have minimum 20 nos. of consulting professionals on payroll as on 31 <sup>st</sup> March' 2022	<u>5 Marks</u> 0 to 20 Staffs = 0 Mark 1 mark for each additional 10 staffs beyond first twenty, subject to a maximum of 5 marks						
<b>2</b>	<b>Turnover</b>	<b>15 Marks</b>						
2.1	The Bidder should have total minimum average annual turnover of INR 20.00 Lakhs (Rupees Twenty Lakhs) and a positive net worth in each of the previous three financial years (FY 2019 - 20, 2020 - 21 and 2021 - 22)	<u>15 Marks</u> Up to 20 Lakhs = 0 Mark ≥ 20 Lakhs ≤ 50 Lakhs = 5 Marks ≥ 50 Lakhs ≤ 100 Lakh = 10 Marks More than 100 Crore = 15 Marks						
<b>3</b>	<b>Approach and Methodology</b>	<b>25 Marks</b>						
<b>4</b>	<b>Team Experience (Key Personnel)</b>	<b>30 Marks</b>						
4.1	<table border="1"> <thead> <tr> <th>Experts</th> <th>Education Qualification</th> <th>Experience</th> </tr> </thead> <tbody> <tr> <td colspan="3" style="height: 100px;"></td> </tr> </tbody> </table>	Experts	Education Qualification	Experience				
Experts	Education Qualification	Experience						

Team Leader	Master's degree in Agribusiness and /or Food Processing	<ul style="list-style-type: none"> <li>At least 15 years of relevant and demonstrated experience as per the requirement of terms of reference (5 marks)</li> <li>Has implemented 10 projects with similar scope of work with government and private sector context (4 marks)</li> </ul>
Whole Chain expert	MBA in Rural Management or MA/M.Sc Agriculture and/or allied field	<ul style="list-style-type: none"> <li>At least 8 years of professional and demonstrated experience in planning/ implementing whole / value chain related projects (4 marks)</li> <li>Has carried out at least 8 projects with respect to whole / value chain analysis (3 marks)</li> </ul>
Supply Chain specialist	Masters/MBA in Supply Chain Management or PG Diploma in Supply Chain Management	<ul style="list-style-type: none"> <li>At least 8 years of experience in projects analyzing supply chain for perishable (fruits, vegetable, etc.) (4 marks)</li> <li>Has carried out at least 8 projects with respect to supply chain (3 marks)</li> </ul>
Agriculture Economist	Masters in Economics/ Agriculture Economics/ Agronomy / Agri Business Management	<ul style="list-style-type: none"> <li>At least 8 years of experience in areas relevant to this assignment (4 marks)</li> <li>Has carried out at least 5 projects of similar nature (3 marks)</li> </ul>

\* Minimum score to pass in technical evaluation is 70%.

### **Step II: Opening of Financial Proposal**

In the presence of the representatives of the technically qualified Bidders that choose to be present at the opening of financial proposal meeting, ADH, JHARSUGUDA shall open the Financial Bid which shall have 30% weightage for evaluating the final marks to select the Agency as per the following evaluation criteria.

### **Step III: Evaluation of Technical and Financial Score**

Combined Quality and Cost Based Selection (CQCBS) method will be followed during the overall selection process. Based on the evaluation of technical proposal, the technically qualified bidders shall be ranked highest to lowest Technical Score (ST) in accordance to the marks obtained during the technical evaluation stage.

The individual bidder's financial score (SF) will be evaluated as per the formula given below:

$$SF = [F_{\min} / F_b] * 100 \text{ (rounded off to 2 decimal places)}$$

where,

SF= Normalized financial score of the bidder under consideration

F min = Minimum financial quote among the technically qualified bidders

Fb= Financial quote of the bidder under consideration

Combined Score (S) = ST \* 0.70 + SF \* 0.30

Where ST = Technical score secured by the bidder

**The Bidder scoring the highest Combined Technical & Financial Score (CTFS) and complying all the statutory eligibility criteria shall be nominated by the ADH, JHARSUGUDA to award the contract.**

#### **2.14 Award of the Project**

- After completing the evaluation and identifying the Selected Bidder, ADH, JHARSUGUDA shall issue the LOA to the Selected Bidder, indicating its intention for signing the Contract.
- The Selected Bidder shall execute the Contract within 15 (fifteen) days of the issuance of the LOA by the ADH, JHARSUGUDA.
- ADH, JHARSUGUDA shall not entertain any request from the Selected Bidder for negotiations of or deviations to the final execution draft of the Contract provided by ADH, JHARSUGUDA.
- The cost of execution of Contract and any other related legal documentation charges and incidental charges will be borne by the Selected Bidder.

