

Request for Proposal
(ONLY THROUGH E- TENDERING MODE)

for

Engagement of Consultant / Agency /
Organization/Institute for

*“Evaluation study and Impact assessment of
Marketing Research & Information Network (MRIN)
sub-scheme of Integrated Scheme for Agricultural
Marketing (ISAM)”*

Tender No: No.S-14017/5/2016/1-MRIN

Sponsored by
Directorate of Marketing & Inspection

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE & FARMERS WELFARE
(DEPARTMENT OF AGRICULTURE, COOPERATION &
FARMERS WELFARE)

CENTRAL SECTOR SCHEME

MARKETING RESEARCH AND INFORMATION NETWORK



AGMARKNET

(NICNET- based Agricultural Marketing Information Network)

(www.agmarknet.gov.in)

Empowerment of the Farmers through Marketing Information



Directorate of Marketing & Inspection
Ministry of Agriculture & Farmers Welfare
(Department of Agriculture, Cooperation & Farmers Welfare)

Key Dates

1	Date of Online Publication	31.05.2017
2	Start date for issue of RFP	31.05.2017 (11.00 am)
3	Last date of receipt of proposals	22.06.2017 (12.30 pm)
4	Date & Time of opening of Technical bids	23.06.2017 (4.00 pm)
5	Short listing of the Technical bids	27.06.2017
6	Opening of financial bids	Intimated in due course
7	Final selection of Consultant	After due approvals
8	Signing of contract	1st week of July'2017

Government of India
Directorate of Marketing & Inspection
Ministry of Agriculture & Farmers Welfare
(Department of Agriculture, Cooperation & Farmers Welfare)

DISCLAIMER

The information contained in the Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Government of India, Ministry of Agriculture & Farmers Welfare (Mo A & FW) (Department of Agriculture, Cooperation & Farmers Welfare) is provided to Applicants on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the Ministry of Agriculture & Farmers Welfare (herein after, Mo A & FW) to the prospective applicants or any other person.

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

Mo A & FW also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. Mo A & FW may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that Mo A & FW is bound to select any Applicant or to appoint the Selected Applicant, as the case may be, for the consultancy and MoA & FW reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by Mo A & FW or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and Mo A & FW shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection Process.

Section - 1

Letter of Invitation

No. S-14017/05/2016-MRIN

Government of India
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation and Farmers Welfare
Directorate of Marketing and Inspection
Head Office 'A' Block, New Building, CGO Complex, NH- IV, Faridabad-121001

Dated – 31.05.2017

To,

All interested and eligible Consultants /Institutions

Subject: Evaluation study and Impact assessment of Marketing Research & Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM) of Directorate of Marketing & Inspection- reg.

Dear Sir/Madam,

For and on behalf of the President of India, e-bids are invited in two (Prequalification/Technical & Financial) bids system for the subject mentioned above by the Directorate of Marketing & Inspection, Department of Agriculture, Cooperation and Farmers Welfare, Ministry of Agriculture and Farmers Welfare, Head Office, Faridabad for undertaking for Evaluation study and Impact assessment of Marketing Research & Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM). In case your firm/Institution is interested in undertaking the above said study and fulfils the eligibility criteria, you are requested to apply in the prescribed proforma contained in RFP document (Technical bid and Financial bid separately). The bids for Evaluation study and Impact assessment of Marketing Research & Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM) may be submitted online on the Government e-procurement portal (<http://eprocure.gov.in/DMI>) by 22.06.2017 on or before 12:30 pm along with online submission of EMD. EMD can also be submitted to O/o Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Head Office 'A' Block, New Building, New CGO Complex, NH- IV, Faridabad-121001.

The directorate shall select an Agency as per the procedure described in the RFP. Proposals may be submitted online at <http://eprocure.gov.in> after perusal of the detailed instructions for bidders. Details of the scheme are available at <http://www.dmi.gov.in> and <http://agmarknet.gov.in>. The RFP document can also be downloaded from this site. It is mandatory for the Agency to submit proposal online within stipulated time failing which the proposal are liable to be rejected. Directorate also reserves the right to accept or reject any or all the offers without assigning any reasons thereof. All queries relating to the process of online bid submission may be directed to the 24x7 CPP Portal Helpdesk.

(sd/-)

Dy. AMA to the Govt. of India
Tel. No.0129-2434351

Section - 2

Information to Consultant

Information to Consultant

Part-1

1. Definitions:

- (a) Employer or DMI means the Directorate of Marketing & Inspection who has invited bids for consultancy services with whom the selected Consultant signs the Contract for the Services and to whom the selected consultant shall provide services as per the terms and conditions and Terms of Reference (ToR) of the contract.
- (b) “Consultant” means any entity or person or associations of person who have been shortlisted to submit their proposals that may provide or provides the Services to the Employer under the Contract.
- (c) “Contract” means the Contract signed by the Parties for this assignment
- (d) “Project specific information” means such part of the Instructions to Consultants used to reflect specific project and assignment conditions.
- (e) “Day” means calendar day.
- (f) “Government” means the Government of India
- (g) “Instructions to Consultants” means the document which provides short-listed Consultants with all information needed to prepare their proposals.
- (h) “Personnel” means professionals and support staff provided by the Consultant and assigned to perform the Services or any part thereof;
- (i) “Proposal” means the Technical Proposal and the Financial Proposal.
- (j) “RFP” means the Request for Proposal prepared by the Employer for the selection of Consultants.
- (k) “Assignment / job” means the work to be performed by the Consultant pursuant to the Contract.
- (l) “Terms of Reference” (ToR) means the document included in the RFP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Consultant, and expected results and deliverables of the Assignment/job.

2. Introduction:

- 2.1** Directorate of Marketing & Inspection wishes to engage services of an agency for Evaluation study and Impact assessment of Marketing Research & Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM).
- 2.2** The agency is broadly expected to do:
- 2.2.1** Evaluation and Impact assessment of the scheme implemented so far
 - 2.2.2** Recommendations to improve and enhance the reach and performance of the scheme for the benefit of the farming community
- 2.3** The date, time and address for submission of the proposal have been given in Part II of the data Sheet.
- 2.4** The Consultants are invited to submit their Proposal, for consultancy assignment/job named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed contract with the selected Consultant.
- 2.5** Consultant should familiarize themselves with local conditions and take them into account in preparing their proposals. If any clarification is required on any clause/condition of the RFP, the same may be forwarded within the prescribed time period to the Employers' representative.
- 2.6** Consultant shall bear all costs associated with the preparation and submission of their proposal and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to award of the Contract without thereby incurring any liability to the Consultants.

3. Clarification and Amendment of RFP Document:

- 3.1** Consultants may request a clarification on any clause of the RFP document within the timeframe indicated in the Part II Data Sheet. Any request for clarification must be sent in writing or e-mail to the Employer's address indicated in the Part II Data Sheet. The Employer will respond in writing or by e-mail : mrin-dmi@nic.in.
- 3.2** At any time before the submission of proposals, the Employer may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all consultants. Consultants shall acknowledge receipt of all such amendments. To give the consultant reasonable time in which to take an amendment into account in their proposals, the Employer may extend the deadline for the submission of proposal.

4. Conflict of Interest:

- 4.1 The Employer requires that Consultant provide professional, objective and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- 4.2 Without limitation on the generality of the foregoing, consultant, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: A consultant or any of its affiliates selected to execute the consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project, if the consultancy or any of its affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.

Conflicting Assignment/job: A consultant (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the consultant to be executed for the same or for another Employer.

- 4.3 **Conflicting Relationships:** A consultant that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the contract.
- 4.4 Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. **Any such disclosure shall be made as per the forms of technical proposal provided herewith.** If the consultant fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the consultant during bidding process or the termination of its contract during execution of the assignment.

