

**STUDY ON IDENTIFICATION OF  
EXPORT ORIENTED INTEGRATED INFRASTRUCTURE FOR AGRI PRODUCTS FROM  
PUNJAB, HARYANA AND HIMCHAL PRADESH**

**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 **Punjab, Haryana and Himachal Pradesh**. 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 state-wise availability, performance and utilisation of existing agri-export infrastructure like sea ports (dedicated berth), ICD's, warehouses, distribution centres, quality testing infrastructure and CPC's at airport etc.
- 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 (along with tentative location) to boost export and to assess the suitability of some of the identified infrastructures to be implemented under PPP mode. Identify critical missing links to enhance export potential in clusters of respective states out of the 17 clusters identified by APEDA (Annexure).
- To assess the specific export requirements of region specific commodities like kinnow in Punjab, apples in Himachal Pradesh, grapes from Maharashtra etc. From the above identified infrastructures the consultant also need to identify infrastructures that can 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: 4 months

### Eligibility Criterion:

1. A registered consulting firm/consortia, with minimum 5 years of experience (individual firm/lead firm) 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.
1. Individual firm/lead firm should have an annual turnover of at least INR 10 Crores during each of the last three years (2011-12, 2012-13, 2013-14 ). The turnover should include income from consultancy fee only.
2. Individual firm/lead firm 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
3. Individual firm/lead firm 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 in last 5 years.

Sr.No	Eligibility Criterion	Does the applicant meet the criterion
1.	A registered consulting firm with minimum 5 years of experience in providing consultancy services in the field of market research,	

	monitoring and evaluating studies, infrastructure development in PPP mode with demonstrated experience in food and agribusiness domain	
2.	Annual turnover of at least INR 10 crores during each of the last three years available	
3.	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.	Conducted at last 3 studies for the Government of India including State Governments or Central Governments Organizations in the development of agriculture/industrial infrastructure in last 5 years	

**Earnest Money Deposit (EMD): Consultant should submit an EMD of INR 1,00,000. The EMD should be prepared in favour of APEDA, New Delhi. The EMD will be refunded after the selection process is over. The draft should be from the Nationalized /Scheduled Bank.**

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 which should be inclusive of all expenses and applicable taxes.
- These two sealed covers (A&B) should be kept under an outer envelope (cover) for sending to APEDA office and should be super-scribed as bid for **Punjab, Haryana and Himachal Pradesh**.
- The bids shall be submitted to APEDA, New Delhi within 15 days from the date of release of the advertisement.
- A pre-bid meeting to explain the exact scope of the assignment and resolve the queries of the participating firms will be organised by APEDA. The date for holding pre-bid meeting would be announced at APEDA website.

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. Study will be awarded to the Consultant with minimum financial quote (L1) among the technically qualified consultants.

**Technical Evaluation Criteria (100 marks):**

**1. Criterion 1: Presentation by Firm/Consortia: (50 Marks)**

Sr. No	Name of the Firm	Parameter	Yard Stick	Marks Obtained
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		<b>Technical Proposal &amp; Presentation by Firm</b>	<b>Work Plan, methodology and tools proposed for assessing various parameters under scope of work (50)</b>	
<b>1</b>				
<b>2</b>				

**2. Criterion 2: Financial Stability of the Individual firm/Lead firm in last three years (2011-12 to 2013-14 or 2010-11 to 2012-13 in case 2013-14 financial statement is not finalised): (7 marks)**

The marking criteria will be:

<b>Total turnover</b>	<b>Maximum Marks</b>
<b>10-15 crore</b>	<b>3</b>
<b>15 -20 crore</b>	<b>5</b>
<b>Over 20 crore</b>	<b>7</b>

<b>Sr. No</b>	<b>Name of the Firm</b>	<b>Total turnover in 2013-14 (or 2012-13) (I)</b>	<b>Marks Obtained</b>	<b>Total turnover in 2012-13 (or 2011-12) (II)</b>	<b>Marks Obtained</b>	<b>Total turnover in 2011-12 (or 2010-11) (III)</b>	<b>Marks Obtained</b>	<b>Total Average Marks (average of I, II &amp; III)</b>
<b>1</b>								
<b>2</b>								

**3. Experience of firm in related study for creation of agri-infrastructure in PPP mode in last 3 years (10 marks)**

The marking pattern will be:

<b>Total studies</b>	<b>Maximum Marks</b>
<b>0</b>	<b>0</b>
<b>1</b>	<b>8</b>

<b>2 &amp; above</b>	<b>10</b>
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<b>Sr. No</b>	<b>Name of the Firm</b>	<b>Name of the study</b>	<b>Time period</b>	<b>Name of Client</b>	<b>Total value of the assignment</b>	<b>Marks Obtained</b>
<b>1</b>		<b>1. 2. 3.</b>				
<b>2</b>						

