



**GOVERNMENT OF TAMILNADU**

**DEPARTMENT OF HORTICULTURE AND PLANTATION CROPS**

**Tender Reference no.: PLN1/026154/2022**

**Value Chain study of Glory Lily (*Gloriosa superba*), Coleus (*Coleus forskohlii*), Senna (*Cassia angustifolia*), Vasambu (*Acorus calamus*) and Betelvine (*Piper betel*) in various districts**

<b>Date of release of RFP</b>	<b>30.11.2022</b>
<b>Pre- Bid Meeting</b>	<b>05.12.2022</b>
<b>Proposal due date</b>	<b>14.12.2022</b>
<b>Opening of Technical Proposal</b>	<b>14.12.2022</b>
<b>Opening of Financial Proposal</b>	<b>20.12.2022</b>

## **DISCLAIMER**

The information contained in this Request for Proposals document (“RFP”) or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisers to consider the objectives, technical expertise and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein. The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise, howsoever caused, arising from reliance of any Applicant upon the statements contained in this RFP. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Consultancy and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever

The Applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the Selection Process.

## Letter of Invitation

Department of Horticulture and Plantation Crops (DHPC), Government of Tamil Nadu hereby invites you to submit a Proposal to this Request for Proposal (RFP) "Selection of Consulting Agency for Value Chain Study of Glory Lily (*Gloriosa superba*), Coleus (*Coleus forskohlii*), Senna (*Cassia angustifolia*), Vasmбу (*Acorus calamus*) and Betelvine (*Piper betel*) in various districts ", issued on **date: 30.11.2022**

This RFP includes the following documents:

Section 1: This Letter of Invitation

Section 2: Bid Data Sheet

Section 3: Instructions to Bidder

Section 4: Terms of Reference

Section 5: Submission Forms

Section 6: Draft Contract

- If you are interested in submitting a Proposal in response to this RFP, please prepare your Proposal in accordance with the requirements and procedure as set out in this RFP and submit it by the Deadline for Submission of Proposal set out in Bid Data Sheet.
- Please acknowledge receipt of this RFP by sending an email to **dirhortitn@yahoo.com**, indicating whether you intend to submit a Proposal or otherwise
- DHPC looks forward to receiving your Proposal and thank you in advance for your interest in DHPC procurement opportunities

## Section 2 & 3- Bid Data Sheet and Instructions to Consultant

### Selection of Consulting Agency for Value Chain Study of Horticulture Crops

Sl. No.	Item	Description
1.	RFP Calling Agency	Department of Horticulture and Plantation Crops, Government of Tamil Nadu
2.	RFP Calling Authority	Director, Department of Horticulture and Plantation Crops, Government of Tamil Nadu
4.	RFP Subject	Selection of Consulting Agency for Value Chain Study of Glory Lily ( <i>Gloriosa superba</i> ), Coleus ( <i>Coleus forskohlii</i> ), Senna ( <i>Cassia angustifolia</i> ), Vasambu ( <i>Acorus calamus</i> ) and Betelvine ( <i>Piper betel</i> ) in various districts.
5.	RFP Category	Consultancy Services
6.	Start Date and Time for RFP Document Download	30 <sup>th</sup> November 2022 – 11:00 AM
7.	Last Date for Confirmation of Participation	2 <sup>st</sup> December 2022 – 11:00 AM
8.	Email to which Confirmation of Participation is to be sent	dirhortitn@yahoo.com
9.	Last Date for Submission of Queries and Clarifications on RFP document	2 <sup>st</sup> December 2022 – 3:00 PM All queries should be sent on mail in a single document. No clarification through other means is allowed.
10.	Email to which queries are to be sent	dirhortitn@yahoo.com
11.	Pre-Bid Meeting	5 <sup>nd</sup> December 2022 (Online)
12.	Last Date and Time for Submission of Proposals	14 <sup>th</sup> December 2022
13.	Technical Proposal Opening Date and Time	14 <sup>th</sup> December 2022
14.	Announcement of Eligible Proposals	14 <sup>th</sup> December 2022
15.	Technical Presentation Date and Start Time	16 <sup>th</sup> December 2022

