

Request for Proposal
(Only through E-Tendering Mode)

For

**Engagement of an Agency / Organization for Setting up a
Program Management Unit for Cluster Development
Program of National Horticulture Board**

National Horticulture Board
(Ministry of Agriculture and Farmers Welfare, Govt. of India)

**PLOT NO. 85, SECTOR-18, INSTITUTIONAL AREA
GURUGRAM-122015 (HARYANA)**

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KEY DATES

S. No.	Information	Dates
1	Issue of RFP through e-tendering	13 th July 2020
2	Last date for submission of written queries for clarification.	20 th July 2020
3	Date of pre-bid meeting	23 rd July 2020 Time: 3.00 p.m.
4	Last date and time for submission of proposal (RFP)	31 st July 2020 Time: 5:00 PM
5	Time and date of opening of Technical bids	4 th August 2020 Time: 11 AM
7	Time and date of opening of Financial bids	10 th August 2020 Time: 11 AM
8	Final selection of agency/organization	14 th August 2020
9	Award of assignment	After approval of IFD
11	Contact person for queries	Sh K.N. Verma, Deputy Secretary, MIDH, DAC&FW, MoA&FW
12	Addressee and address at which proposal in response to RFP notice is to be submitted:	Sh. C.P. Gandhi Deputy Director (Coordination) National Horticulture Board Plot No 85, Sector 18, Institutional Area, Gurugram Haryana – 122015

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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 National Horticulture Board (NHB) under Ministry of Agriculture & Farmers Welfare (MoA&FW), Government of India 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 National Horticulture Board, (herein after to be referred as NHB) 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. NHB accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

National Horticulture Board 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. NHB 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 National Horticulture Board is bound to select any Applicant or to appoint the selected Applicant, as the case may be, for the Consultancy. The National Horticulture Board reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The Applicants 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 National Horticulture Board or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will be borne by the Applicants and NHB 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.

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Section - 1

Letter of Invitation

Government of India
Ministry of Agriculture and Farmers Welfare
Department of Agriculture, Cooperation & Farmers Welfare
Krishi Bhawan, New Delhi

Dated the 13th July 2020

To,

The Interested Agencies

Subject: Engagement of an Agency / Organization as Program Management Unit (PMU) for Cluster Development Program of National Horticulture Board

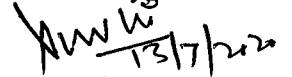
Sir / Madam,

Ministry of Agriculture and Farmers Welfare, Government of India requires services of an agency for setting up a PMU for Cluster Development Program at National Horticulture Board, Gurugram, Haryana. The details on the services solicited are provided in the Terms of Reference in this Request for Proposal (RFP) document.

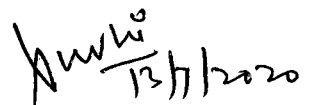
The agency will be selected as per the procedure described in the RFP a copy of which may be downloaded from <http://eprocure.gov.in> or website of NHB at <http://www.nhb.gov.in> and <http://www.agricoop.gov.in>. The complete proposal along with EMD (Scanned), should be uploaded on or before **17.00 hrs on 31.07.2020** as per the attached RFP document. For further information, applicants may visit our website <http://www.nhb.gov.in>

It is mandatory for the agency to submit proposal online only at <http://eprocure.gov.in> within stipulated time failing which the proposal is liable to be rejected. No proposal (except EMD) will be accepted in physical form. National Horticulture Board also reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,



Sh. C.P. Gandhi
Deputy Director (Coordination)
National Horticulture Board
Tele No: 0124-2343348
Email: dd.it.nhb@gov.in



Section - 2

Instructions to Agencies

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INSTRUCTIONS TO AGENCIES

PART-1

1. DEFINITIONS

- a. Employer means NHB, MoA&FW means the National Horticulture Board, Ministry of Agriculture & Farmers Welfare, Government of India who has invited bids for consultancy services with whom the selected Agency signs the Contract for the Services and to whom the selected Agency shall provide services as per the terms and conditions and Terms of Reference (TOR) of the contract.
- b. "Agency" means any entity that has been shortlisted/selected 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 Agencies used to reflect specific project and assignment conditions.
- e. "Day" means calendar day.
- f. "Government" means the Government of India
- g. "Instructions to Agencies" means the document which provides to Agencies all information needed to prepare their proposals.
- h. LOI means the Letter of Invitation being sent by Employer to the short-listed Agency.
- i. "Personnel" means professionals and support staff provided by the Agency and assigned to perform the Services or any part thereof;
- j. "Proposal" means the Technical Proposal and the Financial Proposal.
- k. "RFP" means the Request for Proposal prepared by the Employer for the selection of Agencies.
- l. "Assignment" means the work to be performed by the Agency pursuant to the Contract.
- m. "Terms of Reference" (TOR) means the document included in the RFP as Section 6 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Agencies, and expected results and deliverables of the Assignment.

2. INTRODUCTION

2.1. National Horticulture Board (NHB) was set up by Government of India in 1984 as an Autonomous Society under Societies Registration Act 1860, thereafter The Haryana Registration and Regulation of Societies Act, 2012. Board has its Head Quarter in Institutional Area, Plot-85, Sector- 18, Gurugram (Haryana)-122015.

2.2 National Horticulture Board under Ministry of Agriculture & Farmers Welfare wishes to engage services of an agency/organization for setting up a Program Management Unit for Cluster Development Program of National Horticulture Board (NHB).

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2.3 The Agency is broadly expected to:

1. To define contours of the Cluster Development Scheme and prepare detailed Scheme guidelines.
2. To invite Expression of Interest (EOI) for selection of Project Implementing Agency (PIA) who will work for Cluster Development and Export Promotion in selected clusters.
3. To conduct technical and financial evaluation of Detail Project Reports (DPRs) submitted by PIA and give recommendations to NHB for grant of assistance as per eligibility.
4. To monitor and supervise the implementation of Cluster Development Program.
5. To support and work for increasing the income of farmers through value addition and export promotion leading to increased realization at farmer's level.

