

# Jharkhand State Livelihood Promotion Society

(Under Rural Development Department, Govt. of Jharkhand)

3<sup>rd</sup> Floor, Shantideep Tower, Radium Road, Ranchi-834001

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Letter No: 1567/Ranchi

Dated: 06/09/2017

## LETTER OF INVITATION

To

Interested Individuals

**Sub:- Hiring of Individual Consultant for Study on “Market Assessment of Non Timber Forest Producer (NTFP) Commodities Under JOHAR Project of JSLPS.**

Dear Madam/Sir,

1. You are hereby invited to submit technical and financial proposals for consultancy services required for conducting a study on **Market Assessment of Non Timber Forest Producer (NTFP) Commodities Under JOHAR Project Jharkhand**, which could form the basis for future negotiations and ultimately a contract will be entered between you and JSLPS.
2. **The purpose of this assignment is to:**
  - (i) To empower the NTFP primary collectors and their producer collectives, to respond positively to the changes emerging market.
  - (ii) To collect market information such as demand and supply of the selected NTFP commodities within the state and outside state markets.
  - (iii) To provide livelihood support through enhancing production activities for planning of various NTFP activities.
  - (iv) To support for improved product quality and standards.
3. **The following documents are enclosed to enable you to submit your proposal:**
  - (a) Terms of reference (TOR) (Annexure-I for the Study.
  - (b) Supplementary information for consultants, including a suggested format of curriculum vitae (Annexure- II); and
  - (c) A sample format of the contract for consultant’s services under which the service will be performed (Annexure-III).
4. The JSLPS has provision of fund in FY-2017-18 towards conducting the study and intends to apply a portion of this fund to eligible payments under this Contract.

5. **The Submission of Proposals:** The proposals shall be submitted in two parts, viz., Technical and Financial and should follow the form given in the "Supplementary Information for Consultants."

The proposals will be received in the office of the JSLPS up to **12.00 hours on 25<sup>th</sup> September, 2017.**

6. **Deciding Award of Contract**

Quality and competence of the consulting service shall be considered as the paramount requirement.

Negotiations will be held only if the technical proposal is acceptable. The consultant must be prepared to furnish the detailed cost break-up and other clarifications to the proposals submitted to JSLPS, as may be required to adjudge the reasonableness of your price proposals. If the negotiation is successful, the contract will be awarded. If negotiations fail, and if it is concluded that a contract with reasonable terms cannot be concluded, the process of selection of Consultant, issue of letter of invitation etc. will be repeated till an agreed contract is concluded.

7. Please note that the JSLPS is not bound to select any of the Consultants submitting proposals.
8. It is estimated that about **75 man-days (approximately 2 & half months)** of services will be required for the assignment and generally you should base your financial proposal on this figure. However, you should feel free to submit your proposal on the basis on man-months considered necessary by you to undertake the assignment.
9. You are requested to hold your proposal valid for 60 days from the date of submission during which period you will maintain without change, your proposed price. The JSLPS will make its best efforts to finalize the agreement within this period.
10. Please note that the cost of preparing a proposal and of negotiating a contract including visits to JSLPS, if any; is not reimbursable as a direct cost of the assignment.
11. Assuming that the contract can be satisfactorily concluded in last week of **October 2017**, you will be expected to take-up/commence with the assignment with immediate effects.
12. We wish to remind you that any manufacturing or construction firm with which you might be associated with, will not be eligible to participate in bidding for any goods or works resulting from or associated with the project of which this consulting assignment forms a part.

13. **Tax Liability**

Please note that the remuneration, which you receive from this contract, will be subject to the normal tax liability as per the prevailing Income Tax Act. Kindly contact the concerned tax authorities for further information in this regard, if required.

14. We would appreciate if you inform us by Telex/Facsimile within three days from the receipt of the letter:

- (a) Your acknowledgment of the receipt of this letter of invitation; and
- (b) Whether or not you will be submitting the proposal.

Yours faithfully,

Sd/-  
**Chief Executive Officer**

**Enclosures:**

Annexure-I: Terms of Reference.