16.	Technical Scores Publishing Date and Time	20 <sup>th</sup> December 2022
17.	Financial Proposal Opening Date and Time	20 <sup>th</sup> December 2022 Mandatory for Bidder Representative to be Present
18.	Address for Submission of Proposals	Directorate of Horticulture and Plantation Crops, 3 <sup>rd</sup> Floor, Agriculture Complex, Ezhilagam, Chepauk, Chennai 05.
19.	Place of Technical and Financial Proposal Opening	Directorate of Horticulture and Plantation Crops, 3 <sup>rd</sup> Floor, Agriculture Complex, Ezhilagam, Chepauk, Chennai- 600 005
20.	Place for Technical Presentation	Directorate of Horticulture and Plantation Crops, 3 <sup>rd</sup> Floor, Agriculture Complex, Ezhilagam, Chepauk, Chennai- 600 005
21.	Proposals to be addressed to	Directorate of Horticulture and Plantation Crops, Government of Tamil Nadu 3 <sup>rd</sup> Floor, Agriculture Complex, Ezhilagam, Chepauk, Chennai- 600 005
22.	Bid Type	Open
23.	Bid Selection Type	Quality-cum-Cost Based Selection (80:20)
24.	Bid Validity	60 days from date of opening of Technical Proposal
25.	EMD	<b>Rs.10,000 /-</b>
26.	EMD – Mode of Payment	<b>Demand Draft from any nationalized bank drawn in favor of “The Director, Department of Horticulture and Plantation Crops”</b>
27.	Expected Date of Contract Signing	23 <sup>rd</sup> December 2022
28.	Contract duration	<b>3 Months</b>
29.	Expected Date of Work Commencement	26 <sup>th</sup> December 2022
30.	Contact Details/Telephone, E-Mail ID	044 28524643 dirhortitn@yahoo.com

31.	Proposal Submission	<p>Consultant shall submit physical copies of the proposal at the office of the Client within the time mentioned above.</p> <p><b>Technical Proposal:</b>  1 original with 2 copies (Total - 3). Each document should be marked in the front page as Original / Copy.  Technical Proposals should be kept in a separate envelope mentioning “Technical Proposal - Selection of Consulting Agency for Value Chain Study of Glory Lily (<i>Gloriosa superba</i>), Coleus (<i>Coleus forskohlii</i>), Senna (<i>Cassia angustifolia</i>), Vasambu (<i>Acorus calamus</i>) and Betelvine (<i>Piper betel</i>) in various districts Crops - Name of Consultant”</p> <p><b>Financial Proposal:</b>  1 original  Financial Proposal should be kept in a separate envelope mentioning  “Financial Proposal -Selection of Consulting Agency for Value Chain Study of Glory Lily (<i>Gloriosa superba</i>), Coleus (<i>Coleus forskohlii</i>), Senna (<i>Cassia angustifolia</i>), Vasambu (<i>Acorus calamus</i>) and Betelvine (<i>Piper betel</i>) in various districts - Name of Consultant”</p> <p>Both the Technical Proposal and the Financial Proposal should be provided in a single cover mentioning “Proposal - Selection of Consulting Agency for Value Chain Study Glory Lily (<i>Gloriosa superba</i>), Coleus (<i>Coleus forskohlii</i>), Senna (<i>Cassia angustifolia</i>), Vasambu (<i>Acorus calamus</i>) and Betelvine (<i>Piper betel</i>) in various districts - Name of Consultant”</p>
32.	Joint Ventures and Consortiums	Not allowed
33.	Sub-contracting	Consultant may not sub-contract whole of the service. Any sub-contract shall be done only after prior intimation to the Client
34.	Conflict of Interest	The Consultant is required to provide professional, objective, and impartial advice, at all times holding the Client's interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for

