

# **Rajasthan Agricultural Competitiveness Project**

## **EXPRESSION OF INTEREST**

FOR

**Hiring of Services of Market Resource Agency for Operationalizing the  
Rural Haats under RACP**

January, 2017

**Rajasthan Agricultural Competitiveness Project**  
Second Floor, SIAM Academic Block, Durgapura, Tonk Road, Jaipur-302018 (Rajasthan)  
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**RAJASTHAN AGRICULTURAL COMPETITIVENESS PROJECT**

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REQUEST FOR EXPRESSION OF INTEREST (REOI)

**Hiring of Services of Market Resource Agency for Operationalizing the Rural Haats under RACP**

REOI No. PMU/CQS/C3/2016-17/10138

Date:25.1.2017

The Rajasthan Agricultural Competitiveness Project Management & Implementation Society (RACP-MIS) has received credit (Credit No.5085 IN) from World Bank towards the cost of RACP and intends to apply part of the proceeds for consultancy services.

The Rajasthan Agricultural Competitiveness Project Management & Implementation Society now invites eligible **Market Resource Agency for Operationalizing the Rural Haats** under RACP to indicate their interest in providing the Services. Interested Agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The details of EOI including draft TOR may be viewed on Website [www.krishi.rajasthan.gov.in](http://www.krishi.rajasthan.gov.in).

The attention of interested Agencies is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers [World Bank's Procurement Guidelines January 2011] ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Market Resource Agency may associate with other Agencies in the form of a joint venture or a sub consultancy to enhance their qualifications. Market Resource Agency will be selected in accordance with the CQS method set out in the Consultant Guidelines.

Expression of Interest must be submitted latest by 28.02.2017 at 15.00 PM at the address given below.

-Sd-

**(P.C.Berwal)**

Rajasthan Agricultural Competitiveness Project  
II Floor, Academic Block, SIAM Campus,  
Durgapura, Jaipur - 302018  
Phone: 0141 - 2554215, 2554218  
E-mail: pd@racpmis.com

## **EOI- Hiring of Services of Market Resource Agency for Operationalizing the Rural Haats under RACP**

### **Brief Background Information**

1. The Government of Rajasthan (GOR) is executing & implementing the World Bank assisted Rajasthan Agricultural Competitiveness Project (RACP) (Credit No. 5085-IN) in the state of Rajasthan.
2. Rajasthan Agriculture Competitiveness Project Management and Implementation Society (RACPMIS) is a registered Society which is implementing the World Bank funded Rajasthan Agriculture Competitiveness Project (RACP).
3. The Project Development Objective of the RACP is to establish the feasibility of sustainably increasing agricultural productivity and farmer incomes through a distinct agricultural development approach by integrating agriculture water management and agricultural technology, farmer organizations and market innovations in selected locations across the eight agro-ecological zones of Rajasthan.
4. The guiding principles under the project are: sustainable and efficient use of water resources, including improved on-farm water use efficiency, reduced water-intensive cropping patterns, and using the resultant savings of water from agriculture sector for economic purposes outside of agriculture in support of the state's water policy objectives; increased private sector participation in the development of value chains in processing and marketing in support of the state's agro-processing and agri-business policy; and improved public sector capacity in delivering agriculture support services.
5. The project will be executed and implemented in about seventeen (17) clusters representing eight (8) "Agro-Ecological Zones (AEZs)" of the state of Rajasthan with application of location-specific menu of approaches and interventions. In all the clusters except in Mokhampura, implementation of activities will be carried out by the concerning line departments with the support of Non-Governmental Organization (NGO).
6. Each cluster will have a defined theme and demonstration objective. The relevant hydrological catchment area / command area will provide basis of water resource management activities. Each of the clusters will address sufficient quantity of cultivation for the lead commodity identified and selected for the "Value Chain Development (VCD)".
7. Key Project Interventions are 1. Improved Water Use Efficiency; 2. Technology Transfer and Market Led Advisory Services; 3. Livestock Support Services for Small Ruminants (Goats); 4. Agri Business Promotion Facility; 5. Market Information and Intelligence Services
8. Livestock provides a potentially significant source of diversified income to smallholder farmers operating in difficult climatic conditions. Goat and sheep rearing holds considerable scope in rain fed areas and these enterprises provide safety net for poor in case of crop failures; therefore, the project will aim to demonstrate how productivity and income can be enhanced for small ruminants' farmers. Marketing is most crucial activity for producers to realize proper cost of their farm produce. Small ruminant markets are rare and existing ones are not properly managed. No standards are laid down for managing the livestock markets. There is need for developing local markets where sale and purchase deals are done timely and farmers get good price of their produce. Therefore, Rural Haats at village level Establishment of livestock markets managed by the community with sustainability objectives in mind are supported under the project. Under RACP, the program for small ruminants is being planned and implemented cluster-wise in each of the eight agro climatic zones of the state.

