

## **Terms of reference for appointing of an agency to prepare comprehensive master plan for tapping the export potentials of North Eastern States**

### **Background**

North-Eastern Region is a part of the country which is richly endowed with natural resources. Partition of the country in 1947 isolated the Region, sealed both land and sea routes for commerce and trade and severed access to traditional markets and the gateway to the east and Southeast Asia. It distanced the approach to the rest of India by confining connectivity to a narrow 27 km wide Siliguri corridor, making it a remote land and constraining access for movement of goods and services.

The North Eastern region of India comprising eight states namely Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim has vast physiographical variations, which have been represented in 6 agro climatic zones. The region is physiographically characterized by difficult terrain, wide variations in slopes and altitudes and traditionally indigenous cultivation practices. North East region is one of the richest reservoirs of genetic variability and diversity of different crops i.e various kinds of fruits, different vegetables, spices, ornamental plants and also medicinal & aromatic plants. Marked by low usage of agrochemicals – the region is by default organic.

With more than 98 percent international border sharing with Bhutan, Nepal, China, Bangladesh and Myanmar provides the region a unique geographical advantage with respect to exports. The region's long international border of more than 4,500 km in length can be a great advantage and has the potential to transform the region into a economic hub.

North East Region is endowed with diverse agro-climatic conditions which are conducive for cultivation of various kinds of horticultural crops. The location of the region is geo-politically important as it shares international boundaries with China and Bhutan, Myanmar, Nepal and Bangladesh. This strategic location of NER makes it the potential hub for export of horticultural produce to neighbouring countries. Major horticultural crops grown in the NE region include citrus, pineapple, kiwi, mango, guava, litchi, banana etc. among fruits, potato, onion, tomato, cauliflower, cabbage, brinjal, beans etc. among vegetables, chrysanthemum, anthurium, rose, orchids etc. in flowers, ginger, turmeric large cardamom, coriander, cumin among spices and cashew nut, arecanut and tea etc. among plantation crops.

However, despite these distinct advantages, the North-East has not grown at par with the rest of the country. APEDA therefore would conduct a study through a suitable agency for preparation of Master Plan for tapping the export potentials of North Eastern states in comprehensive manner.

## Eligibility Criterion

The agencies having following minimum qualification are hereby invited for bid.

- a) A registered consulting firm with minimum 3 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
- d) Should have conducted at least 3 studies for the Government of India including State Governments or Central Government Organizations in the development of agriculture/ food processing /infrastructure in last 3 years.

## Scope of the study

In view of the above background, APEDA proposes to award a study for:

- (i) Analysing the export trend of agro products from North Eastern States over last 5 years and identification of 10 products including organic products with export potential in view of the global demand and revealed comparative advantage (RCA) for NER. The identification of products should be on the basis of export potential and a feasibility of scaling up export in the global markets.
- (ii) Identification of specific bottlenecks causing hindrance for the development of exports of agro products from NER and interventions required by different agencies to overcome these bottlenecks
- (iii) Analysing factors for RCA for identified products and examine market trends to arrive at export projections for these products over next 5 years. It also involves doing a comparative analysis of major exporting countries for the identified products and describe their competitive advantage vis-à-vis NE India.
- (iv) Assessment of the already available and its utilization and additional infrastructure requirements in terms of packhouses, cold storages, logistics and processing units etc.
- (v) Study of the **potential clusters** on the 10 identified products , based on the status of availability of raw material as well as existing infrastructure support. Analysis and suggestion thereon in terms of intervention required for various inputs and processes viz. planting material variety, standardization of package of agricultural practice , post harvest management bottlenecks, processing and packaging facilities, transportation logistics etc.

- (vi) Identification of products which can exclusively be promoted based on **organic** certification, present status and intervention required in terms of identification of location and future road map.
- (vii) Suggesting an Action plan for meeting possible challenges to growth and export potential for these products including measures for ensuring availability of raw materials, induction of modern technology in both production and processing and meeting quality and safety standards of global market etc.
- (viii) Identification of scope and challenges towards convergence of various existing incentives by the Government Agencies, including fiscal concessions and creation of common infrastructure facilities, to implement the Action Plan to help and meet export projections for these products;
- (ix) Suggesting a package of possible incentives by the Government Agencies, including fiscal concessions and creation of common infrastructure facilities, to implement the Action Plan to help and meet export projections for these products;
- (x) The study should indicate the level of collaboration required amongst the agencies, departments, both Central and State Government, Government and private for enhancing the production, creation of logistics etc.
- (xi) Studying sanitary and phyto-sanitary and other quality requirements of the target markets and need of infrastructure for growers and processors to address these requirements ;
- (xii) Skill development program requirement for running the projects successfully.