2.4 The date, time and address for submission of the proposal have been given in Part II data Sheet.

2.5 The Agencies are invited to submit their Proposal for the assignment 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 Agencies.

2.6 Agencies 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.

2.7 Agencies shall bear all costs associated with the preparation and submission of their proposals 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 Agencies.

3. CLARIFICATION AND AMENDMENT TO RFP DOCUMENT

3.1 Agencies 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 and post all such clarifications on the website <http://www.nhb.gov.in> and <http://www.agricoop.gov.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 Agencies. Agencies shall acknowledge receipt of all such amendments. To give the Agencies reasonable time in which to take an amendment into account in their proposals, the Employer may, if the amendment is substantial, extend the deadline for the submission of proposal.

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3.3 Pre-bid may be convened, if required, to clarify any concerns agencies/bidders may have with the solicitation documents, scope of work and other details of the requirement. This meeting will be formal and the points raised and decision taken on them in the pre-bid meeting will be made available in writing to all perspective agencies/bidders.

4. CONFLICT OF INTEREST

4.1 The Employer requires that Agency provides 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, Agencies, 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: Agency or any it's affiliates selected to provide 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 it's affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.

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

4.3 Agencies 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 Agency 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 that Agency during bidding process or the termination of its contract during execution of the assignment.

5. UNFAIR ADVANTAGE

If a shortlisted Agency could derive a competitive advantage from having provided consultancy assignment 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 short-listed Agencies together with the RFP all information that would in the respect give such Agencies any competitive advantage over competing Agencies.

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6. PROPOSAL

Agencies shall submit only one proposal for this project. If an Agency submits or participates in more than one proposal, such proposals shall be disqualified.

7. PROPOSAL VALIDITY

Part II Data Sheet indicates how long proposals must remain valid after the submission date. During this period, Agencies shall maintain the availability of professional staff nominated as per requirements of the proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise; however, the Employer may request Agencies to extend the validity period of their proposals. Agencies who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their revised financial proposal; Agencies could submit new staff replacement, which would be considered in the final evaluation for award of the contract. Agencies who do not agree have the right to refuse to extend the validity of their Proposals and under such circumstance; the Employer shall not consider such Proposal for evaluation.

8. PREPARATION OF PROPOSAL

8.1 The proposal as well as all related correspondence exchanged by the Agencies and the Employer shall be written in English language, unless specified otherwise.

8.2 In preparing their Proposal, Agencies 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.

8.3 While preparing the Technical Proposal, Agencies must give particular attention to the following:

a) The estimated number of Professional staff months for the Assignment as shown in the Part II Data Sheet. While making the Proposal, the Agencies 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 vitae (CV) may be submitted for each position mentioned.

8.4 Technical Proposal:

Depending on the nature of the assignment, Agencies are required to submit a Technical Proposal (TP) in forms provided in Section -4. Part II Data Sheet in Section -2 indicates the format of the Technical Proposal to be submitted.

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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 (h) using the attached Forms (Section 4).

a) Form TECH-1 in Section- 4 is a sample letter of Technical Proposal which is to be submitted along with the technical proposal.

b) A brief description of the Agency's organization will be provided in Form TECH-2 (Section-4). In the same form, the Agency will provide details of experience of assignments which are similar to the proposed assignment as per the TOR. For assignment, the outline should indicate the names of Professional staff who participated, nature and duration of the assignment, contract amount, and Agency's involvement. Information should be provided only for those assignments for which the Agency was legally contracted by an Employer. Assignment completed by individual professional staff working privately or through other consulting consultancy cannot be claimed as the experience of the Agency, or that of the Agency's associates, but can be claimed by the Professional staff themselves in their CVs. Agencies 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.

c) A description of the approach, methodology and work plan for performing the assignment 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 TECH -3 of Section 4. The work plan should be consistent with the Work Schedule (Form TECH-7 of Section 4) which will be shown in the form of a Gantt chart the timing for each activity.

e) 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 TECH-4 of Section 4 as well as TECH 10.

f) CVs of the Professional staff as mentioned in para 8.4 (d) above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TECH-5 of Section 4).

g) Estimates of work schedule should be given in Form TECH-6 of Section 4. Information relating to "conflict of interest" should be furnished in Form TECH-7 of Section 4. Formats for CA certificate are attached as TECH 8 and 9

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

8.5. Financial Proposals:

- i. The Financial Proposal shall be prepared using the prescribed Forms (Section 5). It shall list all costs associated with the assignment, 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.
- ii. The Agency shall quote their professional fees for a period of 12 months (1 year). There will be an annual increase @ 5% of the originally approved fee for 2nd and 3rd year. If there is extension beyond 3 years, the revised fee shall be on mutually agreed terms taking into account inflationary trends.

9. TAXES

The Agencies 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 Agencies in the financial proposal.

10. CURRENCY

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

11. EARNEST MONEY DEPOSIT (EMD)

(To be submitted in Physical form)

11.1 Earnest Money Deposit

- a. An earnest money of Rs 2,00,000/- (Rupees Two lakh only) in the shape of Banker Cheque /Demand Draft **in favour of National Horticulture Board payable at Gurugram, Haryana** may be submitted to Sh. C.P. Gandhi, Deputy Director (Coordination), National Horticulture Board, Plot No 85, Sector 18, Institutional Area, Gurugram, Haryana – 122015 simultaneously while uploading the technical proposal.
- b. Proposals where Earnest Money Deposit (EMD) is not uploaded along with the proposal by stipulated date and time shall be declared as non-responsive.
- c. No interest shall be payable by the Employer for the sum deposited as EMD.
- d. The EMD of the unsuccessful bidders would be returned back within one month of award of the work.
- e. **Exemption from EMD:** According to Rule 170 of GFR 2017 Bid Security is to be obtained from Bidders except Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises

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(MSME) OR are registered with the Central Purchase Organization OR the concerned Ministry/Department.

