

# 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: 2203/Ranchi

Dated: 06/12/2017

## LETTER OF INVITATION

To

Interested Individuals

**Sub:- Hiring of Individual Consultant for Livestock Market study under JOHAR Project of JSLPS”.**

Dear Madam/Sir,

- 1) You are hereby invited to submit technical and financial proposals for consultancy services required for **Livestock Market Study under JOHAR Project Jharkhand**, which could form the basis for future negotiations and ultimately contract will be entered between you and JSLPS.
- 2) **The purpose of this assignment is to:**
  - (i) Conduct market assessment of pig and goat meat in identified cluster.
  - (ii) Analyze and inform project about the pre-requisites and conditions to improve competitiveness of pig and goat meat.
  - (iii) Understand consumer preference about the quality of meat.
  - (iv) Identify key constraints and challenges faced by the livestock rearing farming community to engage fruitfully with the markets.
  - (v) Market analysis of pig and goat meat along with qualitative description and analysis of each of the products to understand and explain the observed quantitative cost-structure phenomena along the value chain.
  - (vi) Suggest marketing modules wherein farmer groups, producer associations are able to participate effectively in the marketing of their communities.
- 3) **The following documents are enclosed to enable you to submit your proposal:**
  - (a) Terms of reference (TOR) (Annexure-I).
  - (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 28<sup>th</sup> December, 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 minimum of 60 man-days 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-days and person months considered necessary by you to undertake the assignment.
- 9) You are requested to hold your proposal valid for 6 months from the date of submission during which period you will maintain without change, fixed 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 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 December 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 prevail 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/Facsimil 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.

Annexure - II

**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**

Payment will be made on the basis of assignment given the SPC and per day consultancy fees as agreed upon. Deliverables will be praised by the SPC and recommend further to accounts for payment. Consultant may reimburse his/her consultancy after the completion of each task or is free to claim Quarterly as well.

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 SPC-Livestock, JOHAR
- C) State Program Manager, 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 Livestock Market Study 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. | Place of Visit | Activities to be undertaken | Day wise Program |  |  |  |  |  |  |  |  |  |  |  |
|---------|----------------|-----------------------------|------------------|--|--|--|--|--|--|--|--|--|--|--|
|         |                |                             |                  |  |  |  |  |  |  |  |  |  |  |  |
| 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 livestock market study under JOHAR Project including field visit, design the format and excluding out stations travel & accommodation and any ancillary activities according to the ToR. | Rs.....<br>Per Days [15 days minimum consultancy services] | Rupees.....<br>.....only |
| Consulting services for livestock market study under JOHAR Project including field visit, design the format and excluding out stations travel & accommodation and any ancillary activities according to the ToR. | Rs.....per<br>Man-month                                    | Rupees.....<br>.....only |
| Consultancy GST @ _____% if any  | 1.   | 2.                       |

**Signature of Consultant**

Date:.....

Address:.....



**FORM F-6**

**Break-up of Cost Estimates**

**Remuneration**

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

**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 Livestock Market Study 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 \_\_\_\_\_ . 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 \_\_\_\_\_ 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 f \_\_\_\_\_ 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, it's 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 \_\_\_\_\_ 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 \_\_\_\_\_ 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 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 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 Livestock Market Study Under JOHAR

**1) Background**

The Jharkhand State Livelihood Promotion Society (JSLPS) is preparing Project Implementation Plan (PIP) for JOHAR and has availed funding from the World Bank. Livestock is identified as one of the component for enhancing rural livelihoods. In this regard JSLPS has engaged services of a Consultant to prepare the PIP sub chapter on Livestock.

The JOHAR would implement its Livestock interventions a cluster based approach. Each cluster would comprise of a no. of villages. Each village would have at least one Producer Group (~50 livestock farmers). A number of Producer Groups 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.

The interventions will generate marketable surplus, which will require greater understanding of markets both inside and outside the state of Jharkhand. In order to provide a sound basis for the planning of various activities for Livestock under JOHAR, it is proposed to conduct a market assessment of pig and goat meat in Jharkhand and national markets. (*Please refer Annex-1 for list of clusters and markets*).

**2) Context & Purpose of the Assignment**

The JSLPS is in the process of preparing PIP for JOHAR. It is proposed to provide livelihood support through enhancing production activities and therefore for planning various livestock activities, it is necessary to collect market information i.e. demand and supply of the pig and goat meat within the state and outside state markets, profile different markets where the farmers sell their produce and prices fetched by farmers in these markets and also marketing channels currently being used, its effectiveness vis-à-vis value being captured by farmers and potential for creating value capture through existing channels and alternate channels.

