

Request for Proposal
for
Selection of a Consulting Firm
for undertaking a study on
ORGANIC FARMING

Government of India
Ministry of Agriculture & Farmers Welfare
Department of Agriculture, Cooperation & Farmers
Welfare

Key Dates

1	Start date for issue of RFP/Tender	20.08.2019
2	Last date & time of receipt of proposals	17.09.2019/1100 hours
3	Date & Time of Pre-bid meeting	03.09.2019 / 1100 hours
4	Date of publication of record of minutes of pre-bid meeting	04.09.2019
5	Date & Time of opening of Technical bids	18.09.2019 / 1100 hours
6	Meeting of Consultancy Evaluation Committee (CEC)	To be intimated later
7	Opening of Financial bids	To be intimated later

Key Forms

A	TECHNICAL PROPOSAL FORMS
Form Tech 1	Technical Proposal Submission Form
Form Tech 2	Consultants organization and experience
Form Tech 3	Comments/suggestions on the Terms of Reference
Form Tech 4	Approach, Methodology and Work Plan
Form Tech 5	Team Composition and Task assignment
Form Tech 6	Curriculum Vitae (CV) of Professional
Form Tech 7	Work Schedule
Form Tech 8	Information regarding any conflicting activities and declaration thereof
B	FINANCIAL PROPOSAL FORMS
Form Fin 1:	Financial Proposal Submission Form
Form Fin 2:	Summary of Costs

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DISCLAIMER

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

The RFP is not an agreement and is neither an offer nor invitation by the Ministry of Agriculture & Farmers Welfare (herein after, 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. The Authority 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 assumption 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 and MoA&FW reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

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 MoA&FW or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant 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 Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection Process.

Section - 1

Letter of Invitation

F. No. 9-39/2019 – Org. Fmg.
Ministry of Agriculture & Farmers Welfare
(Department of Agriculture, Cooperation & Farmers Welfare)
INM Division

Krishi Bhawan, New Delhi
Dated.....

To,
All interested and eligible Firms

Subject: Selection of a Consulting Firm for undertaking a study on Organic Farming.

Dear Sir/Madam,

For and on behalf of the President of India, sealed bids are invited in two bid system for **Selection of an Agency for undertaking a study on Organic Farming** in the Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Krishi Bhawan, New Delhi.

2. The Ministry shall select a Firm as per the procedure described in the Request For Proposal (RFP) which may be down loaded from <http://eprocure.gov.in/> and on this Ministry's websites <http://www.agricoop.nic.in>. You may submit your proposal online at <http://eprocure.gov.in/> by **1100 hours on 17.09.2019** Hard copies of the uploaded proposals may also be sent in a sealed cover, addressed to Under Secretary (INM), Department of Agriculture, Cooperation and Farmers Welfare, Room No. 479-B, Krishi Bhawan, New Delhi-110001 on or before **1100 hours on 17.09.2019** as per the attached RFP document.
3. The detailed instructions for bidders may be read before uploading the proposal online.
4. It is mandatory for the Agencies to submit proposal online as well as hard copies within the stipulated time failing which the proposals are liable to be rejected. Ministry also reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,

(Anil Jain)
Under Secretary (INM)

Section - 2

Instructions to Consultant

Instructions to Consultants

1. Definitions

- a. Client or Employer or MoA&FW means the Ministry of Agriculture & Farmers Welfare who has invited bids for consultancy services with whom the selected Consultant signs the Contract for the Services and to whom the selected consultant shall provide services as per the Terms and Conditions and Terms of Reference of the contract.
- b. “Consultant” means any entity or person or associations of persons who have been shortlisted to submit their proposals that may provide 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 Consultants used to reflect specific project and assignment conditions.
- e. “Day” means calendar day.
- f. “Government” means the Government of India.
- g. “Instructions to Consultants” means the document which provides short listed Consultants with all information needed to prepare their proposals.
- h. LOI means the Letter of Invitation being sent by Employer to the short listed consultants.
- i. “Personnel” means professionals and support staff provided by the Consultant or by any Sub-Consultant and assigned to perform the Services or any part thereof.
- j. “Proposal” means the Technical Proposal and the Financial Proposal.
- k. “RFP” means the Request for Proposal prepared by the Employer for the selection of Consultants.
- l. “Assignment / job” means the work to be performed by the Consultant pursuant to the Contract.
- m. “Terms of Reference” (TOR) means the document included in the RFP as Section 3 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Consultant, and expected results and deliverables of the Assignment/job.

