

Jharkhand State Livelihood Promotion Society

(Under Rural Development Department, Govt. of Jharkhand)

3rd Floor, Shantideep Tower, Radium Road, Ranchi-834001

Phone No. 0651-2360053,2360142

Email – jslps.ranchi@gmail.com, Website – www.jslps.org

Letter No: 2608/Ranchi

Dated: 10 /01/2018

LETTER OF INVITATION

To

Interested Individuals

Sub:- Hiring of Individual Consultant for conducting study on Market Assessment of “High Value Agriculture (HVA) Commodities” required for the JOHAR Project in Jharkhand.

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 “High Value Agriculture (HVA)” required for the JOHAR Project in 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) Conduct market assessment of selected commodities 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 each of these commodities.
 - d) Price variation of the commodities with respect to season.
 - (ii) 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.
 - (iii) Map practices within existing value chains related to marketing, pricing, sourcing, service delivery, institutional linkages etc.
 - (iv) Identify key constraints and challenges faced by the farming community to engage fruitfully with the value chain players (engaged in post-harvesting and marketing)
 - (v) Market analysis of shortlisted commodities and its products along with qualitative description and analysis of each of the commodities to understand and explain the observed quantitative cost-structure phenomena along a chain
 - (vi) 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

- (vii) Interact with established Private/NGO marketing models to bring out learning's and suggest models/ ways, customisation to suit JOHAR's mandate.
3. **The following documents are enclosed to enable you to 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 consultants services under which the service will be performed (Annexure-III).
4. The JSLPS has received funds from Ministry of Rural Development, Govt. of India 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 shall be submitted either for any study or for both the study.

The proposals will be received in the office of the JSLPS up to **12.00 hours on 29th January, 2018.**

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 **66 man-days (approximately 3 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 90 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 o 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 **2nd week of February, 2018**, 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 part ipate 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, 3rd 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) 60% of Contract value : Upon receipt of draft report along with documentary.
- (iii) 20% 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 Project Manager, Farm, LH
- C) Team Leader, JOHAR.

FORM NO.F-1

From:

To

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

Sir,

Sub:- Hiring of Individual Consultant for conducting study on Market Assessment of “High Value Agriculture (HVA) Commodities” required for the JOHAR Project in Jharkhand.

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 me, my qualifications, and my experience.

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 st week	2 nd week	3 rd week	4th 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:

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

Signature of Consultant

FORM F-6

Break-up of Cost Estimates

Remuneration

Consultant Name	Daily (Monthly) Rate (in Rs.)	Working Days (Months)	Total Cost (in Rs.)
-----	-----	-----	-----

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

Subject: (Name of Assignment)

(Name of Consultant)

We herewith confirm your consulting appointment to carry 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 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 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 relations between the parties shall be governed by the laws of the Union of India.

Set out below are 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:

Amount	Currency	
.....	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 cove 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 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 for conducting study on Market Assessment of “High Value Agriculture (HVA) Commodities” in Jharkhand

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. High Value Agriculture (HVA) 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 HVA. In order to provide a sound basis for the planning of various activities for HVA under JOHAR, it is proposed to conduct a market demand and supply study of identified commodities for the state of Jharkhand.

The JOHAR would implement its HVA interventions through a cluster based approach. Each cluster would comprise of 3-5 . of villages. Each village would have at least one Producer Group (>40 farmers). Producer Groups of the village (s) would be 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. Marketing assessment would inform the project on the current marketing paradigm and practices prevailing in the cluster (*please refer Annex-1 for list of clusters*).

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 therefore for planning various HVA activities, it is necessary to collect market information i.e. demand and supply of the selected HVA commodities (*please refer Annex-2 for the list of HVA commodities recommended for the study*) within the state and outside state markets, 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 increasing 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 newer value chains using alternative marketing channels is one of the important elements of empowering farmers to have better access to markets. There are few private / NGO sector led marketing models around HVA commodities, whose learning would be important to customize interventions under JOHAR.

The market assessment is intended to provide clear understanding about the current status and potential of identified commodities under HVA. This will help the project to understand marketing opportunities available for these crops and commodities 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 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 the marketing stage of the existing / recommended models resulting in increased value to stakeholders.

4) Scope of the study:

The study would be conducted in the indicated clusters. The selection of the clusters is such that it would give the project a broad understanding of the state. Following is the broad scope of the study

1. Conduct market assessment of selected commodities 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 each of these commodities
 - d. Price variation of the commodities with respect to season
2. 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.
3. Map practices within existing value chains related to marketing, pricing, sourcing, service delivery, institutional linkages etc.
4. Identify key constraints and challenges faced by the farming community to engage fruitfully with the value chain players (engaged in post-harvesting and marketing)
5. Market analysis of shortlisted commodities and its products along with qualitative description and analysis of each of the commodities to understand and explain the observed quantitative cost-structure phenomena along a chain
6. 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
7. Interact with established Private/NGO marketing models to bring out learning's and suggest models/ ways, customisation to suit JOHAR's mandate.

5) Study description and methodology / approach

The market assessment of the selected agricultural commodities should: (a) understand the relevant markets¹ and their potential; (b) assess the performance of the various marketing aspects along the chain; (c) conduct scenario analyses to suggest the kinds

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

of operational conclusions and marketing models that can concretely improve the functioning of these selected agricultural value chains and help in increasing incomes of 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 production 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 for the selected agricultural chains 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.

