

Applications are invited from reputed organisations to prepare the “VISION DOCUMENT OF APEDA”.

Terms of Reference for APEDA’s Vision document

1. About APEDA

The Agricultural and Processed Food Products Export Development Authority (APEDA) is a premier organisation in India that promotes the export of agricultural and processed food products. It plays a crucial role in enhancing the export potential of these products by providing various services such as market development, quality control, and certification. APEDA also works to maintain the quality and standards of the exported products and facilitates the participation of Indian exporters in global markets.

In accordance with the Agricultural and Processed Food Products Export Development Authority (APEDA) Act, 1985, (2 of 1986) the following functions have been assigned to the authority:

- Development of the industries relating to the scheduled products for exports
- Registration of Exporters of the scheduled products
- Fixing of standards & specifications for the scheduled products for the purpose of exports
- Carrying out inspection of meat & meat products for ensuring the quality of such products
- Improving the packaging & marketing of the scheduled products
- Promotion of export-oriented production
- Collection of Statistics of the scheduled products on-site and its publication thereof
- Training in various aspects of the industries
- Such other matters as may be prescribed

APEDA’s scheduled products account for more than half of the agricultural exports from India and cover 17 broad product categories ranging from fresh fruits and vegetables to processed food.

2. Background and Rationale

As India embarks on the ambitious goal of becoming one of the leading trading countries in the world whose share in global trade is expected to cross 10%, and with an aim to achieve an export to GDP ratio of 25% by 2047, it is imperative that agriculture being the most pivotal sector of our economy plays a significant role in this endeavour. Agricultural products account for close to 11% of the total export value from India and the sector employs up to 45% of India’s population. India ranks 7th in the World Agri exports with a share of 2.33% in 2021. It is thus envisaged that our rank in World Agri exports would

rise further, making India one of the leading Agri exporters in the world, in the coming period. This will also be crucial in realising the medium-term target of 1 trillion USD of merchandise exports by 2030.

3. Objective

In light of the above background and rationale, APEDA intends to conduct a detailed exercise to formulate its vision document, indicating the future direction for APEDA’s efforts and initiatives in boosting agricultural exports in three-time horizons: short term (2025), medium term (2030) and long term (2047).

4. Scope of the Work

i. Vision: Where will India’s Agricultural Exports (APEDA’s Basket) be?

This includes the scope of work/activities that APEDA aims to achieve over the three-time frames.

Sl. No.	Parameters	Baseline scenario	Short term (by 2025)	Medium term (by 2030)	Long term (by 2047)
1. (a)	Agricultural export value				
(b)	Share in Global agricultural Exports				
(c)	India’s rank in global agricultural exports				
2. (a)	Organic export value				
(b)	Share in Global Organic Exports				
(c)	Rank in Organic Exports				
3.	Any other indicative Parameters (Bidders may suggest)				

To make the Projections for Short-term (2025), Medium-term (2030) and Long-term (2047), bidders may, for each of the projection of value, share and rank, formulate two scenarios – Baseline Business as usual and the ideal scenario with projected aspirational growth, in order to have a more complete visioning exercise.

ii. **Global Benchmarks and Projections: (APEDA Scheduled Products- Indicative categories of products)**

The base table to be filled for all the major categories and sub-categories is given as below:

Product Category

Parameters	Short term (2025)		Medium term (2030)		Long term (2047)	
	Baseline Business as usual	Ideal — Projected Aspirational	Baseline Business as usual	Ideal — Projected Aspirational	Baseline Business as usual	Ideal — Projected Aspirational
Export Value						
Share in APEDA basket						
Share in World						
Rank						

The above exercise needs to be carried out for the following product categories:

1. Fresh fruits
 2. Fresh vegetables
 3. Processed food products — Entire Sector
 - a) Alcoholic beverages
 - b) Groundnuts
 - c) Cashew Nuts
 - d) Cereal Preparation
 4. Meat
 5. Poultry products
 6. Dairy products
 7. Rice (Non-Basmati)
 8. Rice (Basmati)
- } → Sub-category level analysis to be done separately

Thus, there will be Tabular analyses for 8 major categories and another 4 additional analyses for 4 sub-categories in the Processed food products sector.

The Tabular analyses should be followed with a brief write-up explaining the assumptions, methods, and reasoning for making the projections.