2. Introduction

- 2.1 Ministry of Agriculture & Farmers Welfare wishes to engage services of a Consultant for undertaking a study on Organic Farming.
- 2.2 The agency is broadly expected to do:
- Provide the status of organic farming in the world/India in terms of area, production, current market size, perceptions of all stake holders, challenges and a way forward.
 - To make a forecast on the potential of coverage of more area under organic, market trends/size, infrastructure required etc.
- 2.3 The Consultants are required to submit their proposals online at <http://eprocure.gov.in> and on this Ministry's website <http://www.agricoop.nic.in> by **1100 hours on 17.09.2019**. Hard copies of the uploaded proposals may also be sent in a sealed cover, addressed to Under Secretary (INM), Department of Agriculture, Cooperation and Farmers Welfare, Room No. 479-B, Krishi Bhawan, New Delhi-110001 on or before **1100 hours on 17.09.2019**.
- 2.4 The Proposal will be the basis for negotiations of the Contract and ultimately for the signing of Contract with the selected Consultant.
- 2.5 Consultants should familiarize themselves with local conditions and take them into account in preparing their Proposals.
- 2.6 Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation.
- 2.7 The client 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 Consultants.

3. Minimum Eligibility Criteria for Technical Bid

The Agency should be a reputed agency/organization/institution which fulfills the following conditions:-

- (i) Experience of successfully completing at least 3 studies with Central/State Governments in last 5 years ending 31.03.2019.
- (ii) minimum annual turnover of Rs.10 crore during the last 3 financial years (However, the Govt. Research Institutions are exempted from this eligibility condition, and
- (iii) Having qualified and experienced key personnel (doctorate with post doctoral experience of minimum five years in agriculture/soil science and/or allied subjects/statistics/economics).

4. Clarification and Amendment of RFP Document

- 4.1** Consultants may request, 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 by **02.09.2019** at organicfarmingcell@gmail.com. The Client will respond in writing or by e-mail and post all such clarifications on the website <http://www.agricoop.nic.in>.
- 4.2** At any time before the submission of proposals, the Client may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all Consultants. Consultants shall acknowledge receipt of all such amendments. To give the Consultant reasonable time in which to take an amendment into account in their proposals, the Client may, if the amendment is substantial, extend the deadline for the submission of proposal.
- 4.3** Pre-bid meeting may be convened tentatively on **03.09.2019** to clarify any concerns; bidders may have, with the solicitation of documents, scope of work and other details of the requirement of RFP. This meeting will be formal and the results of the pre-bid meeting will be made available in writing to all prospective bidders.

5. Conflict of Interest

- 5.1** The Employer requires that Consultants 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.
- 5.2** Without limitation on the generality of the foregoing, Consultants 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:

Conflicting Activities: A consultant or any of 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 of its affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.

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

Conflicting Relationships: A Consultant 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.

- 5.3** Consultants 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 Consultant 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 Consultant during bidding process or the termination of its contract during execution of the assignment.

6. Unfair Advantage

If a shortlisted Consultant 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 '5' above, the Employer shall make available to all short-listed Consultants together with the RFP all information that would give such Consultant any competitive advantage over competing Consultants.

7 Proposal

Short-listed Consultants shall submit only one proposal for this project. If a Consultant submits or participates in more than one proposal, such proposals shall be disqualified.

8. Proposal Validity

Consultants' proposals must remain valid for 90 days after the submission date. During this period, Consultants shall maintain the availability of professional staff nominated in the proposal and also the financial proposal unchanged. The Client will make best effort to complete negotiations within this period. Should the need arise; however, the Client may request Consultants to extend the validity period of their proposals. Consultants who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their financial proposal during the extended period. Consultants who do not agree have the right to refuse to extend the validity of their Proposals. Under such circumstance, the Employer shall not consider such Proposal for evaluation.

