

**AGRICULTURAL AND PROCESSED FOOD PRODUCTS
EXPORT DEVELOPMENT AUTHORITY (APEDA)**

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

Offers are invited from consultancy firms for evaluation of various components/sub-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 21 days of appearance of this advertisement. Eligibility criteria, scope of study and other details are available at our website www.apeda.gov.in under the icon General Info-Tenders. Before submitting the bids, bidders are advised to keep watching for corrigendum, if any, on APEDA's web site.

Evaluation of Agricultural Export Promotion Scheme of APEDA and suggesting recommendations for the year 2017-2020

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.

Under the following components of the Agricultural Export Promotion Plan Scheme of APEDA for XII Plan period (2012-2017) financial assistance is provided to the exporters :-

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

The above Scheme is valid upto 31st March 2017. With a view to continue the Scheme further from 1st April 2017 till 31st March 2020 with such amendments, as considered appropriate, a study is proposed to be conducted through a reputed consultancy firm. This will include assessment of effectiveness of the Scheme along with contribution made towards promotion and development of the export of agricultural and processed food products through assistance provided, duplicity of sub-components vis-a-vis similar activities covered under other Government of India scheme, amendments required in the scheme to match the current requirements.

(B) Eligibility Criteria:

The firms having following minimum qualifications are hereby invited for offer:

- a) A registered consulting firm with minimum 10 years of experience in providing consultancy services in the field of market research, monitoring and evaluating studies, infrastructure development in PPP mode etc. out of which five studies conducted in food and agri business domain.

- b) The average annual turnover from consultancy fee of INR 5 crores in the last three years i.e. 2013-14, 2014-15 and 2015-16 duly certified by a Chartered Accountant.
- c) Should have conducted at least 10 studies for Central Government or State Governments Organizations in the last 3 years.
- d) The minimum employee strength of consulting staff only (excluding audit/tax or other administrative non-consulting divisions) of the applying firm in India should be atleast 20.
- e) The qualification of the key consulting staff should be at least 10 years who should be on the payroll of the applying firm. His CV has to be attached with the offer.
- f) Consortia/tie-ups/JVs are not permitted.

(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/sub-components of the scheme and the pattern of assistance against each component/ sub-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/deletions in the scheme components and pattern of assistance focusing particularly on current technological, quality and marketing requirements.
- v) Identification of the institutions/agencies which provide assistance on similar guidelines or of identical nature to avoid duplication of assistance. The firm shall submit a report of such agencies which provides assistance similar to APEDA.

- vi) 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.
- vii) Assessment of the efficiency of existing institutional mechanism within APEDA for delivering the assistance to the target beneficiaries.
- viii) Assessment/suggesting changes to make assistance provided under various components WTO compliant.
- ix) Preparation of draft memoranda for submission of proposed schemes by APEDA for consideration of the Government.
- x) Participation in discussions with the stakeholders at identified places namely Delhi, Mumbai, Bangalore and Kolkata for their feedback.
- xi) Consolidation of various suggestions received from Ministries/Departments and Trade and Industry.
- xii) The outcome of the study will be a comprehensive package of viable schemes for exporters of APEDA, which could be modified existing ones or new schemes which will not be present in identical or similar formats under any government/government assisted schemes, which would help in improving exports. Study should also indicate likely increase in exports through administration of revised Scheme.
- xiii) Suggest introduction of any new innovative elements in the Scheme which aims at facilitating export enhancement value addition and mitigation measures for reducing the transaction costs and facilitating ease of doing business in APEDA.
- xiv) The agency should also suggest measures for bringing ease of doing business in APEDA.

(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 to be 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 valid for the entire period of study 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 component for submission to the Government.

(F) Earnest Money Deposit (EMD):

EMD of INR 50,000/- (Rupees fifty thousand only) in the form of Demand Draft/Bank Guarantee prepared in favour of APEDA, New Delhi, valid for 3 months commencing from the last day of submission of offers to be submitted alongwith the application. EMD will be refunded to the unsuccessful bidders after the selection process is over. For the selected bidder, EMD will be converted into performance guarantee to be refunded after completion of study.

