

**STUDY ON IDENTIFICATION OF
EXPORT ORIENTED INTEGRATED INFRASTRUCTURE FOR AGRI PRODUCTS FROM
INDIA**

VISION

To build a profitable business in Indian food export market by providing quality products and services to consumers on a global level

Background

Notwithstanding the advantage of primary production, India lags behind in the export of agricultural products due to various reasons including inadequacy of general infrastructure, post-harvest infrastructure scale of operation, high freight cost, price fluctuations, predominance of unorganised sector, lack of implementation of quality and food safety management systems (HACCP, GAP, GMP, etc), absence of adequate backward linkages and low technology of processing facilities. Efforts are being made in all directions to improve the situation, but this likely to take some time. In the meantime, competing countries are progressing on all these fronts at a rapid pace. India, despite being one of the largest producers of agriculture products, has only about 1.5% share of the world food trade. Emerging demand for food offers a great opportunity for export in international market. However, the country today is facing stiff competition from other countries in terms of agricultural export. Exporting competitors in the world are adapting to the latest technology for horticulture and processed food products which may become a decisive factor for the future competition. Further, in recent years the demand for quality processed food; organic food and health food along with attractive packaging has increased significantly. Therefore, for India the interventions are required in the not only in the production sector, but also in the related sub-sectors of agriculture like, infrastructure, quality, logistics, packaging, marketing, etc. Presently in India nearly one third of the primary produce like fruits and vegetables etc are wasted before it reaches to the market due to lack of proper post harvest infrastructure and processing. An efficient agriculture infrastructure not only reduces the wastage, but also enhances the quality of produce and agricultural exports from India. In recent years, government has offered various schemes and policies which could provide impetus to these initiatives, but special importance is given to the agri-infrastructure sector in India.

APEDA has been actively involved in creation of infrastructure for horticulture produce to improve quality and value addition of produce and to achieve optimum shelf life resulting into increased quality exports of Indian agriculture produce. Recently, major focus has been laid to encompass setting up of processing units for horticulture and agriculture produce and also strengthen the infrastructure at seaports. Under the XII Plan Scheme APEDA provides 90 per cent grant-in-aid and 10 per cent from other Government or public sector agency other than land. Assistance to private exporters is also provided for purchase of specialised transport units; setting up of intermediate storage; setting up of mechanized handling facilities such as sorting grading, washing, waxing, ripening, packing, palletisation, pre cooling, cold storage, pre-shipment treatment such as fumigation, x-ray screening, hot water dip, vapour heat treatment, Irradiation etc., cable cars for banana, Vapour Heat Treatment, ETP, specialized storage facilities such as CA, MA, etc.

For India to garner a larger, more lucrative share of world trade, it is essential that our focus may shift from commodity trading to value-added products in fresh and processed food ; increase scale of operations, extend supply chain to international ports and invest in the supply chain on the domestic side

Keeping in view the above facts, APEDA proposes to undertake a detailed study in identified states to find the need of state specific infrastructural requirements which could provide impetus to agriculture export from India.

Terms of Reference (TOR):

- To study the available infrastructure facilitating export of agri and processed food and identify the gaps in select states of **Maharashtra, Gujarat**. The study should encompass gaps in cold chain system, pre and post harvest handling facilities, storage and processing requirements, value addition which would result in higher exports.
- To assess the statewise availability, performance and utilisation of existing agri-export infrastructure.
- To assess the state-wise availability of potential agricultural produce (raw, semi processed & processed) and projection of surplus for exports.
- Preparing a detailed list of state specific infrastructural requirement to boost export and to assess the suitability of some of the identified infrastructures to be implemented under PPP mode.
- Identification of additional infrastructure required for promoting exports in the identified states and recommendations on operations and management of the same.
- Infrastructure requirement for sourcing raw material from the cluster need to be quantified.