9. Preparation of Proposal

- 9.1** The proposal as well as all related correspondence exchanged by the Consultants and the Employer shall be written in English language, unless specified otherwise.
- 9.2** In preparing their Proposal, Consultants 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.
- 9.3** While preparing the Technical Proposal, Consultants must give particular attention to estimated number of Professional staff months for the Assignment/job as shown in the Section 3 of the RFP.
- 9.4** Depending on the nature of the assignment/job, Consultants are required to submit a Technical Proposal (TP) in forms provided in Section 4.

Submission of the wrong type of Technical proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicative in the following para from (a) to (h) using the attached Forms in Section 4.

- a) Form TECH-1 in Section – 4 is a sample letter of technical proposal which is to be submitted along with the technical proposal.
- b) A brief description of the consultant's organization will be provided in Form TECH-2. In the same form, the Consultant will provide details of experience of assignments which are similar to the proposed assignment/job as per the TOR. For assignment/job, the outline should indicate the names of Professional staff who participated, nature and duration of the assignment/job, contract amount, and consultant's involvement. Information should be provided only for those assignment/jobs for which the Consultant was legally contracted by an Employer as a corporation or as one of the major firm/entity within a joint venture. Assignment/jobs completed by individual professional staff working privately or through other consulting consultancy cannot be claimed as the experience of the Consultant, or that if the Consultant's associates, but can be claimed by the Professional staff themselves in their CVs. Consultants should substantiate the claimed experience along with the proposal and must submit letter of award/ copy of contract for all the assignments mentioned in the proposal.
- c) Comments and suggestions on the Terms of Reference including workable suggestions that could improve the quality /effectiveness of the assignment/job/ if any are to be provided in Form TECH 3 of Section 4.
- d) A description of the approach, methodology and work plan for performing the assignment/job covering the following: technical approach and

methodology, work plan, project organization and availability of experts, and transfer of knowledge/training. Guidance on the content of this section of the Technical Proposals is provided under Form TECH -4 of Section 4. The work plan should be consistent with the Work Schedule (Form TECH-7 of Section 4) which will be shown in the form of a Gantt chart the timing for each activity.

- e) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in Form TECH-5 of Section 4.
- f) CVs of the Professional staff as mentioned in para 9.4(e) above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TECH-6 of Section 4).
- g) Estimates of work schedule should be given in Form TECH-7 of Section 4.
- h) Information relating to “conflict of interest” should be furnished in Form TECH-8 of Section 4.

The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information shall be declared as non-responsive.

Financial Proposals: The Financial Proposal shall be prepared using the prescribed Forms in Section 5. It shall list all costs associated with the assignment/job, including (a) remuneration for staff and (b) reimbursable expenses such as travel cost, applicable taxes etc. The financial proposal shall be rejected summarily, if found not in the prescribed forms.

10. Taxes – The Consultant 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 consultant in the financial proposal.

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

12. Earnest Money Deposit (EMD) and Performance Guarantee

12.1 Earnest Money Deposit

- i) An earnest money of Rs. 2,00,000 (Rupees two lacs only) in the shape of bank draft /demand draft in favour of PAO (Sectt.I), Department of Agriculture, Cooperation & Farmers Welfare payable at New Delhi in the technical bid.

- ii) Proposals not accompanied by EMD shall be declared as non-responsive.
- iii) No interest shall be payable by the Employer for the sum deposited as EMD.
- iv) The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

12.2 Forfeiture of EMD

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

- i) If the proposal is withdrawn during the validity period or any extension agreed by the Consultant thereof.
- ii) 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.
- iii) If the consultant tries to influence the evaluation process.

