

TERMS OF REFERENCE FOR THE STUDY TO EXPLORE TRADE POTENTIAL WITH QATAR AND OTHER GULF COUNTRIES

Project Background: During the visit of Hon'ble Prime Minister of India to Qatar and discussions with the Emir of Qatar, subjects covered included expanding agricultural trade to meet the food needs of Qatar and other Gulf countries (Saudi Arabia, UAE, Bahrain, Oman and Kuwait) and also attracting investments into India from these countries in area like cold storage, warehousing, food processing, value addition, organic farming etc.

Background information and rationale: Qatar is a country in the Gulf region which is oil and hydrocarbon rich nation with a land border with Saudi Arabia. A major portion of Qatari population of 2 million is accounted for by expats of Indian and Pakistani origin. The state of Qatar is enjoying a period of unparalleled prosperity with exceptional economic progress being evident in the increasing standards of living of its population. It has a dry, subtropical desert climate with low annual rainfall and intensely hot and humid summers. Qatar is import dependent on agricultural products since the GDP contribution by agriculture sector is only 0.1%. Though Qatar has only about 6% of its land mass under agriculture, of late the state of Qatar has taken measure to expand the cultivable land area since 2009 wherein the local farmers are producing more dates, cucumbers and green peppers. The horticultural crops produced by Qatar include tomatoes, egg plants, onions, cabbage cauliflower and broccoli, watermelons, citrus fruits, beans, carrots and turnips etc. However, it is anticipated that Qatar will continue to remain dependent on food imports to sustain growing demand for more fresh foods and high nutritional values. To remain future ready, Qatar agriculture sector may need to evaluate cross national sourcing to continue to retain their food security. India being proximal to Qatar is an obvious strategic location for such plan.

Considering that annual population growth rate of 3%, by 2030 Qatar's population would have increased 60% to over 3 million. This will lead to increase in demand for fresh fruits and vegetables.

Qatar imported \$2340 million worth of APEDA monitored products from the world during 2014 which rose by 17% over previous year's imports. This accounted for 86.25% of total agricultural imports by Qatar. Apart from Qatar, other Gulf countries like Saudi Arabia, UAE, Bahrain, Oman and Kuwait are also import dependent on a agricultural products. Like Qatar there is vast potential for augmenting trade and investment with these countries as well.

It has, therefore, been decided to get a professional and scientific study conducted for assessing and exploring the trade potential and investment opportunities with Qatar and other Gulf Countries.

Overall objective of the proposed study: The main objective of the study is to explore the potential for trade in specific agricultural commodities with Qatar and other Gulf countries , keeping in view the factors such as population rise, purchase power parity and other economic aspects. The study will also assess the production, consumption, imports, import duties, regulatory and investment regime for agricultural commodities in the identified countries

SCOPE OF THE STUDY

The study will entail the following specific tasks:

Task: 1 Assess the volume of production of potential agricultural/horticultural commodities and processed food items with their retail prices in Qatar and other neighbouring Gulf countries.

Task: 2 Assess current and likely consumption (demand) for the potential agricultural/horticultural commodities and processed food items in Qatar and other neighbouring Gulf countries in the next 10 years based on per capita consumption pattern keeping in view the likely population growth trends; and the likely shortfall in supply side.

Task: 3 Assess the duty regime, regulatory requirements and preferential arrangements, if any, for agricultural/horticultural commodities and processed food items and trade facilitation measures for import in Qatar and other neighbouring Gulf countries.

Task: 4 Keeping in view the likely import demand for agricultural/horticultural commodities and processed food items to assess India's potential, possibilities on account of conducive policy environment for foreign direct investment in India in agri and processed food sector for India to become a major production hub to cater to the needs of food products in Qatar and neighbouring countries.

Task : 5 Suggest a clear road map of product market matrix and to identify supply chain and infrastructure gaps such as warehouses, cold store/cold chain logistics etc. for trade enhancement with Qatar and other neighbouring Gulf countries.

Timeline for the study: 3 months

Expected outputs: The study should come out with clear vision about the possibility of specific agricultural commodities where India has an edge in terms of availability and price competitiveness and there is current demand in the identified countries. A matrix of demand-supply pattern over the next 10 years and assessment of likely potential for growth in exports from India needs to be drawn. The study should come out with clear road map of the food security scenario as existing currently and as it could be 10 years later, the current food buffer levels and likely food buffer requirements in next 10 years, the existing infrastructure to meet the food security and the likely scenario after 10 years, and possibilities of mutual cooperation in the agricultural sector on either side.