Note: The above exercise is required to be repeated for each Product and Product Categories listed earlier.

iii. **SWOT Analysis of Potential Products (APEDA Scheduled Products)**

- APEDA Products in General
- Major Categories – Above '8' listed Categories

iv. **Emerging trends: Likely Impact**

Emerging trends in the Agri Sector: Sustainability, Organics, Quality focus, E-commerce, Logistics and indicative areas.

v. **Strategic priorities: Action Plans/ Missions**

[Divided in three-time horizons – Short term (2025), Medium term (2030), Long term (2047)] – Indicative List (Both at broad APEDA level and also at Individual Category Level)

- Penetration to newer markets and Demand Creation
- Enhancing Exporter Engagement and Capacity Building
- Strengthening trade promotion and marketing
- Branding Indian produce at the global stage
- Improving standardisation and quality enforcement mechanism
- Promotional Activities for GI Products
- Enhancements of SPS measures/requirements, especially for meat and dairy products

5. **Terms and Conditions**

- a. The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the agency to ensure all the activities undertaken by them for APEDA are in accordance with the legal framework.
- b. Bid value should be quoted in Indian Rupees only plus all applicable taxes.
- c. Interested eligible agencies may submit their bids as per Annex-I with supporting documents including earnest money (EMD) of Rs. 2,00,000/- (Rs. Two Lakh) only in the form of a demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted in the final payment.
- d. It shall be the responsibility of the agency to ensure applicability of local laws in respect of the services provided/manpower hired by them.
- e. The agency is required to sign each page of the bid documents by the authorized signatory. APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to

bear the cost associated with the preparation and submission of tender documents to APEDA.

- f. APEDA will reject a proposal for award of work if it is found that the agency recommended for award has engaged in corrupt or fraudulent practices in competing or in executing the contract in question.
- g. Agency will indemnify APEDA against any claim, loss, suit, liability incurred or judgement suffered or likely to be suffered.
- h. A self-certified undertaking has to be submitted mentioning that they have not been blacklisted by any Government organization and the same is not applicable as on date.
- i. APEDA reserves the right to:
 - Extend the deadline for the submission of applications/bid documents at its discretion.
 - Negotiate the prices with the selected bidder to bring down the prices.
 - Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
 - Suspend the project, cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest. The decision of the APEDA shall be final and binding in this regard.
 - APEDA shall also not be responsible for any damage or loss caused or arise out of aforesaid action.
 - Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the APEDA shall be final and binding in this regard.
 - For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on the bidder.

6. Guidelines for Submission of Technical and Financial bid

The bid must be submitted essentially as follows:

- a. **Sealed Cover A:** Technical bid to be super scribed as “**Technical Bid for APEDA’S Vision Document against APEDA notice dated 26/12/2023**”. 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
- b. **Sealed Cover B:** Financial bid to be super scribed as “**Technical Bid for APEDA’S Vision Document against APEDA notice dated 26/12/2023**”. 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.

- c. **Sealed Main Cover:** The two sealed covers A and B shall be contained in an umbrella cover super scribed as “**Technical Bid for APEDA’S Vision Document against APEDA notice dated 26/12/2023**”.

7. Eligibility Criteria for bidders:

- a) 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)

- b) 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** years. 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:

	2018-19	2019-20	2020-21	2021-22	2022-23
Number of completed studies					
Value of completed studies — Rs. Lakhs/-					

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)
2022-23		
2021-22		
2020-21		
2019-20		
2018-19		

- c) 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.
- d) The other team members of the team must possess at least Graduation degree in Agriculture /MBA.

8. Pre-bid meeting

APEDA will announce separately the date for pre-bid meeting which will be held at APEDA Conference Hall.

Last date for submission of bids: The bids must be submitted in APEDA office, New Delhi within 1 week from the date of release of advertisement by APEDA. **Bids received after this time and date will be outrightly rejected. Since the advertisement has released on 26/12/2023, the last date for submission of bids stands as 3/1/2024, 5:00 PM.**

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.

9. 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:

S.no	Criterion	Marks								
1.	Presentation, Approach and modalities/methodologies suggested	25								
2.	<table border="1"> <tr> <td>10</td> <td>2 marks</td> </tr> <tr> <td>11-20</td> <td>3 marks</td> </tr> <tr> <td>21-30</td> <td>4 marks</td> </tr> <tr> <td>Above 30</td> <td>5 marks</td> </tr> </table> <p>Experience - up to (Years)</p>	10	2 marks	11-20	3 marks	21-30	4 marks	Above 30	5 marks	5
10	2 marks									
11-20	3 marks									
21-30	4 marks									
Above 30	5 marks									
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20	2 marks									
21-30	3 marks									
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Above 40	5 marks									
3.	<table border="1"> <tr> <td>5</td> <td>2 marks</td> </tr> <tr> <td>6-10</td> <td>3 marks</td> </tr> <tr> <td>10-20</td> <td>4 marks</td> </tr> <tr> <td>20 30</td> <td>5 marks</td> </tr> </table> <p>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)</p>	5	2 marks	6-10	3 marks	10-20	4 marks	20 30	5 marks	5
5	2 marks									
6-10	3 marks									
10-20	4 marks									
20 30	5 marks									
	Total	40								

10. Opening of financial bids

The bidders who secure minimum 70% marks (28 out 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

$L_i = 60 \times L1$ [the cost quoted by L1]/L2 (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.

Note:

- a. Consortium of bidders is also permitted. However, the performance in terms of eligibility criteria will be considered of only the lead firm in such cases.
- b. 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.

11. Force Majeure

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CHAIRMAN, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

12. Dispute Resolution

- a. In case of any dispute, both parties shall try to resolve the dispute through mutual consultation.
- b. If the dispute cannot be resolved through mutual consultation, the same shall be referred to AS (EP-Agri), whose decision will be final and binding on the parties.