		future work												
35.	Preparation of Proposal	<ul style="list-style-type: none"> <li>• In preparing the Proposal, the Consultant is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.</li> <li>• The Consultant shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Consultant.</li> <li>• Language of Proposals shall be in English</li> <li>• Only one proposal shall be submitted by a Consultant</li> </ul>												
36.	Contract Terms and Conditions	<p>The <i>Draft Contract</i> is provided with the RFP that details the Terms and Conditions. The complete Contract shall be based on the Terms of Reference, Consultant's Proposal, and the Draft Contract. Any changes to the Draft Contract shall be as per mutual agreement. By submitting a proposal, the Consultant agrees to Terms and Conditions laid out in the Draft Contract</p>												
37.	Payment Terms	<table border="1"> <thead> <tr> <th>S. No.</th> <th>Deliverable</th> <th>Payment</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Inception Report</td> <td>20%</td> </tr> <tr> <td>2</td> <td>Draft Value Chain Assessment Report</td> <td>50%</td> </tr> <tr> <td>3</td> <td>Final Value Chain Assessment Report</td> <td>30%</td> </tr> </tbody> </table> <p>Details of the deliverables to be submitted and timelines are provided in Section 4 – <i>Terms of Reference</i></p>	S. No.	Deliverable	Payment	1	Inception Report	20%	2	Draft Value Chain Assessment Report	50%	3	Final Value Chain Assessment Report	30%
S. No.	Deliverable	Payment												
1	Inception Report	20%												
2	Draft Value Chain Assessment Report	50%												
3	Final Value Chain Assessment Report	30%												



#### 4. Term of Reference

### **Selection of Consulting Agency for Value Chain Study of Glory Lily (*Gloriosa superba*), Coleus (*Coleus forskohlii*), Senna (*Cassia angustifolia*), Vasambu (*Acorus calamus*) and Betelvine (*Piper betel*) in various districts**

#### **Background:**

The State of Tamil Nadu is a leading producer of horticultural crops in India. It contributes to 5.31% of the national horticultural production. The State produced more than 56 lakh metric tonnes of fruits, 82 lakh metric tonnes of vegetable, more than 2.51 lakh metric tonnes of spices crops and more than 2.85 lakhs of medicinal and aromatic crops in the year 2020-21.

The State of Tamil Nadu has a rich history in cultivation of medicinal and ornamental plants. Glory Lily (*Gloriosa superba*), Coleus (*Coleus forskohlii*), Senna (*Cassia angustifolia*) and Vasambu (*Acorus calamus*) contributed to more than 40% of the total production of medicinal and aromatic crops in the year 2020-21. Glory Lily is a plant that has both ornamental and medicinal properties. It is being used in treatment of variety of diseases such as skin and urological diseases. A substantial amount of the production of the flower is also being exported from the State. In the year 2020-21 more than 45,000MT of Glory Lily was cultivated in around 5,100 Ha. Similarly, Coleus is another plant which has both ornamental and medicinal properties. In the year 2020-21 approximately 70,000 MT of Coleus was produced in more than 3,400 Ha of land in the State of Tamil Nadu.

Betel vine (*Piper betel*) is the spices crops that have local and export demands. These crops are generally cultivated as spices crops. In the year 2020-21, more than 23,500 MT of betel vine was produced in more than 1,500 Ha in the State.

Majority of these plants are being cultivated in a dispersed manner and have highly unorganized value chains with limited market access for farmers/ producers. The manner of cultivation often leads to sudden disruptions in the supply chains and subsequent price fluctuations ultimately leading to low profitability for the farmers/ producers. In view of this, the department would like to understand the existing production, market gaps, and estimate a realistic market demand to understand the actual production and market potential of these crops. Accordingly, the department can take necessary and timely interventions for strengthening the value chains of the said crops.

To carry out the value chain study, the Department, through this RFP, plans to appoint a reputed Consultancy Organization that has expertise in carrying out value chain studies of horticulture crops.