**Description of Organization Structure, Approach, Methodology and Work Plan to Undertake the Assignment**

[Technical Approach, Methodology and Work Plan are key components of the Technical Proposal. In this Section, bidder should explain their understanding of the scope and objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Further, they should highlight the problems along with their importance and explain the technical approach to be adopted to address them. It is suggested to present the required information divided into following three sections]

- A. Organizational Structure & Staffs.
- B. Understanding of Assignment and Issues/ Challenges
- C. Description of Approach, Methodology and Work Plan
- D. Case study / success stories on any similar Assignments/Projects

Authorized Signatory [In full and initials]: Name and

Designation with Date and Seal:

**FORM FOR SUBMITTING SERVICE PROVIDER'S TECHNICAL PROPOSAL**  
**(This Form must be submitted only using the Service Provider's Official Letterhead)**

---

Ref No:-

Date: -

To

The ADH, Jharsuguda

Sub: - "CONDUCTING END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT"

Dear Sir,

I, the undersigned, offer to provide the services for the proposed assignment in respect to your DTCN No.: \_\_\_\_\_, Dated: \_\_\_\_\_. I hereby submit the proposal which includes this technical proposal sealed under a separate envelope. Our proposal will be valid for acceptance up to **90 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

All the information and statements made in this technical proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. If negotiations are held during the period of validity of the proposal, I undertake to negotiate on the basis of the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I have examined all the information as provided in your DTCN and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs. In case, any provisions of this DTCN including of our technical & financial proposal is found to be deviated, then your department shall have rights to reject our proposal. I confirm that, I have the authority to submit the proposal and to clarify any details on its behalf.

I understand that, you are not bound to accept any proposal you receive. I remain,

Yours faithfully,

Authorized Signatory with Date and Seal:

Name and Designation: \_\_\_\_\_

Address of Bidder: \_\_\_\_\_

**Bidder's Organization (General Details)**

S. No.	Description	Details
1	Name of the Bidder	
2	Address for communication: Tel: Email id:	
3	Name of the authorized person signing & submitting the bid on behalf of the Bidder: Mobile No.:Email id:	
4	Registration / Incorporation Details Registration No:Date & Year. :	
5	Office in India Please furnish the contact details	Yes / No
6	Office in Odisha If Yes, please furnish contact details	Yes / No
7	Bid Processing Fee Details Amount: INR Demand Draft No.: Date: Name of the Bank:	
8	EMD Details Amount: INR TDR / FD No Date: Name of the Bank:	
9	PAN Number	
10	Goods and Services Tax Identification Number (GSTIN)	
11	Willing to carry out assignments as per the scope of work of the DTCN	YES
12	Willing to accept all the terms and conditions as specified in the DTCN	YES

Authorized Signatory [In full and initials]:

\_\_\_\_\_  
Name and Designation with Date and Seal:

Bidders should submit the required supporting documents as mentioned above. Non- submission of required documents as listed above will lead to rejection of the bid.

**Bidders Financial Details**

Financial Information (In INR)				
Details	FY 2019 - 20	FY 2020 - 21	FY 2021 - 22	Average
Average Annual Turnover				

**Supporting Documents:**

Audited certified financial statements for the last three FYs (Submission of copies of Income & Expenditure Statement and Balance Sheet for the respective financial years is mandatory alongwith this form)

*Filled in information in this format must have to be jointly certified and sealed by the CA and the authorized representative of the bidder and to be furnished in original along with the technical proposal failing which the proposal will be out rightly rejected.*

Signature and Seal of the Company Auditor with Date in original

Authorized Signatory [In full initials with Date and Seal]: \_\_\_\_\_

Communication Address of the Bidder: \_\_\_\_\_

Bidders should submit the required supporting documents as mentioned above. Non-submission of required documents as listed above will lead to rejection of the bid.