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 Agency thereof.
- b) If the proposal is varied or modified in a manner not applicable to the Employer after opening of proposal during the validity period or any extension thereof.
- c) If the Agency tries to influence the evaluation process.

12. PERFORMANCE GUARANTEE

The selected Agency 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 National Horticulture Board payable at Gurugram 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 work 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 Agencies on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

13. 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 TECH-1 of Section 4, and FIN-1 of Section 5 respectively.

An authorized representative of the Agency shall initial all pages of the original Technical and Financial Proposals. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

The bidder shall submit the Demand Draft for EMD in physical form to Shri Sh. C P Gandhi, Deputy Director (Coordination), National Horticulture Board, Plot No 85, Sector 18, Institutional Area, Gurugram, Haryana – 122015 by **5.00 P.M. on**

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31.07.2020. Non submission of Demand Draft towards EMD will lead to rejection of the proposal. A copy of Demand Draft shall be uploaded in portal also along with the proposal.

14. COMMITTEE FOR PROPOSAL EVALUATION

The Employer will constitute a Technical Evaluation Committee (TEC) to carry out the technical evaluation of proposals for selection of the Agency.

From the time the proposals are opened to the time the contract is awarded, the Agencies should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by an Agency to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of contract may result in the rejection of the Agency's proposal.

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INSTRUCTIONS TO AGENCIES

PART – II

DATA SHEET (PROJECT SPECIFIC INFORMATION)

S.No.	Ref. para of Section 2 of Part I	Particulars of Data sheet
1	Para 1(a) & 2.1 & 2.2	Name of the Employer: National Horticulture Board, Ministry of Agriculture & Farmers Welfare, Government of India
2	Para 2.2	Name of the Assignment: Setting up of a Program Management Unit for Cluster Development Program of National Horticulture Board, MoA&FW, Government of India
Key Dates		
3	Issue of Letter of RFP	13 th July 2020
4	Last date for submission of written queries for clarification.	20 th July 2020
5	Date of pre-bid meeting	23 rd July 2020 Time: 3.00 p.m.
6	Last date and time of submission of bids.	31 st July 2020 Time: 5:00 PM
7	Time and Date for opening of Technical bids	4 th August 2020 Time: 11 AM
8	Time and Date for opening of Financial bids	10 th August 2020 Time: 11 AM
Important Details		
9	Project Time Period	Three years and extendable on need basis depending upon progress of implementation of program
10	Validity of Proposal	Proposals must remain valid for 90 days after the last date of submission
11	Formats	The formats of the Technical & Financial Proposals to be submitted are Form Tech 1: Letter of proposal submission Form Tech 2: Agency's organization and experience Form Tech 3: Approach, methodology and work plan Form Tech 4: Team composition Form Tech 5: Curriculum Vitae Form Tech 6: Work schedule Form Tech 7: Information regarding any conflicting activities and declaration thereof

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		Form Tech 8 – Format of CA Certificate indicating professional fees realization of Rs 1 crore
		Form Tech 9 – Format of CA Certificate for revenue from Agri and Allied Sectors
		Form Tech 10 – Team Composition, Task Assigned and Expert Inputs
		Form Fin 1: Financial Proposal Submission Form
		Form Fin 2: Summary of Costs
		Form Fin 3: Breakup of Remuneration
12	Currency	Agency should state the cost in Indian Rupees
13	Submission	It is mandatory for the agency to submit proposal online only at http://eprocure.gov.in within stipulated time failing which the proposal is liable to be rejected. No proposal (except EMD) will be accepted in physical form.
14	Duration and Team Deployment	<p>Duration of the assignment is proposed to be 3 years and it can be extended subject to the implementation progress of the program. The estimated number of professional staff-months required for the assignment is 312 man months.</p> <p>In case of change of any team members during the duration of contract, new team members may be appointed by the agency with the prior approval of the NHB.</p>
15	Location for Assignment	Gurugram and as decided by the Employer

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Section - 3

Eligibility and Evaluation Criteria

1. ELIGIBILITY CRITERIA:

The agencies intending to bid for Setting up a Program Management Unit for Cluster Development Program shall fulfil the minimum following eligibility criteria:

- a) The agency must be registered under the Societies Registration Act, Companies Act, Limited Liability Partnership (LLP) under the Partnership Act, Trust Act etc. The agency/s must have Income Tax Registration (PAN) and GST Registration. Consortium/ Joint Venture is not allowed.
- b. The Agency should have a Minimum Annual Turnover of INR 50 crore in advisory related projects during the last three financial years ending on March 31st 2020.
- c. The applicant Agency should have in-house team, skills and expertise required for the assignment.
- d. The Agency should have an experience of at least five 5 years in Agri & allied sector
- e. Applicant Agency should have experience of serving as Program Management Agency (PMA)/ Project Management Unit (PMU) in implementing at least one Govt. of India scheme.
- f. The applicant should not be barred by any Central Government Department/Agency, State Government Department/Agency at the time of submission of application. The applicant shall provide self-certification by the Authorized Signatory as proof of the same.

2. EVALUATION CRITERIA

S. No	Parameters	Criteria, sub criteria and point system for evaluation to be followed under this procedure is as under:	
		Criteria & Sub Criteria	Points
1	Technical Experience (Projects Handled in the last 5 years)		50
	A.	Experience of Agency as PMA/ PMU with Central/ State Government/ Multilateral Agencies in Agribusiness Sector (Only 1 st three assignments submitted by the consultant shall be considered) – 5 marks per assignment Work order/ Agreement to be furnished in this regard	15