## **Objectives of the Consultancy Study**

The Consultant's study shall be aligned to the overall objective of the Department as mentioned in the Background section. Specific objectives of this study are:

- Map the value chains of the five focus crops and identify areas of improvement
- Identify gaps in crop production in terms of cultivation practices, technology adoption, post-harvest management, and marketing
- Provide recommendations to address above identified gaps
- Estimate the maximum production potential for focus crops as per market requirement to maintain the supply-demand dynamics
- Strategic support to make Tamil Nadu leader in the focus crop value chains by adopting market-led production

## Scope of Work

The Study shall focus on the value chain and production threshold estimation of following five crops.

1. Glory Lily (*Gloriosa superba*),
2. Coleus (*Coleus forskohlii*),
3. Senna (*Cassia angustifolia*),
4. Vasambu (*Acorus calamus*) and
5. Betelvine (*Piper betel*) Coleus

The Consultant shall execute the study through a combination of secondary and primary research. Secondary research shall be done through data provided by the Department, and published information/research papers/ data by Government and reputed organizations.

### Primary Research:

For each crop, primary research should be done in the top 2 production districts of the crop. Primary research shall involve interaction with farmers, horticulture traders/commission agents/aggregators, field horticulture department officials, field agricultural marketing officials, and other relevant stakeholders at State-level. Consultant can also interact with other stakeholders in the crop value chain such as wholesalers and retailers, as per the study requirements. The mandatory stakeholder coverage for primary research is provided in the table below:

S. No.	Stakeholder	Type of research	Sample Size
1	Farmers	Quantitative cum Qualitative Survey	30 per crop per district
2	Farmers	Focused Group Discussions	1 per crop per district (6-8 members per group)
3	Traders/Commission Agents/Aggregators	Key Informant Interviews	4 per crop per district
4	Processors/Retailers/Exporters	Key Informant Interviews	6 per crop
5	Horticulture Department Officials	Key Informant Interviews	2 (district-level, block-level)
6	Agricultural Marketing Department Officials	Key Informant Interviews	1 (district-level, block-level) per crop per district

There can be an overlap of traders / commission agents/aggregators, and Department officials for different crops.

Identification of farmers and traders/commission agents/aggregators for primary research shall be supported by the Client's (Department of Horticulture and Plantation crops) district and block-level officials.

The key tasks and outcomes of the study are as follows:

- **Value Chain Analysis-** Consultant should map the value chain of the crops (key stakeholders, flow of goods, flow of information and flow of money) from farm input to consumers. It should include structural analysis of the value chain and functional analysis of each value chain player. The assessment shall include agronomic production profile (landownership, cropping patterns, land use, etc.), access to inputs and finance, status of post-harvest and processing infrastructure. Value Chain analysis should also show the price build-up from farm-gate to consumers. Consultant should also identify the gaps in the value chain that is limiting the growth potential of the crop.
- **Production Practices** - The study should provide details on the production practices including factors influencing decision making for cultivation of a particular crop, package of practices,technology/machinery adoption.
- **Post-harvest Management and Marketing** - The Consultant should understand the post- harvest management practices followed by farmers and other value chain players. Consultant shall elaborate on the different marketing channels available for farmers including % of produce flow and margin structures. Problems faced by the farmers in market-linkage such as access to buyers, access to market information, access to post-harvest infrastructure, etc., shall be studied. Consultant should also capture differentiated demand based on grades and varieties, and preferences of different marketing channels.
- **Estimation of Production Potential-** Study shall result in estimation of the maximum production potential for the crop in the districts under study and extrapolate the production thresholds to the State. Consultant shall provide details on the factors affecting the production potential. Consultant shall also provide recommendations to encourage / discourage farmers based on the current production levels and estimated production potential.
- **Crop Strategy-**Consultant shall prepare Crop Strategy for each of the 6 focus crops that shall lay out a roadmap to take Tamil Nadu to country leadership position over the next 15-20 years. Crop Strategy shall provide recommendations to address the gaps in the value chain including

production practices, post-harvest management, and marketing Consultant should provide a strategy for market-led production for the focus crops.