5. Unfair Advantage:

If a consultant could derive a competitive advantage from having provided consultancy assignment/job related to the assignment /job in question and which is not defined as conflict of interest as per para above, the Employer shall make available to all consultants together with the RFP information that would in the respect give such consultant any competitive advantage over competing consultants.

6 Proposal:

One consultant shall submit only one proposal for this project. If a consultant submits or participates in more than one proposal, all such proposals shall be disqualified.

7. Proposal Validity:

Part II: Data Sheet indicates the desired validity of the consultants' proposals after the submission date. During this period, consultants shall maintain the availability of technical staff submitted in the proposal and also the financial proposal unchanged. If need arises; the Employer may request consultants to extend the validity period of their proposals beyond the validity period of 90 days. Consultants who agree to such extension shall confirm that they maintain the availability of the professional staff nominated in the proposal and their financial proposal; consultants could submit new staff replacement, which would be considered in the final evaluation for award of the contract. Consultants who do not agree have the right to refuse to extend the validity of their proposals. Under such circumstance, the evaluation committee shall not consider such proposal for evaluation.

8. Preparation of Proposal:

8.1 In preparing their proposal, consultants are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a proposal.

8.2 While preparing the Technical Proposal, consultants must give particular attention to the following:

- a)** The estimated number of professional staff months for the assignment/job as shown in the Part II Data Sheet. However, the proposal shall be based on number of professional staff months or budget estimated by the consultants. While making the proposal, the consultant must ensure that he proposes the minimum number and type of experts as sought by the Employer, failing which the proposal shall be considered as non-responsive.
- b)** Alternative professional staff shall not be proposed and only one curriculum vita (CV) may be submitted for each position mentioned.

8.3 Depending on the nature of the assignment/job, consultants are required to submit a Technical Proposal (TP) in forms provided in Section -6.

Submission of the wrong type of Technical proposal will result in the proposal being deemed non-responsive. The Technical Proposal shall provide the information indicative in the following para from (a) to (f) using the attached Forms (Section 6). Form 1 in Section – 6 is a sample letter of technical proposal which is to be submitted along with the technical proposal.

- a) A brief description of the consultant's organization will be provided in Form -2 (Section-6). In the same form, the consultant will provide details of experience of assignments which are similar to the proposed assignment/job as per the TOR. Information should be provided only for those assignment/jobs for which the consultant was legally contracted by an Employer as a corporation or as one of the major firm/entity within a joint venture. Assignment/jobs completed by individual professional staff working privately or through other consulting consultancy cannot be claimed as the experience of the consultant, or that of the consultant's associates, but can be claimed by the professional staff themselves in their individual CVs. Consultants should substantiate the claimed experience along with the proposal and must submit letter of award/ copy of contract for all the assignments mentioned in the proposal.
- b) Comments and suggestions on the terms of Reference including workable suggestions that could improve the quality /effectiveness of the assignment/job/ (Form-3 of Section 6)
- c) A description of the approach, methodology and work plan for performing the assignment/job covering the following: technical approach and methodology, work plan, project organization and availability of experts, and transfer of knowledge/training. Guidance on the content of this section of the Technical Proposals is provided under Form -4 of Section 6. The work plan should be consistent with the Work Schedule (Form -8 of Section 6) which will be shown in the form for the timing of each activity.
- d) The list of the proposed professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in Form -5 of Section 6.
- e) CVs of the professional staff signed by the staff themselves or by the authorized representative of the Professional Staff (Form -6 of Section 6).
- f) Estimates of staffing schedule should be given in Form -7 of Section 6. Information relating to "conflict of interest" should be furnished in Form -10 of Section 6.

The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non-responsive.

Financial Proposals: The Financial Proposal shall be prepared using the prescribed Form-14 (Section 6). It shall list all costs associated with the assignment/job, including (a) remuneration for staff and (b) reimbursable expenses, indicated in the Part II Data Sheet. If appropriate, these costs should be broken down by activity. The financial proposal shall be rejected summarily, if found not in the prescribed forms.

9. **Taxes:** – The consultant shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the contract. All such duties and taxes must be included by the consultant in the financial proposal.

10. **Currency:**

Consultant shall express the price of their assignment/job in Indian Rupees (INR) only.

11. **Earnest Money Deposit (EMD):**

11.1 Earnest Money Deposit

a) An earnest money of Rs. 1,00,000/- (Rupees One lakh only) in the form of demand draft in favour of “Pay & Accounts Officer (Plant Protection & Miscellaneous)”, payable at Faridabad in the technical bid or payment can also be made through RTGS/NEFT in the following: -

Account No. : 30104398045 [in the name of PAO (PPM)]
Bank : State Bank of India
State : Haryana
District & City: Faridabad
IFSC Code : SBIN0000734
MICR Code : 110002195
Brach Code : 000734

b) Proposals not accompanied by EMD shall be declared as non-responsive.

c) The EMD will be refunded to the all bidders after the selection process is over. Conditional bids shall not be considered and will be rejected out-right.

d) EMD in respect of the successful bidder shall be retained until the Performance Guarantee is deposited. No interest shall be payable by the Employer for the sum deposited as EMD.

e) Government Technical/ Educational institutes may be exempted for payment of EMD and Performance Guarantee.

11.2 Forfeiture of EMD

The EMD shall be forfeited by the Employer in the following events:

a) If the proposal is withdrawn during the validity period or any extension agreed by the consultant thereof.

b) If the proposal is varied or modified in a manner not acceptable to the Employer after opening of proposal during the validity period or any extension thereof.

c) If the consultant tries to influence the evaluation process.

12. Performance Guarantee:

The selected consultant shall be required to furnish a Performance bank Guarantee equivalent to 10% of the contract value rounded off to the nearest thousand Indian Rupees in the form of an unconditional and irrevocable bank guarantee from a scheduled commercial bank in India in favour of “*Pay & Accounts Officer (Plant Protection & Miscellaneous)*”, payable at Faridabad for the period of contract with 60 days claim period beyond the completion of all contractual obligations. The bank guarantee must be submitted after award of contract but before signing of the consultancy contract. The successful bidder has to renew the bank guarantee on same terms and conditions for the period up to contract including extension period, if any. Performance Guarantee would be returned only after successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable/payable from/by the consultant on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

13. Documents to be enclosed with BID:

- 01) Details of EMD submission
- 02) Letter of proposal submission (Form-1)
- 03) Consultant’s organization and experience (Form-2)
- 04) Comments and suggestions on the ToR (Form-3)
- 05) Description of Approach, Methodology and Work Plan (Form-4)
- 06) Team composition and Task assignment (Form-5)
- 07) Curriculum Vitae for Proposed professional staff (Form-6)
- 08) Staffing Schedule (Form-7)
- 09) Work Schedule (Form-8)
- 10) Comments/ Modifications suggested on draft agreement (Form-9)
- 11) Information regarding conflicting activities and declaration thereof (Form-10)
- 12) Details for E Payment (Form-11)
- 13) Statement of Deviations (Form-12)
- 14) MoU for Joint Venture Agreement, (if applicable), along with relevant documents (Form-13)
- 15) Proforma for giving financial details (Form-14)
- 16) Audited Balance Sheet duly certified by Chartered Accountant
- 17) Self attested copy of the organization’s PAN/ TIN Number.
- 18) Self attested copy of the company/firm/agency registration certificate.

14. Submission, Receipt and opening of Proposal:

The original proposal, both Technical and Financial shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the format of Form -1 to 13 of Section 6, and Form - 14 of Section 6 respectively. An authorized representative of the consultants shall initial all pages of the original Technical and Financial Proposals.

Technical Proposals will be opened on the date and time indicated in Part II Data Sheet in the presence of the representatives of the consultants who wish to attend.

15. Negotiations:

Financial Negotiations: Negotiations, if considered necessary, shall be held only with the consultant who obtains highest marks after combined evaluation of the Technical and Financial Proposal. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the consultant. Date and Time for negotiation shall be communicated to the selected consultant. Representatives conducting negotiations on behalf of the consultant must have the written authority to negotiate and conclude the contract.