Annexure-II: Supplementary Information to Consultants.

Annexure-III: Draft contract under which service will be performed.

**SUPPLEMENTARY INFORMATION FOR CONSULTANTS**

**Proposals**

1. Proposals should include the following information:

(a) **Technical Proposals**

- (i) Curriculum Vitae of Consultant (F-2).
- (ii) An outline of recent experience on assignments/ projects of similar nature executed during the last three years in the format given in Form F-3.
- (iii) Any comments or suggestions of the Consultant on the Terms of Reference (TOR).
- (iv) A description of the manner in which Consultant would plan to execute the work. Work plan time schedule in Form F-4 and approach or methodology proposed for carrying out the required work.
- (v) The Consultant's comments, if any, on the data, services and facilities to be provided by JSLPS indicated in the Terms of Reference (TOR).

(b) **Financial Proposals**

The financial proposals should include the Schedule of Price Bid in Form F - 5.

2. Two copies of the proposals should be submitted addressing to the Chief Executive Officer, Jharkhand State Livelihood Promotion Society, 3<sup>rd</sup> Floor, Shantideep Tower, Radium Road, Ranchi-834001, Jharkhand. .

3. **Contract Negotiations**

The aim of the negotiations is to reach an agreement on all points with the consultant and initial a draft contract by the conclusion of negotiations. Negotiations commence with a discussion of Consultant's proposal, the proposed work plan, and any suggestions you may have made to improve the Terms of Reference. Agreement will then be reached on the final Terms of Reference and the bar chart, if required, which will indicate periods in months and reporting schedule. Once these matters have been agreed, financial negotiations will take place and will begin with a discussion of your proposed monthly rates.

4. **Terms of Payment**

The mode of payments to be made in consideration of the work to be performed by the Consultant shall be as follows:

- (i) 20% of contract value: Upon submission of inception report.
- (ii) 50% of Contract value : Upon receipt of draft report along with documentary.
- (iii) 30% of Contract value : Upon submission and acceptance of Finance Report.

Note: All payments shall be made on submission of pre-receipted bills by the Consultant in duplicate for respective stages. If the consultant required advance, an amount equivalent 20% of the contract value shall be paid subject to submission of bank guarantee of the equivalent amount and the BG should be valid for a period.

5. Review of Reports

A review committee (to be restricted to three members) consisting of following officers of JSLPS will review all reports of Consultants (inception, progress, intermediate and draft final) and suggest any modifications/changes considered necessary within 7 days of receipt.

- A) Chief Executive Officer/Chief Operating Officer.
- B) State Program Manager, MKSP
- C) State Program Manager, Finance/SMIB.

**FORM NO.F-1**

From:

To

The Chief Executive Officer,  
3<sup>rd</sup> Floor, Shantideep Tower,  
Radium Road, Ranchi-8374001,  
Jharkhand

Sir,

**Sub:- Hiring of Individual Consultant for study on “Hiring of Individual Consultant for Study on “Market Assessment of Non Timber Forest Producer (NTFP) Commodities Under JOHAR Project of JSLPS.**

I \_\_\_\_\_ Consultant herewith enclose Technical and Financial Proposal for selection as Consultant for JSLPS.

We undertake that, in competing for (and, if the award is made to us, in executing) the above contract, we will strictly observe the laws against fraud and corruption in force in India namely “Prevention of Corruption Act 1988”.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

Yours faithfully,

Signature: \_\_\_\_\_  
Full name \_\_\_\_\_  
and address: \_\_\_\_\_

**FORM F-2**

**FORMAT OF CURRICULUM VITAE (CV) FOR  
CONSULTANT**

Name of Consultant: \_\_\_\_\_

Profession: \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

**Key Qualifications:**

*[Give an outline of experience and training most pertinent to tasks on assignment. Describe degree of responsibility held on relevant previous assignments and give dates and locations. Use about half a page.]*

**Education:**

*[Summarize college/university and other specialized education of staff member, giving names of schools, dates attended, and degrees obtained. Use about one quarter of a page.]*

**Employment Record:**

*[Starting with present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and client references, where appropriate. Use about two pages.]*

**Languages:**

*[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]*

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe my qualifications, my experience, and me.