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	B. (i)	Experience of assisting Central / State governments/ Multilateral Agencies in designing/ implementing of their large agribusiness programs. Only assignment with minimum duration of 1 year and professional fees realization of Rs 1 crore as on bid issuance date will be considered (max 30 marks; 5 marks per eligible assignment)	30
	B (ii)	CA certificate as per the format Form Tech 8 and work orders to be furnished in this regard. Additional 5 marks shall be awarded if minimum 3 out of 6 eligible assignments as per above qualifications are in the horticulture sector. (5 marks) Note: Projects mentioned in A and B should be exclusive and non-repetitive.	5
2	Financial Strength		20
	A	Revenue from advisory services to State/ Central government / Multilateral Organization in Agri & Allied Sector (including Horticulture, Agriculture, Animal Husbandry, Fishery) in the last three financial years (2017-18, 2018-19, 2019-20) as per audited balance sheet. <ul style="list-style-type: none"> • From Rs 1-5 Crores – 5 Marks • Rs 5.1-10 Crores– 10 Marks • More than Rs 10 Crores – 15 Marks • CA certificate as per Form Tech 9/ Audited Balance Sheet to be furnished in this regard.	15
	B	Average revenue (as per audited balance sheet) from Advisory services	5

		during last three financial years (2017-18, 2018-19, 2019-20)	
		a. >Rs 50 to 100 Crore – 1 Mark	
		b. >Rs 100 to 150 Crore— 2Marks	
		c. >Rs 150 to 200 Crore--3 Marks	
		d. >Rs 200 Crores 5 Marks	
3	Methodology		10
		Understanding of the TOR, Adequacy of the proposed methodology and work plan in responding to the Terms of Reference	
	(i)	Technical Approach and Methodology	5
	(ii)	Staffing & Work Plan	5
4	Team		20
	(i)	Team leader	5
	(ii)	Rest all 5 core team experts (3 marks each- 3 marks X 5)	15
		<u>Evaluation Criteria – Team – 20 marks</u> All Core Team members should be on the payroll of the bidding firm for the period of at least last two years. (Certificate needs to be produced in this regard from Authorized Signatory). The CVs of team members who do not meet the qualification requirements will not be evaluated further. Core Team 1. Team Leader - Educational Qualification: Post Graduate in Agri Business with Relevant Experience of 10 years. Should have experience of performing the role of a team leader for assignments of similar nature and scale. (Maximum – 5 marks)	

		<p>2. Cluster Value Chain Expert – Educational Qualification: Post graduate in Agribusiness with 5 years of relevant experience in agribusiness/ cluster / value chain development.</p> <p>3. Post-harvest Technology Expert – Educational Qualification: Post graduate in Food Process Engineering/ Food Technology / Horticulture Crop Processing/ related field with 5 years of relevant experience in cold chain/ post-harvest infrastructure.</p> <p>4. Business Plan /Due Diligence Expert Educational Qualification: Qualified CA or MBA (Fin)/ PGDM (Fin) with 5 years of relevant experience in agribusiness related projects. Experience in Procurement and Bid Process Management shall be preferred.</p> <p>5. Dashboard/ Data Analytics Expert – Educational Qualification: MCA/ MBA/ PGDM with 5 years of relevant experience in data analytics managing and handling MIS/ dashboard.</p> <p>Support Team</p> <p>Support team members should be on the payroll of the bidding firm</p> <p>1. Support Team (3 Nos) - Education Qualification: Graduate with 2 years of relevant experience.</p> <p>All the above 8 team members are to be fully deployed at the project location.</p> <p>Subject Matter Expert (SME)</p> <p>The team involved in Program Management Unit should comprise of 3 Subject Matter Specialists in</p>
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		<p>addition to above team having 20+ years of relevant experience in:</p> <ul style="list-style-type: none"> a. Cluster and Value Chain Development. b. Horticulture Marketing and Export Promotion <p>The time input for each SME is to be at least 4 months in a year. The proposed CVs would not be evaluated for technical scoring.</p> <p>The SME may not necessarily be employed full time by the applicant agency. The Agency should also indicate the details of the Subject Matter Expert (SME) associated with the Core Team members in their work plan.</p>
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3. EVALUATION OF TECHNICAL PROPOSAL

Based on the evaluation criteria at Sr. No. 2 above, the applicants obtaining a total score of 70 (on a maximum of 100) or more would be declared technically qualified. The short-listed Agencies may be invited to present their proposals before the TEC, if required. However, no score will be awarded on the basis of presentation.

Financial proposals of only those Agencies which are declared technically qualified shall be opened publicly on the dates & time specified in the document, in the presence of the representatives of Agencies who choose to attend. The name of the Agencies, their technical score, and their Financial Proposal shall be read aloud.

4. METHOD OF SELECTION

In deciding the final selection of the Agencies, the technical quality of the proposal will be given weightage of 80% on the basis of criteria for evaluation. The employer shall short list those agencies/bidders who secure a minimum of 70 % marks based on technical evaluation. The financial proposals/bids of only those Agencies who are declared technically qualified will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposal given financial scores that are inversely proportional to their prices. The financial proposal shall be allocated a weightage of 20%. For working out the combined score, the employer will use the following formula:

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Total points: $(0.8 \times T(s)) + (0.2 \times 100 \times \text{LEC/EC})$, where T(s) stands for technical score, EC stands for Evaluation Cost of the Financial Proposal, LEC stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and will be called for negotiations, if required.

Example: if in response to this RFP, three proposals, A, B & C were received and the Consultancy Evaluation Committee awarded them 75, 80 and 90 marks respectively, all the three proposals would be technically suitable. Further, if the quoted price of proposals A, B & C were Rs.120, 100 & 110 respectively, then the following points for financial proposals may be given:

A: $100/120 = 83$ points
B: $100/100 = 100$ points
C: $100/110 = 91$ points

In the combined evaluation, the process would be as follows:

Proposal A: $75 \times 0.8 + 83 \times 0.2 = 76.6$
Proposal B: $80 \times 0.8 + 100 \times 0.2 = 84$
Proposal C: $90 \times 0.8 + 91 \times 0.2 = 90.2$

Proposal C would be considered the H1 and would be recommended for negotiations, if considered necessary for approval.

The TEC will correct any computation errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections the items described in the technical Proposals but not priced, shall be assumed to be included in the prices of other activities of items. In case an activity of line items is quantified in the Financial Proposal differently from technical proposal, no corrections will be allowed to the Financial Proposal.