<b>QUALIFICATION CRITERIA</b>
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1. The applicant Market Resource Agency must be a legal entity registered in India under Companies Act / Societies Act/ Co-operatives Act/ Trust Act/Properties firm under the relevant regulation/legislation with a registered office in India and must have been operational in India for at least past five years.
2. The applicant Market Resource Agency should be a specialized consultancy firm having proven track record of at least 3 years in handling similar projects in Goat sub sector among others field research, market development, small and micro enterprises promotion and skill development.
3. The applicant organization should not have been Black listed by any Govt. Authority or by NABARD/ CAPART or any Donor Agency.
4. The applicant organization should have certified copies of Audited Annual Accounts and Annual Audit reports for the last three (03) financial years ended on March 31,2016.
5. The applicant organization Should have their I.T. returns for the last three (03) financial years ended on March 31,2016
6. The applicant organization (Individual/Joint Venture) should have minimum turnover of INR 200 Lakh in last two financial years from the year 2013-14 to 2015-16.
7. The applicant organization should have well qualified and trained staff. The agency should submit the list of their employees along with the valid proof of their educational qualification and experience.
8. The applicant organization should have their own office in Jaipur or should set up their own office (with their well-equipped infrastructure) in Jaipur, Rajasthan.
9. The applicant organization preferably has experience of working in Rajasthan in desired sector.

**RACP-EOI- Hiring of Services of Market Resource Agency for Operationalizing the Rural Haats  
under RACP**

<b>INSTRUCTIONS TO THE APPLICANTS</b>
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1. Applicant(s) must read all the "instructions to applicants" very carefully. Applicant(s) must submit its expression of interest (EOI) **strictly in the prescribed format only**. *Experience of working in Rajasthan will have to be provided separately in the same format (in form no 07&08).*
2. The objective is to solicit EOI from eligible agencies for consideration for short-listing,
3. This request for expression of interest (REOI) expressly intends to qualify the suitable submissions of expressions of interests for shortlisting exclusively on the basis of details and information furnished by the applicant(s) without being influenced by any other extrinsic factor.
4. Applicant(s) must note that this REOI does not intend to invite any curriculum- vitae (CV) of any professional' or expert. Applicants should note that the EOI submitted should not contain any CV or any proposal for professionals with or without names in any way.
5. Applicant(s) must ensure that the EOI submitted should include only required documents, details, and information. In no case, there should be an attempt to make it a bulky document with undesired documents and other unwanted details. The project is not obliged to consider such details that are not related with this REOI.
6. Details of project(s)/past experience should be provided **strictly in the "Prescribed Format" along with supporting documents/ evidence substantiating the experience of the applicant(s)**.
7. Applicant(s) must ensure that each page of the EOI submitted in the prescribed format as well as all enclosures and annexures are signed by **the duly authorized signatory of the applicant**. All signatures must be dated.
8. All witnesses and sureties shall be person of status and probity and their full names and addresses shall be stated below their signature. Applicant(s) must furnish the "Power of Attorney" in prescribed format for the authorized signatory specifying acts, deeds and things as may be necessary in connection with the EOI. The "Declaration" submitted by the applicant(s) must be in accordance with the prescribed form and must be signed by the authorized signatory with competent power of attorney.
9. Any Market Resource Agency for Operationalizing the Rural Haats under RACP applying as Individual or as Joint Venture should have minimum three years' experience separately.
10. The EOI submitted by Market Resource Agency will be evaluated/shortlisted on the basis of evaluation criteria's
11. Applicant(s) may clarify their doubt(s) (if any) by contacting the authorized official(s) of the project communicating through telephone, facsimile or email.

**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

<b>Form No.- 01</b> <b>APPLICANT'S EXPRESSION OF INTEREST</b>
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(Applicants- must submit **their** expression of interest (EOI) on official letter head of the organization enclosed in sealed envelope)

To,

**The Project Director  
Rajasthan Agricultural Competitiveness Project (RACP),  
Second Floor, Academic Block, SIAM Campus Durgapura, Jaipur-302018 (Rajasthan)**

**Subject: RACP-Expression of Interest (EOI) for Hiring of Services of Market Resource Agency for Operationalizing the Rural Haats under RACP**

**Reference: Your Request for Expression of Interest (REOI) No. (*Insert EOI NO. here*) published on (*insert date*)**

Dear Sir,

We (name of organization) intend to submit an expression of interest (EOI) as Market Resource Agency for Operationalizing the Rural Haats under RACP in response to the request for Expression of Interest (REOI) published on (*insert date here*).

We, the undersigned applicant, have read and examined in detail your solicitation of expression of interest (EOI). We are submitting our Proposal in association with [*Insert full name and address of associated, if any*].

We are submitting all the required credentials/information as prescribed in your solicitation of EOI in prescribed formats.

We confirm that the information contained in this expression of interest or any part thereof, including its exhibits, and other documents submitted or to be submitted to RACP is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the project in its short-listing process. If any of the information provided here is found to be misleading the short listing process or unduly favours our Agency in the short listing process, we are liable to be disqualified and rejection from the shortlisting.

We understand that this expression of interest is liable to be rejected from the shortlisting process if it is revealed that there exists any conflict of interests.

It is hereby confirmed that I/We are entitled to act on behalf of our Agency and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this, \_\_\_\_\_ Day of February, 2017

(Signature)  
(*In the capacity of*)  
*Duly authorized to sign the EOI for and on behalf of*  
(Name and Address of Market Resource Agency) Seal/Stamp

**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

<b>Form No.- 02 POWER OF ATTORNEY</b>
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FORMAT FOR POWER OF ATTORNEY FOR SIGNING OF EOI  
*(To be executed on Non Judicial Stamp paper of appropriate value)*

**Power of Attorney**

Know all men by these presents, we ..... (name and address of the registered office) do hereby constitute, appoint and authorize Mr / Ms .....(name and residential address) who is presently employed with us and holding the position of ..... as our attorney, to do in our name and on our behalf, all such acts, deeds and things necessary in connection with or incidental to our "EOI for Hiring of Services of Market Resource Agency for Operationalizing the Rural Haats under RACP" for Rural Haats operational on preferably weekly or otherwise fortnightly basis and administer various networking and marketing related activities in each Goat cluster and Capacity building of MTG/MTAs/PO/PRIs on administration of Rural Haats and market development approach. representing us in all matters before RACP, and generally dealing with RACP in all matters in connection with our EOI for the said Project.

