

NATIONAL RURAL LIVELIHOODS PROMOTION SOCIETY (NRLPS)

Ministry of Rural Development, Government of India

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New Delhi
21st February 2018

CPP Reference No: 2018_NRLM_295139_1

Ref No: NRLM/Livelihoods/2/2018

File No: J-11011/03/2016-RL-Part(2)

Letter for Expression of Interest

For empanelment of Technically Qualified Consulting Firms experienced in promoting Value Chain with specific focus on Market Linkages for provision of technical support to State Rural Livelihoods Missions in the implementation of Value Chain Projects under DAY-NRLM.

Dear Sir/Madam,

1. Letters of Expression of Interest are invited from qualified and experienced consulting firms who wish to Empanel with National Rural Livelihoods Mission (NRLM) to promoting Value Chain with specific focus on Market Linkages and to work with various State Rural Livelihoods Missions (SRLM) under DAY-NRLM

2. Background:

The Government of India is implementing DEEN DAYAL ANTYODAYA YOJANA – National Rural Livelihoods Mission (DAY-NRLM) under the Ministry of Rural Development (MoRD) with the objective of alleviating rural poverty in the country. The Mission is implemented by the States through specially created implementation architecture at the state, district and block levels. As of December 2017, all 29 States are implementing DAY-NRLM.

Under NRLM, value chain development intervention with specific focus on creating market linkages have been taken up as one of the key livelihood promotion strategy. The SRLMs are in the process of implementing such interventions and several such projects are also under development in various states. It is envisaged that SRLMs would require technical assistance in the areas of the developing market linkages, promotion of producer enterprises, development of viable business plans and also provision of initial handholding/ implementation support for operationalizing the business plans of the producer enterprises which are essentially operating at the grassroot level.

3. National Rural Livelihoods Promotion Society (NRLPS)

NRLPS is an autonomous society under the Ministry of Rural Development, Government of India. The society has been established to provide technical and professional support to State Missions in implementation of NRLM. NRLPS is registered under the Societies Registration Act, 1860 and is funded during the project period from the World Bank Credit. NRLPS receives funds in the form of grants from the Ministry of Rural Development under the provisions made for NRLP.

NRLPS now, seeks to empanel technically qualified consultancy firms competent to develop value chain with specific focus on market linkages and will to work with State Rural Livelihoods Missions in the implementation of Value Chain and market linkage related projects.

4. The objective of the Consultancy Services

As part of promotion of livelihoods of the poor, MORD/NRLPS seeks to support rural women in the Value Chain with specific focus on Market Linkages to ensure substantial increase in income of the poor on a sustainable basis. In order to develop value chain and strengthening market linkage, the Mission seeks to engage the services of technically qualified consulting firms to provide technical assistance to various state missions and to support community based organisations.

It is proposed to empanel technically qualified consulting firms experienced in promoting Value Chain with specific focus on Market Linkages to work with various State Rural Livelihoods Missions (SRLM) to design and implement community owned sustainable enterprise models on market linked interventions in farm/ non-farm sectors.

The empanelled consulting firms, finally contracted by respective State Rural Livelihoods Missions are required to

- a. Providing advisory and implementation support to the SMMU in the design and implementation of value chain development interventions including identification of commodities, business plan development; market analysis; financial analysis, cost benefit analysis and facilitating preparation of detailed implementation report (DIR) etc.
- b. Identifying key market players and helping the producer enterprises to build linkages with them for remunerative prices for producers;
- c. Facilitating access to technology to address critical gaps in farm gate value addition/post-harvest processing, marketing etc.
- d. facilitating partnerships development/linkages with key knowledge/technology institutions, private firms, marketing institutions;
- e. Development of manuals; standard operating procedures, for smooth functioning of producer enterprises;
- f. Work closely with the National and State Mission in the roll out of value chain and market linkage initiatives etc.,

5. Process of Empanelment and contracting the services

During FY 2016-17, NRLPS had undertaken empanelment of technically qualified consulting firms and notified 4 technically qualified consulting firms as “empanelled agencies” for provision of technical support to State Rural Livelihoods Missions in value chain development and market linkage. The State Missions of Chhattisgarh, Maharashtra, Odisha and West Bengal had hired the empanelled agencies for value chain development and market linkage. The empanelment undertaken during FY 2016-17 was expired in September 2017.

Promotion of value chain and market linkage is one of priority areas of this Ministry and State Rural Livelihoods Missions require technical support in the implementation of value chain and market linkage initiatives. In order to allow State Missions to quickly hire the services of technically qualified agencies, it is envisaged to run a second round of empanelment.