16. Award of Contract:

After completing negotiations the Employer shall issue a Letter of Intent to the selected Consultant and promptly notify all other consultants who have submitted proposals about the decision taken.

The consultant will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of consultant), within 5 days of issuance of the letter of intent.

The consultant is expected to commence the assignment/ job on the date specified in the Part II Data Sheet.

17. Confidentiality:

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The qualified bidders in the technical bid may attend the financial bid opening meeting of the evaluation committee, if desired. The undue use by any consultant of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

18. Payment Terms:

The terms of payment would be linked to the deliverables of the project, and are specified in the other terms and conditions (refer Para 5 of Section 3). Bidders are required to submit their bank details in the proforma given in Form-11 to facilitate e-payment vide RTGS/ NEFT, if any.

(i) The date of satisfactory completion of services shall be the date which the Client accepts by issuing an appropriate certificate of satisfactory completion of services, subject to such date being on or before the completion date given in Schedule I and other terms and conditions of the Agreement.

(ii) The consideration payable by the Client to the Agency for satisfactory completion of the service given in Schedule II which will be strictly adhered to and the Agency is answerable to the Client for the amount paid at every stage.

(iii) If the terms of payment defined in Schedule II (Annexure-II) relate to phase-wise progress of rendering the services, each such phase shall be deemed to have been completed subject to such conditions, as contained therein, If any, on issue of a letter acknowledging receipt, such letter being duly signed by an authority authorized on this behalf by Client.

19. Arbitration Policy:

In case of any dispute between the Client and the Agency arising out of or in relation to the Agreement, the dispute shall be referred to arbitration of a sole arbitrator to be appointed by the Secretary, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India. The Arbitration and Conciliation Act, 1996 shall be applicable to arbitration under this clause. The award of the arbitrator shall be binding on the parties to the dispute provided; however, any party aggrieved by such award may make a further reference for setting aside or revision of the award to the Law Secretary or any other officer when so authorized by the Law Secretary, whose decision shall bind the parties finally and conclusively. The place of arbitration shall ordinarily be at New Delhi but may be changed by the arbitrator for sufficient reasons. The Courts at Delhi shall alone have jurisdiction in the matters.

20. Force Majeure:

(i) Force Majeure shall include un-predictable, un-foreseen, catastrophic and Natural calamities or acts of God, beyond the control of both the parties and not brought about at the instance of the Party claiming to be affected by such event or which, if anticipated or foreseeable, could not be avoided or provided for and which has caused the non-performance or delay in performance, such as earthquake, flood, land slide, epidemic, drought, hail storm, high variation in temperature, fire, war, curfew, riots, existing on or after the effective date of this agreement which prevent totally or partially the fulfillment of the obligations of one or both the parties.

(ii) The party invoking Force Majeure shall provide to the other party confirmation of the existence of facts constituting Force Majeure. Such evidence shall consist of a statement or certificate of any Governmental Department or Agency. If such a statement or certificate cannot reasonably be obtained, the party claiming Force Majeure may, as a substitute therefore, make a notarial statement describing in detail the facts claimed to constitute Force Majeure and the reasons, why such a certificate or statement confirming the existence of such facts cannot reasonably be obtained.

(iii) During the period that the performance by one of the parties of its obligations under this Agreement has been suspended by an event of Force Majeure, the other party may likewise suspend the performance of all or part of its obligations hereunder, except for payment of any amounts then already due and payable.

(iv) If the period of Force Majeure continue for more than six calendar months, either party may terminate this Agreement without liability to the other party, except for payments due as of the termination date, upon giving written notice and recovery of advance payment including invoking of Bank Guarantee.

21. Progress Monitoring:

(i) Client shall have full rights to monitor the progress of services being rendered by the Agency at all stages and to give suitable instructions and directions as deemed fit by the Client within the purview of the RFP. The Agency shall implement such modifications unconditionally.

(ii) Client shall have right at all times to enter the premises and work area of the Agency for the purposes of inspection of the progress of the services.

(iii) If during the course of monitoring the work of the Agency, Client is satisfied that the services being rendered are not to its complete satisfaction, then, Client shall have the right to cancel the Agreement after giving a notice of 15 days and have the work completed by any other body at the sole risk and cost to the Agency. This shall be without prejudice to Client's right to call bank advance, invoke bank guarantee and impose such recoveries, penalties and sanctions as it deems fit.

INFORMATIONS TO CONSULTANTS
PART – II
DATA SHEET (PROJECT SPECIFIC INFORMATION)

S. No.	Ref. para of Section 2 of part.1	Particulars of data sheet
1	1 (a) & 2.1	Name of the Employer: Directorate of Marketing & Inspection, Ministry of Agriculture & Farmers Welfare, Government of India
2	2.1	Name of the Assignment/job: Evaluation study and Impact assessment of Marketing Research & Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM)
3	14	Last date & time and address for submission of proposal:
	Date	22.06.2017
	Time	12.30 pm
	Place of submission of e-bid	Only through online mode on e-procurement portal (http://eprocure.gov.in) For physical submission of EMD (only), if not submitted online through RTGS/ NEFT: O/o Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Head Office 'A' Block, New Building, CGO Complex, NH- IV, Faridabad-121001.
4	14.1	Opening of Technical Proposal
	Date	23.06.2017
	Time	4.00 pm
	Place of opening of e-bid	Through e-procurement portal at O/o Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Head Office 'A' Block, New Building, CGO Complex, NH- IV, Faridabad-121001
5	14.2	Opening of Financial Proposal
	Date	To be intimated in due course
	Time	
	Venue	Through e-procurement portal at O/o Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Head Office 'A' Block, New Building, CGO Complex, NH- IV, Faridabad-121001.
6	7	Proposals must remain valid for 90 days after the last date of submission i.e. 22.06.2017
7	10	Consultant should state the cost in Indian Rupees
	8.3	The estimated number of professional staff-months required for the Assignment/job is: staff months to be estimated by the Bidder. The Consultant should also indicate the number and details of the Support Staff members associated with the Key Team members in their work plan
		The Employer would provide consultants the necessary support in terms of information/documents/co-ordination with other division/office/state etc. Whenever and wherever considered necessary for the progress of the study. The Employer will interact with the consultant for exchange of Documents/information and discussion.

Section 3

Terms of Reference

Terms of Reference (ToR) for undertaking Evaluation study and Impact assessment of Marketing Research & Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM)

1. Introduction:

1.1 Market information is needed by farmers in planning production and marketing of their produce and equally needed by other market participants in arriving at optimal marketing decisions. The availability and dissemination of complete and accurate marketing information is the key to achieve both operational and pricing efficiency in the marketing system. Advancement in Information and Communication Technology (ICT) has made the world a smaller place and a larger market at one go. To fully utilize the new emerging marketing opportunities for the benefit of farming community, establishment of an ICT based "Agricultural Marketing Information Network" in the country has become inevitable.

1.2 Ministry of Agriculture & Farmers Welfare had launched the ICT based Central Sector Scheme of Agricultural Marketing Information Network (AGMARKNET), in March, 2000, to link important agricultural produce markets spread all over the country and the State Agriculture Marketing Boards and Directorates. The project is being executed with the technical support of National Informatics Centre (NIC). Computers were also provided to State Agricultural Marketing Boards/ Directorates, etc. An application software package 'AGMARKNET', has been developed to facilitate organization and transmission of market data from the markets.

1.3 In order to strengthen interface with farmers and other beneficiaries, a revamped AGMARKNET portal (<http://agmarknet.gov.in>) has been developed. More than 2774 markets are regularly reporting price and arrivals related data which is being disseminated through the portal. The AGMARKNET portal also serves as a single window for accessing websites of various other organizations concerned with agricultural marketing. It provides weekly arrivals and price trend analysis for important markets in respect of major agricultural commodities transacted. International price trends of various agricultural commodities available on FAO website are also accessible through the portal. The portal is constantly being enriched. The detailed Operational Guidelines of the Scheme is available on website- www.dmi.gov.in and <http://agmarknet.gov.in>.

