

Advertisement No.

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**AGRICULTURAL AND PROCESSED FOOD PRODUCTS**

**EXPORT DEVELOPMENT AUTHORITY (APEDA)**

(MINISTRY OF COMMERCE AND INDUSTRY, GOVT. OF INDIA)  
3<sup>rd</sup> FLOOR, NCUI BUILDING, AUGUST KRANTI MARG  
NEW DELHI – 110016

Offers are invited from consultancy firms for evaluation of various components of Agricultural Export Promotion Scheme of APEDA and their effectiveness in promotion and development of export of agricultural and processed food products from India.

Offers should reach GM (B&F) at the above address within 10 working days of appearance of this advertisement. The eligibility criteria, scope of study and other details are available at our website [www.apeda.gov.in](http://www.apeda.gov.in) under the icon General Info - Tenders.

# **Evaluation of Agricultural Export Promotion Scheme of APEDA for XIII Plan Period (2017-2022)**

## **Terms of Reference**

### **(A) Objective of the study:**

Agricultural and Processed Food Products Export Development Authority (APEDA) is an apex body under Ministry of Commerce and Industry, Govt. of India mandated with the task of export promotion of food products from the country. APEDA was established by the Government of India under the Agricultural and Processed Food Products Export Development Authority Act passed by the Parliament in December, 1985.

APEDA is having agricultural export promotion scheme for XII Plan period (2012-2017) having following components, under which financial assistance is provided to the exporters :-

1. Market Development
2. Quality Development
3. Infrastructure Development
4. Transport Assistance

The above Scheme is valid upto 31<sup>st</sup> March 2017. With a view to continue the Scheme for XIII Plan period (2017-2022) with such amendments, as considered appropriate, a study is proposed to be conducted through consultancy firms. This will include assessment of effectiveness of the Scheme alongwith contribution made towards promotion and development of the export of agricultural and processed food products through assistance provided.

### **(B) Eligibility Criteria:**

The firms having following minimum qualification are hereby invited for offer.

- a) A registered consulting firm with minimum 5 years of national/international experience in providing consultancy services in the field of market research, monitoring and evaluating studies, infrastructure development in PPP mode etc. with demonstrated experience in food and agribusiness domain.
- b) Average annual turnover of Indian Rupees 1,00,00,000.00 (Rupees one crores only) during last three years. The turnover should include income from consultancy fee only duly certified by CA.
- c) Should have conducted at least 3 studies for the Government including State Governments or Central Government Organizations in last 3 years.

**(C) Tasks to be carried out: -**

- i) Assessment of the impact of assistance availed by various beneficiaries under each component of the scheme, on enhancement of exports.
- ii) Estimation of returns through export earning versus each rupee spent through assistance under various components of the scheme.
- iii) Analysis of existing components of the scheme and the pattern of assistance against each component with respect to their adequacy to the range of products monitored by APEDA and the level of investment required in the targeted activities by the exporters.
- iv) These schemes were formulated almost a decade back and have been operating in present form during X, XI and XII Plans with very few changes. Accordingly, the evaluation firm would need to conduct an assessment of the requirements for assistance to address the gaps in the infrastructure, quality assurance systems, market development and transport assistance etc, and suggest modifications and/or additions in the scheme components and pattern of assistance for the XIII Plan (2017-2022)
- v) Assess the periodicity at which repeat assistance should be made available to the beneficiaries keeping in view the changing needs in technology/infrastructure and global trade requirements.
- vi) Assessment of infrastructure component of the scheme which is primarily FFV centric. Since, the scheme has been extended to all APEDA scheduled products, suggestions may be made for additional scheme components under infrastructure and other components of the scheme.
- vi) Assessment of the efficiency of existing institutional mechanism within APEDA for delivering the assistance to the target beneficiaries.
- vii) Preparation of draft memoranda for submission of proposed schemes by APEDA for consideration of the Government.
- viii) Interaction with the stakeholders at five identified places namely Delhi, Mumbai, Bangalore, Kolkata and Guwahati for their feedback.

**(D) Submission of Evaluation Report:**

- i) The draft report would need to be submitted by the selected firm within 30 days from the award of study.
- ii) Based on the discussions on the presentation of draft report by the selected firm, the changes would be incorporated and final report submitted within 15 days of the meeting for presentation of the draft report.

**(E) Terms of payments:**

The payment for the study would be released by APEDA as under:-

- i) 25% advance against bank guarantee along with award of study.
- ii) 50% payment on submission of draft report and presentation of the same.
- iii) 25% payment on acceptance of the final report and submission of draft memoranda for each scheme for submission to the Government.

**(F) Earnest Money Deposit (EMD):**

EMD of INR 2,00,000 /- (Rupees two lakhs only) in the form of Demand Draft/Bank Guarantee prepared in favour of APEDA, New Delhi, valid for 2 months commencing from the last day of submission of offers to be submitted alongwith the application. EMD will be refunded after the selection process is over but the same will be converted into performance guarantee to be refunded after completion of study.

**(G) Submission of Offers:**

The firm qualifying the above criteria shall submit the offer in two separate covers as follows:

- i. **Cover A-Technical offer:** containing all documents supporting the eligibility criteria along with the approach, methodology, study plan and team structure & detailed CVs of team members. The other documents to be submitted are (a) Last 3 years balance sheet / audited statement of accounts, (b) Authenticated copy of certificates of incorporation / registration of the organization, (c) List of studies conducted during last three years with copies of study orders (d) Authenticated copy of service tax registration certificate, (e) PAN Card (f) CA Certificate certifying the turn over. The documents should be listed sequentially. The envelope should be superscribed as “ **Technical offer for appointing firm for evaluation**

**of various components of Agricultural Export Promotion Scheme of APEDA”**

- ii. **Cover B would include financial offer.** The sealed financial offer should contain the total cost of evaluation study to be paid by APEDA in the format at annexure I. All applicable taxes must be shown separately in the financial offer. No out of pocket expenses would be paid separately by APEDA. The payment for the study would be released by APEDA as detailed in terms of payment above.

The envelope should be superscribed as **“Financial offer for appointment of firm for evaluation of various components of Agricultural Export Promotion Scheme of APEDA”**

- The two sealed covers (A&B) should be placed in an outer envelope (cover) for sending to APEDA office.
- The offers received will be evaluated on the credential and experience of individual firm/lead firm, suitability of approach & methodology. The financial offer of only those firms will be opened which meet the eligibility criteria. Study will be awarded to the firm with least financial quote (L1).

**(H) Submission of Offers:**

Offers complete in all respects are to be submitted within 10 working days from the date of release of advertisement to Mr. S.S. Nayyar, General Manager, APEDA at below mentioned address:

Agricultural & Processed Food Products Export Development Authority (APEDA),  
Ministry of Commerce & Industry, Govt. of India,  
3<sup>rd</sup> Floor, NCUI Building,  
3 Siri Institutional Area,  
August Kranti Marg ,  
New Delhi 110 016.

**(I) Clarification if any:**

For clarification(s) if any, regarding the study, willing firms may contact Mr. S.S Nayyar, General Manager, APEDA, Mob: 09811299352

**Annexure 'I'**

**Proforma for giving financial details**

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

Details	Amount (in Rs.)
Total fee/Charges for the assignment as per the ToR.	
Taxes (if any)	
Grand Total	

Total amount in words (Rupees)

Name and signature(s) with seal.