13. Performance Guarantee

The selected consultant 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.I), 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 Consultant on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

14. Submission, Receipt and opening of Proposal

- a. 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.
- b. An authorized representative of the Consultants shall initial all pages of the original Technical and Financial Proposals. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

- c. The original and three copies of the Technical Proposal shall be placed in a sealed envelope clearly marked “TECHNICAL PROPOSAL” for Study on Organic Farming. Similarly the original Financial Proposal shall be placed in a separate sealed envelope clearly marked “FINANCIAL PROPOSAL” followed by the name of the project.
- d. The envelopes containing the Technical proposals, Financial Proposals and EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, and reference number clearly marked “DO NOT OPEN BEFORE TIME as is indicated in above paras.
- e. The Client shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This shall lead to rejection of the Proposal.
- f. If the Financial Proposal is not submitted in a sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.
- g. The proposals must be submitted in person to the addressee indicated in the RFP and received by the Client not later than the time and the date indicated or any extension to this date.
- h. Any proposal received by the Employer after the deadline for the submission shall be returned unopened. Technical Proposals will be opened on the date and time indicated in the RFP and in the presence of the representatives of the Consultants who wish to attend.

15. Bid Evaluation criteria and selection procedure

The evaluation of the submitted proposals shall be carried out in two stages, i.e. Technical and Financial.

15.1 Evaluation of Technical Proposal

- a. The technical evaluation of the proposals shall be undertaken by the Consultancy Evaluation Committee (CEC). The CEC shall evaluate the Technical Proposals by awarding marks for the following parameters :-
 - (i) Past experience including number of assignments handled by the firm similar to the area of assignment (25 marks)
 - (ii) Methodology, work plan and understanding of TOR (50 marks)

- (iii) Educational qualifications and experience of the key professionals (25 marks).
- b. Only applicants obtaining a total score of 70 (on a maximum of 100) or more on the basis of criteria for evaluation given in (a) above would be declared technically qualified.
- c. The short-listed Consultants will be invited to present their proposals before the Consultancy Evaluation Committee (CEC).
- d. A proposal shall be considered unsuitable and rejected at the stage of Technical Evaluation if it does not meet the minimum technical standard on the above aspects as may be decided by the CEC.
- e. After completing the technical evaluation, the Member Secretary of CEC shall notify those consultants whose proposals meet the minimum technical standards.

15.2 Evaluation of the Financial Proposal

(i) Financial proposals of only those consultants which are declared technically qualified shall be opened publicly, on the date and time specified in the Datasheet, in the presence of the consultants' representatives who choose to attend. The name of the consultants, their technical score (if required), and their Financial Proposal shall be read aloud.

(ii) The CEC 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.

15.3 Method of Selection:

In deciding the final selection of the consultant, the technical quality of the proposal will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those consultants who qualify technically 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 proposal shall be allocated a weightage of 30%. For working out the combined score, the employer will use the following formula:

Total points: $(0.7 \times T(s)) + (0.3 \times 100 \times \text{LEC/EC})$, where T(s) stands for technical score, EC stands for Evaluation Cost of the Financial Proposal, 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 (H-1) 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 were received and the Consultancy Evaluation Committee awarded 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: $100 \times 100 / 120 = 83$ points

B: $100 / 100 = 100$ points

A: $100 / 110 = 91$ points

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

Proposal A: $75 \times 0.7 + 83 \times 0.3 = 77.4$

Proposal B: $80 \times 0.7 + 100 \times 0.3 = 86$

Proposal C: $90 \times 0.7 + 91 \times 0.3 = 90.3$

Proposal C would be considered the H1 and would be recommended for negotiations, if considered necessary for approval.

15.4. The final award shall be subject to the discussion on the Terms of Reference methodology, staffing, inputs of the CEC and various other terms & conditions of contract as stated in the Common Agreement Format of the Department given in the Appendix. The discussion, however, shall not substantially alter the original TOR and the final TOR shall form part of the contract.

15.5. The selected Agency will not be allowed to substitute core staff without the consent of the CEC. If it is established that the core staff were offered in the proposal without confirming their availability, the consultant will be disqualified and the process will be continued with the remaining proposals. If the process, for whatever reasons, failed to result in an acceptance contract with the selected Agency, the CEC shall terminate discussion with that Agency and may make the selection from amongst the remaining proposals.