**Date:** \_\_\_\_\_  
*[Signature of Consultant]* **Day/Month/Year**

**Full name of Consultant:** \_\_\_\_\_

**FORM F-3**

**ASSIGNMENTS OF SIMILAR NATURE SUCCESSFULLY COMPLETED  
DURING LAST 3 YEARS (FY)**

Outline of recent experience on assignments of similar nature:

Sl. No.	Name of the Assignment	Name of the Project	Owner or Sponsoring Authority	Cost of Assignment	Date of Commencement	Date of Completion	Was the Assignment Completed Satisfactorily
1	2	3	4	5	6	7	8
1							
2							
3							
4							

Note: Please attach certificates from the employer by way of documentary proof, if any:



**FORM F-4**

**WORK PLAN TIME SCHEDULE**

**A. Field Investigation**

Sl. No.	Activities to be undertaken	Week wise Program							
		1 <sup>st</sup> week	2 <sup>nd</sup> week	3 <sup>rd</sup> week	4th week	5 <sup>th</sup> week	6 <sup>th</sup> week	7 <sup>th</sup> week	8 <sup>th</sup> week
1									
2									
3									
4									
5									

**B. Compilation and submission of reports**

1. Draft Final Report

2. Final Report

C. A short note on the line of approach and methodology outlining various steps for performing the assignment.

D. Comments or suggestions on "Terms of Reference."

**FORM F-5**

**SCHEDULE OF PRICE BID:**

<b>Activities/Particulars</b>	<b>Amount (In figure)</b>	<b>Amount in Words</b>
Consulting services for study including field visit, design the format, travel & accommodation, Reporting and any ancillary activities according to the ToR.	Rs.....	Rupees..... .....only
Consultancy GST @_____ % if any		

**Signature of Consultant**

Date:.....

Address.....

**FORM F-6**

**Break-up of Cost Estimates**

**Remuneration**

<b>Consultant Name</b>	<b>Daily (Monthly) Rate (in Rs.)</b>	<b>Working Days (Months)</b>	<b>Total Cost (in Rs.)</b>
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**Sub-Total (Remuneration)**

\_\_\_\_\_

Out-of-Pocket Expenses:

a) Per Diem:	Room	Subsistence	Total	Days
<u>Cost</u>	_____	_____	_____	_____

b) Taxi Cost: \_\_\_\_\_

c) Lump Sum Miscellaneous Expenses :

\_\_\_\_\_

Sub-Total (Out-of-Pocket)

\_\_\_\_\_

**Contingency Charges:**

\_\_\_\_\_

**Total**

\_\_\_\_\_

Consultancy Service Tax  
@ .....%

\_\_\_\_\_

**Draft Letter of Contract**

**Sub: Hiring of Individual Consultant for study on “Market Assessment of Non Timber Forest Producer (NTFP) Commodities Under JOHAR Project of JSLPS.**

(Name of Consultant)

We herewith confirm your consulting appointment to carry out the above-mentioned assignment specified in the attached Terms of Reference.

For administrative purposes (Name of responsible staff of Borrower) has been assigned to administer the assignment and to provide the Consultant with all relevant information needed to carry out the assignment. The services will be required in (Name of Project) for about \_\_\_\_\_ days/months, during the period from \_\_\_\_\_ to \_\_\_\_\_. These dates are estimates and (Name of Borrower) may find it necessary to postpone or cancel the assignment and/or shorten or extend its duration. However, every effort will be made to give you, as early as possible, notice of any such changes. In the event of termination, the (Name of Consultants) shall be paid for the services rendered for carrying out the assignment to the date of termination, and will provide the (Name of Borrower) with any reports or parts thereof, or any other information and documentation gathered under this Contract prior to the date of termination.

This Contract, its meaning and interpretation and the laws of the Union of India shall govern the relations between the parties.

Set out below is the terms and conditions under which you have agreed to carry out the assignment. The services to be performed, the estimated time to be spent, and the reports to be submitted will be in accordance with the attached Terms of Reference.