NRLPS and SRLMs will undertake following steps to empanel and to contract the services of suitable Technical Support Agency for developing commodity value chain and market linkage for State Rural Livelihoods Missions.

- **Evaluation of EOIs by NRLPS:**

Receipt and evaluation of EOIs and prepares long list of suitable consultants;

- **Issue of RFP and Technical Evaluation by NRLPS:**

Seeks Request for Proposal from all the consultants who are meeting the desirable criteria indicated in para 5 below. At the RFP stage, consultants are required to submit only a technical proposal. As per the provisions of RFP, NRLPS will undertake technical evaluation of the proposals and prepare top 10 technically qualified consulting firms and considers such agencies as “Empanelled Agencies”.

- **Contracting the services of empanelled agencies by SRLMs:**

NRLPS will circulate the list of empanelled agencies to all the State missions. Respective State Mission will seek (i) commercial proposals and (ii) a letter confirming the availability of the personnel originally proposed by the agency from all the agencies empaneled by NRLM. Agency offering **Least Cost** will be contracted by the State Mission. A shortlisted consulting firm will be considered for hiring for a maximum of three State Missions, provided they have key professionals to place on a full time basis. The empanelment carried out by NRLPS shall be valid for three years, unless terminated earlier.

6. Criteria for Empanelment of Firms/Agencies/Organisations

Letters of Expression of interest are invited from qualified and experienced consulting firms/agencies/organisations who wish to consider for empanelment by NRLPS for developing Commodity Value Chain and Market Linkages for various State Rural Livelihoods Missions. Interested firms/agencies/organisations should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The short listing criteria are as follows:

Mandatory criteria

1. Experience (minimum 5 years) in developing market focused Value Chain for agriculture and allied activities and/or Non Timber Forest Produce (NTFP) products in at least three states.
2. The organisation should have implemented/Provided Technical Assistance in the development of value chain and market linkages for at least one project with a minimum annual outlay of Rs.20 crore (Outlay of the project in which the consultant was directly associated as a primary partner/service provider).
3. The organisation should have cumulatively, in the last 3 years, supported market linkages or value chain interventions for at least two agro commodities/NTFP products with a minimum turnover of Rs.1.00 crore. Details of market linkages developed and value chain interventions designed and supported need to be provided. EOIs without these details will not be considered.
4. The organization should have an annual average turnover of Rs. 3.00 crore in the last three years.

Consultants are required to provide details supporting their claims.

Desirable

Preference will be given to the following agencies

1. Having established producer enterprise for value chain development and market linkage interventions with strong business models with an annual average Rs. 5.00 crore turnover of the enterprise.
2. The organisation should have adequate human resources with demonstrated capacity of topline and bottom line management.
3. Preference will be given to the agencies/firm having demonstrated ability to build partnerships with private sector/agribusiness firms etc.

Consultants may note that EOIs received will be evaluated and a long list will be prepared. Agencies not meeting the mandatory criteria will not be considered for evaluation. Please note that no proposals are required now.

7. Consultants may associate with other firms / agencies/ organizations in the form of a joint venture or a partnership or association to enhance their qualifications. Consultants or associations of consultants, who are interested in being considered for the assignment, should submit information of all the parties in the format indicated in the attachment to this letter for expression of interest.
8. The attention of interested Consultants is drawn to Manual for Procurement of Consultancy & Other Services 2017, issued by Ministry of Finance, Government of India and the provisions of GFR 2017.
9. A Consultant will be selected in accordance with the Least Cost Selection (LCS) method.
10. Further information can be obtained at the address below during office hours [10:00 to 17:30 hours].

11. The EOI must be delivered in written form in the prescribed form (see Annexure -1 & 2) along with a soft copy in a CD/DVD addressed to The Mission Director, NRLM and CEO, NRLPS, MORD, GOI on the address provided below. The Eoi is to be submitted with details and evidence related to the selection criteria listed above in a sealed envelope clearly indicating Eoi submission for “Empanelment of Technically Qualified Consulting Firms Competent to Develop Commodity Value Chain and Market Linkages for various State Rural Livelihoods Missions. EOI should be submitted to the undersigned on or before **9th March 2018**. Consultants are required to submit the EOI along with a cover letter, duly filled Annexure-1 & 2 provided along with this EOI and necessary supporting documents. Incomplete EOIs and EOI responses received after the specified date and time will not be considered.