5. NEGOTIATIONS

Negotiations, if considered necessary, shall be held only with the Agency who shall be placed as H- 1 bidder 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 Agencies. Date and Time for negotiation shall be communicated to the H-1 Agencies. Representatives conducting negotiations on behalf of the Agency must have the written authority to negotiate and conclude the contract.

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6. AWARD OF CONTRACT

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

The selected Agency will sign the contract after fulfilling all the formalities/ pre-conditions, within 7 days of issuance of the letter of intent.

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

7. CONFIDENTIALITY

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Agencies who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Agency 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.

8. PAYMENT TERMS

The deliverables and timelines for various activities are given in Section 6 of RFP. Payment will be made on Bi-monthly basis subject to satisfactory progress of the deliverables as reported by Agency in bi-monthly progress reports to the satisfaction of NHB.

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Section 4

Technical Proposal Forms

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12/7/2020

LETTER OF PROPOSAL SUBMISSION

Location:

Date:

To,

Shri C.P. Gandhi
Deputy Director (Coordination)
National Horticulture Board
Plot no. 85, Sector- 18, Institutional Area,
Gurugram -122015, (Haryana).

Dear.....,

We the undersigned, offer to provide the Consultancy assignment for setting up Program Management Unit for Cluster Development Program of National Horticulture Board in accordance with your Request for Proposal dated (INSERT DATE). We have uploaded our proposal online and hereby submitting requisite EMD. 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.

Demand Draft of EMD is enclosed.

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

Yours sincerely,

Authorized signature (in full and details):

Name and Title of Signatory:

Name of Firm/entity:

Address:

Encl: as above

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ORGANISATION AND EXPERIENCE**A- Profile of Agency/ Organization**

(Provide here a brief description of the background and organization of your firm/institution/entity. The brief description should include ownership details, date and place of incorporation of the consultancy (attach certificate), objectives of the consultancy etc.

1. General Information**1.1 Information about the Consultancy Firm (s)**

- i. Name
- ii. Head Quarter
- iii. Address for Correspondence
- iv. Telephone Number
- v. Fax Number
- vi. Email Address
- vii. Website
- viii. Date & Country of incorporation (enclose the copy of relevant document)

1.2 Size of the Consultancy

Provide annual turn-over figures from overall advisory services and separately for agri and allied advisory for the last three financial years. Project work orders during last 5 years to be attached in support of experience.

1.3 Geographic Presence

Provide geographical spread of your firm/entity, especially presence in different regions in India

B- Agency's Experience**2.1 Experience of PMA/PMU with Central Government/ State Government/ Multilateral Agencies in Agribusiness Sector**

(Using the format below provide information on 3 key assignments for which your consultancy has provided support to project management as required under this assignment. In case, the information required is not provided by the Agencies, National Horticulture Board shall proceed with evaluation based on information provided and shall not request the Agencies for further information. Hence, the responsibility for providing information as required in this form lies solely with the Agencies.)

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12/7/2020

Please cite only maximum 3 relevant projects. If more than 3 projects citations are provided, only the first three will be considered for the purpose of evaluation.

Assignment Name:	
Approx. value of the contract (In Indian Rupees): (Mention contract value in INR or provide range values: Upto Rs. lakh, Rs lakh, Rs Cr, Rs > Cr.	
Country Location within the country	
Duration of assignment (months):	
Name of the Employer:	
Total no. of staff-months of the assignment:	
Address:	
Approx. value of the services provided by your consultancy under the contract: (In INR):	
Start Date (month/year) Completion date (month/year):	
No. of professional staff-months provided by the Agency and associates(if any) :	
Name of associated Agencies , if any:	
Name of senior professional staff of your consultancy involved and functions performed	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

2.2 Experience of assisting Central / State Governments/ Multilateral Agencies in implementing their large agribusiness programs. Only assignment with minimum duration of 1 year and professional fees realization of Rs 1 crore will be considered.

(Using the format below provide information on each assignment for which your consultancy has provided consultancy support as required under this assignment. In case, the information required by National Horticulture Board is not provided by the Agencies, National Horticulture Board shall proceed with evaluation based on information provided and shall not request the Agencies for further information. Hence, the responsibility for providing information as required in this form lies solely with the Agencies.)

Please cite only maximum 6 relevant projects. If more than 6 projects citations are provided, only the first six will be considered for the purpose of evaluation.

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Assignment Name:	
Approx. value of the contract (In Indian Rupees): (Mention contract value in INR or provide range values: Upto Rs. lakh, Rs lakh, Rs Cr, Rs > Cr.	
Country Location within the country	
Duration of assignment (months):	
Name of the Employer:	
Total no. of staff-months of the assignment:	
Address:	
Approx. value of the services provided by your consultancy under the contract: (In INR):	
Start Date (month/year) Completion date (month/year):	
No. of professional staff-months provided by the Agency and associate Agencies :	
Name of associated Agencies , if any:	
Name of senior professional staff of your consultancy involved and functions performed	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

2.3. Other details, if any.

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APPROACH, METHODOLOGY, WORK PLAN & STAFFING AND PROJECT ORGANIZATION FOR PERFORMING THE ASSIGNMENT

Technical approach, methodology, work plan, project organization are key components of the Technical Proposal. The Agency must present the Technical Proposal divided into the following four components:

- a) Technical Approach and Methodology
- b) Work Plan, and
- c) Project organization and availability of experts

a. **Technical Approach and Methodology:** In this section, the Agency should explain their understanding of the objectives of the assignment/ job, approach to the assignment/job, methodology for carrying out the activities (including proposed research design) and obtaining the expected output, and the degree of detail of such output. The Agency should highlight the problems being addressed and their importance, and explain the technical approach they would adopt to address them. The Agency should also provide an overview of tools and methodologies that they propose to adopt for evaluation. The Approach and Methodology should specify the sample size, selection process, tools used, questionnaire, primary and secondary data used etc.

b) **Work Plan and Staffing:** The Agency should propose and justify the main activities of the assignment/ job, responsible team members, activity content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and key performance indicators. 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 deliverable outcomes should be included here. More specifically,

- Highlight how you would proceed to meet the project requirements,
- Highlight time input of team members you estimate are required to complete the work,
- Propose number of resources for providing these services,
- Highlight tools and methodologies to be used for this effort, and
- How would you manage the complexity of the project

c) **Project Organization and availability of experts:** The Agency should propose and justify the structure and composition of team of technical experts. It should list out the main disciplines of the assignment/ job, the key expert responsible for National Horticulture Board and proposed technical and support staff. More specifically, please provide an overview on senior leadership coverage and commitment, highlight expertise in Horticulture Crops and related works.

