

TERMS OF REFERENCE FOR THE STUDY ON DIFFICULTIES BEING FACED BY EXPORTERS IN SUPPLY CHAIN OF AGRI EXPORTS

Date: 28/10/2015

BACKGROUND : APEDA in order to increase the exports of horticultural products has been interacting with the exporters through various outreach programs. In these program, exporters had expressed about difficulties faced by them in supply chain of agriculture products. Hence, it has been decided to conduct a Study on the “Difficulties faced by the exporters in the supply chain of agriculture products”.

The Terms of reference for the proposed study are given below :

1. Interaction with the product associations and the leading exporters of each product sector i.e. Fresh Fruits and vegetables, Processed food sector, Animal products (Meat, poultry, dairy) sector, Cereals and organic sector in Maharashtra and Gujarat .
2. Interaction with concerned stakeholders i.e, seaport authorities like JNPT, Kandla port etc. , Airport authority, Customs, DGFT, NPPO, FSSAI, EIC, State Agriculture/Horticulture departments , Concerned State government department looking after food processing, State animal husbandry department , State agriculture marketing boards, IIP, ECGC, EXIM bank etc.
3. Identification of the functional , operational problems including operational problems relating to logistics problems of the exporters which are hindering the exports in various products sector ie. Fresh Fruits and vegetables, Processed food sector, Animal products (Meat, poultry, dairy) sector, Cereals and organic sector.
4. To Recommend solution to overcome the problem with financial implications wherever required.
5. Recommendation to strengthen the value chain and to prevent recurrence of the problem.

Eligibility Criterion: The interested applicants must be:

- i. A registered consulting firm/consortia, with minimum 5 years of experience (individual firm/lead firm) in providing consultancy services in the field of market research, monitoring & evaluating studies with demonstrated experience in food & agribusiness domain.
- ii. Individual firm/lead firm should have an average annual turnover of at least INR 5 Crores during each of the last three years. The turnover should include income from consultancy fee only.
- iii. Individual firm/lead firm should have done at least 3 studies for the Government of India including State Government or Central Government Organizations in the development of agriculture/ industrial infrastructure in last 5 years in the food and agriculture sector.

The agency qualifying the above criteria shall submit the bid in two separate covers as follows:

- **Cover A** – Technical bid: containing all documents supporting the eligibility criteria along with the approach, methodology, work plan and team structure & detailed CVs. It should include the following (a) Last 3 years balance sheet / audited statement of accounts, (b) Authenticated copy of certificates of incorporation / registration of the organization, , (c) list of relevant studies conducted during last three years with work order and completion certificates (d) Authenticated copy of service tax registration certificate, (e) PAN Card
- **Cover B** would include financial bid.
- These two sealed covers (A&B) should be kept under an outer envelope (cover) for sending to APEDA office.

A pre-bid meeting to explain the exact scope of the assignment and resolve the queries of the participating firms will be organized by APEDA if requested by the bidding agencies.

The bids received will be evaluated on the credential & experience of individual firm/lead firm, suitability of approach & methodology. The financial bid of only those bidders would be opened who score minimum 70% of 70 marks i.e. 49 marks in the technical evaluation phase.

Study will be awarded to the bidder with least financial quote (L1). The financial quote will include applicable taxes also.

The details about team of experts proposed to be deployed for the study, methodology to be adopted for the study are required to be provided in the technical bids.

Technical Evaluation Criteria (70 marks):

SN	Criteria	Marks
1	Presentation by Firm/Consortia and understanding of TORS	30
2	Experience in similar studies conducted	5
3	Time schedule	5
4	Methodology and team of experts proposed to be deployed	20
6	Credentials and experience of the firm	10

Payment schedule:

The payment would be milestone linked and would be released as under:

S. N.	Milestone	Payment (%)
1	Upon signing of contract between agency and APEDA	25%
2	Draft report submission & presentation	25%
4	Submission of final report	25%
5	Upon acceptance of final report by APEDA	25%

Timeline : the study must be completed within a period of 6 weeks from the date of release of mobilization advance by APEDA

For further clarification please contact:

General Manager

APEDA

NCUI Building 3, Siri Institutional Area,
August Kranti Marg, New Delhi - 110 016,

Phone : 91-11-26513204, 26514572, 26534186

Application format

Sl. No.	Particulars	Details
1.	Name of the agency	
2.	Address	
3.	Name of the Chief Executive	
4.	PAN, Service Tax No., Tin No, (with hard copy duly signed)	
5.	Understanding of the TOR	
6.	Financial stability of the agency	
7.	Experience of the agency in conducting agricultural related study	
8.	Experience of the agency in related study for creation of agri infrastructure in PPP mode in the last three years	
9.	Experience of working with State Government/Central Government/Multinationals/APEDA in the development of agricultural/industrial infrastructure.	
10.	Experience of the team leader	

Date :

(Signature of the Authorized

Signatory with Company Seal)

Annexure

SL. No	Eligibility Criterion	Does the applicant meet the criterion
1.	A registered consulting firm with minimum 5 years of experience in providing consultancy services in the field of market research, monitoring and evaluating studies, infrastructure development in PPP mode with demonstrated experience in food and agribusiness domain	
2.	Annual turnover of at least INR 5 crores during each of the last three years available	
3.	Individual firm/lead firm should have national / international experience in audit of infrastructure projects. Individual firm/lead firm should have national / international experience in audit of food value chains	
4.	National/international experience in providing consultancy services for formulation of vision/strategy for Governments (National or State Governments) in development of agriculture/food processing	
5.	Conducted at last 3 studies for the Government of India including State Governments or Central Governments Organizations in the development of agriculture/industrial infrastructure in last 5 years	