This Contract will become effective upon confirmation of this letter by you and will terminate on \_\_\_\_\_, or such other date as mutually agreed.

Payments for the services will not exceed an amount of \_\_\_\_\_.

You will be paid as follows, within 30 days of receipt of invoice a fee of:

<b>Amount</b>	<b>Currency</b>	
.....	.....	upon receipt of a confirmed copy of this letter and submission of inception report.
.....	.....	upon receipt of the draft report.
.....	.....	upon receipt of the final report acceptable to (Name of Client)

The above fee includes all the costs related to carrying out the services, including overhead and any taxes.

You will be responsible for appropriate insurance coverage. In this regard, you shall maintain medical, travel, accident and third-party liability. You shall indemnify and hold harmless, the (Name of Client) against any and all claims, demands, and/or judgments of any nature brought against the (Name of Client) arising out of the services under this Contract. The obligation under this paragraph shall survive the termination of this Contract.

All materials produced or acquired under the terms of this Contract written, graphic, film, magnetic tape or otherwise shall remain the property of the (Name of Client). The (Name of Client) retains the exclusive right to publish or disseminate reports arising from such materials. The rights and duties provided for in this paragraph shall continue, notwithstanding the termination of this Contract or the execution of its other provisions.

You will carry out the assignment in accordance with the highest standard of professional and ethical competence and integrity, having due regard to the nature and purpose of the assignment, and will conduct yourself in a manner consistent herewith.

You will not assign this Contract or sub-contract or any portion of it without the Client's prior written consent.

You should agree that, during the term of this Contract and after its termination, you and any entity affiliated with you, shall be disqualified from providing goods, works or services (other than the Services and any continuation thereof) for any project resulting from or closely related to the Services.

You shall pay the taxes, duties fees, levies and other impositions levied under the Applicable law and the Client shall perform such duties, in regard to the deduction of such tax, as may be lawfully imposed.

You will also agree that all knowledge and information not within the public domain which may be acquired during the carrying out of this Contract, shall be, for all time and for all purpose, regarded as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed to any person whatsoever, except with the (Name of Client) written permission.

Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with Arbitration & Conciliation Act 1996.

Read and Agreed :

Place: (Signature & Name of Consultant)

Date: (Signature & Name of Client's Representative)

Attachment: (i) Terms of Reference and Scope of Services; and (ii) Consultant's Reporting Obligations.

## **Terms of Reference (TOR) for study on “Hiring of Individual Consultant for Study on Market Assessment of Non Timber Forest Producer (NTFP) Commodities” Under JOHAR Project of JSLPS.**

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### **1. Background**

The World Bank is supporting the Government of Jharkhand with a new project, Jharkhand Opportunities for Harnessing Rural Growth (JOHAR). The proposed project will improve the competitiveness of the rural economy of Jharkhand through targeted interventions on selected value chains and promote enterprise development. Specifically the objectives are to promote income diversification, rural employment & skill development and enhance access to markets for rural producers in select farm and non-farm sectors. The central activity will be strengthen the entire value chain of selected commodities in agriculture/horticulture, livestock, Non Timber Forest Produce (NTFP) and fisheries sectors, where the state has a comparative advantage, in collaboration with livelihoods collectives and producer organizations and other state actors.

JOHAR would implement its NTFP interventions through a cluster-based approach. Each cluster would comprise a number of villages. Each village would have at least one Producer Group (50 NTFP Collectors). Producer Groups of the village (s) would be federated into a Farmer Producer Organization (FPO) based on business viability. While Producer Groups would act as an assured production base for the FPO, FPO would be the business entity for the producer groups facilitating input and output marketing among other things.

### **2. Context & Purpose of the Assignment**

The JOHAR project aims to empower the NTFP primary collectors and their producer collectives, to respond positively to the changes in emerging markets, with the support for improved product quality & standards, and, realization of value addition opportunities. Strengthening of existing value chains as well as creating newer value chains using alternative marketing channels is one of the important elements of empowering them to have better access to markets. There are few private / NGO sector led marketing models around NTFP commodities, whose learning would be important to customize interventions under JOHAR.