13. Terms of Payment

The schedule of payment will be as under:

- a. 35% of the total cost as advance at the time of award of assignment
- b. 35% of the total cost on submission of three hard copies of the draft report
- c. 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.

14. Performance Assurance

If the performance of the agency is not up to the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.

15. Timeline for submission of the document

The selected agency shall complete the study within 8 weeks' time from the date of award of the study, at the end of which they are supposed to deliver the structured document to APEDA. The tentative timeline for this exercise is given as under:

- Week 1: Interaction with APEDA officials for inputs and briefing
- Week 4: Submission of first draft
- Week 6: Submission of Second draft and gathering of feedback
- Week 8: Complete finalisation of the document

The selected agency shall submit to APEDA three hard copies of draft report along with soft copy by email within 8 weeks from the date of award of the exercise. The agency shall be invited to make a presentation of draft report on a specified date to be mutually fixed by both sides.

The final report shall be submitted to APEDA in 5 hard copies and soft copy by email within close to 8 weeks period from the date of award of the exercise.

16. For further clarifications, please contact:

Dr. Sudhanshu, Secretary at APEDA
3rd & 4th Floor, NCUI Building, 3, Siri Institutional Area,
August Kranti Marg (Opp. Asiad Village), New Delhi- 110016
sudhanshu@apeda.gov.in

Annexure- 1
Application format

No.	Particulars	Details					
1.	Name of the consultancy firm (Individual /lead)		2018-19	2019-20	2020-21	2021-22	2022-23
	No for completed studies						
	Value of completed studies-Rs Crs.						
2.	Address	Tel: No: Email ID(s):					
3	If application is for consortium mode, details of the consortium partner firm						
4.	Name of the Chief Executive of the individual/lead firm						
5.	Experience in conducting market studies/research/surveys	No of years: Certificate of Incorporation No.: PAN No.: Service Tax Regn No.:					
6.	Details of completed Market studies/Research/ Surveys during the last five years						

7.	Turnover of the individual/lead firm during the last five years	<table border="1"> <thead> <tr> <th data-bbox="678 264 818 376">Year</th> <th data-bbox="818 264 1078 376">Overall turnover (Rs Crores)</th> <th colspan="2" data-bbox="1078 264 1374 376">Turn over from consultancy/advisory fee only (Rs Crores)</th> </tr> </thead> <tbody> <tr> <td data-bbox="678 376 818 416">2022-23</td> <td data-bbox="818 376 1078 416"></td> <td data-bbox="1078 376 1139 416"></td> <td data-bbox="1139 376 1374 416"></td> </tr> <tr> <td data-bbox="678 416 818 456">2021-22</td> <td data-bbox="818 416 1078 456"></td> <td data-bbox="1078 416 1139 456"></td> <td data-bbox="1139 416 1374 456"></td> </tr> <tr> <td data-bbox="678 456 818 497">2020-21</td> <td data-bbox="818 456 1078 497"></td> <td data-bbox="1078 456 1139 497"></td> <td data-bbox="1139 456 1374 497"></td> </tr> <tr> <td data-bbox="678 497 818 537">2019-20</td> <td data-bbox="818 497 1078 537"></td> <td data-bbox="1078 497 1139 537"></td> <td data-bbox="1139 497 1374 537"></td> </tr> <tr> <td data-bbox="678 537 818 577">2018-19</td> <td data-bbox="818 537 1078 577"></td> <td data-bbox="1078 537 1139 577"></td> <td data-bbox="1139 537 1374 577"></td> </tr> </tbody> </table>			Year	Overall turnover (Rs Crores)	Turn over from consultancy/advisory fee only (Rs Crores)		2022-23				2021-22				2020-21				2019-20				2018-19			
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8.	Name and experience of Team Leader																											
9.	Financial strength of the Individual/lead firm	<table border="1"> <thead> <tr> <th data-bbox="678 779 984 869">Year</th> <th colspan="2" data-bbox="984 779 1366 869">Turnover (Rs Crores)</th> </tr> <tr> <td data-bbox="678 869 984 909"></td> <th data-bbox="984 869 1139 909">Overall</th> <th data-bbox="1139 869 1366 909">Consultancy fee</th> </tr> </thead> <tbody> <tr> <td data-bbox="678 909 984 949">2020-21</td> <td data-bbox="984 909 1139 949"></td> <td data-bbox="1139 909 1366 949"></td> </tr> <tr> <td data-bbox="678 949 984 990">2021-22</td> <td data-bbox="984 949 1139 990"></td> <td data-bbox="1139 949 1366 990"></td> </tr> <tr> <td data-bbox="678 990 984 1057">2022-23</td> <td data-bbox="984 990 1139 1057"></td> <td data-bbox="1139 990 1366 1057"></td> </tr> </tbody> </table>			Year	Turnover (Rs Crores)			Overall	Consultancy fee	2020-21			2021-22			2022-23											
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Date:

(Signature of the Authorised Signatory with Company seal)