1.4 During XI plan period 590 new market nodes were covered and replacements of computers for 574 old nodes were undertaken. Out of the existing 6,741 wholesale markets in the country, 3,288 i.e. 48 % had on-line facility under the scheme till the end of XI Plan. During XII Plan, 3,700 new markets were proposed to be covered under the network using mobile and SMS technology in addition to computers. A

total number of 3,596 computers were provided under the scheme to 3,288 agricultural produce markets up to March, 2017.

1.5 In order to facilitate market access of farm producer to larger markets, the proposed scheme additionally provides information on market requirements in terms of quality, packing, standards, sanitary and phyto-sanitary conditions, etc. The scope of data collection and dissemination has been enlarged to provide farmers information regarding pack-size, packaging material and marketing charges in a market where goods are to be delivered, facilities available to farmers in a buying market, re-handling of the produce, if necessary, in the destination market to suit the requirements of the market buyers and rules and regulations of the destination market, if located outside the State.

2. Objectives of the Scheme:

2.1 To establish a nation-wide information network for speedy collection and dissemination of market information and data for its efficient and timely utilization;

2.2 To facilitate collection and dissemination of information related to better price realization and market access by the farmers. This would cover:

(a) Market related information such as market fee, market charges, costs, method of sale, payment, weighment, handling, market functionaries, development programmes, market laws, dispute settlement mechanism, composition of market committees, income and expenditure, etc.

(b) Price-related information such as minimum, maximum and modal prices of varieties and qualities transacted, total arrivals and dispatches with destination, marketing costs and margins, etc.

(c) Infrastructure related information comprising facilities and services available to the farmers with regard to storage and warehousing, cold storage, direct markets, grading, re-handling and repacking etc.

(d) Market requirement related information covering accepted standards and grades, labelling, sanitary and phyto-sanitary requirements, pledge finance, marketing credit and new opportunities available in respect of better marketing;

2.3 To sensitize and orient farmers to respond to new challenges in agricultural marketing by using ICT as a vehicle of extension;

2.4 To improve efficiency in agricultural marketing through regular training and extension for reaching region-specific farmers in their own language; and

2.5 To provide assistance for marketing research to generate marketing information for its dissemination to farmers and other marketing functionaries at grass-root level to create an ambience of good marketing practices in the country.

2.6 The information relating to the schemes in respect of agricultural marketing implemented by Government Departments and central agencies viz. Commerce, Food and Public Distribution, Consumer Affairs, Health and CCI, JCI, NCDC, NAFED, NTGF, NCCF, NDDB, NHB, APEDA, MPEDA will also be disseminated in user friendly manner. Once the farm produce is standardized and labelled, backed by quality certification, it can be directly offered for sale on Spot Exchange websites in national and international markets.

3. Background and Present Status of the Scheme:

3.1 This is an ongoing Central Sector Scheme which was launched w.e.f. March, 2000. During IX Plan the Directorate of Marketing & Inspection (DMI) an attached office of the Department of Agriculture, Cooperation and Farmers Welfare implemented two central sector schemes viz. (i) Agricultural Marketing Information Network (AGMARKNET) and (ii) Estimation of Marketable Surplus and Post harvest Losses of major agricultural commodities. The aim of the scheme was to collect and disseminate (price and market related) information in respect of agricultural commodities. The Scheme was limited in its scope to collect and disseminate data with respect to marketing transactions taking place in the regulated markets covering 27 important agricultural commodities. During IX Plan (2000 to 2001-02), 810 nodes were networked under the Scheme. These include agricultural wholesale markets (735), State Agricultural Marketing Boards/Directorates (27) and 48 Directorate of Marketing and Inspection (DMI) Regional and Sub-Offices.

3.2 Subsequently, these schemes were modified and integrated into one Central Sector Scheme titled as "Marketing Research and Information Network" for implementations during the X plan period with a total outlay of Rs. 35.00 crores. In past and presently, the scheme covers whole gamut of marketing information including "Manuals on Good Agricultural Marketing Practices, Manuals on Post-harvest Profiles" in respect of different agricultural commodities which are not covered at present in an of the IT Schemes of DAC&FW or other Ministries/Departments.

3.3 The present scheme of Marketing Research and Information Network (MRIN) proposes to expand computer connectivity to markets to provide price information's to farmers who visit mandies regularly for marketing of their agricultural produce. The scheme proposes to expand internet based agricultural marketing information system for all agricultural produce markets in the country. The scheme also proposes to extend the internet connectivity to 1000 more wholesale markets in the country in addition to 3288 markets covered up to XII plan.

3.4 Under market-led-extension activities, funds have been provided for publicity campaign of AGAMRKNET and capacity building of different stakeholders of the scheme with the help of SAMBs/NIAM/MANAGE/SAMETIs/ATMAs/KVKs etc.

3.5 The scheme was approved for XII Five Year Plan with an outlay of Rs. 12.00 crores. The scheme has been continued in the Annual Plan 2016-17 for implementation with a provision of Rs. 7.00 crores.

3.6 The progress of the scheme is monitored through ROs/SOs of the DMI where a State Level Committee of officers comprising DMI, NIC and State Nodal Agency has been constituted to monitor the progress of the Scheme. A committee is also in place under the chairmanship of Joint Secretary (Marketing) and Agricultural Marketing Adviser to the Government of India to consider proposals so received for sanction of necessary funds for marketing research as well as web-enrichment to facilitate ICT as a tool for marketing extension.

4. Objective and Scope of Works:

4.1 The main objective of the assignment is to undertake comprehensive study of selected projects in different states where progress is visible for judging the impact on different marketing activities and overall extent of efficiency mainly in term of remuneration received by the producers and facilities created in the interest of farmers. The study shall be conducted in all the states where progress of scheme is visible in terms of computer connectivity to APMCs and dissemination of market information from the markets and impact of this information in improving farmers' income and reducing post harvest losses & market surplus.

4.2 The overall assessment may fall under the following heads:

(a) To assess overall performance of the Scheme in the framework of its various objectives.

(b) To study the extent of coverage of the Scheme in terms of profile of its beneficiaries.

(c) To analyse the methodology for data collection being adopted by markets for uploading to the portal with a view towards accuracy and completeness of data.

(d) To understand the extent to which farmers, especially small and marginal farmers have benefited from the Scheme.

(e) To examine various modes of information, dissemination, efficiency and acceptability.

(f) To assess the requirement and the extent of utilization of the information available through various means

(g) To assess the farmer friendly means of information dissemination with special emphasis on Mobile Apps.

(h) To assess the effectiveness of training and awareness programmes conducted for the farmers and trainers through different States Implementing Agencies and give suggestions on the improvement of programmes.