We hereby agree to ratify all acts, deeds and things lawfully done by our said attorney pursuant to this Power of Attorney and that all acts, deeds and things done by our aforesaid attorney shall and shall always be deemed to have been done by us.

For -----

(signature)

(Name, Title and Address of the Attorney)

Note:

***(1) The mode of execution of the Power of Attorney should be in accordance with the procedure, laid down by the applicable law (2) Separate power of Attorney in case of associate in favour of same signatory will be required.***

**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

<b>Form No.-03 - PARTICULARS OF APPLICANT ORGANIZATION</b>			
Name of Applicant Organization			
Address (Head Office and / or Registered Office)			
Phone Number(s)		FAX	
Email		WEBSITE	
<b>Authorized Contact Person</b>			
Name			
Designation			
Address			
Office Telephone Number(s)	Cellular(Mobile) Number(s)	FAX Number(s)	
Email		Website	
<b>Engagement of Partner/ Associate Partner AGENCY</b>			
Partner Agency Name	Partner's Experience (No. of Years)	Period of Association With Applicant Agency (Years)	Brief Description of Capacity of Engagement/ Association

***Applicant must furnish brief profile of the engagement partner/associate partner Agency including its post-qualification experiences and its roles and responsibilities in not more than 100 words.***



**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

<b>Form No. - 4 LEGAL STATUS</b>			
Establishment/Incorporation Date (for applicant organization)			
Registration Authority	Date of Registration	Registration Number(s)/Reference	Registration Under Act/Rules/Provision
<i>Applicant must furnish the Memorandum of Association, legally valid Registration certificate issued by the competent authority and it must be annexed accordingly.</i>			
<b>Service Tax Registration</b>			
Registration No.	Registration Authority	Validity of Registration	Registration Certificate/Document
<i>Applicant must furnish the legally valid Service Tax Registration document (certificate etc.) issued by the competent authority and it must be annexed accordingly.</i>			
<b>Income Tax</b>			
<b>PAN Number</b>		<b>Income Tax Authority (Circle)</b>	
<i>Applicant must enclose the PAN number document.</i>			
<b>FCRA Registration</b>			
Registration No.	Registration Authority	Validity of Registration	Registration Certificate/Document

**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

<b>Form No. -05- ANNUAL FINANCIAL CAPACITY (TURNOVER) STATEMENT</b>
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***(The Applicant(s) shall necessarily furnish details about its Annual Turnover for past three (03) years based on the Audited Annual Financial Statements)***

Financial Year	ANNUAL TURNOVER (INR)		
	Applicant (Lead) Agency (Name_____)	Associate Partner Agency (Name_____)	Associate Partner Agency (Name_____)
2015-16			
2014-15			
2013-14			
<p><i>1. Applicant(s) must enclose Certified Copy of Audited Annual Accounts and Annual Audit Reports for the last Three (03) Financial Years ended on March 31, 2016 ,</i></p> <p><i>2. Applicants, including each associate partner(s) Agency must furnish financial information supported by audited statements. Each applicant or partner Agency shall fill in this form. If necessary, use separate sheets to provide complete information.</i></p>			

Form No - 6 STAFFING STATUS			
<b>Contractual Staff</b>			
Name	Qualification	Experience	Period of Association with organization
<b>Part Time Staff</b>			
Name	Qualification	Experience	Period of Association with organization

**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

<b>Form No.-07 - On Going Assignments (Point No.2 of Qualification Criteria)</b>					
Activity	Name of Client/ Organization	Period From - end date	Number	Area	Details
1) Livestock and Goat development projects					
2) Livestock and Goat marketing Development projects					
3) Agri and Rural Marketing Development.					
4) Small & Microenterprises development					
5) Skill Development & Capacity Building					
6) Market led Rural Livelihood Development					
7) Market led Field Research, Solution Designing and business model development					
8) Pro producer Value Chain Development					
<b>Form No.-08 Assignments Completed During Past five Years (Point No.2 of Qualification Criteria)</b>					
Activity	Name of Client/ Organization	Period From – To	Number	Area	Details
1) Livestock and Goat development projects					
2) Livestock and Goat marketing Development projects ,					
3) Agri and Rural Marketing Development.					
4) Small & Microenterprises development					
5) Skill Development & Capacity Building					
6) Market led Rural Livelihood Development					

7) Market led Field Research, Solution Designing and business model development					
8) Pro producer Value Chain Development )					

**Brief Description of Experience ( about 100 words only)**

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*Applicant organization will necessarily furnish the documentary evidence (contract award letter) issued by the client clearly specifying terms & conditions of the contract along with the performance certificate.*

**EOI- Hiring of Services of Market Resource Agency  
for Operationalizing the Rural Haats under RACP**

**Form No.-09 : DECLARATION BY THE APPLICANT**

*(Declaration must be on the official letter head duly signed by the authorized/competent signatory)*