It is proposed to provide livelihood support through enhancing production activities therefore for planning various NTFP activities, it is necessary to collect market information i.e. demand and supply of the selected NTFP commodities within the state and outside state markets, different markets where the NTFP primary collectors sell their produce and prices fetched in these markets and also marketing channels currently being used, its effectiveness vis-à-vis value being captured by primary collectors and potential for increasing value capture through existing channels and alternate channels.

The market assessment is intended to provide a clear understanding about the current status and potential of the identified commodities under NTFP. This will help the project to understand marketing opportunities available for these crops and commodities and make informed choices. Market profiles of the major commodities will be developed and utilized for making market-led decisions to improve producer collectives' access to markets, and improve their profitability resulting in increased incomes.

It is essential to have the fact and figures from field data before initiating any activities potential production cluster, scope of intervention, production volume, past record of production and market, profitability trends, growth potential of the sector/subsectors, market functions. All these information is crucial before deciding and finalizing the point of intervention. Mandatorily, it will be required for finalizing the activities

**Table 1: List of Products and Markets for Study**

S. No.	NTFP	Product for sale	Region for Study
1	Lac	Raw produce	Sample districts of Khunti, Gumla, Ranchi, Major Markets of Khunti, Balrampur, Gumla
2	Tamarind	De-seeded, bricks	Sample district from South Jharkhand region (covering-E. Singhbhum, W.Singhbhum, Simdega, Khunti, Ranchi, Gumla), at least 2 regional markets and 2 major markets in South India.
3	Lemon Grass	Lemon Grass Oil	At least 3 major regional Markets/ National Markets and 2 Potential institutional buyers.
4	Moringa Leaf	Moringa Leaf Powder	At least 3 major regional Markets/ National Markets and 2 Potential institutional buyers.
5	Chironji	Chironji Nuts	Sample district of Simdega, W.Singhbhum, Khunti, W.Singhbhum. At least 2 State Markets/ Regional Markets
6	Tulsi	Dried Tulsi	At least 3 major regional Markets/ National Markets and 2 Potential institutional buyers.
7	Honey	Honey	At least 3 major states / regional markets and 5 potential institutional buyers.

### 3. Objectives of the Study

The objective of the study is to undertake market assessment of the indicated commodities using a value chain approach to identify marketing models wherein producer groups, farmer producer organizations are able to effectively participate in marketing of the indicated commodities resulting in increased value accrual. The specific objective is to:

- a. Assess the market opportunity in the potential clusters of Jharkhand for each of the selected NTFP commodities.

- b. Understand the current demand of the selected commodities, price variation of the commodities with respect to season and specific requirements of the market including but not limited to quality, packaging, seasonality etc.
- c. Undertake rapid economic and financial analysis on the selected commodities to better understand the potential returns to investments
- d. Understand the enabling environment in the state for marketing of the selected commodities.
- e. Identify potential bulk buyers for selected commodities, its market dynamics and their terms of trade,
- f. Trend analysis of selected commodities, analysis of growth potential and methodology of existing practices (collection, production, harvesting, drying, selling, pre-collection, post collection)

#### **4. Scope of the Study**

There are broadly 2 types of commodities; one, that have local market and the second that would have buyers in the bigger markets only. This study would require to be conducted in the indicated clusters as well as indicated markets, as indicated in Table 1. The selection of the clusters is such that it would give the project a broad understanding of the state and the markets would provide a clear picture of the same. Following is the broad scope of the study -

- a. In case of products which have a local market and would be sold raw (Like Lac), there would be a need to cover sample local, regional/ state markets (mentioned in Table 1)
- b. In case of processed products (Honey, Tamarind, Lemon Grass Oil, Tulsi, Moringa Leaf Powder and Chironji), there would be a need to cover the state/ regional markets and national markets/ institutional buyers (mentioned in Table 1).
- c. Scope of innovation under Honey/Apiary
- d. To Interaction with local NGOs, governance, line departments would be provide related data and information during the study period
- e. To capture broad spectrum of information and analysis with end to end approach covering of existing processing unit (within & outside of the state), local traders, entrepreneur, national level traders and exporters would be require

#### **5. Study description and methodology / approach**

The market assessment of the selected NTFP commodities should: (a) understand the relevant markets<sup>1</sup> and their potential; (b) assess the performance of the various marketing aspects along the value chain; (c) conduct scenario analyses to suggest the kinds of operational conclusions and marketing models that can concretely improve the functioning of these selected NTFP commodities and help in increasing incomes of primary collectors of NTFPs.