The Chief Executive Officer,
National Rural Livelihoods Promotion Society (NRLPS)
Ministry of Rural Development, Government of India
6th Floor, Hotel Samrat
Kautilya Marg, Chanakyapuri, New Delhi - 21

Please note that no proposals are required now. On the basis of information provided by interested consultants, the Mission will prepare a shortlist of 6 consultants who will be invited to submit proposals.

Annex –1: Format for Organizational Profile

Name of the Assignment:

Date of advertisement:

CPP Reference No:

(Note: Consultants submitting the EOI as a joint venture or intended to form a joint venture should provide the details of all the partners)

A – Consultant’s Profile (Maximum 2 pages)					
1.	Name of the Organization				
2.	Postal Address				
3.	Telephone: Mobile / Fax/ E-mail Website;				
4.	Contact Person name and designation with contract details				
5.	Registration Details: Registered on (Date) Legal status (for profit company; not for profit company; registered trust; registered trust; others (specify)	Provide copy of the registration certificate, PAN , Board of Directors, Executive Committee Members, General Body members, brief profile and latest annual report			
6.	GST Registration No and place of registration	Please attach copy of the GST registration no.			
7.	No. of completed years				
8.	Financial Capacity: Average <u>Annual Turnover</u> of lead consultant must be more than Rs.3.00	Provide the turnover of organization (on the basis of the audited accounts) in the last three financial years in Indian Rupees.			
		2016-17	2015-16	2014-15	Total

crores during the last three financial years. EOs with less than Rs.3.00 crore average turnover will not be considered. (Enclose Audited financial reports).				

B- Consultant's Experience (Maximum 10 pages)

1. Details of livelihoods projects for which the consultant has provided technical support in value chain and market linkages. Please attach a letter issued by the client certifying completion of the assignment. For the purpose of evaluation, only the completed projects will be considered. (may add more rows, if required). Consultants are required to provide details.

Name of Project/ Project annual outlay in Rs.	Client	Services Provided / Geographical area covered (name of the states where the Technical support is provided by the consultant	Area of Services provided ¹	Duration of Assignment and status as of December 17		Value of Contract (in INR)
				Effective date of original contract and Duration	Date of acceptance of final deliverables by the client	

¹ Please indicate the areas of services such as Agriculture/ Livestock/NTFP. A brief note on each project may be provided with the details of project beneficiaries, geographical area, agro climate zone, details of technical support provided etc.,

<p>Details of the projects supported by the consultant in the development of market linkages or value chain interventions for <u>at least two</u> agro commodities/Livestock interventions/NTFP products with a minimum turnover of Rs.1.00 crore in the last three years. Please attach a brief note on each project.</p>																									
Name of Project/ Project annual outlay in Rs.	Client	Services Provided	Duration of Assignment and status as of March 16	Provide the details of value chain development project/ market linkages	Turnover of the value chain intervention/ market linkage																				
<p>3. Details of Key staff available (excluding office admin staff)</p> <table border="1"> <thead> <tr> <th>Category (provide each branch and partner wise details)</th> <th>No.</th> <th>No. of Senior Professionals</th> <th>No. Of filed staff</th> <th>No. of Associates/ Consultants</th> </tr> </thead> <tbody> <tr> <td>Head office</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Branch office</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>						Category (provide each branch and partner wise details)	No.	No. of Senior Professionals	No. Of filed staff	No. of Associates/ Consultants	Head office					Branch office					Total				
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Branch office																									
Total																									
3 A	<p>Key staff profile of the organization/s. Please provide details of the key staff with experience in developing commodity value chain and market linkages</p> <p>Detailed CVs are not required at EoI stage. among other information, the brief CVs should include the following information in the following format:</p>																								
	Name of the staff with education qualification																								

	Is he/she currently associated with the consultant? (Yes/No) if yes, provide nature of engagement (fulltime staff, part time staff, consultant etc)	
	Designation	
	Years of experience in the organization	
	Areas of expertise	
	Particulars of assignments handled	
	Particulars of service provided	

Signature of the authorised representative.

Annexure -2

Declaration

Date:.....

To whom so ever it may be concern

I/We hereby solemnly take oath that I/We am/are authorized signatory in the firms/ Agency/ Institute/ Company and hereby declare that "Our firms/ Agency/ Institute/ Company do not face any sanction or any pending disciplinary action from any authority against our firms/ Agency/ Institute/ Company or partners." Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization in past.

In case of any further changes which affect this declaration at a later date, we would inform the mission accordingly.

We also confirm that the details provided in our response to EOI are true. If the client finds at any time that the information provided is not correct, we shall be bound by any action that the client deems fit and appropriate including termination of contract.

Authorized Signatory

(with seal)