1. We hereby confirm that we (name of the applicant Organization) are interested in submission of our expression of interest (EOI) for the hiring of **Market Resource Agency** for RACP.
2. We confirm that all information contained in this, Expression of Interest (EOI) and subsequently provided / clarified are in good interest and faith. All the information provided herewith is genuine and accurate.
3. We understand that this is not an agreement and is not an offer or invitation to enter into an agreement of any kind with any party.
4. We hereby confirm that our **Agency** is independent from the project and there is no Conflict of interest. We also confirm that our organization is completely independent of the entity (RACPMIS). Neither the **Agency** nor its Partners or Associates have any financial interest in the business of the RACPMIS.
5. We confirm that no partner of the organization or any qualified employee of the organization is related to any member of the Governing Body/Executive Committee/ or any of the senior management of the RACP-MIS and RACP. The term "Relative" here means husband, wife, brother, or sister, or any lineal ascendant or descendant.
6. We confirm that our organization has never been and is not under a Declaration of Ineligibility for corrupt or fraudulent practices or blacklisted by any Govt. Authority or NABARD/CAPART etc.
7. We confirm that in case of any further changes which affect this declaration at a later date; we would inform the project appropriately.

Dated this, ..... Day of February, 2017

(Signature)

*(In the capacity of)*

*Duly authorized to sign the EOI for and on behalf of*

(Name and Address of **Market Resource Agency** ) Seal/Stamp

**LIST OF ENCLOSURES/ ANNEXURES**

<b>S. N.</b>	<b>Brief Description of Enclosure/Annexure</b>	<b>Enclosure/Annexure Reference Number</b>	<b>Page Number</b>
1			
2			
3			

**Government of Rajasthan**  
**Rajasthan Agricultural Competitiveness Project (RACP)**

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**Terms of Reference (TOR)**  
**For**  
**Market Resource Agency for Operationalizing the Rural Haats under RACP**

**Abbreviations**

1. *RACP-MIS- Rajasthan Agriculture Competitiveness Project-Management & Implementation Society*
2. *ToR- Terms of Reference*
3. *RH- Rural Haats*
4. *MTA- Multi Tasking Associations*
5. *VC-Value Chain*
6. *RTC-Rural Technology Center*
7. *FPO- Farmers Producer Organization*
8. *RH- Rural Haat*
9. *AEZ- Agro Ecological Zone*
10. *CAPART-Council for the Advancement of People's Action and Rural Technology*
11. *CBO- Community Based Organization*
12. *PC- Producer Company*
13. *TNA- Training Need Analysis*

## Background:

1. Rajasthan Agricultural Competitiveness Project Management & Implementation Society (RACP-MIS) has received credit from World Bank towards the cost of the Rajasthan Agricultural Competitiveness Project and intends to apply part of the proceeds for Consultants services.
2. The Project Development Objective (PDO) of Rajasthan Agricultural Competitiveness Project (RACP) is to establish the feasibility of sustainably increasing agricultural productivity and farmer incomes through a distinct agricultural development approach by integrating agriculture water management and agricultural technology, farmer organizations and market innovations in selected locations across the ten agro-ecological zones of Rajasthan.
  1. Key Project Interventions are 1. Improved Water Use Efficiency; 2. Technology Transfer and Market Led Advisory Services; 3. Livestock Support Services for Small Ruminants (Goats); 4. Agri Business Promotion Facility; 5. Market Information and Intelligence Services;
  2. Key Project Level Indicators may be (a) Increase in water use efficiency in agriculture; (b) Increase in agricultural productivity; and (c) Increase in gross margins from crops and livestock products. Key Intermediate Level Indicators may be (a) Increase ground water recharge; (b) Reduce siltation; and (c) Increase efficient use of conserved moisture.
3. The RACP has four components: Component 1: Climate Resilient Agriculture; Component 2: Markets and Value Chains; Component 3: Farmer Organization and Capacity Building; and Component 4: Project Management, Monitoring and Learning. The project is taken up in about Seventeen clusters representing eight agro-ecological zones (AEZ) of the state and implements a location-specific menu of approaches and interventions. Each cluster shall have a defined theme and demonstration objective.
4. Livestock provides a potentially significant source of diversified income to smallholder farmers operating in difficult climatic conditions. Goat and sheep rearing holds considerable scope in rainfed areas and these enterprises provide safety net for poor in case of crop failures; therefore, the project will aim to demonstrate how productivity and income can be enhanced for small ruminants' farmers. This can be achieved by:
  - a. Improving productivity through breeding, feeding, animal health,
  - b. Developing organized livestock markets and livestock group marketing approaches to improve market access and value addition;
  - c. Capacity building supporting farmer advisory and training of the farmers, training of existing AHD and NGO staff and establishment of small local support units (called Rural Technology Centers).
  - d. Establishing Silvi-pasture plantations on private and common land as well as fodder processing and storage facilities, so that nutrition is made available for livestock round the year.
  - e. Strengthening the Animal Husbandry Department's capacity to locally deliver cost-effective livestock support services such as animal health and nutrition and to provide market linked advisory services.