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<sup>1</sup> By 'relevant markets' is meant state and national destination markets, as well as insights into specialty/niche consumption markets that may apply



The quantitative methodology to be used should be in the form of cost structure analysis with strong qualitative and descriptive components that serve to explain 'the why' of observed empirical phenomenon. Quantitative indicators along the chain, along with final price, should be compared to available benchmarks in the country and internationally, as well as across different scales of production within state. The market assessment will be used to examine the potential for the selected NTFP commodities and different-scaled production systems to be competitive for domestic, national and/or international export trade, as appropriate.

In sum, the methodology should be a combination of a quantitative market assessment and strategic qualitative assessment of the context, policies, institutions, organizational and market structures that affect costs and shape relationships between actors.

During the studies few methodologies can be introduced to have accurate information and data such as; FGD, Individual/department wise questionnaire, focused discussion, secondary data collection and validations, existing report studies, discussion with each level of market and studies processing unit.

## 6. Detailed Task Outline

- (i) Conduct market survey to understand existing market presence of selected commodities in the given clusters and markets (within and outside state) to
  - a. Markets (both domestic and outside state) where producers of the cluster currently sell their produce.
  - b. Price variation in these markets during peak and lean trading period.
  - c. Price differential in different market channels with their terms of trade.
  - d. Trading mechanism in the local markets
    - i. how the outside state market players operate in the local markets of Jharkhand
    - ii. how the local market players purchase / procure in assembly market
  - e. Profile of market players (local intermediaries, traders, commission agents, processors etc.) engaged in procuring produce from the clusters and their terms and conditions of purchase/procurement;
    - i. Quantum of commodities are being collected/produced/harvested/purchased by the traders at the **given clusters/markets** and at state level (within and outside)
    - ii. Price discovery mechanism
  - f. Supply chains and marketing channels existing in the state indicating;
    - i. Flow of identified NTFP commodities from the source (village) to different markets (both in and outside of the state)
    - ii. Flow of identified NTFP commodities from other states to different markets of Jharkhand.
- (ii) Undertake stakeholder analysis to identify needs and gaps of the value chain players e.g. NTFP Collectors, Market players, Business Support Service Providers and Enablers in terms of input services, infrastructure, facilities and service delivery mechanism.

- (iii) Identify involvement of private companies in value chain points and explore entry possibilities in terms of procurement, value addition and marketing through interactions with private players and industry associations.
- (iv) Compare market trends (in the state and outside state market) for each of these commodities.
- (v) Analyze factors affecting demand and supply of the selected commodities including but not limited to seasonality, demand and supply in domestic and international markets etc.
- (vi) Identify legal, statutory and regulatory compliances requirements for marketing of the selected commodities.
- (vii) Conduct rapid economic and financial analysis of the selected NTFP commodities
- (viii) Generate list of value chain players and potential buyers (Institutional Buyers, traders, processors etc.) with their contact details - indicating with whom buying agreements can be done.
- (ix) Analyze and inform project about the commodities that are competitive or have the potential of becoming competitive in state and national markets from the list of selected commodities.
- (x) Suggest marketing models wherein farmer groups, producers associations are able to participate effectively in the marketing of their commodities.
- (xi) Interact with established Private / NGO marketing models to bring out the best practices learnings in Jharkhand and other relevant states and suggest models/ ways, customisation to suit JOHAR's mandate
- (xii) Suggest technology gaps and provide source of expertise and skill may be explored to establish quality assurance/certification cell at state level
- (xiii) What would be the role of cold storage in order to get premium price of the produce

## 7. Study Duration

The study will be completed in a period of three months after award of contract.