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

15.7. The CEC may cancel the bid and reject all proposals without assigning any reasons at any stage of the tender process.

16. Facilities to be provided:

The State Department of Agriculture would use its good offices to assist the Agency in obtaining requisite information from the offices concerned of the State.

17 Negotiations

Negotiations, if considered necessary, shall be held only with the consultant who shall be placed as H- 1 bidder after combined evaluation of the Technical and Financial Proposal. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the consultant. Date and Time for negotiation shall be communicated to the H-1 consultant. Representatives conducting negotiations on behalf of the consultant must have the written authority to negotiate and conclude the contract.

18. Award of Contract

After completing negotiations the Employer shall issue a Letter of Intent to the selected Consultant and promptly notify all other consultants who have submitted proposals about the decision taken.

The consultant will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of consultant), within 15 days of issuance of the letter of intent.

The Consultant is expected to commence the assignment/ job on the date of signing the contract .

19. Confidentiality

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the consultants 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 Consultant 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.

20. Payment Terms The terms of payment would be linked to the deliverables of the project, and are specified in the other terms and conditions (Section 6).

21 Period of Engagement The Agency will be engaged for five months period with effect from signing of MOU.

If, the Agency does not fulfill the terms and conditions of tender, or, there is delay in submission of reports, or, there is lack of quality in work, no extension will be given to the Agency to conduct evaluation.

22. Penalty Clause-

If the agency/organization/institutions is not able to complete the evaluation in time and/or is unable to furnish the reports in time the agency would be liable to be penalized as follows:

For delay: 1% of the fee (excluding taxes) per week or part of it subject to maximum of 10% of contract value.

Section -3

Terms of Reference

Terms of Reference

1. Organic Farming – an Introduction

Starting with just 4200 ha area in 2003-04 under organic farming, India is now the 7th largest in terms of cultivated area (1.7 million ha) under organic and first largest (1.01 million –producers) in terms of total number of producers. Initial years in the growth story of organic farming were export centric and certification was the main support activity from the Governments. But over years organic farming sector has attracted significant attention of not only of the producers, certifiers and exporters but also of policy planners, regulatory and certification authorities, education, research and development sector, value addition industries, marketing forces targeting export and domestic market, event management companies, middlemen, aggregators, quality analysis laboratories and finally of the consumers.

1.1 Current scenario

At present India had brought more than 27.70 lakh hectares in the country including 5.98 lakh hectares under Paramparagat Krishi Vikas Yojana (PKVY), 0.639 lakh hectares under Mission Organic Value Chain Development for North Eastern Region (MOVCDNER) , 19.38 lakh hectares under National Program for Organic Production (NPOP) of APEDA and 1.70 lakh hectares under other initiatives. The total number of farmers registered under organic farming in the last three years and in current year is 15.14 lakh. Due to favourable climatic conditions, practically almost all types of commodities are being grown under organic.

Central and state Governments are also supporting for the promotion of organic farming and more than 13 states have drafted policies for promotion of organic farming. MoA&FW is promoting organic farming through its central schemes PKVY and MOVCDNER, details of which are available at this Ministry's website <http://www.agricoop.nic.in>. APEDA is also supporting organic farming through its infrastructure development scheme. State Governments are also supporting the initiatives in various ways through their state plans.

2. Objectives of the Study

Interestingly, in spite of rapid growth of the organic farming sector in the country, the information available is limited to area under two certification systems, quantum of production and quantum of exports.

During last few years domestic market has also seen rapid growth and many companies have started the marketing of organic products under their brand names. States have also come up with their brand name under central/state schemes. But there is no authentic information on the size of market, commodities being traded, value addition and marketing strategies. Similarly there is no information on consumer perception or preferences and their trust in existing certification systems, availability of produce against the demand, cities of demand centres, commodities being preferred etc.

Besides the farmers under certification process, there are large numbers of farmers who are doing organic farming and selling their produce in local markets through direct contacts. Such farmers are also not known and in the absence of information their contribution is largely ignored and not accounted for.