### Deliverables and Timeline

S. No	Deliverables	Timeline
1	<b>Inception Report</b> Consultant shall submit the Inception Report containing the finalized methodology and research plan	T+ 2 week
2	<b>Primary Research Tools</b> Consultant shall submit the Primary Research tools it is going to utilize under the study, such as survey questionnaires and interview checklists	T + 4 weeks
3	Completion of Primary and Secondary Research	T+ 10 weeks
4	<b>Draft Value Chain Assessment Report</b> Consultant shall submit the Draft Report value chain mapping and identification of gaps containing the study findings	T+ 11 weeks
5	<b>Final Value Chain Assessment Report</b> Consultant shall submit the Final Report, providing recommendations and maximum production estimations, along with incorporating the changes suggested by the Department	T+ 12 weeks

All deliverables shall be in Word Document.

### Payment schedule

S.No.	Deliverable	Payment
1	Inception Report	20%
2	Draft Value Chain Assessment Report	50%
3	Final Value Chain Assessment Report	30%

### Eligibility Criteria

S. No.	Eligibility Criteria	Documentation Proof
1	Bidder should be a registered legal entity with at least 10 years since incorporation	Copy of Registration Certificate from Ministry of Corporate Affairs
2	Bidder should have a minimum turnover of	Audited Turnover Certificate or

S. No.	Eligibility Criteria	Documentation Proof
	INR 50crores consistently for last 3 financial years (FY19, FY20, FY21)	Financial Statements
3	Bidder should have a registered office in Tamil Nadu	Any Certificate issued by competent Government Authority (Registration Certification, GST Certificate)
4	Duly Filled TECH-1: Bid Submission Form	TECH-1 Bid Submission Form - Filled and Signed by Authorized Signatory
5	Bidder should have Consultancy experience in Agriculture/ Horticulture sector for minimum 10years	Copy of Work Order/Completion Certificate/Contract
6	Bidder should have executed/ executing at least 5 projects related to horticulture sector in the last 5 years	Copy of Work Order/Completion Certificate/Contract

Only those bidders who meet the above eligibility criteria and submit necessary documentary proof shall be evaluated further. Documentary proof shall be submitted along with Technical Proposal.

No consortiums or joint ventures are allowed. Successful Bidder is allowed to sub-contract part of the field research work during course of the study, post intimation to the Client. Nonetheless, liability of execution of the contract shall lie with the Bidder.

### Technical Proposal

The Technical Proposal shall not exceed 15 pages including consultant's experience (brief on projects), brief experience of required team members, and detailed methodology and work plan. The page restriction does not apply to documentary proofs submitted for eligibility, consultant's experience, and Team Members CVs.

Page limits for Technical Proposal are as follows:

S. No.	Components	Proforma	Maximum Pages
1	Consultant's Experience - Project Briefs	TECH-2	Total 5 pages
2	Team Members-Brief Profile	TECH-3	
3	Methodology and Work Plan	---	Total 10 pages

### The marking criteria for technical proposal

S. No.	Components	Maximum Marks
1	Consultant's Experience	20
2	Team Members Experience	20
3	Methodology and Work Plan	40
4	Presentation	20
<b>Total</b>		<b>100</b>

Only bidders that qualify the eligibility criteria set out in the RFP shall be invited to give a Presentation

**Minimum qualifying technical score:** The minimum technical score required to pass is 75. Financial proposals of only those bidders shall be opened who qualify the Minimum Technical Score.

#### Consultant's Experience:

S. No.	Components	Maximum Marks
1	Executed / executing projects related to horticulture sector with Central Government/State Governments/ international development organizations in the last 5 years	2 marks for each project (maximum of 6 marks)
2	Executed/executing projects that involve value chain development / assessments / studies for horticulture crops in the last 5 years	2 marks for each project (maximum of 10 marks)
3	Executed / executing projects related to agriculture / horticulture and allied sectors in Tamil Nadu in the last 5 years	2 marks for each project (maximum of 4 marks)
<b>Maximum Total</b>		<b>20</b>

Consultant's Experience documentary proofs can be copy of work orders or completion certificates or contracts.