### **Period of Study**

The study should be completed in a period of 120 days from the date of award of work.

### **Terms of Payment**

- (i) 30% of the quoted price as advance against bank guarantee as per the format provided by APEDA
- (ii) 30% against submission of draft study report and presentation before APEDA. The payment is contingent upon satisfaction of the designated committee consisting of officials of APEDA regarding meeting the deliverables as per the scope of the study above.

(iii) 40% after submission of final study report incorporating changes as required by APEDA based on the presentation of draft report.

**Earnest Money Deposit (EMD):** The bidding agencies will submit an 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 bids. 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.

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 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 work orders and completion certificates (d) Authenticated copy of service tax registration certificate, (e) PAN Card (f) CA Certificate certifying the turn over , net profit. The documents should be listed sequentially. The envelope should be superscribed as “ **Technical bid for appointing an agency to prepare comprehensive master plan for tapping the export potentials of North Eastern States**”

**Cover B would include financial bid.** The envelope should be superscribed as “**Confidential- financial bid for appointing an agency to prepare comprehensive master plan for tapping the export potentials of North Eastern States**”

- These two sealed covers (A&B) should be placed in an outer envelope (cover) for sending to APEDA office.
- A pre-bid meeting to explain the exact scope of the assignment and resolve the queries of the participating firms will be organized by APEDA if requested by the bidding agencies.

The bids received will be evaluated on the credential & experience of individual firm/lead firm, suitability of approach & methodology. The financial bid of only those bidders would be opened who score minimum 70% marks in the technical evaluation phase (35 out of 50). Study will be awarded to the bidder with least financial quote (L1)

**Technical Evaluation Criteria (50 marks):**

<b>SN</b>	<b>Criterion</b>	<b>Marks</b>
1.	Presentation	10
2.	Approach and modalities/methodologies suggested	10
3.	Experience -upto(Years) 3-5           - 6 marks 5-8           - 7 marks 8-10       - 8 marks 10-15     - 9 marks 15 years onwards - 10 marks	10
4.	Average annual turnover from consultancy business during last 3 years upto (Rs. in crores) 1-3           - 6 marks 3-5           - 7 marks 5-8           - 8 marks 8-15       - 9 marks 15 onwards -10 marks	10
5.	Studies in the field of agriculture/infrastructure development upto (Number) 3-5           - 6 marks 5-8           - 7 marks 8-1           - 8 marks 10-15     - 9 marks 15 onwards -10 marks	10
	<b>Total</b>	<b>50</b>

**Submission of Bids**

Bids complete in all respects are to be submitted within 21 days from the date of release of advertisement (5 p.m.) 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, NCUI Building, 3 Siri Institutional Area, August Kranti Marg , New Delhi 110 016**

**Annexure- Application format**

Sl. No.	Particulars	Details															
1.	Name of the consultancy firm (Individual /lead)																
2.	Address																
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.	Summary paragraph introducing the Understanding of the TOR on 150 words maximum																
5.	Financial stability of the individual/lead consultancy firm	<table border="1"> <thead> <tr> <th>Year</th> <th>Turn over- Rs Cr</th> <th>NPV</th> </tr> </thead> <tbody> <tr> <td></td> <td>Overall</td> <td>Consultancy fee</td> </tr> <tr> <td>2012-13</td> <td></td> <td></td> </tr> <tr> <td>2013-14</td> <td></td> <td></td> </tr> <tr> <td>2014-15</td> <td></td> <td></td> </tr> </tbody> </table>	Year	Turn over- Rs Cr	NPV		Overall	Consultancy fee	2012-13			2013-14			2014-15		
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2012-13																	
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2014-15																	
6.	Experience of the agency in conducting agriculture related study																
8.	Experience of the team leader																
9.	Details of EMD																

Date :

(Signature of the Authorized Signatory with Company Seal)