Keeping in view of the growing importance of the sector and paucity of information, it is essential that a systematic study is carried out to ascertain total area under organic farming, quantum & market size, perception of farmers/consumers/domestic marketers/exporters alongwith a focus on quality/pricing/logistic requirements, challenges with reference to all stake holders and possible suggestions in order to promote organic farming with a motive to provide quality product, better returns to the farmers and to capture the potential export market. It is required to bring out a compilation that can serve as authentic source of information.

3. Scope of the Study

1. Overall status of organic farming in the world in terms of area, production, markets, commodities and countries with largest shares;
2. Status of organic farming in India – history, growth in area, production and commodities (region and state-wise);
3. Central and State government policies (main features) and the outcome of such policies;
4. Reasons, incentives/ disincentives for irregular growth among different states;
5. Institutions developed and their contribution in terms of research, development, marketing, inputs and support to farmers including formation of FPO/FPCs;
6. Quality assurance systems and regulatory scenarios;
7. Estimation of area considered default organic or near to organic (synthetic inputs free), commodities being grown, their quality and market potential;
8. Current market size in terms of important commodities, quantity and market value, region-wise and state-wise with sample survey based assessment of markets in important metro cities and tier II cities;
9. Important market players in domestic and export market and their contribution;
10. India's export potential in organic agriculture products, future growth potential and forecasts with focus commodities;

11. Consumers perception regarding organic food, preference for organic products, inclination to buy organic food at premium prices and trust in certification systems;
12. Perception of exporters and domestic retail chain operators about potential availability of commodities, quality, pricing, logistics and long term prospects of organic trade in the country;
13. Farmers perception about organic farming, willingness to adopt, impact of organic management in their yields, marketability, social status and economics;
14. Trend of price premiums received by farmers in the past and their minimum expectations, keeping cost of production as base value. Their inclination and incentive to continue with it;
15. Major challenges for farmers and farmer producer companies and their possible solutions/suggestions;
16. Major challenges for exporters/domestic retail chain operators and possible solutions/suggestions;
17. Sample success stories in organic production;
18. Sample success stories in marketing (a) large retail chain operators, (b) small local marketing initiatives and (c) farmers direct marketing initiatives; and
19. Future forecasts on:
 - a. Size of markets in domestic and export sector
 - b. India's inherent strength and target commodities
 - c. Market trends and consumer preferences
 - d. Constraints in production and marketing
 - e. Support institutions needed with their possible roles
 - f. Support structure/schemes from Governments
 - g. Potentialities of converting large area under organic and its impact on the overall agricultural and food scenario in the country.

4. Coverage and Sampling Size:

- (i) All States/UTs
- (ii) Sample size:
 - (a) Minimum 500 organic farmer groups and 100 non-organic farmer groups in each State/UT (representing different districts and commodities)
 - (b) Minimum 100 consumers in each Metro & Tier II cities
 - (c) Coverage of all stake holders i.e. producers, marketers in domestic and international market, retail chain operators, processors, input suppliers, policy makers at Central/State level etc

- (d) Analysis of value chains for different category of commodities
- (e) Analysis of all certification systems of organic farming in India and the major countries

5. Approach and Research Design

The study should make integrated use of both primary and secondary data. The status of organic farming/area in the country and in the world, current/potential domestic & export market, production cost, pricing trends can be analyzed with the use of authentic secondary data sources whereas primary data will be required to assess farmers/consumers perceptions, requirements of traders/retailers/marketers/producers etc.

6. Deliverables

All data collected and analysis thereof on the objectives and scope of the study should be documented in the form of a detailed report. The report should invariably contain methodology adopted, sample size covered in each category, use of analytical tools etc. in undertaking the study, recommendations and Executive Summary. The consultant should provide 50 hard copies each of the final report and the Executive Summary along with a soft copy. The consultant will also submit a mid-term report to monitor and review the progress of the study. The consultant will also make presentation on the report before the senior officers of the DAC&FW.

Section 4

Technical Proposal Forms

LETTER OF PROPOSAL SUBMISSION

Location:

Date:

To,

The Deputy Secretary (INM)
Ministry of Agriculture & Farmers Welfare,
Room No. 233, Krishi Bhawan,
New Delhi -110001.