- (i) To identify and prepare manual of success stories under the Scheme.
- (j) To review and identify the constraints, gaps, both in the design and implementation of the Scheme, impeding its implementation and attainment of the stated goals and provide recommendations/ suggestions/ policy framework for overcoming these constraints.
- (k) To assess the extent to which the implementation of the Scheme has been successful in accomplishing the objectives with respect to outlined in the mandate within timeframe and budgetary support.
- (l) To assess the extent of achievements vis-a-vis targets in physical infrastructure such as installation of the hardware/computers, internet connectivity and coverage of the physical network of the information system indicating about it's all India characteristics.
- (m) To assess the usefulness, coverage and content of information displayed on the portal with particular reference to coverage of commodities, price coverage (Minimum, Maximum, Modal prices, Support prices, etc.), information regarding arrivals in the market and linkages with other relevant sites.
- (n) To examine the user friendliness of the information displayed on the portal.
- (o) To examine actual utilization of data by farmers, different market players and traders and other users like commodity exchanges, organizations institutions, banks, NGOs and researchers etc. and the extent to which farming community particularly the farmers at grass root level have benefited from scheme interalia assessing market surplus, increased prices and reduction in post harvest losses.
- (p) To assess the utility and use of the related mobile app like ÄgriMarket.
- (q) To examine the steps taken for capacity building of the mandies and State Boards in terms of training and either handholding activities like on the spot displays, seminars, workshops, etc.
- (r) To examine the steps taken by the States to own up the project for its sustainability.
- (s) To make recommendations for improvement in (a) collection validation, storage analysis and dissemination of data (b) contents and coverage of information (c) publicity and training (d) mid-course corrections, if any, to make the scheme a greater success.
- (t) Chart road map to integrate the mandies uncovered so far which are under the purview of states/UTs, based on their size, period of operation, arrivals of important commodities and trade happening
- (u) To suggest the measures for running the portal in a sustainable manner perhaps under PPP mode for accurate and real time reporting of data.

(v) Study of recommended steps for convergence/ integration with e-NAM.

(w) To analyze the process of Data Entry, selection of variety and calculation of Modal Price.

(x) To suggest the measures for Regular and Timely Data Entry in the AGMARKNET.

5. Payment Schedule and Reporting:

The payment shall be made considering the work performed by the consultant and subject to the submission of following reports:

Quantum of payment	Stage/ Deliverables	Time limit for submission of reports
1st Instalment — 10% of contract value	On acceptance of letter of award and submission of inception report	Inception report: - Within 15 days from the date of award of the work.
2nd Instalment— 50% of Contract value	On submission of Draft Report.	Draft report: - Within 45 days from submission of Inception Report.
3 rd Instalment — 40% of Contract value	On acceptance of Final Report & recommendation to the satisfaction of DAC&FW.	Final report: - Within 15 days of acceptance of draft Final Report by the Department.

5.1 The draft report of the study / assignment will have to be completed in 60 days. The time taken by the DAC&FW / EMC to give comments at various stages shall not be counted towards the set duration.

5.2 The time for completion being essence of this assignment, if the Agency delays, fails or defaults, the Client may, without prejudice to the other rights to the Client to recover from the Agency. The damages may recover from the Agency as agreed Liquidated damages (and not by way of penalty) a sum equivalent to 1% of the contract value for per day for maximum of fifteen calendar days (i.e. 15% of contract value) in reference to the submission of the draft report.

5.3 The selected consultant will make the presentations on the outcomes & recommendations.

5.4 All the reports shall be submitted in the form of:

- a) Master copy with photographs, capable of yielding good photocopies;
- b) 10 hard bound copies, DTP produced of high quality;
- c) Soft copy on CD with good quality photographs.

6. Methodology coverage and sample plan:

In order to conduct evaluation study of the scheme, the sample size is 5% of the market nodes as on the end of March'17 i.e. 160 market nodes and sample selection has to be representative basis.

The sample size suggested for the study based above may be as under:

S. No.	Classification of States	Sample Size	
1	Union Territories (Only from Delhi, Chandigarh & Puducherry)	10	
2	Himachal Pradesh, Uttarakhand, NER States and Jammu & Kashmir (11 States)	25	
3	All Other States (18 States)	Primary Market Yards (70%)	85
		Sub Market yards (30%)	40
Total		160	

(i) In each selected market node interviews of 10 farmers, 5 traders, date entry operator, mandi functionaries (market information in-charge) and mandi secretaries may be taken.

(ii) The views of research institutes for example IARI, NCAP, NCAER, IIFT, IFPRI, FAO, ICARISAT, IASRI, MANAGE, NIAM, IIM-A, IIM-L, IIT-Kanpur, IIT-Delhi, IIT-Chennai), Agricultural universities (TNAU, UAS Bengaluru, UAS Dharwad, GBPUAT, PAU, ANGAU),

(iii) Views of selected commodity exchanges example MCX, NCDEX, ICEX, NMCE, ACE.

(iv) View on effectiveness of market led extension/ marketing extension may be taken from TNAU, PAU, HAU, Manage, NIAM, SAMETI-Jind, IMAGE.

(v) Views of data users and disseminators like IKSL, DD Kisan, Data users in Open data platform (Mandi Trade).

7. Facilities to be provided:

The Directorate of Marketing & Inspection shall assist the Agency in obtaining requisite information from the regional offices of DMI in the concerned States.

8. Evaluation of proposals:

- 8.1** The evaluation of the submitted proposals shall be carried out in two stages, i.e. technical and financial.
- 8.2** The technical evaluation of the proposals shall be undertaken by the evaluation committee, which will inter-alia take into account (i) responsiveness to the TORs (ii) the quality of the methodology proposed;
- 8.3** The consultant's experience of having undertaken other relevant assignment;
- 8.4** The qualification and experience of the core team of staff proposed to be deployed for the study.
- 8.5** A proposal shall be considered unsuitable and rejected at the stage of Technical Evaluation if it does not meet the minimum technical standard on the above aspects as may be decided by the evaluation committee.
- 8.6** After completing the technical evaluation, the Member Secretary of evaluation committee shall notify those consultants whose proposals do not meet the minimum technical standards and their financial proposals shall not be opened.
- 8.7** The financial proposals of those who qualify the Technical Evaluation shall be opened in the presence of representative of Agency who chooses to attend.
- 8.8** The final award shall be subject to the discussion on the Terms of Reference methodology, staffing, inputs of the evaluation committee and various other terms & conditions of contract. The discussion, however, shall not substantially alter the original ToR and the final ToR shall form part of the contract.

- 8.9** The selected Agency will not be allowed to substitute core staff without the consent of the evaluation committee. If it is established that the core staff were offered in the proposal without confirming their availability, the consultant will be disqualified and the process will be continued with the remaining proposals.
- 8.10** If the process, for whatever reasons, failed to result in an acceptance contract with the selected Agency, the evaluation committee shall terminate discussion with that Agency and may make the selection from amongst the remaining proposals.
- 8.11** The evaluation committee may cancel the bid and reject all proposals without assigning any reasons at any stage of the tender process.

9. Deliverables:

- 9.1** Timely completion of Evaluation study.
- 9.2** Promptness in study and submission of report.
- 9.3** Innovative approach and methodology

Section 4

Eligibility and pre-qualification criteria

(A) Technical Criteria:

1. A registered consultancy firm, company, Joint Ventures (not more than 2 partners), Universities and Institutes of Central and State Govt. having experience of at least 5 years and expertise in the field of consultancy and evaluation of the plan schemes, project formulation and analysis.
 - 1.1 A member of JV firm shall not be permitted to participate either in individual capacity or as a member of another JV firm in the same tender.
 - 1.2 A copy of Memorandum of Understanding (MoU) executed by JV members shall be submitted by the JV firm along with the tender.
 - 1.3 The constitution of JV firm shall not be allowed to be altered during the currency of contract
 - 1.4 The Joint Venture Agreement shall in all respect be governed by and interpreted in accordance with Indian Laws.
2. The agency should have **completed** at least 5 studies of evaluation, formulation and analysis in the field of Agricultural Marketing, Market Information System (MIS), Market Intelligence/ Data Analytics in the last 5 years.

(B) Supporting Documents:

The agency is required to give complete details as per Form 2. Original/ attested copies of completion reports should also be submitted by the bidder, which shall be considered at the time of tender evaluation.

- (C) Financial criteria:** The total turnover of the applicant should not be less than Rupees 1.00 crore in last three Financial Years. The supporting documents in this regard should be submitted i.e. attested certificate from the employer/ client, audited balance sheet duly certified by Chartered Accountant. Government Technical/ Educational Institutions are exempted from this clause.