Description Of Approach, Methodology And Work Plan/ Implementation schedule:

Technical approach, methodology and work plan are key components of the Technical proposal. It is suggested that the Technical Proposal be divided into the following three sub-sections:

a) **Technical Approach and Methodology:** In this sub section the applicant agency must explain understanding of the objectives of the assignment, approach to meeting these objectives, methodology for carrying out the activities and obtaining the expected deliverables. The technical approach to address the various tasks should be explained in fair amount of detail. The agency must explain the methodologies proposed to adopt and highlight the compatibility of the proposed methodologies with the approach.

b) **Work Plan:** In this sub section the applicant agency must propose the main tasks of the assignment , their content and duration, phasing and interrelations, milestones and delivery dates of the draft report and final report. The proposed work plan should be consistent with the technical approach and methodology showing understanding of the ToRs. A list of final documents, reports and tables to be delivered as final output should be included here. The Work plan should be consistent with the Terms of Reference.

c) **Organization and Staffing:** In this sub-section the applicant agency should proposed the structure and composition of the team along with key expert responsible for the assignment and proposed technical and support staff. The detailed CVs of the team leader and team members must be submitted.

Timeline for submission of report: The selected Agency shall complete the study within **3 (Three) months time** from the date of award of the study.

Submission of reports and schedule of payment are as under:

1. The selected Agency shall submit to APEDA three hard copies of draft report along with soft copy by email within three months from the date of award of assignment. The Agency shall be invited to make a presentation of draft report on a specified date to be mutually fixed by both sides.

2. The final report shall be submitted to APEDA in 5 hard copies and soft copy by email within close of two month period from the date of award of consignment.

3. Schedule of payment : The schedule of payment will be as under:

- i) 35% of the total cost as advance at the time of award of assignment
- ii) 35% of the total cost on submission of three hard copies of the draft report
- iii) Balance 30% of the total cost on submission, acceptance of final report by APEDA.

Notes :

- a) The selected Agency shall be required to furnish an indemnity bond and personal guarantee before release of advance payment.
- b) For any delay in submission of draft report, penalty @ 1% of total fee may be levied on the Agency for every week or part thereof.
- c) Payments shall be released by APEDA through RTGS. Hence, RTGS details must be furnished by the Agency in the application form itself.

Submission of bid: The bid must be submitted essentially as follows :

i) **Sealed Cover A:** Technical bid to be super scribed as “Technical Bid for **STUDY TO EXPLORE TRADE POTENTIAL WITH QATAR AND OTHER GULF COUNTRIES AGAINST APEDA NOTICE DATED 8.11.2016**”. The Technical Bid must contain details of approach, methodology , work plan , team structure, detailed CVs of team members and implementation schedule and must be accompanied by:

- application form (annexure-1)
- supporting documents against each eligibility criteria in sequential order
- The Balance sheets/audited statements of accounts, P&L A/c for last five years

ii) **Sealed Cover B:** financial bid to be super scribed as “Technical Bid for **STUDY TO EXPLORE TRADE POTENTIAL WITH QATAR AND OTHER GULF COUNTRIES AGAINST APEDA NOTICE DATED 8.11.2016**”. The financial bid must be inclusive of taxes, if any. In case the financial bid does not specify taxes, it will be considered as tax inclusive financial bid onus of which shall lie with the bidder.

iii) **Sealed Main Cover:** The two sealed covers **A and B** shall be contained in an umbrella cover super scribed as “Technical Bid for **STUDY TO EXPLORE TRADE POTENTIAL WITH QATAR AND OTHER GULF COUNTRIES AGAINST APEDA NOTICE DATED 8.11.2016**”.

Eligibility Criteria for bidders:

1. A registered consulting/advisory individual firm/organization either private or government incorporated in India with **minimum 10** years of experience in conducting Market studies/ Research/Surveys in the field of agriculture/horticulture/ food /agri business at national/international level.

Documentary evidence such as clearly legible copies of Certificate of incorporation with amendments, if any; Service Tax registration; PAN Number must be submitted (these should be marked as annexure to Eligibility Criteria No 1)

2. The total number of **completed** Market Studies/Research/Surveys in the field of agriculture/horticulture/ food /agri business by individual firm at national / international level should not be less than **20** during each of the last **five** year. Legible copies of work orders for such studies should be submitted with the application.

Details must be furnished in the following format marked as annexure to eligibility criteria 2:

	2011-12	2012-13	2013-14	2014-15	2015-16
No for completed studies					
Value of completed studies-Rs Crs					

3. The individual firm should have average turn over from consultancy fee only of **at least Rs 5 Crores** during the last **five** years from Market Studies/Research/Surveys in the field of agriculture/horticulture/ food /agri business.