5. Rajasthan is endowed with some of the finest live-stock breeds of cattle, sheep, goat, camel and horse. The state ranks 2nd in sheep and goat population in the country. The animals in this region through natural selection and ecological balance have inherited the capability of maintaining the production even in low plane of nutrition on perennial, hardy and nutritionally rich grasses. Goat has assumed considerable importance as an important livestock species for improving rural income and reducing poverty and providing safety-net during crop failures because of drought. The livestock population trend in Rajasthan during last one decade is changing: buffalo – increasing fast, cattle – almost static, sheep –fluctuating and goat – increasing fast.
6. Marketing is most crucial activity for producers to realize proper cost of their farm produce. Small ruminant markets are rare and existing ones are not properly managed. No standards are laid down for managing the livestock markets. There is need for developing local markets where sale and purchase deals are done timely and farmers get good price of their produce. Therefore, Rural Haats at village level Establishment of livestock markets managed by MTAs with sustainability objectives in mind are supported under the project. Under RACP, the program for small ruminants is being planned and implemented cluster-wise in each of the ten agro climatic zones of the state.

This TOR is designed for Consultants which shall be hired to make Rural Haats operational in the Goat clusters under RACP.

## **Rural Haats (RH)**

Small ruminant markets are rare and existing ones are not properly managed. There is need for developing local markets where sale and purchase deals are done timely and farmers get good price of their produce. Therefore it is envisage in the RACP project to establish Small Ruminants markets/Rural Haats at cluster level which shall be managed by MTAs/POs/PRIs with sustainability objectives in mind. These Rural Haats shall be in the proposed cluster and shall preferably be organized once in week. Here producers can sell their produce directly to the consumer / businessman / industrialist.

Consultants shall be hired by PMU-RACP to make Rural Haats operational in potential Goat cluster, in consultation with PMU-RACP following the principles and guidelines laid down in the project documents, i.e. Operational Guidelines and Project Implementation Plan (PIP).

### **1. Objectives of the Assignment**

Small Ruminants Marketing Development aims at improvement in monetary returns from Goat marketing practices to livestock farmers through greater access to the remunerative markets. Objective of the assignment is:

- A. To make Rural Haats operational in potential Goat cluster for providing better marketing facility at cluster level
- B. To ensure participation of stakeholders in Rural Haats
- C. To ensure sustainable run of Rural Haats



## 2. Project Area:

Project areas shall be spread over 07 clusters under total seventeen project districts viz. , Tonk (Deoli-Dooni), , Jhalawar (Manoharthana), Chittorgarh (Orai, Bassi), Ajmer (Pisangan), Alwar (Bansur), Dholpur (Bari,) and Banswara (Kushalgarh).

## 3. Scope of work

Consultants shall make arrangements to make these Rural Haats operational on preferably weekly or otherwise fortnightly basis and administer various networking and marketing related activities in each Goat cluster. This shall include these broad activities:

1. Ensuring encouraged participation of buyers and sellers
  - a. Awareness activities among Goat producers
  - b. Identification of catchment area of the Haat, sellers & buyers and ensuring their participation
2. Designing the operational guidelines for administration of Rural Haat and implementation.
3. Capacity building of MTG/MTAs/PO/PRIs on administration of Rural Haats and market development approach.

The details of scope of work of Consultants for this contract shall be as under:

<b>Activity No. 1</b>	<b>Identification of the catchment area &amp; Ensuring encouraged participation of buyers and sellers</b>
<b>Sub Activity-A</b>	<b>Awareness activities among Goat producers</b>
<b>Description of Activity</b>	<ol style="list-style-type: none"><li>1. Consultants shall ensure encouraged participation of Goat producers through spreading awareness among producer community about collective marketing, weight basis selling of goats, advantage of accessing terminal markets, benefits of exposure of new variety and updated knowledge of goat rearing which they may have while participating in Rural Haat.</li><li>2. The livestock market so created by intervention of RACP project will have a catchment area which shall not confine to the Cluster alone but would also cater to adjacent areas from where the farmers/producers can bring their goats for sale to this Market. Infact, the Market shall have an objective to increase its catchment including animal input thresh hold so that maximum farmers /producers can benefit. An independent study /survey analysing the relevant factors such as the prevalent practices, credit system, marketing logistics, and sellable animal population will help determine the catchment area. This assessment of catchment area shall critically define the operability of the Rural Haat and should be assigned as an expected activity from the consultant. Based on</li></ol>