(D) Other requirements:

1. The agency should have strength of minimum 5 personnel having expertise in conducting survey/studies, evaluation, formulation and analysis with qualification background such as Agri. Business Management, Agri. Economics, Agri. Extension, Economics, Statistics, Data Science/ Data Analytics & Information Technology. The agency is required to give complete details as per Form 5.
2. The firm should have a SB/ Current Account in a nationalised Bank.
3. The Applicant must have PAN/TIN Number. Self attested copy of the same must be submitted.
4. The Company/ Firm / Agency/ Members of Joint venture should be registered with appropriate authority. Self attested copy to be submitted.
5. The applicant whose agency/firm has been black-listed / terminated in the middle of the contract period or any litigation is pending in any Ministry/Department/Organization of the Central Government/State Government or any Public Sector Undertaking/Bank for the last five Years for any of the reasons is not eligible to participate in this tender process. The applicant should give a certificate to this effect. If such things come to the notice at any stage of the tender process or after finalization of contract, the contract/bid shall be rejected with forfeiture of EMD/Performance Security Deposit.

Section 5

Bid evaluation criteria and selection procedure

1. Proposal Evaluation:

From the time the proposals are opened to the time the contract is awarded, the consultants should not contact the Employer on any matter related to its Technical and/ or Financial Proposal.

Any effort by Consultants to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of contract may result in the rejection of the consultants' proposal.

The Employer has constituted a Evaluation Committee for selection of the Consultant which will carry out the assignment.

Evaluation of Technical Proposals: The evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria and sub- criteria. In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposal will start first and at this stage the financial bid (proposal) will, remain unopened. The qualification of the consultant and the evaluation criteria for the technical proposal shall be as defined below.

1.1 Criteria for Evaluation of Technical Proposal:

Only those applicants obtaining a minimum score of 49 (on a maximum of 70) or more on the basis of criteria for evaluation given below would be declared technically qualified.

Financial proposals of only those consultants which are declared technically qualified shall be opened publicly, on the date and time specified in the Datasheet, in the presence of the consultants 'representatives who choose to attend. The name of the consultants, their technical score (if required), and their Financial Proposal shall be read aloud.

1.2 Method of Selection:

1.2.1 The evaluation of the proposals shall be carried out in two stages i.e. Technical and Financial.

1.2.2 Technical evaluation of the proposals shall be undertaken by the Committee of DAC&FW based on the experience relevant to the assignment, quality of methodology, Numbers and qualification of key staff proposed for assignment capability of transfer of knowledge, understanding of ToR etc.

1.2.3 The marking would be done on all the technical bids. The marking of Technical and Financial would be in ratio of 70:30 respectively. The bidders who secure minimum 70% marks (49 out of 70 marks) in technical evaluation will be short listed and only their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:

L1 = 30 marks

L2 = 30xL1 (the cost quoted by L1)/L2 (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of bids received).

1.2.4 After the financial marks are obtained the technical and financial marks will be calculated using the formula mentioned above and the bidder scoring highest aggregate marks will stand selected.

1.2.5 The proposal can be rejected by the DAC&FW, Ministry of Agriculture & Farmers Welfare based on the recommendations of EMC without assigning any reasons thereof.

1.2.6 After completing the technical evaluation, the member of the EMC shall notify those bidders whose proposals do not meet the minimum standards and their financial proposals shall be returned un-opened.

1.2.7 The final award shall be subjected to the discussion on the terms of reference methodology, staffing, inputs of the EMC and various other terms & conditions of contracts as stated in the Common Agreement Format of the Department given in the Appendix-II. The discussion, however, shall not substantially alter the original ToR and the final ToR shall form part of the contract.

The selected consultant will not be allowed to substitute core staff without the consent of the DAC&FW. If it is established that the core staff were substituted without the consent of DAC&FW, the consultant will be disqualified.

2. Bid Evaluation Criteria:

S. No.	Evaluation criteria	Sub criteria with max marks	Score awarded to proposals of		
			1	2	3
i)	Experience	Experience in the field of consultancy and evaluation = 10			
		Experience in Conducting study / survey in Agri. Sector = 10			
		Experience in conducting study / survey particularly in Agricultural Marketing, Market Information System (MIS), Market Intelligence/ Data Analytics = 15			
Sub-Total for criteria (i) (Max 35)					
ii)	Man power employed	No. of key personnel proposed by bidder for the assignment = 7			
		Qualification of Key Personnel = 8			
Sub-Total for criteria (ii) (Max 15)					
iii)	Methodology, work-plan and understanding of ToR	Suitability of Methodology and work plan proposed for assignment = 10			
		Understanding of TOR for the assignment = 10			
Sub-Total for criteria (iii) (Max 20)					
Grand Total (i+ii+iii) (Max 70)					

Section 6

Standard formats for technical and financial proposal

FORM 1

LETTER OF PROPOSAL SUBMISSION

[Location, Date]

To: [Name and address of Employer]

Dear Sir(s):

I/We, the undersigned offer to provide the consulting Assignment / job for [Insert title of Assignment / job] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our proposal, which includes Technical Proposal, and a Financial Proposal.

We are submitting our proposal in association with: [Insert a list with full name and address of each associated Consultant]

I/We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

I/We fully understand the Terms, Conditions and other provisions as contained in the RFP.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

FORM 2
CONSULTANT`S ORGANIZATION AND EXPERIENCE

A – Consultant`s Organization

[Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc. Also if the consultant has formed a consortium, details of each of the member of the consortium, name of lead members etc shall be provided]

B – Consultant`s Experience

[Using the format below, provide information on each Assignment/job for which your firm, and each partner in the case of consortium or joint venture, was legally contracted either individually as a corporate entity or as one of the major partners within an association, for carrying out consulting Assignment/job similar to the ones requested under this Assignment/job. In case of consortium, association of consultant, the consultant must furnish the following information for each of the consortium member separately]

B. 1: Total Number of consultancy projects done by bidder:

B. 2: Details of the individual completed project to be submitted in following format:

1. Assignment / Job name:

1.1 Firm`s name (your firm or joint venture or consortium partner, as the case may be:)

1.2 Description of Project:

1.3 Approx, value of the contract (in Rupees):

1.4 Country & location:

1.5 Duration of Assignment/job (months):

1.6 Name of Employer:

1.7 Address:

1.8 Total No. of staff-months of the Assignment/job:

1.9 Completed value of the contract (in Rupees):

1.10 Start date (month/year):

1.11 Completion date (month/year):

1.12 Name of associated Consultants, in any:

1.13 No. of professional staff-months provided by associated Consultants:

1.14 Name of senior professional staff of your firm involved and functions performed:

1.15 Description of actual Assignment/job provided by your staff within the Assignment/job:

Note: Please provide documentary evidence from the client i.e. copy of work order, contract for each of above mentioned assignment. The experience shall not be considered for evaluation if such requisite support documents are not provided with the proposal.

FORM 3

**COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE AND ON
COUNTERPART STAFF AND FACILITIES TO BE PROVIDED THE EMPLOYER**

A – On the Terms of Reference:

[Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the Assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point, and incorporated in your Proposal.]

B – On Inputs and Facilities to be provided by the employer:

[Comment here on Inputs and facilities to be provided by the Employer according to Paragraph 6 of the Part II Special information to consultants including: administrative support, office space, Domestic transportation, equipment, data etc.]

FORM 4

DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB

[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:]

- a) Technical Approach and Methodology,
- b) Work Plan, and
- c) Organization and Staffing,

a) Technical Approach and Methodology: In this chapter you should explain your understanding of the objectives of the Assignment/job, approach to the Assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

b) Work Plan: The consultant should propose and justify the main activities of the assignment / job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of Form 8.

c) Organization and Staffing: The consultant should propose and justify the structure and composition of your team. You should list the main disciplines of the Assignment/job, the key expert responsible, and proposed technical and support staff.]