Details must be furnished in the following format marked as annexure to eligibility criteria 3:

Year	Overall turnover (Rs Crores)	Turn over from consultancy /advisory fee only (Rs Crores)
2015-16		
2014-15		
2013-14		
2012-13		
2011-12		

4. The Team leader of the study should possess minimum Post Graduate degree in Agriculture with experience of at least 15 years. The Team leader should have handled at least ten studies with at least five as Team Leader.

5. The other team members of the team must possessing at least Graduation degree in Agriculture /MBA

Pre-bid meeting: APEDA will announce separately the date for pre bid meeting

Last date for submission of bids: The bids must be submitted in APEDA office, New Delhi by 5.30 PM on the 21st day from the date of release of ad by APEDA.

Bids received after this time and date will be outrightly rejected. Since the ad has appeared in newspapers on 8th November, 2016, the last date for submission of bids stands as 28th November, 2016(Monday).

Evaluation of bids received within the specified timeline: The bids received within the specified time and date shall be evaluated on the eligibility criteria as specified in this document. The shortlisted bidders will be invited for technical presentation before a Committee constituted by APEDA for this purpose. Intimation in this regard will be emailed to the concerned bidders at the email ids indicated in the application form.

Criteria for qualifying bidders post technical presentation: The technical bids/presentations will be graded on the basis of following marks structure by the Committee constituted by APEDA for this purpose:

SN	Criterion	Marks
1.	Presentation, Approach and modalities/methodologies suggested	25
2.	Experience - up to (Years) 10 - 2 marks 11-20 - 3 marks 21-30 - 4 marks ➤ 30 - 5 marks	5
2.	Number of completed Studies in the field of Market Studies/Research/Surveys in the field of agriculture/horticulture/food/agri business. 20 - 2 marks 21-30 - 3 marks 31-40 - 4 marks ➤ 40 - 5 marks	5
3.	Average annual turnover from consultancy fees from Market studies/research/surveys during last 5 years in the field of agriculture/horticulture/ food /agri business. (Rs. in crores) 5 - 2 marks 6-10 - 3 marks 10-20 - 4 marks ➤ 20 - 5 marks	5
Total		40

Opening of financial bids: the bidders who secure minimum 70% marks (28out of 40) in technical presentations will be short listed and only their financial bids shall be opened. Financial bid will carry a maximum of 60 marks. The calculation of marking will have the following method:

$L1 = 60$ marks

$L_i = 60 \times L1(\text{the cost quoted by } L1) / L2(\text{the cost quoted by } L2)$ and in similar fashion for $L3, L4$ etc (depending on the number of bidders).

After the financial marks are obtained the technical and financial marks will be added up and the bidder scoring highest aggregate marks will stand selected.

Selection committee reserves the right to withdraw the announcement, accept or reject any or all the bids at any time prior to award of contract/order, without assigning any reasons and without incurrance of any liability on APEDA. APEDA also reserves the right to negotiate the prices with the selected bidder to bring down the prices.

NOTE:

1. Consortium of bidders is also permitted. However, the performance in terms of eligibility criteria will be taken into account of only the lead firm in such cases.
2. APEDA will send communications on pre-bid meeting or any other intimation as necessary to be bidders only on the email ids communicated by them in the application format

For further clarification please contact:

Director
APEDA
NCUI Building
3, Siri Institutional Area
August Kranti Marg
New Delhi 110016

Tel: -91-11-26513162/ 26514572/26534186

Annexure- 1
Application format

Sl. No.	Particulars	Details																		
1.	Name of the consultancy firm (Individual /lead)																			
2.	Address	Tel: No: Email iD(s) :																		
3	If application is for consortium mode, details of the consortium partner firm																			
3.	Name of the Chief Executive of the individual/lead firm																			
4.	Experience in conducting market studies/research/surveys	No of years : Certificate of Incorporation NO: PAN No: Service Tax Regn No																		
5.	Details of completed Market studies/Research/ Surveys during the last five years	<table border="1"> <thead> <tr> <th></th> <th>2011-12</th> <th>2012-13</th> <th>2013-14</th> <th>2014-15</th> <th>2015-16</th> </tr> </thead> <tbody> <tr> <td>No for completed studies</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Value of completed studies-Rs Crs</td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		2011-12	2012-13	2013-14	2014-15	2015-16	No for completed studies						Value of completed studies-Rs Crs					
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6.	Turn over of the individual/lead firm during the last five years	Year	Overall turnover (Rs Crores)	Turn over from consultancy /advisory fee only (Rs Crores)
		2015-16		
		2014-15		
		2013-14		
		2012-13		
		2011-12		
7.	Name and experience of Team Leader			
8	Financial strength of the Individual/lead firm	Year	Turn over- Rs Cr	
			Overall	Consultancy fee
		2012-13		
		2013-14		
		2014-15		

Date :

(Signature of the Authorized Signatory with Company Seal)