WwW
13/7/2020

TEAM COMPOSITION AND EXPERIENCE

Professional Staff (Core Team, Support Team and SME)

S.No	Position in the Team	Name	Education	Number of years for which team member is associated with the agency	Overall Experience	Relevant Experience
Core Team						
Support Team						
SMEs						

13/7/2020

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/entity:

(Insert name of consultancy proposing the staff):

3. Name of Staff:

(Insert full name):

4. Date of Birth:

5. Nationality:

6. Education:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

10. Languages Known:

11. Employment Record:

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

S.No	Period (Month & Year to Month & Year)	Employer	Position held

12. Detailed Tasks Assigned

S.No.	Detailed Tasks Assigned [List all tasks to be performed under this Assignment/job]

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13. Work Undertaken that best illustrates capability to handle the Tasks assigned:

[Among the Assignment/jobs 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:

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 me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:

Place:

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

[Full name of authorized representative]:

W. W. W.
13/7/2020

WORK SCHEDULE

Sr No.	Months / Deliverable								Total
Activity / sr. No	1	2	3	4	5	6	7	

Note:

1. Indicate all main activities of the Assignment including delivery under said assignment (e.g., inception, interim, quarterly 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 should be indicated in the form of a Bar chart.

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**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND
DECLARATION THEREOF**

Are there any activities carried out by your consultancy which are of conflicting nature as mentioned in para 4 of Section 2. If yes, please furnish details of any such activities. If no, please certify as follows:

We hereby declare that our consultancy is not involved/ indulged in any such activities which can be termed as the conflicting activities under para 4 of the Section 2. We also acknowledge that in case of misrepresentation of the information, our proposal/ contract shall be rejected / terminated by the Employer which shall be binding on us.

Authorized Signature [in full and initials]:

Name of Title of Signatory:

Name of Consultancy agency:

Address:

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12/12/2020

CA CERTIFICATE FORMAT (From Statutory Auditor)

As per information and explanation provided to us we hereby certify that has received the following fees under the projects as listed below:

#	Name of the Project	Name of the Client	Total Payment realized from projects (in INR)
1.			
2.			
3.			
4.			

Yours Sincerely,

For

Chartered Accountants

Membership Number-

Date-

Place-

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12/7/2020

CA CERTIFICATE FORMAT (From Statutory Auditor)

We hereby certify that average revenue from advisory services to state/ central government / Multilateral Organizations in Agri & Allied Sector (including horticulture, animal husbandry, and fisheries) in the last three financial years (2017-18, 2018-19, 2019-20) is as is specified below.

Sr No.	Financial Year	Turnover (Rs in Crore)
1.		
2.		
3		
	Total	

Yours Sincerely,

For

Chartered Accountants

Membership Number-

Date-

Place-

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13/7/2020

Team Composition, Task Assigned and Expert Inputs

S. No	Resource	Name of the Expert	Annual Time Input (in months)	Task Assigned
Core Team				
1	Team Leader (1 No)		12	
2	Cluster Value Chain Expert (1 No)		12	
3	Post-harvest technology Expert (1 No)		12	
4	Business Plan/ Due Diligence Expert (1 No)		12	
5	Dashboard/ Data Analytics Expert (1 No)		12	
Support Team				
1	Support Team (3 Nos)		36 (12X3)	
Subject Matter Experts				
1	Cluster and Value Chain Development		4	
2	Horticulture Marketing and Export Promotion		4	

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13/7/2020

Section-5

Financial Proposal Forms

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12/7/2020

FORM FIN – 1

Financial Proposal Submission Form

Location

Date

To,

Shri C.P. Gandhi
Deputy Director (Coordination)
National Horticulture Board
Plot No. 85, Sector-18, Institutional Area,
Gurugram-122015 (Haryana)

Dear,

We, the undersigned, offer to provide the consultancy assignment of setting up a Program Management Unit for Cluster Development Program of National Horticulture Board in accordance with your Request for Proposal dated [INSERT DATE]. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures]. The quoted fee is for a period of 12 months. This amount is inclusive of all taxes and duties. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in rejection of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., before the date indicated in Part II Data Sheet.

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 Consultancy:

Address:

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13/7/2020

Summary of Costs – For 12 Months period

S. No.	Particulars	Amount in Indian Rupees(In words)	Amount in Indian Rupees (In figures)
1	Remuneration (as per FIN 3)		
2	Reimbursable (Lump-sum for 12 months)		
3	Taxes and Duties with break up		
4	Total (1 + 2+ 3)		

NOTE: The Agency shall quote their professional fees for a period of 12 months (1 year). There will be annual increase @ 5% of originally approved fee for 2nd and 3rd year.