**Team Members' Credentials:**

<b>S. No.</b>	<b>Position</b>	<b>Minimum years of work experience</b>	<b>Preferred educational qualification</b>	<b>Experience required</b>	<b>Maximum Marks</b>
1	Horticultural Value Chain Expert	10	Post-graduate in agriculture / horticulture (or) MBA / MBA equivalent in Agriculture/Rural Management	Experience in agriculture and horticulture value chain study and development	4
2	Agri Marketing expert	10	Post-graduate in agriculture / horticulture (or) MBA / MBA equivalent in Agribusiness /Rural Management	Experience in creation of market linkages for farmers/Farmer producer organizations, marketing strategies for horticulture crops	4
3	Research expert	8	MBA / MBA equivalent in Agriculture with under graduate in Agriculture / Horticulture	Experience in designing surveys questionnaire, other research tools. Additional experience in designing research tools for agriculture/horticulture value chain studies and conducting research	4
4	Data Analytics consultant	3	MBA / MBA equivalent with under-graduation in Engineering / Technology	Experience in Data analytics	3



S. No.	Position	Minimum years of work experience	Preferred educational qualification	Experience required	Maximum Marks
5	Field research Associate (2 positions)	3	Under-Graduate in Agriculture / Horticulture	Experience in field research / field work related to farmers. Fluency in Tamil is mandatory	2.5*2 = 5
<b>Total</b>					<b>20</b>

Team Member's experience documentary proof shall be a Curriculum Vitae (CV) with self-attestation on authenticity of the information provided. Each CV should be maximum of 3 pages. The proforma for CVs is provided in TECH-4.

#### **Methodology and Work Plan:**

Consultant should provide a detailed methodology and work plan as part of the technical proposal. Methodology and Work Plan shall be provided marks based on understanding the requirement of the study, alignment to achieving the objectives of the study, subject-knowledge on value chain studies, research plan, and clarity and comprehensiveness. Work Plan should be in alignment with the deliverable timelines. Work Plan should mention the effort estimation (man-months requirement) for the 6 team members. Maximum marks for Methodology and Work Plan is 40.

#### **Presentation:**

Consultant shall be called to the Client office for a presentation on the technical proposal. The presentation shall cover in detail their methodology and work plan for the study and clarify doubts of the Client's evaluation committee. The Presentation **NEED NOT** be submitted along with the TechnicalProposal. Maximum marks for Presentation is 20.

Only Technical Proposals that are complete and have the following documents will be evaluated

S. No.	Documents Required	Proforma Provided
1	Bid Submission Form	TECH-1
2	Documents mentioned for Eligibility	---
3	Power of Attorney for the Consultant's signing authority	---
4	Core Technical Proposal-Consultant's Experience, Team	TECH-2, TECH-3

	Members, Methodology and Work Plan	
5	Documentary support for Consultant's Experience	---
6	CVs of Team Members	TECH-4

The Technical score  $S_T$  shall be calculated by adding the marks obtained by the Consultant, with maximum mark of 100.

Technical Proposal shall be evaluated by the Client's evaluation committee and the technical scores shall be published by the date specified in the Bid Data Sheet.

### Financial Proposal

Consultant shall submit financial proposal in a separate envelope as detailed in the *Additional Instructions for Proposal Submission* section. Financial score  $S_F$  is calculated as

$$S_F = (\text{Lowest Quoted Price} \div \text{Quoted Price by the Bidder}) \times 100$$

Financial Proposal shall comprise duly filled FIN-1, FIN-2, and FIN-3 forms. In case of any discrepancy between FIN-1 and FIN-2, the amount mentioned in figures in FIN-1 shall be considered final.

Financial Proposals shall be opened in front of Consultant's representative(s) on the date specified in the Bid Data Sheet.