Timeline of study: 3 months

Eligibility Criterion:

1. A registered consulting firm with minimum 5 years of experience in providing consultancy services in the field of market research, monitoring & evaluating studies, infrastructure development in PPP mode with demonstrated experience in food & agribusiness domain.
2. Should have an annual turnover of at least INR 10 Crores during each of the last three years (2011-12, 2012-13, 2013-14)
3. Should have national / international experience in providing consultancy services for formulation of vision / strategy for Governments (National or State Governments) in development of agriculture / food processing
4. Should have done at least 3 studies for the Government of India including State Governments or Central Government Organisations in the development of agriculture/ industrial infrastructure

Earnest Money Deposit (EMD): Consultant should submit an EMD of INR 1,00,000. The EMD should be prepared in favour of APEDA.

The agency qualifying the above criteria shall submit the bid in two separate covers as follows:

- Cover A - Technical bid: containing all documents supporting the eligibility criteria along with the approach, methodology, work plan and team structure & detailed CVs. It

should include the following (a) Last 3 years balance sheet / audited statement of accounts, (b) Authenticated copy of certificates of incorporation / registration of the organization, , (c) list of relevant studies conducted during last three years with work order and completion certificates (d) Authenticated copy of service tax registration certificate, (e) PAN Card

- Cover B would include financial bid.
- These two sealed covers (A&B) should be kept under an outer envelope (cover) for sending to APEDA office.

The proposal submitted by the consultant will be evaluated on the credential & experience of lead firm, suitability of approach & methodology and team proposed. The financial bid of only those consultants would be opened who score minimum of 70% in the technical evaluation phase.

S. No	Parameter	Yard Stick	Grading
Technical Bid weight			70 %
A	Presentation by Agency		20 (Total Marks)
		Understanding of ToR	5
		Work Plan, methodology and tools proposed for assessing various parameters under scope of work	10
		Organization and staff to be deployed for the study	5
2	Financial Stability in the last 3 years i.e. 2011-12 to 2013-14		5 marks (Total)
		10-15 crore	2
		15 -20 crore	3.5
		Over 20crore	5
3	Experience of Agency in related study for creation of agri infrastructure in PPP mode in last 3 years in		10 (Total Marks)
4	Experience in conducting agriculture related studies		10
		up to 10	5
		More than 10	10
5	Experience of working with APEDA in last two years		7.5

6	Experience of the team leader. Some Weightage needs to be given to relevant assignments, qualification (degree in agriculture, food) and quality of experience.		20
		5 years	4
		5-7 years	6.5
		7-10 years	9.5
		10-13 years	12
		More than 13 years	20
Financial Bid weight			30 %

Payment schedule:

The payment would milestone linked and would be released against Bank Guarantee of equal amount.

S. N.	Milestone	Payment (%)
1	Contract Sign off & team mobilisation	20%
2	Field visit completion & progress update presentation	30%
3	Draft report submission & presentation	25%
4	Final report submission	25%

The advertisement has been released on 16th May 2014 and the last date for receipt of bid is 21 days from the date of Advertisement i.e 5th June 2014 till 5 p.m. The complete applications should be addressed to the General Manager (Infrastructure) and may be sent on the following address. For further clarification also please contact:

General Manager (Infrastructure)
 APEDA
 NCUI Building 3, Siri Institutional Area,
 August Kranti Marg, New Delhi - 110 016,
 India
 Phone : 91-11-26513204, 26514572, 26534186

Application format

Sl. No.	Particulars	Details
1.	Name of the agency	
2.	Address	
3.	Name of the Chief Executive	
4.	Understanding of the TOR	
5.	Financial stability of the agency	
6.	Experience of the agency in conducting agricultural related study	
7.	Experience of the agency in related study for creation of agri infrastructure in PPP mode in the last three years	
8.	Experience of working with APEDA in the last two years	
9.	Experience of the team leader	
10.	Details of EMD	

Date :

(Signature of the Authorized
Signatory with Company Seal)