	<p>the above tentative projections of the sale along with incremental quantities should also be projected by the Consultant so that Project expenditure on this activity becomes meaningful.</p> <ol style="list-style-type: none"> <li>3. Communication shall include among others 1) Preparation and use of communication material such as pamphlets, posters, wall paintings, banners, loud speaker announcements, street plays among others; 2) Village level meeting; 3) Broadcasting on radio. Mobile SMS</li> <li>4. Communication material and matter design subject to approval by PMU-RACP.</li> <li>5. Consultants shall document each extension activity performed and submit report fortnightly basis to PMU RACP.</li> </ol>
<b>Expected Results</b>	Encouraged participation of buyers and sellers in Rural Haat
<b>Output /Deliverables</b>	<ol style="list-style-type: none"> <li>1. Awareness Meetings in each cluster village- Minimum 2 in number with minimum 30 member participation</li> <li>2. Communication material/methods (at least 3 methods in a village) <ol style="list-style-type: none"> <li>1. Wall paintings in each cluster village- Minimum 3 in number</li> <li>2. Posters in each cluster village- Minimum 20 in number</li> <li>3. Pamphlets distribution in each cluster village- Minimum 300 in number</li> <li>4. Banners in each cluster village- Minimum 5 in number</li> <li>5. Loud speaker announcement in each cluster village- Minimum 3 times</li> </ol> </li> <li>3. Radio advertisement in district- Minimum 3 days regular (Ad length 20-30 seconds)</li> <li>4. Other method- Street Plays and other method suggested shall be subject to approval by PMU-RACP.</li> </ol>
<b>Time Frame</b>	To be completed by 2 <sup>nd</sup> Quarter of 1 <sup>st</sup> year of contract & few activities (except wall paintings) in the first quarter of the 2 <sup>nd</sup> year also.
<b>Sub Activity- B</b>	<b>Identification of buyers and ensuring their participation</b>
<b>Description of Activity</b>	<ol style="list-style-type: none"> <li>1. Consultants shall devise the method to contact buyers who deals at cluster level, district level, state level, national level and exporters and ensure their participation by providing them necessary information about Rural Haats which shall include among others 1) Schedule of RH; 2) Expected breed of Goats in RH; 3) Expected number of animals; 4) Price range; 5) Comparative benefits in bulk marketing.</li> <li>2. Consultants shall prepare database for buyers and sellers.</li> <li>3. Consultants shall report any hurdle (technical/legal/any other) which restricts participation of stakeholders in RH to PMU-RACP.</li> <li>4. Explore possibility of tie ups with any retail chain or opening retail stores. Provisions for Value addition facilities for processing/semi processing as are also to be identified and projected</li> </ol>

<b>Expected Results</b>	Demand increase and benefits of competitive pricing
<b>Output /Deliverables</b>	<ol style="list-style-type: none"> <li>1. Buyers Database each year and average participation: <ol style="list-style-type: none"> <li>a. Each Cluster level- 25 in number; Participation - minimum 10 on an average in a year</li> <li>b. District level- 100 in number; Participation - minimum 20 on an average in a year</li> <li>c. State Level- 50 in number; Participation - minimum 5 on an average in a year</li> <li>d. National Level &amp; exporters- 50 in number; Participation - minimum 5 on an average in a year</li> </ol> </li> </ol>
<b>Time Frame</b>	<p>Identification- To be completed by 3<sup>rd</sup>Quarter of 1<sup>st</sup> year of contract</p> <p>Participation- To be monitored yearly basis</p>
<b>Activity No. 2</b>	<b>Designing the operational guidelines for administration of Rural Haat and implementation</b>
<b>Description of Activity</b>	<ol style="list-style-type: none"> <li>1. Consultants shall organize a meeting of Goat market functionaries (Producers, buyers, intermediaries, veterinary, NGO) for discussion on processes and operational requirements and expectations from Rural Haats.</li> <li>2. Based on discussion it shall prepare operational guidelines and process of marketing. This shall include internal process design such as office administration, recruitment, schedules, buying- selling processes, revenue model, HR manual, accounting and database management, fraud management, anti-theft policy, arbitration, health and hygiene maintenance, capacity building process and involvement of CBOs and PRIs in management of rural haats, management team building criteria and process. Since promoting the Market is an institutional intervention by a Government body (RACP, WORLD BANK VENTURE) it should confirm to all regulatory framework circumventing a livestock market that is prescribed by Central /State bodies on the subject. It would be the responsibility of the Consultant to include this and also confirm to prescribed Environmental and Safety norms. Presence of a Vet. Doctor, disposal norms are some of the items in this direction.</li> <li>3. Quality assaying is a critical factor in any market place. This assumes greater significance in a market place like this where a most of animal sellers are small ruminants, small farmers and many among them may be even illiterate.</li> <li>4. Farmer friendly quality norms and protocols would have to be developed and right information about the quality norms shall be disseminated by the Consultant to encourage them to bid in the market. Prescribing norms for age/weight etc. will be helpful to the small ruminants</li> </ol>

	<ol style="list-style-type: none"> <li>5. A complete system of sale involving steps such as Weighment, recording of weight, giving a slip to the seller for the recorded weight, weight recording in market register, Health check, intimation of health status to seller, a transparent bidding system, recording the bids by different buyers etc. will have to be rigorously followed. By the Consultant. This alone shall act as the most forceful impediment for success of the Market. Again most importantly, the final say for selling the produce (animal) must lie with the animal seller. All sale transactions need to be recorded.</li> <li>6. The Rural Haat market could (should) be run on USER CHARGES CONCEPT. Provision of this to be included in the operational guideline</li> <li>7. Process and operational guidelines subject to approval by PMU-RACP.</li> <li>8. Consultants shall administer these guidelines in Rural Haats.</li> <li>9. Consultants can suggest corrections in operational guidelines based upon field learning. PMU-RACP shall examine these corrections and approve if appropriate.</li> </ol>
<b>Expected Results</b>	Smooth functionality of Rural Haats
<b>Output /Deliverables</b>	<ol style="list-style-type: none"> <li>1. Meeting minutes consist of suggested processes and guidelines</li> <li>2. Process and operational guidelines for Rural Haats</li> <li>3. A quarterly report on administration and usefulness of operational guidelines of Rural Haats</li> </ol>
<b>Time Frame</b>	To be completed by 1 <sup>st</sup> Quarter of 1 <sup>st</sup> year of contract
<b>Activity No. 3</b>	<b>Operating the Rural Haat</b>
<b>Description of Activity</b>	<ol style="list-style-type: none"> <li>1. Consultants shall operationalize the all 7 Rural Haats as per the operational guideline prepared and approved by PMU RACP during his assignment period.</li> <li>2. Rural Haat shall be functional on weekly/fortnightly basis based on the potential and agreed among PMU, DAH and PRI.</li> <li>3. Consultant shall keep the record of each haat, among other no of buyers-sellers participated, location of buyers-sellers, no. of animal traded, average price, realisation to the farmers, average age of the animal and commission charged if any.</li> <li>4. Consultant will ensure revenue collection and deposition as per the Rural Haat operational guideline</li> </ol>
<b>Expected Results</b>	Smooth functionality of all 7 Rural Haats
<b>Output /Deliverables</b>	<ol style="list-style-type: none"> <li>1. Weekly/fortnightly , Monthly and Annual Rural Haat progress report</li> <li>2. Properly document all the physical activities through photography/videography and submit along with monthly progress reports to DPMUs/ PMU/Line Departments.</li> </ol>