FORM 5

TEAM COMPOSITION AND TASK ASSIGNMENT / JOBS

Professional Staff:

Serial No.	Name of Staff	Qualification	Area of Expertise	Work experience in Consultancy (in years)	Position/Task assigned for this Job

Note: The Agency will hire such Subject Matter Consultants, as required by them who will ensure technical soundness of the subject leading to the satisfactory completion of work.

FORM 6

CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

[For each position of key professional separate form Tech-6 will be prepared]:

2. Name of Firm/Institute:

[Insert name of firm proposing the staff]:

3. Name of staff:

[Insert full name]:

4. Date of Birth:

5. Nationality:

6. Education:

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

[List countries where staff has worked in the last ten years]:

10. Languages [for each language indicate proficiency: good, fair, or poor in speaking, reading and writing]:

11. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization positions held.]:

From [Year]: To Year]:

Employer

Positions held:

12. Detailed Tasks Assigned

[List all tasks to be performed under this Assignment/job]

13. work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignment / job in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of Assignment/job or project:

Year:

Location:

Employer:

Main project features:

Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member or authorized representative of the staff]

[Full name of authorized representative]

Date:

Place:

FORM 7

STAFFING SCHEDULE

S.No.	Name of Staff	Staff input (in the form of a bar chart)												Total Weeks
		1	2	3	4	5	6	7	8	9	10	11	12	
1														
2														
3														

Note:

1. For Professional Staff the input should be indicated individually; for Support Staff it should be indicated by category (e.g. draftsmen, clerical staff, etc.).
2. Weeks are counted from the start of the Assignment/job. For each staff indicate separately staff input for home and field work.

FORM 8

Work Schedule

S.No.	Activity	Weeks												Total Weeks
		1	2	3	4	5	6	7	8	9	10	11	12	
1														
2														
3														
4														

1. Indicate all main activities of the Assignment/job, including delivery of reports (e.g. inception, draft and final reports), and other benchmarks such as Employer approvals. For phased Assignment/jobs indicate activities, delivery of reports and benchmarks separately for each phase.

2. Duration of activities shall be indicated in the form of a bar chart.

FORM 9

COMMENTS / MODIFICATIONS SUGGESTED ON DRAFT AGREEMENT

[Here the consultant shall mention any suggestion/ views on the draft agreement attached with the RFP document. The consultant may also mention here any modifications sought by him in the provisions of the draft agreement. This information shall be used at the time of the negotiations.

However, the Employer is not bound to accept any / all modifications sought and may reject any such request of modification.]

FORM 10

**INFORMATION REGARDING CONFLICTING ACTIVITIES AND DECLARATION
THEREOF**

Are there any activities carried out by your firm or group company or any member of the consortium which are of conflicting nature as mentioned in para 5 of section?
If yes, please furnish details of any such activities.
If no, please certify:

We hereby declare that our firm, our associate / group or any of the member of the consortium are not indulged in any such activities which can be termed as the conflicting activities under para 5 of the section.

We also acknowledge that in case of misrepresentation of the information, our proposals/ contract shall be rejected/ terminated by the Employer which shall be binding on us.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Form 11

E Payment

S. No.	Particulars	Details
1.	Beneficiary name	
2.	Account Type	
3.	Bank Account No.	
4.	Name & Address of Bank	
5.	Bank Telephone/ fax No. with STD Code	
6.	Bank Branch MICR Code	
7.	Bank Branch IFSC Code	
8.	Firm e-mail address	

I/ We confirm that I/We will bear the charge, if any, levied by my/our bank for the credit of NEFT Accounts in my/our account.

Thanking you,

For_____

(Authorised Signatory)

We confirm that we are enabled for receiving NEFT/ RTGS credits and further confirm that the A/c No. of (Firm's Name). The signature of authorised signatory and the MICR and IFSC Code of our branch mentioned above are correct.

Bank's Verification

(Manager's/ Officer's Signature)
With Bank's Stamps

Form 12

STATEMENT OF DEVIATIONS

All the clauses of tender conditions and specifications are compiled with and there are NIL deviations, except those mentioned below:

S. No. 1 Clause no. _____ (Description)
Deviations: _____
(as asked
for or
proposed
or suggested)

Financial Implications, if any: _____
(In Rs.)

Justifications
& Remarks, if any: _____

S. No. 2 _____

S. no. 3 _____

N.B. Deviation quoted anywhere else in the RFP offer, but not mentioned here also, will be treated as **NULL & VOID**.

(Signature of the Authorised signatory)

Form 13

(On Stamp Paper of Requisite Value)

MEMORANDUM OF UNDERSTANDING
FOR
JOINT VENTURE AGREEMENT

This Joint Venture Agreement is made and entered at on..... Day of, 2017 to be submitted to Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Head Office 'A' Block, New Building, New CGO Complex, NH- IV, Faridabad-121001 for "*Evaluation study and Impact Assessment of Marketing Research & Information Network (MRIN) sub scheme of ISAM*" against Tender No No.S-14017/5/2016/1-MRIN

Between

....., Having its Registered Office at..... Represented by..... (.....).

And

....., Having its Registered Office at..... Represented by..... (.....).

Whereas:

1. The parties hereby agreed to form Joint Venture, under the name of.....
2. The parties have agreed to join hands for executing the work of "*Evaluation study and Impact Assessment of Marketing Research & Information Network (MRIN) sub scheme of ISAM*" together and work together until successful completion of this business on hand.
3. The parties shall carry on the part of and responsibility and all expenses of the partners will be paid by themselves.
4. M/s..... would have overall lead management responsibility for the work and will be called Lead Partner and is authorized to deal with the tender, sign the agreement or enter into contract in respect of the said tender, to receive payment, to witness joint measurement of work done, to sign measurement books and similar such action in respect of the said tender/contract. All notices / correspondences with respect to the contract will be sent only to this authorized member of the JV firm and will be considered as notices / correspondences to joint venture entity.
5. The percentage participation in the Joint Venture shall be as under: -
M/s..... -% (..... Percent) i.e. Lead Partner
M/s..... -% (..... Percent)

6. This Joint Venture agreement shall remain valid and in force for the entire period of the completion/ extended period of completion of the work including Maintenance/ Guarantee period and can be extended by mutual agreement among its members.
7. The parties shall be jointly and severally liable/ responsible to the employer for the successful completion of the contract in accordance with General and Special conditions of the contract as per the terms and conditions of the contract agreement irrespective of their share and role specified in the Joint Venture. The JV members shall also be liable jointly and severally for the loss, damages caused to the government during the course of execution of the contract or due to non-execution of the current or part thereof.
8. It is agreed that member of the JV firm shall have the right to assign or transfer the right or liability in the contract without the written consent of the members and that of the employer (DMI) in respect of the said tender/ contract.
9. It is certified that none of the members of this JV has been black listed or debarred by DAC&FW or any other Ministry/ Department of the Government of India/ State Government from participation in tenders/ contract in the past either in their individual company on the JV firm or partnership firm in which they were members/partners.

For and on behalf of

For and on behalf of

.....
M/s.....

.....
M/s.....

Witness:

1.
2.

Form 14

Proforma for giving financial details

(To be submitted only on firm's letter head)

Details	Amount (in Rs.)
Total fee/charges for the assignment as per the ToR including all taxes	

Total amount in words (Rupees.....only)

Name and Signature(s) with seal.

Notes:

1. Figures rounded off to the nearest Rupees.
2. The rate should be quoted in figures as well as in words. If there is variation between the rates quoted in figures and words, the lower one shall be taken as correct.

Section 7

Proposed Contract terms

Agreement

This Agreement made on this _____ day of _____ Two Thousand and _____ between the President of India acting through the Agricultural Marketing Adviser to the Government of India, Directorate of Marketing & Inspection, Department of Agriculture & Cooperation, Ministry of Agriculture & Farmers Welfare, Government of India, New Delhi (hereinafter called the 'Client', which expression, unless excluded or the context otherwise required, shall include its successors and assigns) on the one hand and _____ having its registered office at _____, an Organization incorporated under (the Act / Law, if any) through its duly authorized signatory (hereinafter called 'the Agency', which expression, unless excluded or the context otherwise required, (shall include its administrators, successors and permitted assigns) on the other' hand'.