### Selection Procedure

- Selection methodology shall be Quality and Cost Based Selection (QCBS)
- Quality (technical score  $S_T$ ) weightage shall be 80%
- Cost (financial score  $S_F$ ) weightage shall be 20%
- Final score is calculated as

$$S_{TF} = (S_T \times 0.8) + (S_F \times 0.2)$$

- Consultant with the highest score (B1) shall be called for negotiations and contract signing
- In case contract with B1 does not materialize, B2 (second highest score) shall be called for negotiations and contract signing

## Additional Instructions for Proposal Submission

Consultant shall submit physical copies of the proposal at the office of the Client within the time mentioned as per the Bid Data Sheet

S. No.	Proposal	Submission Instructions
1	Technical Proposal	1 original with 2 copies (Total-3). Each document should be marked in the front page as Original/Copy. Technical Proposals should be kept in a separate envelope mentioning “Technical Proposal - Selection of Consulting Agency for Value Chain Study of Glory Lily ( <i>Gloriosa superba</i> ), Coleus ( <i>Coleus forskohlii</i> ), Senna ( <i>Cassia angustifolia</i> ), Vasambu ( <i>Acorus calamus</i> ) and Betelvine ( <i>Piper betel</i> ) in various districts -Name of Consultant”
2	Financial proposal	1 original Financial Proposal should be kept in a separate envelope mentioning “Financial Proposal - Selection of Consulting Agency for Value Chain Study Glory Lily ( <i>Gloriosa superba</i> ), Coleus ( <i>Coleus forskohlii</i> ), Senna ( <i>Cassia angustifolia</i> ), Vasambu ( <i>Acorus calamus</i> ) and Betelvine ( <i>Piper betel</i> ) in various districts -Name of Consultant”

The sealed envelopes containing the Technical and Financial Proposals shall be placed into one outer envelope and sealed. This outer envelope shall be addressed to the Client and bear the submission address, the name of the assignment, the Consultant's name and the address, and shall be clearly marked “Do Not Open Before [insert the time and date of the submission deadline indicated in the Data Sheet]”.

## **Section 5 – Submission Forms**

The forms provided in these sections shall be used for submission of Technical and Financial Proposal wherever required and as per instructions mentioned in *Section 3 - Evaluation Criteria and Selection Procedure*.

**TECH – 1**

*(To be provided on Bidder's Letter Head)*

**Technical Proposal Submission Form**

To: *[Name and address of the Client]*

Dear Sir / Madam:

We, the undersigned, offer to provide the consulting services for Department of Horticulture, Government of Tamil Nadu in accordance with your Request for Proposal (RFP) "Selection of Consulting Agency for Value Chain Study of Glory Lily (*Gloriosa superba*), Coleus (*Coleus forskohlii*), Senna (*Cassia angustifolia*), Vasambu (*Acorus calamus*) and Betelvine (*Piper betel*) in various districts" dated *[insert date]* and our Proposal date *[insert date]*. "We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope"

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Bid Data Sheet of the RFP
- (c) We are not blacklisted by any Department / Government Organization under the Government of Tamil Nadu
- (d) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations

We understand that the Client is not bound to accept any Proposal that the Client receives.

We remain,

Yours Sincerely,

---

Signature (of Consultant's authorized representative) *{In full and initials}*

Full name: *{insert full name of authorized representative}*

Title: *{insert title/position of authorized representative}*

Name of Consultant (company's name):

Address: *{insert the authorized representative's address}*

Phone: *{insert the authorized representative's phone number}*

Email: *{insert the authorized representative's email address}*

## TECH - 2

Consultant's Experience – Brief on Projects

**Experience Criteria:** Executed / executing projects related to horticulture sector with Central Government/ State Governments / International development organizations in the last 5 years

S. No.	Project Title, Location, Period	Client Name	Project Brief
1			
2			
3			

**Experience Criteria:** Executed / executing projects that involves value chain studies / assessments for horticulture crops in the last 5 years

S. No.	Project Title, Location, Period	Client Name	Project Brief
1			
2			
3			

**Experience Criteria:** Executed / executing projects related to agriculture and allied sectors in Tamil Nadu in the last 5 years

S. No.	Project Title, Location, Period	Client Name	Project Brief
1			
2			
3			

**TECH – 3**

**Team Members – Brief Profile**

Team Member Position	
Name of Staff	
Educational Qualification	
Experience / Assignments related to the Project	