The JOHAR project aims to empower the farmers, 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 new value chains using alternative marketing channels is one of the important elements of empowering farmers to have better access to markets.

The market assessment is intended to provide clear understanding about the current market status and potential of pig and goat meat. This will help the project to understand marketing opportunities available for these and make informed choices. Market profile of major commodities will be utilized for making market led decisions to improve farmers' access to markets, and improve their profitability resulting in increased incomes.

**3) Objectives of the Study**

The objective of the study is to suggest specific models and interventions for value chain development of pig and goat meat markets in the state of Jharkhand, based on actual and potential production, market assessment, and value chain studies for the two products.

It is expected that the market assessment will provide detailed information on the current marketing channels and practices prevailing in the state; and the proposed interventions will include estimates of capital and recurring costs, as well as institutional and human resource requirements for their implementation under JOHAR.

The specific objectives are as follows:

- a) To identify players in the goat and pig meat markets, and map the value chain for both the products, indicating stages of processing, if any, and value added at every stage of the chain – this need not be limited to the geographical area of the state
- b) To identify policy, regulatory, institutional, and other measures for value chain development of goat and pig meat markets in Jharkhand
- c) To indicate potential for intervention/s through producer groups, at various stages along the chain, for increasing returns to primary producers, including the pros and cons of each, and the key requirements for success
- d) To identify priority clusters for intervention, based on current and projected production, and associated market factors.
- e) To undertake cost-benefit analysis of proposed measures, with appropriate assumptions of scale and costs, and suggest models for intervention through JOHAR, which will result in increased returns to primary producers on a sustained basis.

#### **4) Scope of the study**

The scope of study envisages an approximate estimate of demand trends in the markets. The study should target at least 5 urban and 5 rural markets, spread across important locations in the State, and at least 5 national markets. The aim is to understand the market profile including the no. of traders and sales mechanism, area and business network with other markets. The study should also generate profile of butchers operating both within and outside the state markets. Moreover, in order to understand consumer's preference and profile, the information is to be gathered from the meat retailers.

1. Conduct market assessment of pig and goat meat in identified clusters
  - a. Assess current status of market presence in clusters for each of the selected crops.
  - b. Understand market opportunities and demand
  - c. Compare market trends (in the state and outside state market) for pig and goat meat
2. Analyze and inform project about the pre-requisites and conditions to improve competitiveness of pig and goat meat
3. Identify key constraints and challenges faced by the local rearing farming community to engage fruitfully with the markets
4. Market analysis of pig and goat meat along with qualitative description and analysis of each of the products to understand and explain the quantitative cost-structure phenomena along the value chain

5. Suggest marketing models wherein farmer groups, producers' associations are able to participate effectively in the marketing of their commodities
  - a. Identify appropriate interventions to realize the potential of commodity value chains
  - b. Identification of value addition (primary and secondary processing) opportunities for enabling farmers to gain maximum profitability and competitive advantage
6. Understand consumer preferences about the quality of meat

## 5) Study description and methodology / approach

The market assessment of the pig and goat meat should: (a) understand the relevant markets<sup>1</sup> and their potential; (b) assess the performance of the various marketing aspects along the chain; (c) conduct scenario analyses to suggest marketing models that can concretely improve the functioning of pig and goat meat value chains and help in increasing incomes of livestock farmers.

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**. It must be accompanied by a qualitative description of each chain, including key actors, institutions, policies, predominant productions systems, etc.

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 of pig and goat meat 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 rigorous quantitative market assessment and careful qualitative research into the context, policies, institutions, organizational and market structures that affect costs and shape relationships between actors.

**Consultants are expected to propose a detailed methodology based on the overall and specific objectives of the study stated above.**

## 6) Deliverables

The following are the deliverables of the study:

1. Inception report with primary information about livestock markets and trade practices in Jharkhand, and a time-line with details of survey methods and research tools to be employed
2. Value chain mapping of goat and pig meat originating from Jharkhand state, indicating value added at different stages along the chain from producer to end consumer

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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

3. At least 4 models for intervention in the goat and meat market, including cost-benefit analysis, and pros and cons of each, for optimum development of returns and value-chain development.

**7) Study Duration**

The duration of the study will be for a period of 60 days from the date of award of the contract.