WITNESSTH:

- A. WHEREAS the Client has decided to conduct a study/an assignment titled -
'Evaluation study and Impact Assessment of Marketing Research and Information Network (MRIN) sub-scheme of Integrated Scheme for Agricultural Marketing (ISAM) Based on the Request for Proposal.**
- B. AND WHEREAS the Client is desirous of engaging the services of the Agency for the above purpose, in accordance with this Agreement (hereinafter referred to as Services).**
- C. AND WHEREAS the Agency has agreed to render such services at a contract value of Rs. _____ (Rupees _____ only).**

NOW, THEREFORE IT IS HEREBY AGREED between both parties to the Agreement as follows:

1. The Agency shall adhere to the objectives, scope, tasks, outputs, methodology, completion schedule and other terms and conditions laid down in the RFP (Annexure-I) for rendering the services.
2. The Agency shall render the services to the total satisfaction of the Client and as per the specifications given in RFP. The decision of the Client about satisfactory rendering of the services including various related items will be final and shall not be challenged by the Agency on any ground whatsoever. The Agency shall submit the reports to the Client in the quality manner.
3. For violation, if any, of Intellectual Property Rights (IPR) of any body, the Agency is liable for compensation and the Agency shall be responsible to keep indemnified the Client and shall be required to pay license fee to the other party and any other payment required to square up the matter regarding any infringement of IPR of any third party (ies).
4. The Agency would draw up a Project Inception Report (PIR) within 15 days of award of work indicating the proposed field arrangements to

conduct the study/complete the assignment. The Agency would modify the PIR in accordance with suggestions of the Client before starting the work.

5. The RFP (Annexure-1) and Schedules I, II (Annexure-II) attached to this Agreement shall be deemed to be an integral part of this Agreement.
6. The date of commencement of services shall be as specified in Schedule I of this Agreement.
7. In case the Client finds it necessary to abandon the work and terminate the services of the Agency before the completion of the work, at any stage, for reasons which are not wholly attributable to the Agency, it may be done after making payments to the Agency for the services actually rendered for carrying out the work till the date of termination and the Agency shall provide the Client with any report or part thereof or any other information and documentation gathered under this Agreement prior to the date of such termination. The total amount of advance paid to the Agency but unutilized at the time of such termination shall be returned by the Agency to the Client.
8. The Agency shall fully indemnify the Client against all liability arising out of action, demands, and proceedings resulting from negligence or breach attributable solely to the Agency. Similarly, the Client shall fully indemnify, the Agency against all liability arising out of action, demands, proceedings resulting from negligence or breach attributable solely to the Client. This Clause shall survive the termination or expiration of the Agreement executed by the parties provided that there shall be no indemnity on either side in cases of indirect, remote or consequential damages including loss of profit or loss of business, by the other party.
9. Without prejudice to the Agency's liability towards the workmen, employees and agents, the Agency will be responsible to purchase and keep in force appropriate insurance coverage with regard to the any liabilities. The Agency shall maintain workers' compensation, employment liability insurance for their staff on the assignment. The Agency shall also maintain comprehensive general liability insurance, including contractual liability coverage adequate to cover the indemnity of obligation against all damages, costs and charges and expenses for injury to any person or damage to any property arising out of, or in connection with, the services which result from the fault of the Agency or its staff. The Agency shall provide the Client with certification thereof upon demand.
10. The Agency shall be liable to pay the taxes, duties, fee, levies and other impositions levied under the Applicable Law for the conduct of the Study or to carry out the assignment.
11. The Agency undertakes to conduct the study/ carry out the assignment in accordance with the highest standards of professional and ethical competence and integrity, having due regard to the nature and purpose

of the assignment, and to ensure that the staff assigned to perform the services under this Agreement, will conduct themselves in a manner consistent herewith.

12. The Authorized signatory of the Agency is required to submit the letter of Authorization issued by the Board of Directors/ Governing Body or any other authentic Governing body of Agency as the case may be.

13. All notices required or allowed to be given hereunder shall be made by either:

- a) Delivery in person with signed receipt
- b) Telex/Fax properly transmitted to the parties, or
- c) Registered e-mail

14. All notices shall be addressed to the parties respectively as follows:

For Agency:-

For Client: -

Authorized Signatory:

Directorate of Marketing & Inspection, Faridabad

On behalf of, Ministry of Agriculture & Farmers Welfare,
Government of India

Or to such other address or telex/Fax number as either party may from time to time specify by written notice to the other party on notices and communications sent by registered e-mail in accordance with clause 13 and 14 shall be deemed to have been received by the addressee in the ordinary course even if returned with remarks such as 'not found', 'left without address', 'premises lock', 'refused', or any similar remark.

15. All final plans, drawings, specifications, designs, reports and other documents or software submitted by the Agency in the performance of the services shall become and remain the property of the Client. The Agency shall not use them for purposes unrelated to this contract without the prior written approval of the Client. The Intellectual Property Right, if any, in the study/assignment shall exclusively vest in the Client.

16. The Agency also agree that all knowledge and information not within the public domain which may be acquired during the carrying out of this Assignment shall be for all time and for all purposes, regarded as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed to any person whatsoever, except with the Client's written permission.

17. The Chairman of the evaluation committee would be the Competent Authority for condoning any delay on account of reasons not attributable to or beyond control of the agency.

18. Nothing contained in this Agreement shall be construed as establishing or creating between the Parties a relationship of master and servant or principal and agent.

19. Neither this Agreement nor any rights under it may be assigned, transferred or sub-let by any party without the prior written consent of the Party.
20. The Agency shall at all time indemnify Client against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (the Agency's) employees or agents or by the Client's employees, agents or property any other third Party resulting from or by any operation conducted by or on behalf of the Agency.
21. The Agency shall notify the Client of any material change in their status, shareholding or that of any Guarantor of the Agency, in particular, where such change is likely to have impact on performance of obligations under this Agreement.
22. This Agreement shall not be amended, modified, varied or supplemented in any respect except by an instrument in writing signed by all the Parties, which shall state the date from which the amendment or modification shall become effective.

IN WITNESS WHEREOF, the Parties have hereunto set their hands and have executed these

presents this _____ day of _____

CLIENT

Signed

for and on behalf of the
President of India

By: _____

In presence of _____

AGENCY

Signed

for and on behalf
of _____ Agency

(Authorized signatory)

By:

In the presence of _____

Request for Proposal (RFP)

(It would be the document based on which the bids are invited from firms/agency/consultant/institution)

SCHEDULE – I

Date of commencement :

Date of completion :

For Client
(Authorized signatory)

For Agency
(Authorized signatory)

For and on behalf of the President of India
Dated

Duly authorized Person

SCHEDULE – II

Payments to the Agency will be made in stages as under:

- a) 1st Installment: (The amount and the stage on which payment is to be made to be specified)
- b) 2nd Installment: (The amount and the stage on which payment is to be made to be specified)
- c) 3rd or Final Installment: (The amount and the stage on which payment is to be made to be specified)
- d) Total amount to be paid to the Agency = Rs. _____(in words also)

For Client
(Authorized signatory)

For Agency
(Authorized signatory)

For and on behalf of the President of India

Duly authorized Person

For further information, please contact:

Deputy Agricultural Marketing Adviser
Marketing Research & Information Network (MRIN)
Directorate of Marketing & Inspection
Department of Agriculture, Cooperation & Farmers Welfare
Ministry of Agriculture & Farmers Welfare & Farmers Welfare
Head Office, New CGO Complex, Block 'A' NH-IV, Faridabad-121001
Ph. 0129-2434351, 91-98730-73757
e-mail: mrin-dmi@nic.in