- 4. Experience of working with State Government/Central Government/Multinationals/Multilaterals/APEDA/Private sector in the development of agricultural/industrial infrastructure in last 5 years. (18 marks)**

**The marking pattern will be:**

<b>Total studies</b>	<b>Maximum Marks</b>
<b>3-8</b>	<b>3</b>
<b>9-14</b>	<b>8</b>
<b>15-20</b>	<b>13</b>
<b>21 &amp; above</b>	<b>18</b>

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<b>1</b>		<b>1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18.</b>				

		19. 20. 21.				
<b>2</b>		1. 2. 3. 4. 5. 6. 7. 8. 9. 10. 11. 12. 13. 14. 15. 16. 17. 18. 19. 20. 21				
<b>3</b>						

5. Experience of the team leader. Some Weight age needs to be given to relevant assignments, qualification (degree in agriculture, food processing) and quality of experience. (15 marks)

The marking pattern will be:

Total experience	Maximum Marks
5 years	4
6-7 years	6
8-10 years	8
11-13 years	12
More than 13 years	15

Sr. No	Name of the firm	Name of the Team leader	Years of working with the organisation	Total experience (in years)	Designation	Total marks obtained
<b>1</b>						
<b>2</b>						

**Payment schedule:**

**The payment would be milestone linked and would be released as under:**

S. N.	Milestone	Payment (%)
1	Contract sign off & mobilization advance against Bank Guarantee which should remain valid till the completion of the study and acceptance by APEDA	20%
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For further clarification 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.	Approach & Methodology	
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 five years	
8.	Experience of working with State Government/Central Government/Multinationals/APEDA in the development of agricultural/industrial infrastructure.	
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10.	Details of EMD	

Date :

(Signature of the Authorized

Signatory with Company Seal)



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### **Terms of Reference (TOR):**

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**3. Experience of firm in related study for creation of agri-infrastructure in PPP mode in last 3 years (10 marks)**

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0	0
1	8
2 & above	10

Sr. No	Name of the Firm	Name of the study	Time period	Name of Client	Total value of the assignment	Marks Obtained
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5. Experience of the team leader. Some Weight age needs to be given to relevant assignments, qualification (degree in agriculture, food processing) and quality of experience. (15 marks)

The marking pattern will be:

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<b>1</b>						
<b>2</b>						

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10.	Details of EMD	

Date :

(Signature of the Authorized

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## Annexure

### Identified Clusters

S. No	Products	States	Districts
1	Gherkins	Karnataka	Tumkur, Bangalore Urban, Bangalore Rural, Hassan, Kolar, Chitradurga, Dharwad and Bagalkot
2.	Dry Flower		
		Tamil Nadu	Tuticorin
3.	Poultry and Poultry products	Tamil Nadu	Namakkal and Udumalpet
4.	Banana	Tamil Nadu	Theni, Trichy
5	Poultry and Poultry products	Punjab	Ludhiana, Jalandhar
6	Vegetables (fresh / IQF/freeze dried)		
		Punjab	Fatehgarh Sahib, Patiala, Sangrur, Ropar and Ludhiana
		Uttar Pradesh	Lucknow, Unnao, Hardoi, Sitapur and Barabanki
7.	Pomegranate	Maharashtra	Solapur, Sangli, Ahmednagar, Pune Nasik, Latur, Osmanabad
8.	Banana	Maharashtra	Jalgaon, Dhule, Nandurbar, Buldhana, Wardha, Parbhani, Hindoli, Nanded
9.	Poultry and Poultry products	Maharashtra	Solapur, Pune
10	Poultry and Poultry	Andhra	Rangareddy, West Godawari District and

	products	Pradesh	Chittoor
11	Vegetables (fresh / IQF/freeze dried	Maharashtra	Pune, Satara, Nasik
12	Vegetables (fresh / IQF/freeze dried	Gujarat	Ahmedabad, Khadia, Anand, Vadodra, Surat, Navsari, Valsad, Bharuch and Narmada
13	Gherkins	Andhra Pradesh	Mahboobnagar, Rangareddy, Karimnagar, Warangal, Medak Ananthapur and Nalgonda
14	Honey	Bihar	Muzaffar-pur, Samastipur, Hajipur, Vaishali, East and West Champaran, Bhagalpur, Begulsarai, Khagaria, Sitamarhi, Saran and Gopalganj
15	Dry Flower	West Bengal	Siliguri, Kolkata
16	Vegetables (fresh / IQF/freeze dried	Jharkhand	Ranchi, Hazaribagh and Lohardaga
17	Vegetables (fresh / IQF/freeze dried	Bihar	Muzaffar-pur, Samastipur, Hajipur, Vaishali, East and West Champaran, Bhagalpur, Begulsarai, Khagaria, Sitamarhi, Saran and Gopalganj