Dear Sir / Madam,

We the undersigned, offer to undertake the study on 'Organic Farming' in accordance with your Request for Proposal dated (Insert Date). We have uploaded our proposal online and are hereby submitting hard copies of the same, which includes a technical Proposal and a Financial Proposal sealed under a separate envelope and requisite EMD. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

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

Yours sincerely,

Authorized signature (in full and details):

Name and Title of Signatory:

Name of Firm/entity:

Address:

CONSULTANT'S ORGANISATION AND EXPERIENCE

A- Consultant's Organization

(Provide here a brief description of the background and organization of your firm/institution/entity and each associate for this assignment/job. The brief description should include ownership details, date and place of incorporation of the consultancy (attach certificate), objectives of the consultancy etc. Also if the consultant has formed an Association, details of each member of the Association, name of lead members etc. shall be provided).

1. General Information

1.1 Information about the Consultancy (s)

Name

Address

Telephone Number

Fax Number

Email Address

1.2 Size of the Consultancy(s)

Provide turn-over 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- Consultant's Experience

2.1 Specific experience of undertaking studies with Central Government, State Government.

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

Please cite only maximum 3 relevant projects. If more than 3 projects citations are provided, only the first three will be considered for the purpose of evaluation (Max 9 marks).

2.2 Experience of working with Central Government and State Government on Organic farming, Balanced use of Fertilizers, Integrated Nutrient Management and market management related projects.

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

Please cite only maximum 3 relevant projects. If more than 3 projects citations are provided, only the first three will be considered for the purpose of evaluation (Max. 9 marks).

2.3 Specific experience of working with International organizations

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

Please cite only maximum 2 relevant projects. If more than 2 projects citations are provided, only the first three will be considered for the purpose of evaluation (Max.7 marks).

Format for giving information in respect to 2.1 to 2.3 above -

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. To Cr. > Cr.
Country 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 Consultants:
Name of associated Consultants, 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:	

COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE

A – On the Terms of Reference

(Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point.

B- On Inputs and Facilities to be provided by the Employer

The Employer would render necessary support in terms of information/discussions/documents/ field visits/ coordination with other agencies and logistics, wherever considered necessary in completion of the Project. The employer will interact with the Consultant for exchange of documents/ information and discussion

DESCRIPTION OF APPROACH, METHODOLOGY, WORK PLAN, PROJECT ORGANIZATION FOR PERFORMING THE ASSIGNMENT/JOB

Technical approach, methodology, work plan, project organization are key components of the Technical Proposal. The Consultant must present his/her Technical Proposal divided into the following four components:

- a) Technical Approach and Methodology (Max. 15 marks)
- b) Work Plan, and (Max. 25 marks)
- c) Project organization and availability of experts (Max. 10 marks)

a) **Technical Approach and Methodology:** In this section, the consultants should explain their understanding of the objectives of the assignment/ job, approach to the assignment/job, methodology for carrying out the activities (including proposed research design) and obtaining the expected output, and the degree of detail of such output. The consultants should highlight the problems being addressed and their importance, and explain the technical approach they would adopt to address them. The consultants should also provide an overview of tools and methodologies that they propose to adopt for evaluation.

b) **Work Plan:** The consultant 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 consultant should propose and justify the structure and composition of his/ her team. He/ she should list out the main disciplines of the assignment/ job, the key expert responsible, and proposed technical and support staff. More specifically, please provide an overview on senior leadership coverage and commitment.

TEAM COMPOSITION AND TASK ASSIGNMENT**Professional Staff**

S. No.	Name of Staff	Area of Expertise	Post/Task Assigned for this job

Note:- Evaluation of the above proposed staff would be considered as per the following:-

- 1) General qualifications (general education, training, and experience): **Max. marks 10**
- 2) Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments) **Max. marks 15**

CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

[For each position of key professional, separate form Tech-6 will be prepared]

2. Name of Firm/entity:

(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.]:

From [Year]:

To [Year]:

Employer:

Positions held:

12. Detailed Tasks 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 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 willful 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]:

WORK SCHEDULE

S. No.	Activity Months			Total Months
	1	2	3	
1				
2				
3				
4				
5				
6				
7				
8				

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.