	<ol style="list-style-type: none"> <li>3. Buyers-sellers ,animal trade cluster wise data</li> <li>4. Realisation of price to the farmers before and after the intervention.</li> <li>5. Feedback from the participants</li> </ol>
<b>Time Frame</b>	From 2nd quarter onwards Regular for assignment period
<b>Activity-4</b>	<b>Capacity building of MTAs/POs/PRIs on administration of Rural Haats and market development approach.</b>
<b>Description of Activity</b>	<ol style="list-style-type: none"> <li>1. Consultants shall be responsible for transfer of knowledge to MTAs/PRIs (as per operational guideline of Rural Haat) about management and market development in the context of rural haats through handholding and trainings.</li> <li>2. Consultants shall organize training in each cluster on : <ol style="list-style-type: none"> <li>a. Market development: 5 day training on buyer identification, negotiation methods, marketing strategies, transportation techniques, storage, export potential, network building of buyers and sellers, processing scope, retail business and institutional buyers tie ups, estimation of business size, estimation of demand.</li> <li>b. Management &amp; administration of rural haat: 5 day training on operational guidelines (recruitment, accounting, admin, book keeping, record maintenance, audits, management team selection process, etc.).</li> </ol> </li> <li>3. Consultants shall ensure community participation through mandatorily involving 2-5 members from community in each team in each cluster; it makes for any task related to rural haats.</li> <li>4. Consultants shall take prior approval for above said trainings and submit training reports to PMU-RACP/PIU.</li> </ol>
<b>Expected Results</b>	Running of Rural Haats by community on sustainable basis
<b>Output /Deliverables</b>	<ol style="list-style-type: none"> <li>1. One 5 days training on market development in each cluster</li> <li>2. One 5 days training on management and administration of rural haats in each cluster</li> </ol>
<b>Time Frame</b>	To be completed by 3 <sup>rd</sup> Quarter of 2 <sup>nd</sup> year of contract

#### 4. Period of the Assignment:

The Consultants shall be appointed for maximum period of 24 months. However, extension of the contract is subject to approval by PMU-RACP on mutually agreed terms and conditions. The performance of the consultants will be closely monitored and reviewed on periodic basis and in case the performance is found unsatisfactory, action pursuant to the terms and conditions of the contract shall be put in force by the client.

## 5. Qualification for Consultants

The applicants would need to satisfy the following eligibility criteria for applying as Consultants:

1. Should be a registered legal entity at least 03 years standing as on the date of issuance of advertisement.
2. Firm should have minimum turnover of INR 200 Lakh for last two consecutive financial years.
3. Should have minimum 03 years of experience of handling similar projects in Goat sub sector among others field research, market development, small and micro enterprises promotion, skill development etc.
4. Should not be blacklisted by any government (Union and/or state)Ministry/Department/Organization/NABARD/CAPART/Multinationaldonoragency/etc or any other donor/partner organization in the past.
5. Should have multidisciplinary team of competent consultants.
6. Should furnish last 03 years of audited financial statements.
7. Experience of working with government department in similar projects will be preferred.

## 6. Implementation Arrangements Consultant

### 7.1 Consultants Responsibilities:

Consultant Shall:

- a) Place a dedicated team of consultants as well as support staff at its office as described in HR arrangements section.
- b) Ensure that the expenditures incurred are eligible and as per the approved contract.
- c) Ensure safe custody of the records and documents.
- d) Properly document all the activities through progress reports, winding up reports, database, photography and video recording.
- e) Operationalize all 07 rural haats in 07clusters and submit report (three copies each, both in hard and soft copy) to the PMU-RACP.
- f) Submit due claims/bills in the prescribed formats.

### 7.2 Monitoring and Progress Review:

- a. Regular monitoring and supervision of the Consultants shall be done by the PMU-RACP. Consultants shall submit the progress reports in the prescribed formats on fortnight basis. PMU-RACP shall verify the performance of the Consultants as per norms decided by the project.
- b. Review of the Consultant's work and performance shall be done by a committee constituted for the very purpose. This review committee shall also guide, direct, and instruct the Consultants in accomplishing the assignment in desired manner. The review committee shall be comprised of the Project Director, CFC, Project

Coordinator Livestock.