(G) Submission of Offers:

The firms qualifying the above criteria should submit the offer in three separate covers as follows:

1. **Cover 1- EMD:** Containing Earnest Money in the form of a DD/Bank Guarantee of Rs. 50,000/- in favor of APEDA, payable at New Delhi
2. **Cover 2 – 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 turnover in the format given in Annexure T'. The documents should be listed sequentially. The envelope should be superscribed as “ **Technical offer for study for evaluation of various components of Agricultural Export Promotion Scheme of APEDA**”
3. **Cover 3 - Financial offer.** The sealed financial offer should contain the total cost of evaluation study to be paid by APEDA in the format at annexure II. All applicable taxes should be included in the financial offer. No out of pocket expenses would be paid separately by APEDA.

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

- The three sealed covers mentioned above should be placed in an outer envelope (cover) for sending to APEDA office.
- Conditional offers are not allowed and would be rejected summarily.
- The offers received will be evaluated on the credential and experience of individual firm/lead firm, suitability of approach and methodology. The financial offer of only those firms will be opened which meet the eligibility criteria. Study will be awarded to the firm securing highest marks.

(H) SELECTION PROCEDURE

- 1.1 A Committee in APEDA will carry out a preliminary screening of the bidders and will shortlist the bidders fulfilling the prescribed eligibility requirements. The short listed bidders may be required to make technical presentation before the selection committee.
- 1.2 The agency will be shortlisted on the basis of their strength depicted through technical presentation and past background and on the basis of the following:
 - Methodology, work plan and understanding of the TOR.
 - Credentials and experience of the firm.
 - Suitability of the key personal for the assignment and availability of professional manpower for co-ordination and pro-active approach.
 - Turn-over of the firm

(I) OPENING OF FINANCIAL BIDS

- 1.1 The marking would be done on all the presentations. The firms who secure minimum 70% marks (49 out of 70 marks) in technical presentations will be short listed and only their financial bids shall then be opened. Financial bid will carry a maximum of 30 marks. The calculation of marking will have the following method:
 $L1 = 30$ marks
 $L2 = 30 \times L1(\text{the cost quoted by } L1) / L2$ (the cost quoted by L2) and in similar fashion for L3, L4 etc. (depending on no. of bids received).
- 1.2 After the financial marks are obtained the technical and financial marks will be calculated using the formula mentioned at 1.1 above and the bidder scoring highest aggregate marks will stand selected.
- 1.3 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

bidders to bring down the prices.

(J) PRE-BID MEETING

A pre bid meeting will be organized on 3rd January, 2017 at 11.00 AM at APEDA, New Delhi.

(K) PERFORMANCE ASSURANCE

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

(L) Submission of Offers:

Offers complete in all respects are to be submitted within 21 days from the date of release of advertisement to Mr. S.S. Nayyar, General Manager, APEDA at following address:

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

Since the advertisement has released on 22nd December, 2016, last date for submission of complete offers is 11th January 2017 upto 5.00 pm. In case the last day for submission of offers happens to be a holiday, immediate next working day will be treated as the last date for submissions of offers.

(M) Clarification if any:

For clarification(s) if any, regarding the study, willing firms may contact Mr. S.S. Nayyar, General Manager, APEDA, Tel :011- 26514046, Mob: 09811299352

Annexure 'I'
TECHNICAL OFFER FOR EVALUATION OF VARIOUS COMPONENTS OF
AGRICULTURAL EXPORT PROMOTION SCHEME OF APEDA

Sr.No.	Particulars	Details
1	Name of organization	
2	Correspondence Address	
3	Contact Person	
4	Contact Details	
	Telephone No.	
	Fax No.	
	Cell No.	
	Email:	
5	Profile of the firm including staff strength	
6	Annual turnover for past 3 years for income from consultancy fee only duly certified by CA	
7	Self attested photocopies of latest income tax returns for the last 3 years	
9	Details of EMD of Rs.50,000/-	
10	Permanent Account No. (Self certified copy)	
11	Services Tax/VAT No. (Self certified copy)	
12	Tan No. (Self certified copy)	
13	List of major clients for the year 2015-16	
14	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.	
15	Details of manpower alongwith CV of the team leader and other key personnal	
16	Title of studies done in the past related to	

	Agri-sector/Export related studies	
17	List of studies done for Central and State Govt. agencies	
18	List of enclosures	
19	Other relevant details, if any including the ones not covered above	

I/We hereby certify that the information given above is true and nothing has been concealed. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance/ enquiry/court cases are pending against them and I am fully authorized to sign.

Signature

Name

Designation

With Company Seal

Annexure 'II'

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 including all taxes	

Total amount in words (Rupees.....only)

Name and signature(s) with seal.