## 8. Schedule and Deliverables

The Consultant will develop a methodology and work plan for the study in consultation with the JOHAR SMMU which includes the SPM-MKSP and PC-NTFP. The Inception Report is expected to be presented to the project within 10 working days from the date of the Consultancy Agreement. All other reports indicated below will also include power point presentations to be presented to the Study Review Committee members. The reporting will be done as per the timeline given below:

<b>Outputs</b>	<b>Indicative Timeframe</b>
Inception Report covering (i) justification of markets to be covered, (ii) study methodology including research tools, (iii) analysis framework and (iv) study report format	Within 10 days of allotment of work
Completion of Field Study and	Within 50 days of allotment of work

<b>Outputs</b>	<b>Indicative Timeframe</b>
presentation in accordance with the deliverables	
Draft Report	Within 70 days of allotment of work
Final Report	Within 90 days of allotment of work

**9. Reports to be provided by consultant:** The Consultant shall be responsible to provide soft copy of reports along with 03 hard copies of each of the reports listed above. A power point presentation of each report will also be submitted as an output of the study.

**10. Intellectual Property Rights (IPR):** Various documentation, surveys, and results that will be created in due course of implementation of the study will be intellectual property of the Project.

**11. Data, Services and Facilities to be provided by the Client**

JSLPS will facilitate study team by providing initial information through state and district offices.

**12. Study Review**

The consultant shall work under guidance of the CEO, JSLPS, SPM-MKSP and PC-NTFP. The Roles and Responsibilities of Consultant would be to deliver services as described in detailed task outline. CEO JSLPS / PD JOHAR will be the Coordinator of the study. SPM-MKSP and PC-NTFP will both supervise, review and monitor conduct of the study in close coordination with CEO JSLPS / PD JOHAR. A review committee will be set up.

**13. Study Review Schedule**

Reviews, as indicated below, will be conducted during the study period apart from the inception report approval by the JSLPS. The inception report presented along with the research tools would be finalized at this stage.

Review 1	Completion of Field Study and presentation in accordance with the deliverables
Review 2	Draft Report
Review 3	Final Report incorporating suggestions and feedback

**14. Key Professionals Desired for the Study**

The Consultant / Consultant organization is required to engage the services of appropriately qualified person/s as short-term experts to complete the study. The consultant shall have the following minimum key professional staff. Table below presents details of qualifications and experience.

<b>S. N.</b>	<b>Designation</b>	<b>Minimum Qualification &amp; Experience</b>
1	Marketing Expert (1)	• Forestry/ NTFP/ Horticulture Graduate,

S. N.	Designation	Minimum Qualification & Experience
		<p>PGDBM/MBA/PGDRD in Agri marketing from an accredited college or university.</p> <ul style="list-style-type: none"> <li>• Experience of minimum 5 years in NTFP / NTFP/ horticulture demand estimation and marketing studies</li> <li>• Sound Understanding of NTFP commodity markets and marketing practices, supply chain or value chain analysis, practical experience of developing / implementing marketing interventions across value chains, models of service delivery (market-and non-market based approaches)</li> <li>• Understanding of economic and financial analysis techniques to assess market driven approaches is desirable</li> <li>• Preferably local from Jharkhand or having field work experience in Jharkhand</li> <li>• Excellent ability to communicate complex technical material, both orally and in writing</li> <li>• Knowledge of English and Hindi is essential.</li> </ul>
2	Researchers (4)	<ul style="list-style-type: none"> <li>• Forestry/ NTFP/ Horticulture/Rural Development Graduates expertise on forestry, NTFP, horticulture etc</li> <li>• At least 5 years of professional qualitative and quantitative research experience including extensive experience of conducting in-depth interviews and projective techniques.</li> <li>• Preferably experience of work with private traders, companies, NTFP collectors and enterprises, etc.</li> <li>• Knowledge of economics and finance issues will be a plus</li> <li>• Preferably local from Jharkhand or having field work experience in Jharkhand; Knowledge of Hindi is essential.</li> </ul>

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