6) Detailed Task Outline

1. Conduct field survey to understand existing market presence of selected commodities in the given clusters covering different stages of post-harvest, processing, storage, transport and marketing
 - a. Map existing marketing channels both regulated (APMC) open market segments,
 - b. Examine role of market players covering producers, aggregators, transport facilitators, storage facilitators, commission agents, wholesalers, retailers etc.
 - c. Identify factors governing trade at each node covering infrastructure, investments, market linkages, strategic alliance, policy etc.
 - d. Analyze price realization and value added at each stake point (producer to consumer) of the value chain with appropriate reasons.
 - e. Assess quantum of produce sold by producers and marketed s of commodities
 - f. Assess producers share of volume and value of transacted agriculture crops in the existing value chains
2. Undertake market assessment to identify needs and gaps of the value chain players e.g. Farmers, Market players, Business Support Service Providers and Enablers in terms of input services, infrastructure, facilities and service delivery mechanism
3. 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
4. Study 3-4 agri business / marketing models operating in the state that are led by private sector, NGOs e.g. Mother Dairy, Dynamic Tarang Pvt. Ltd., TRIF (SRTT-PRADAN)

7) Deliverables

The following are the deliverables of the study

- (i) Market study report indicating cluster wise demand and supply and future demand and supply for five years
- (ii) markets (both domestic and outside state) where producers of the cluster currently sell their produce
- (iii) prices fetched by producers in these markets during peak and lean trading period
- (iv) price differential of selling in APMCs yards vis-à-vis alternate marketing channels
- (v) quantum of produce sold by producers and marketed surplus of identified commodities
- (vi) trading mechanism in the local markets
 - o how the outside state market players operate in the local markets of Jharkhand
 - o how the local market players purchase / procure in assembly market
- (vii) 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
 - o quantum of purchase
 - o price discovery mechanism
- (viii) Supply chains and marketing channels existing in the state indicating
 - o flow of identified agriculture commodities from the source (village) to different markets (both in and outside of the state)
 - o flow of identified agriculture commodities from other sources to different markets of Jharkhand
- Suggest appropriate marketing models for JOHAR by drawing learning from the Private sector / NGO led agri business models operating in the state and other learnings emanating from the study
- Verified list of market players (local intermediaries, traders, commission agents, processors etc.) both in the state and outside working in HVA commodities
- Assess investment areas at the PG/FPO level to strengthen marketing of selected HVA commodities
- Prepare action plans for the recommended interventions which can be taken up by the producer groups, FPOs, entrepreneurs

8) Study Duration

The study will be completed in a period of three month ward of contract.

9) Schedule for completion of Tasks and Final Outputs

The Consultant will develop a methodology and work plan for the study in consultation with the JSLPS and SPM-Farm. The Inception Report is expected to be presented to the project within 10 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:

Outputs	Indicative Timeframe
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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 presentation in accordance with the deliverables	Within 50 days of allotment of work
Draft Report	Within 65 days of allotment of work
Final Report	Within 80 days of allotment of work

10) 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 so be submitted as an output of the study.

11) 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.

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

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

13) Study Review

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

i CEO, JSLPS	Chairman
ii Consultant (HVA)	Member
iii Lead PIP Consultant	Member
iv Consultant (Agri Business and Private Sector Participation)	Member
v COO, JSLPS	Member Secretary
vi Procurement Specialist, JSLPS	Member
vii Representative from JSAMB	Member

14) Study Review Schedule

Reviews, as indicated below, will be conducted during study period apart from the inception report approval by the JSLPS. The inception 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
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Review 2	Draft Report
Review 3	Final Report incorporating suggestions and feedback

15) 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	<ul style="list-style-type: none"> • Agriculture / Horticulture Graduate & PGDBM in Agri marketing from an accredited college or university. • Experience of minimum 5 years in agriculture / horticulture demand estimation and marketing studies • Sound Understanding of HVA 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) • Preferably local from Jharkhand or having field work experience in Jharkhand • Excellent ability to communicate complex technical material, both orally and in writing • Knowledge of English and Hindi is essential.
2	Researchers	<ul style="list-style-type: none"> • Agriculture / Horticulture Graduate • At least 5 years of professional qualitative and quantitative research experience including extensive experience of conducting in-depth interviews and projective techniques. • Preferably experience of work with private traders, companies, farmers, etc. • Preferably local from Jharkhand or having field work experience in Jharkhand; Knowledge of Hindi is essential.

16) Professional 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 in responding to the Terms of Reference	
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
	Total points for criterion (ii)		45
(iii)	Key professional staff qualifications and competence for the assignment:		
d)	Marketing Expert (1)		24
c)	Researchers (4)		16
	Total points for criterion (iii):		40
	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%	
(iv)	Suitability of the transfer of knowledge (training) program:		
a)	Training approach and methodology		
b)	Qualifications of experts and trainers		
	Total points for criterion (iv):		0
(v)	Participation by nationals among proposed key staff		5
	Total points for the five criteria:		100

Annex -1: List of Clusters for the study

Indicative District	Indicative Blocks / Clusters
Gumla	Palkot
Hazaribagh	Ramgarh, Gola
Ranchi	All Blocks
West Singhbhum	Saraikela Kharaswan

Annex -2: List of HVA commodities recommended for the study

S. No.	Crop / Produce
Season: Kharif	
1	Tomato
2	Brinjal
3	Chilli
4	Arhar
5	Urad
6	Maize
7	SRI rice
Season: Rabi	
8	Tomato
9	Brinjal
10	Cabbage
11	Cauliflower
12	Pea
13	Leafy vegetables
14	Capsicum
15	French beans
16	Potato
Season: Late Rabi	
17	Okra
18	Cucurbits
19	Chill
20	Banana
21	Papaya
22	Water Melon