**8) Schedule for completion of Tasks and Final Outputs**

| <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 5 days of allotment of work                        |
| Completion of Field Study and presentation in accordance with the deliverables   | Within 35 days of allotment of work                       |
| Draft Report   | Within 50 days of allotment of work                       |
| Final report after incorporation of feedback   | Within 5 days of receiving comments and feedback from PMU |

**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.

**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 JSLPS.

**9) Data, Services and Facilities to be provided by the Client**

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

**10) Study Review**

The consultant shall work under guidance of the CEO, JSLPS and SPC Livestock. The Roles and Responsibilities of Consultant would be to deliver services as described in detailed task outline. COO JSLPS / PD-JOHAR will be the Coordinator of the study. SPC (Livestock) will supervise, review and monitoring conduct of the study in close coordination with COO JSLPS. The constitution of the study Review Committee will be as follows:

|                                     |                  |
|-------------------------------------|------------------|
| i CEO, JSLPS                        | Chairman         |
| ii COO, JSLPS / PD-JOHAR            | Member Secretary |
| iii SPC, Livestock                  | Member           |
| iv SPC, Agri Business and Marketing | Member           |

**11) Study Review Schedule**

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

|          |  |
|----------|--|
| 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                            |

## 12) 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.

| S. N. | Designation                              | Minimum Qualification & Experience  |
|-------|--|---|
| 1     | Marketing Expert cum Lead Researcher (1) | <ul style="list-style-type: none"> <li>PGDBM in Agri marketing from an accredited college or university</li> <li>Experience of minimum 5 years in livestock demand estimation and marketing studies</li> <li>Sound Understanding of livestock and livestock product 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>Preferably 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     | Data Analyst cum Researcher (3)          | <ul style="list-style-type: none"> <li>Livestock Graduate</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, farmers, etc.</li> <li>Preferably local from Jharkhand or having field work experience in Jharkhand; Knowledge of Hindi is essential.</li> </ul>   |

## 13) Professional / Agency Selection Criteria

|      | Criteria, sub-criteria  | Points |
|------|---|--------|
| (i)  | Specific experience of the Consultant relevant to the assignment: | 10     |
|      | Total points for criterion (i)                                    | 10     |
| (ii) | Adequacy of the proposed methodology and work plan                |        |



| <b>in responding to the Terms of Reference</b> |   |            |
|--|---|------------|
| a)   | Technical approach & Methodology  |            |
|  | 1. Appreciation of TOR  | 5          |
|  | 2. Clarity on steps and processes defined in study design   | 8          |
|  | 3. Sampling   | 7          |
|  | 4. Range of stakeholders coverage   | 6          |
|  | 5. Methodology for study  | 7          |
| b)   | Work Plan   |            |
|  | 1. Adequacy of Plan   | 5          |
|  | 2. Duration and Input of staff months   | 7          |
|  | <b>Total points for criterion (ii)</b>  | <b>45</b>  |
| <b>(iii)</b>                                   | <b>Key professional staff qualifications and competence for the assignment:</b>   |            |
| d)   | Marketing Expert cum Lead Researcher (1)  | 24         |
| c)   | Data Analyst cum Researchers (3)  | 18         |
|  | <b>Total points for criterion (iii):</b>  | <b>40</b>  |
|  | The number of points to be assigned to each of the above positions or disciplines shall be determined considering the following three sub-criteria and relevant percentage weights: |            |
|  | 1) General qualifications   | 25%        |
|  | 2) Adequacy for the assignment  | 60%        |
|  | 3) Experience in region and language  | 15%        |
|  | Total weight:   | 100%       |
| <b>(iv)</b>                                    | <b>Suitability of the transfer of knowledge (training) program:</b>   |            |
| a)   | Training approach and methodology   |            |
| b)   | Qualifications of experts and trainers  |            |
|  | <b>Total points for criterion (iv):</b>   | <b>0</b>   |
| <b>(v)</b>                                     | <b>Participation by nationals among proposed key staff</b>  | <b>5</b>   |
|  | <b>Total points for the five criteria:</b>  | <b>100</b> |

#### Annexure-1

| Type of Market       | Within the State                     | Outside the state   | Other distant market |
|----------------------|--------------------------------------|---|----------------------|
| Probable market      | Ranchi, Dhanbad, E Singhbhum, Bokaro | Asansol, Durgapur, Patna, Bhagalpur, Kolkata, Bhubaneswar, Raipur, Bilaspur | Nepal and North East |
| Targeted Commodities | Broiler, Eggs, Goat meat, Pig meat,  | Broiler meat, Goat meat   | Pig meat             |
| Mechanism            | Small traders and Big traders        | Big traders   | Big traders          |

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