Authorized Signature:
 Name:
 Designation:
 Name of firm/entity:
 Address:

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 12/7/2020

BREAKUP OF REMUNERATION

S. No	Resource (A)	Name of the Expert (B)	Annual Professional Time input (in months) (C)	Person Month Remuneration Rate in INR (D)	Total Annual Remuneration in INR (C*D)
Core Team					
1	Team Leader (1)		12		
2	Cluster Value Chain Expert (1)		12		
3	Post-harvest Technology Expert (1)		12		
4	Business Plan/ Due Diligence Expert (1)		12		
5	Dashboard/ Data Analytics Expert (1)		12		
Support Team					
1	Support Team (3 Nos)		36 (12X3)		
Subject Matter Experts					
1	Cluster and Value Chain Development		4		
3	Horticulture Marketing and Export Promotion		4		
	Total		104		

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Section -6

Terms of Reference

Terms of Reference (ToR) for Setting up a Program Management Unit (PMU) for Cluster Development Program of National Horticulture Board

1. Introduction

National Horticulture Board (NHB) was set up by Government of India in 1984 as an Autonomous Society under SOCIETIES REGISTRATION ACT 1860, thereafter in the year 2019 under THE HARYANA REGISTRATION AND REGULATION OF SOCIETIES ACT, 2012. Board has its Head Quarter in Institutional Area, Plot-85, Sector- 18, Gurugram (Haryana)-122015.

2. List of Schemes administered by NHB

National Horticulture Board is implementing programs as a sub-scheme of Mission for Integrated Development of Horticulture (MIDH). A list of schemes being implemented by NHB is given as under: -

- a. Development of Commercial Horticulture through Production and Post-Harvest Management of Horticulture Crops.
- b. Capital Investment Subsidy Scheme for Construction/Expansion / Modernization of Cold Storages/Storages of horticulture products
- c. Technology Development and Transfer for promotion of horticulture
- d. Market Information Scheme for horticulture Crops
- e. Horticulture Promotion Services / Expert Services

3. Aims and Objectives of the NHB:

The broad objectives of all the NHB Schemes are as under: -

- a. Development of hi-tech commercial horticulture in identified belts and make such areas vibrant with horticultural activity, which in turn will act as hubs for development of horticulture
- b. Development of modern post-harvest management infrastructure as an integral part of area expansion projects or as common facility for cluster of projects
- c. Development of integrated, energy efficient cold chain infrastructure for fresh horticulture produce
- d. Popularization of identified new technologies /tools /techniques for commercialization/ adoption, after carrying out technology need assessment

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- e. Assistance in securing availability of quality planting material by promoting setting up of Scion and Root stock banks / Mother plant nurseries and carrying out accreditation / rating of horticulture nurseries and need based imports of planting material.
- f. Promotion and market development of fresh horticulture produce.
- g. Promotion of field trials of newly developed/imported planting materials and other farm inputs; production technology; Post Harvest Management (PHM) protocols, Integrated Nutrient Management (INM) and Integrated Pest Management (IPM) protocols and promotion of applied Research and Development (R&D) programs for commercialization of proven technology
- h. Promotion of Farm Mechanization in Horticulture through demonstration and its uses at farmers field level to reduce labour cost and increase the productivity of Horticulture crops
- i. Promotion of applied Research and Development (R & D) for standardizing Post Harvest Management (PHM) protocols, prescribing critical storage conditions for fresh horticulture produce, bench marking of technical standards for cold chain infrastructure etc.
- j. Transfer of technology to producers/farmers and service providers such as gardeners, nurserymen, farm level skilled workers, operators in cold storages, work force carrying out post-harvest management including processing of fresh horticulture produce and to the master trainers
- k. Promotion of consumption of horticulture produce and products.
- l. Promoting long distance transport solution for bulk movement of horticulture produce through rail etc.
- m. Carrying out studies and surveys to identify constraints and develop short and long term strategies for systematic development of horticulture and providing technical services including advisory and consultancy services.

4. **Major Components of Cluster Development Program:**

- i. Pilot project for 7 selected horticultural crops.
- ii. Pilot project to cover 12 identified clusters of selected crops.

5. **List of identified Fruit Crops and Clusters**

Sl. No.	Product	Identified Clusters	State
1.	Apple	1.Shopian 2.Kinnaur	Jammu &Kashmir Himachal Pradesh
2.	Mango	1.Lucknow 2.Kutch 3. Mehbubnagar	Uttar Pradesh Gujarat Telangana
3.	Banana	1.Anantpur 2.Theni	Andhra Pradesh Tamil Nadu

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13/7/2020

4.	Grapes	1.Nasik	Maharashtra
5.	Pineapple	1. Siphahijala	Tripura
6.	Pomegranate	1.Solapur 2.Chitradurga	Maharashtra Karnataka
7	Turmeric	1.West Jaintia Hills	Meghalaya

Note: The pilot project is initially for 7 crops and can be scaled for other horticulture crops at the discretion of NHB/ Ministry of Agriculture and Farmers' Welfare (MoA&FW).

6. Objectives for setting up of a Program Management Unit

NHB intends to set up a Program Management Unit (PMU) for the following purposes :

1. To define contours of the Cluster Development Scheme and prepare detailed Scheme Guidelines
2. To invite Expression of Interest (EOI) for selection of Project Implementation Agencies (PIAs). The selected PIAs shall form SPVs (Special Purpose Vehicles) for preparation of Cluster Specific Detailed Project Report (DPR) and project implementation.
3. To appraise the DPRs submitted by PIAs and present the same with recommendations for consideration of Technical / Approval committee.
4. To monitor and supervise implementation of Cluster specific Development Plans
5. To facilitate increased income realization by farmers through value addition and export promotion.
6. To assist in developing Global competitiveness of horticulture clusters.

7. Terms of Reference/ Scope of Services

The Terms of Reference/ Scope of Services for the PMU are as follows:

- i. Finalize the contours of Cluster Development Scheme, Operational Guidelines and related documentation
- ii. Necessary outreach activities and information dissemination to popularize the Cluster Development Program
- iii. Assist in inviting EOI for selection of Project Implementation Agencies (PIAs) and preparation of Memorandum of Agreement to be signed by the NHB and PIAs.
- iv. Prepare Model Project Reports which can be used by PIAs as a reference framework for preparing Cluster specific Detailed Project Report (DPR).
- v. Assist in appraisal and approval of Detailed Project Reports submitted by PIAs.