**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 para 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 indulged in any such activities which can be termed as the conflicting activities under para 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.

Signature [in full and initials] of Authorized signatory:

Name and Title of Signatory:

Name of Consultancy agency:

Address:

Section- 5

Financial Proposal Forms

Financial Proposal Submission Form

Location

Date

To,

The Deputy Secretary (INM)
Ministry of Agriculture & Farmers Welfare,
Room No. 233, Krishi Bhawan,
New Delhi -110001.

Dear Sir,

We, the undersigned, offer to provide the consultancy assignment/job for undertaking a study on 'organic farming' in accordance with your Request for Proposal dated [Insert Date]. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures]. 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 (as given in para 8 of Section 2 i.e. **Instruction to the Consultant**).

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

Yours sincerely,

Signature [In full and initials] of Authorized signatory:

Name and Title of Signatory:

Name of Consultancy:

Address:

Summary of Costs

S. No.	Particulars	Amount in Indian Rupees(In words)	Amount in Indian Rupees (In figures)
1	Remuneration		
2	Reimbursables		
3	Miscellaneous expenses		
4	Taxes and Duties		
5	Total		

Authorized Signature:
 Name:
 Designation:
 Name of firm/entity:
 Address:

Section 6

Other Terms and Conditions

Other Terms and Conditions

1. 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 DAC&FW or non-extension of agreement. For factors beyond the control of the institution given the assignment, suitable extension in time may, however, be granted at the request of the institution.
 - (ii) The Government 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 organization will include service tax and other tax, if any, and the liability of payment of the tax will be the Institution conducting the study.
 - (iv) 50 hard copies of the final report, along with 50 hard copies of the executive summary and CDs containing the final report shall be submitted before releasing the final installment of payment.
 - (v) During the assignment period Government 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 institution concerned without prior approval of the Government.
 - (vii) In case of the change of consultant/team leader during the currency of study, the new consultant/team leader may be appointed by the Institution with the prior approval of the Ministry.
 - (viii) The raw data/processed data finding should not be disclosed by the Institution to any third party without prior approval of the Government.

2. **Budget/Payment Schedule:**

Schedule for release of payments will be as under:-

- (a) **First Installment** : 40% of the quoted fee on signing of the agreement shall be made at the time of acceptance of this proposal. However, as required under the provision of General Financial Rules of Government of India, the firm/agency is required to submit BG equivalent to the amount of advance.
- (b) **Second Installment**: 30% of the fees, subject to (a) submission of draft report including executive summary within the time from stipulated in the agreement and (b) a presentation on the draft report to be made before the DAC &FW at New Delhi and the draft report being found to be generally acceptable.
- (c) **Third and Final Installment**: Balance 30% on submission of the final report and a presentation on the report to be made before the DAC&FW at New Delhi and subject to acceptance.

3. **Eligibility of consortium:**

The invited agencies are allowed to include other organizations or individual not belonging to their firm in their core team for implementing the assignment.

- 4. That the Consultancy Organization will utilize the above amount only for the purpose for which it is sanctioned.
- 5. That the Consultancy Organization shall maintain a separate account of the money received for this purpose from the Department and have the final accounts audited by the Government Auditors (in case its accounts are subjected to audit by Comptroller & Auditor General of India) or by a Chartered Accountant. The accounting audition arrangement for the study will be the same as prevailing in respect of other Government consultancy projects undertaken by it.
- 6. The Consultancy Organization shall neither accept nor apply for financial assistance from any other source towards this study.
- 7. That the Consultancy Organization will not purchase or acquire any durable assets like photocopiers, computers, etc. out of the sanctioned amount.

8. That the Consultancy Organization also agrees to carry out the assignment with high professional standards of competence and integrity having due regards to the nature and purpose of the assignment and to ensure the staff assigned to perform the services under this Agreement will conduct themselves in a manner consistent therein.