**TECH – 4**

**Curriculum Vitae (CV) Format**

1	Team Member Position				
2	Name of Staff				
3	Date of Birth				
4	Nationality				
5	Education				
6	Membership of Professional Organizations				
7	Trainings & Publications				
8	Countries of Work Experience				
9	Language	Language	Speaking	Reading	Writing
10	Employment Record	Name of Organization	Position Held	Duration	
11	Summary of nature of experience				
12	Work Undertaken that Best Illustrates the Required Professional Experience for the Project				
<p>Name of assignment:</p> <p>Location:</p> <p>Year:</p> <p>Client:</p> <p>Main Project Features:</p> <p>Position Held:</p> <p>Activities Performed:</p>					
<p>Name of assignment:</p> <p>Location:</p> <p>Year:</p> <p>Client:</p> <p>Main Project Features:</p> <p>Position Held:</p> <p>Activities Performed:</p>					
<p>I certify that I have been informed by the entity that it is including my CV in the proposal for the “Selection of Consulting Agency for Value Chain Study of Moringa, Tomato and Small Onion Crops in various districts” Project. I confirm that I will be available to carry out the assignment for which my CV has been submitted, in accordance with the implementation arrangements and schedule set out in the Proposal.</p>					

Signature:	Date:
------------	-------

**FIN-1**

*(To be provided on Bidder's Letter Head)*

**Financial Proposal Submission Form**

To: *[Name and address of the Client]*

Dear Sir / Madam:

We, the undersigned, offer to provide the consulting services for Selection of Consultancy services for “*Selection of Consulting Agency for Value Chain Study of Glory Lily (Gloriosa superba), Coleus (Coleus forskohlii), Senna (Cassia angustifolia), Vasmbu (Acorus calamus) and Betelvine (Piper betel) in various districts*” in accordance with your Request for Proposal dated *[Insert date]* and our Financial Proposal dated *[Insert date]*.

Our attached Financial Proposal is for the amount of INR \_\_\_\_\_ (*\_\_\_\_\_ in words*) excluding of all indirect taxes. The estimated amount of indirect taxes is INR \_\_\_\_\_ (*\_\_\_\_\_ in words*) which shall be confirmed or adjusted, if needed, during negotiations.

Our Financial Proposal shall be valid and remain binding upon us, subject to the modifications resulting from Contract negotiations, for the period of time specified in the Bid Data Sheet.

“No commissions or gratuities have been or are to be paid by us to agents or any third party relating to this Proposal and Contract execution.”

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

---

Signature (of Consultant's authorized representative) *{In full and initials}*

Full name: *{insert full name of authorized representative}*

Title: *{insert title/position of authorized representative}*

Name of Consultant (company's name):

Address: {insert the authorized representative's address}  
Phone: {insert the authorized representative's phone number}  
Email: {insert the authorized representative's email address}

**FIN-2**  
**Financial Quote**

<b>Consultancy Fee – A</b>  (Consultancy Fee does not include taxes and out-of-pocket expenses)	
<b>Out of Pocket Expenses – B</b>	
<b>Quoted Price – C</b> <b>C = A + B</b>	
<b>Estimated Taxes (INR) – D</b>  (Consultant to provide an estimation of the taxes including Goods and Service Tax (GST))	
<i>All figures in INR</i>	

Client shall pay Quoted Price and applicable taxes in Lump Sum as per the Payment Schedule mentioned in the ToR, on submission of invoice by the Consultant

**FIN-3****Consultancy Fee Calculation**

<b>S. No.</b>	<b>Team Member Position</b>	<b>Man-Month Cost (INR)</b>	<b>Man-Months as per Work Plan (Months)</b>	<b>Total Cost (INR)</b>
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E = C*D</b>
1	Horticulture Value Chain Expert			
2	Agri Marketing Expert			
3	Research Expert			
4	Data Analytics Consultant			
5	Field Research Associate 1			
6	Field Research Associate 2			
<b>Total – Consultancy Fee</b>				