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- vi. Identify cluster specific potentials interventions for market development and export promotion
- vii. Ensure synergy and integration of cluster specific DPRs with ODOP (One District One Product) program of Ministry and newly launched scheme of FPOs.
- viii. Assist Implementing Agencies in evolving end to end interventions covering entire value chain of production, aggregation, logistics, marketing and exports.
- ix. Necessary liaison, outreach and coordination with State Governments and their agencies.
- x. Assist in identification and dovetailing of other schemes of Central Government and respective State Governments for value addition and processing.
- xi. Define Output and Outcome indicators for the Cluster Development Program
- xii. Create a real time Monitoring and Evaluation dashboard for streamlining process of implementation and undertake corrective action whenever required.
- xiii. Assist in release of financial assistance after verification of requisite milestones and compliance
- xiv. Assist in periodic review, supervision and monitoring of project implementation in specific clusters
- xv. Agency will also work on new concepts and strategies with NHB for development of horticulture sector (like Knowledge Accelerator, Lead Firm linkages, New Farm Technologies, Integration with Startups, Internet of Things (IOT), Block Chain etc)

The PMU would also provide overall assistance to NHB and related stakeholders / beneficiaries on undertaking necessary “hard” and “soft” interventions to enable holistic development of horticulture clusters. Hard interventions may be viewed in terms of those involving creation of fixed assets such as common facilities and physical infrastructure. Soft interventions cover the gamut of other required Business Development Services (BDS).

The list of indicative “hard” interventions are:

- Leveraging of FPOs/ creation of new FPOs for aggregation and primary processing of produce at field level.
- Establishment of model supply chains comprising of ripening chambers, large pack houses, specialized storages, reefer vehicles etc. as per requirements.
- Facilitate linkages for value addition and processing infrastructure as per requirements of domestic and export markets.
- Promote exit point infrastructure for maintenance of uninterrupted temperature control chain and container facilities near the port area to maintain quality of produce.
- Facilitate establishment of other necessary supporting infrastructure like testing labs etc by dovetailing with schemes like Pradhan Mantri Kisan SAMPADA of MoFPI, Trade Infrastructure for Export Scheme (TIES) of Department of Commerce, Rashtriya Krishi Vikas Yojana (RKVY) of DAC& FW, etc.

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13/07/2020

The list of indicative “soft” interventions are:

- Capacity building and export oriented training & skill development for entrepreneurs, producers, processor and exporters.
- Capacity building of Farmers and Farmer Producer Organization (FPOs) on PHM practices including ripening, packaging and transport of produce commensurate to export requirements.
- Infrastructure gap analysis by assessment of existing Post-Harvest Infrastructure and facilities including technology and capacity utilization for holistic development of identified clusters.
- Facilitate linkages with domestic markets by leveraging economies of scale for quality and price efficiency in transportation, storage, marketing and distribution of horticulture produce.
- Facilitate linkages with export markets including assessment and collation of quality and compliance parameters of various targeted export markets, advocacy for regarding various Free Trade Agreements (FTAs), trade policies and developing compliance ecosystem in identified clusters with respect to region specific Technical Barriers to Trade (TBTs) and Sanitary or Phytosanitary (SPS) requirements
- Ensure synergized interventions by State Agriculture/ Horticulture Department, Food Processing Departments and Central Government Departments/Ministries in identified clusters.
- Promote value addition and export of organic products, registration of cluster commodities under the Geographical Indication (GI) Act and undertaking brand promotion campaigns.

Note:

1. During the assignment period NHB may modify the TORs and other terms and conditions of the assignment, if necessary, in order to strengthen / deepen its scope / coverage in consultation with the Agency.
2. All the reports and the contents created thereof would be the intellectual property of the NHB/Government of India and would not be published by the agency without prior approval of the NHB/Government of India. The project related data or information should not be disclosed by the Agency to any third party without prior approval of the NHB/Government of India.

8. Deliverables and Schedule of Payment

The deliverables and timelines for various activities is given in the table below. Payment will be made on Bi-monthly basis subject to satisfactory progress of the deliverables as reported by Agency in bi-monthly progress reports to the satisfaction of NHB.

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13/12/2020

Deliverables and Targets for PMU

S. No	Deliverables	Timelines (in months)	Target
1	Signing of Contract and Team Deployment	T + 0	
2	Consultation with Stakeholders and finalization of Scheme and Operational Guidelines /related documentation	T + 2	Stakeholder consultation in targeted State of selected clusters
3	Outreach activities and information dissemination regarding the Cluster Development Program	Ongoing	Minimum six every year
4	Prepare Model Project Reports which can be used by SPVs as a reference framework for preparing Cluster specific DPRs	T + 3	Approval of draft model DPRs
5	Preparation of Memorandum of Agreement to be signed by the NHB and PIAs.	T + 3	Approval of Draft Agreement
6	Inviting EoI for selection of Project Implementation Agencies (PIAs)	T + 3	Floating of Expression of Interest for identified clusters
7	Appraisal of EoIs and Selection of PIAs	T + 4	Selection of PIAs
8	Guide PIAs on structuring of SPVs, preparation of cluster specific DPRs and financial closure	T + 5 onwards	Formation of SPVs and preparation of DPRs by PIAs
9	Assist NHB in appraisal and approval of DPRs	T + 8	Approval of DPRs by Project Appraisal/ Approval Committee
10	Develop and maintain online monitoring dashboard	T+ 5 Ongoing	Provide information on real time basis for physical and financial progress of projects
11	Assist NHB in release of financial assistance after verification of requisite milestones and	Ongoing	Completion of projects within approved timelines.

	compliances		
12	Assist NHB in periodic review, supervision and monitoring of project implementation in specific clusters	Ongoing	Quarterly reviews including physical site visits of all sanctioned projects for an effective project implementation
13	Any other need based assistance	Ongoing	

**T – Indicative timelines in months*

9. Period of Engagement

The duration of the assignment is proposed to be 3 years. Authority may increase or curtail the period of engagement and team size depending upon administrative and implementation requirements of the program.

Amuho
13/7/2020