**Bidders Past Experience Details**

Sl. No.	Name of the Assignment / Engagement	Location (City / State / Country)	Name of Client (Name of Ministry / Department / Any Other)	Duration of Project / Assignment	Annual Contract Cost (INR)	Nos. of Personnel / Staffs Deployed	Date of Commencement and Status (On – going or completed)
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

**Note:** To be supported by copy of agreement / work order / certificate of completion.

**Authorized Signatory [In full and initials]:**

Name and Designation with Date and Seal:

**Bid Submission Checklist**

Sr. No.	Description	Submitted (Yes/No)	Page No.
<b>Technical Proposal</b>			
1	Filled in Bid Submission Check List (Annexure-5)		
2	Covering Letter (Annexure-1)		
3	Bid Processing Fee of Rs.5,000/- in form of DD		
4	EMD of Rs.2,00,000/- in form of DD		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN)		
8	Copies of IT Returns for the last 3 FYs (19-20, 20-21 & 21-22)		
9	General Details of the Bidder (Annexure-2)		
10	Financial details of the bidder (Annexure-3) along with all the supportive Documents such as copies of Profit / Loss Statement and Balance Sheet for the concerned period		
11	List of completed assignments of similar nature (Past Experience Details) (Annexure-4) along with the copies of work orders for the respective assignments		
12	Description of Approach, Methodology & Work Plan (As mentioned in DTCN)		
13	CV of Key Professionals (Annexure-6)		
14	Declaration of Not Blacklisted (Self-Declaration)		
<b>FINANCIAL PROPOSAL</b>			
1	Covering Letter (Annexure-7)		
2	Summary of Financial Proposal (Annexure-8)		

*Undertaking:*

- All the information has been submitted as per the prescribed format and procedure.
- Each part has been separately bound with no loose sheets and each page of all the two parts are pagenumbered along with Index Page.
- All pages of the proposal have been sealed and signed by the authorized representative.

**Authorized Signatory [In full and initials]:**

Name and Designation with Date and Seal:

**CV FORMAT FOR KEY PERSONNEL**

1. Proposed Position:
2. Name of Firm:
3. Name of Staff:
4. Date of Birth:
5. Years with Firm:
6. Nationality:
7. Education:  
[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]
8. Membership in Professional Associations:
9. Other Trainings:
10. Work Experience:
11. Languages:  
[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]
12. Employment Record:  
[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held. For experience also give types of activities performed and Client references, where appropriate as per the prescribed format given below]

**From [Year] To [Year]**

**Employer Name:**

**Position Held:**

**Details of the Task Assigned**

**[List all tasks to be performed under this Assignment/job]**

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 in the DTCN]

**Sectorial Expertise (as per TOR and Team Composition)**

**Name of the Project**

**Year**

**Location**

**Name of the Client**

**Project Feature**

**Position Held**

**Activities Performed**

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full project duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any misstatement herein leads to disqualification of CV.

Date:

Signature of Key Professional with Date Authorized Signatory [In full and initials]:

Name and Designation with Date and Seal:

Annexure- 7

**FORM FOR SUBMITTING SERVICE PROVIDER'S TECHNICAL PROPOSAL**  
 (This Form must be submitted only using the Service Provider's Official Letterhead)

Ref No:-

Date: -

To

The ADH, Jharsuguda

Sub: - "CONDUCTING END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT"

Sir,

I, the undersigned, offer to provide the services for "CONDUCTING END-TO-END WHOLE CHAIN ANALYSIS ON RED CHILLI CROP AND PROMOTION OF CLUSTERS BY EXPANDING BENEFITS AND AVOIDING OVERLAPPING OF ASSISTANCES UNDER DIFFERENT SCHEMES IN LAIKERA BLOCK OF JHARSUGUDA DISTRICT" in accordance with your DTCN No. \_\_\_\_\_, Dated: \_\_\_\_\_.

Our attached Financial Proposal is for the sum of \_\_\_\_\_ [Insert amount(s) in words and figures\*].

The above quoted amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the DTCN.

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 of **90 days**. I have carefully read and understood the terms and conditions of the DTCN and do hereby undertake to provide the service accordingly.

I understand that, you are not bound to accept any proposal you receive. I remain,

Yours faithfully,

Authorized Signatory [In full and initials]:

Name and Designation of Signatory with Date and Seal:

Address of the Bidder:

**FORM FOR SUBMITTING FINANCIAL PROPOSAL****Cost Breakdown**

<b>S. No</b>	<b>Deliverables</b>	<b>% of the contract amount (Weight for payment)</b>	<b>Price (Including the cost of manpower to be engaged and all Taxes)</b>
1.	Inception Report with methodology, detailed Work plan with timelines and Outline of the Final Report	20%	
2.	Report with whole Chain Analysis	30%	
3.	Final report with all the deliverables	50%	
	TOTAL	100%	INR.....

[Name and Signature of the Service Provider's  
Authorized Person with designation and date]