- c. Reporting Requirements: The Consultant will
  - I. Submit detailed progress reports in the prescribed formats on monthly, quarterly and annual basis (three copies each, both in hard and soft copy) to the DPMUs/ PMU/Line Departments. The reports shall include photographs, videos, success stories, issues hindering progress, etc.
  - II. Properly document all the physical activities through photography/videography and submit along with monthly progress reports to DPMUs/ PMU/Line Departments.
  - III. Ensure maintaining of all necessary records of project activities and its availability for audits & verifications.
- d. Record keeping and other administrative work: Consultant will among others -
  - 1. Ensure setting up of its project office in the cluster area itself.
  - 2. Maintain all the records for various activities implemented by the consultant and also assist the communities in maintaining their records.
  - 3. Be responsible to compile and send the progress report on monthly/quarterly/half yearly /yearly basis in the prescribed format as per the requirement of the project.
  - 4. ensure uploading information on web based monitoring application of RACP

#### **7. Facilities to be provided by the PMU-RACP:**

- a. Provide access to RACP-Project Implementation Plan (PIP), Operational Guidelines, RACP's Social Assessment, Social Management Framework and Environment Assessment and Environment Management Framework Line department and project staff coordination support in Project clusters.
- b. Operational expenses of Rural Haat under the "establishment of Rural Haat" activity of Livestock Management & Strengthening of RACP
- c. Actual cost payment for organizing One 5 day training on market development
- d. and One 5 day training on management and administration of rural haats in each cluster
- e. Actual cost payment of Market functionary meet (Approximate 20-30 participants)

#### **8. Withdrawal activities:**

Consultants shall:

- i. Consultants shall operationalize 07rural haats and submit reports to PMU-RACP functional in all aspects as mentioned in the scope of work at the end of contract period.
- ii. Prepare Project Completion Report (PCR) and submit to PMU-RACP for approval.

- iii. Consultants shall hand over all materials including information, data, records, etc. collected during the contract period to PMU-RACP or other agency/organization may be decided later .
- i. Any kind of tangible asset generated, purchased, or created out of the projects funds shall be returned by the Consultants with ownership rights to the PMU-RACP or other agency/organization may be decided later

**9. Essential and Desirable skills for CONSULTANTS who's CV would be evaluated**

<b>Position</b>	<b>No.</b>	<b>Qualification and Experience</b>
Marketing Consultant	01	Qualification: MBA in marketing/ post graduate in rural management/MBA Agri business management.  Experience: Minimum 07 years of experience in business development and marketing with minimum 03 year specific experience in livestock sector.
Capacity Building Expert	01	Qualification: Post Graduate in MSW  Experience: Minimum 10 years of experience in designing and implementation of capacity building programs in rural development, program management, entrepreneurship development, workshop and trainings.
Cluster Marketing Manager	07	Qualification: MBA in marketing/ post graduate in rural management/MBA Agri business management.  Experience: Minimum 03 years of experience in business development and marketing with minimum 01 year specific experience in livestock sector.
Cluster Capacity Building Manager	03	Qualification: Post Graduate in any stream.  Experience: Minimum 05 years of experience in designing and implementation of capacity building programs in rural development, program management, entrepreneurship development, workshop and trainings.

**9.1. General Requirements**

1. Entrepreneurial skills, good communication and social skills; the candidate must show initiative, synthesis, organization and personal dynamism, as well as capacity to work with teams and prepare adequate planning and activity reports;



2. Understanding of forward linkage to markets and financial institution
3. Working knowledge of computer applications;
4. Fluency in English and Hindi;
5. Honesty, integrity and dedication towards project objectives.
6. Willingness to travel extensively for project related work.

#### **10. Payment terms:**

The Consultants has to necessarily provide the client the deliverables and outputs as specified below and payment terms and conditions are mentioned below:

1. Consultants shall be awarded the contract for period of 24 months. Consultants shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. 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 Consultants.

2. Payment Method and Rationale:

Rural Haat TRA has two major cost components:

1. Cost /compensation to TRA full time staff
2. Cost of activity/s as mentioned in TRA scope of work.

To make process of disbursement more rational in terms of ease to access the funds to Consultants, close monitoring of utilization of funds by RACP-MIS and to reduce mismatch between required funds and approved funds, the two ways of payment are adopted i.e. monthly payments of compensations of man power of TRA and payments of activity cost.

3. Monthly payment shall be done for the cost/compensation of man power of TRA, on the basis of the total monthly-remuneration of the man-power actually utilized by the Consultants, who has served TRA during the month. Payment for the activities as mentioned in TRA scope of work will be made by PMU-RACP directly to the SPs/vendors.
4. 15 % of actual cost of completed activity/s in previous month shall be paid to Consultants as management / service charges upon submission of activity/s completion report subjected to approval of review committee with reference to the approved action plan of TRA.
5. 1% of total approved project cost shall be paid upon signing of TOR to establish basic infrastructure for TRA. This shall include office establishment and hiring of consultants.
6. PMU-RACP reserves the rights to pay within 60 days from the day of submission of bill/invoice by Consultants.

7. Payments for all advances shall be secured by an advance payment security or guarantee, except in the case of small value contracts as defined in footnote<sup>1</sup>. If the amount of the advance is 10% (ten percent) of the contract amount or less, the Borrower may decide not to require such a security or guarantee, in which case this should be specified in the draft contract included in the RFP.
8. All the payments to Consultants shall be covered in statutory audits.
9. Release of payment for each subsequent year is subject to the previous year's audit by PMU-RACP, excluding first year which shall be released based on DPR and Annual action Plan. Consultants Organization shall prepare month-wise Annual Action Plan of the activities to be performed during the each year within second month of signing of contract and shall submit it to the PMU-RACP, Jaipur for approval and monthly reviews.
10. