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 “Develop Commodity Value Chain and Market Linkages for various State Rural Livelihoods Missions” For National Rural Livelihoods Promotion Society (NRLPS), Ministry of Rural Development (MoRD), Government of India.

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. For ensuring that technical assistance and required implementation support is available under DAY-NRLM, the Government of India has availed a Credit from the World Bank for the National Rural Livelihoods Project (NRLP) which aims at providing support to DAY-NRLM. A portion of the credit proceeds is intended to be used for hiring the services of Technical Support Agency for Development of Commodity Value Chain and Market Linkages for State Rural Livelihoods Missions. It is also proposed that NRLPS will undertake empanelment of consultants for undertaking the task and list of empaneled consultants will be made available to State Rural Livelihoods Missions for contracting the services.

   Based on the recommendations made post the mid-term review of NRLP by World bank, it has been decided that a dedicated funding window of USD 45 million aimed at supporting value addition interventions to spearhead the livelihoods be created as part of NRLP. The dedicated funds coupled with more purposive planning by states is expected to Value added livelihoods strategies, foster new ideas and innovate channels for value addition under Livelihoods. A few proposals submitted by some states under the same fund have already been approved by empowered committee. The agency is expected to support the states in implementation of the proposals and also to help the states in developing new proposals for value chain interventions.

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.

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 development of Commodity Value Chain and Market Linkages. 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 developing value chain and market linkages to work with various State Rural Livelihoods Missions (SRLM) to focus on those areas which lead to improvements in value chain performance in farm sector in terms of: (i) increasing the quantity and improving the regularity and continuity of production; (ii) improving the quality and safety of products; (iii) reducing the time needed to reach the customer; (iv) minimizing transactional costs; and (v) improving the capacity of chain actors to follow and assimilate technology and market developments.

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

a. Providing advisory and hand holding support to the SMMU in the implementation of value chain development approaches/models; business plan development; market analysis; cost benefit analysis and facilitating preparation of detailed implementation report (DIR) etc.

b. Facilitating access to technology to address critical gaps in production, post-harvest and processing, marketing etc.

c. facilitating partnerships development/linkages with key knowledge/technology institutions, private firms, marketing institutions; 

d. capacity building and skills of key SMMU/DMMU/ BMMU, sub block level, CBO functionaries and community in Value Chain development;

e. Development of manuals; guidelines; good practice notes; knowledge materials or modify such material provided by MORD to suite the State Missions requirements and support and handhold the mission staff in the roll out etc.,

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**

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 EOI by NRLPS:**
  Receipt and evaluation of EOI 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 list of technically qualified consultants 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 two State Missions, provided they have key professionals to place on a full time basis.

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

1. Experience (minimum 5 years) in developing Value Chain for agriculture and allied activities, livestock or Non Timber Forest Produce (NTFP) products in large1 development projects;
2. Experience in off-farm enterprise-promotion related to livelihood activities with focus on value chain and market linkage driven interventions.
3. The organisation should have implemented/Provided Technical Assistance in the development of commodity value chain and market linkages for at least one development project with a minimum annual outlay of Rs.50 crore (Outlay of the project in which the consultant was directly associated as a primary partner/service provider).
4. The organisation should have cumulatively, in the last 3 years, supported market linkages or value chain interventions for at least two agro commodities/Livestock/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.
5. The organization should have an annual average turnover of Rs. 5.00 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 proven experience in promoting off-farm livelihoods, livestock and Non Timber Forest Produce in a large project [with an annual project outlay of Rs.50.00 crores or more] with a livelihood/ value chain development project supported/implemented by Government of India, State

---

1 Rural development project/ Livelihood Project with a minimum annual outlay of Rs.50 crore.
Governments, World Bank, United Nations or other International Organizations of repute.

2. The organisation should have adequate infrastructure and human resources with respect to the proposed project and should be willing to provide the undertaking for continuing working in the area for the project duration.

3. Preference will be given to the agencies/firm having demonstrated ability to build partnerships with private sector/agribusiness firms etc. with domain knowledge of and experience in Livelihoods Enhancement through development of value chain and market linkage interventions leading to a cumulative turnover of Rs.4.00 crores in the last three years.

Consultants may note that EoIs received will be evaluated and a long list will be prepared. Agencies not meeting the mandatory criteria will be not 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 paragraph 1.9 of the World Bank’s Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers (January 2011) (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

9. Further information can be obtained at the address below during office hours [10:00 to 17:30 hours].

10. 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 May 2016. 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
Annex -1: Format for Organizational Profile

Name of the Assignment:
Date of advertisement:

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

<table>
<thead>
<tr>
<th>A - Consultant’s Profile (Maximum 2 pages)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Name of the Organization</td>
</tr>
<tr>
<td>2. Postal Address</td>
</tr>
<tr>
<td>3. Telephone: Mobile / Fax/ E-mail Website;</td>
</tr>
<tr>
<td>4. Contact Person name and designation with contract details</td>
</tr>
<tr>
<td>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</td>
</tr>
<tr>
<td>6. No. of completed years</td>
</tr>
<tr>
<td>7. Financial Capacity: Average Annual Turnover of lead consultant must be more than Rs.5.00 crores during the last three financial years. EOI s with less than Rs.5.00 crore average turnover will not be considered. (Enclose Audited financial reports). Provide the turnover of organization (on the basis of the audited accounts) in the last three financial years in Indian Rupees.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>2014-15</th>
<th>2013-14</th>
<th>2012-13</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
B- Consultant’s Experience (Maximum 10 pages)

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

<table>
<thead>
<tr>
<th>Name of Project/ Project annual outlay in Rs.</th>
<th>Client</th>
<th>Services Provided</th>
<th>Area of Services provided</th>
<th>Duration of Assignment and status as of March 16</th>
<th>Value of Contract (in INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Effective date of original contract and Duration</td>
<td>Date of acceptance of final deliverable s by the client</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Details of the projects supported by the consultant in the development of market linkages or value chain interventions for **at least two** 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.**

<table>
<thead>
<tr>
<th>Name of Project/ Project annual outlay in Rs.</th>
<th>Client</th>
<th>Services Provided</th>
<th>Duration of Assignment and status as of March 16</th>
<th>Provide the details of value chain development project/ market linkages</th>
<th>Turnover of the value chain intervention / market linkage</th>
</tr>
</thead>
</table>

---

2 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.,
### Details of Key staff available (excluding office admin staff)

<table>
<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>

3 A Key staff profile of the organization/s. Please provide details of the key staff with experience in developing commodity value chain and market linkages.

Detailed CVs are not required at EoI stage. Among other information, the brief CVs should include the following information in the following format:

<table>
<thead>
<tr>
<th>Name of the staff with education qualification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is he/she currently associated with the consultant? (Yes/No) if yes, provide nature of engagement (fulltime staff, part time staff, consultant etc)</td>
</tr>
<tr>
<td>Designation</td>
</tr>
<tr>
<td>Years of experience in the organization</td>
</tr>
<tr>
<td>Areas of expertise</td>
</tr>
<tr>
<td>Particulars of assignments handled</td>
</tr>
<tr>
<td>Particulars of service provided</td>
</tr>
</tbody>
</table>

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)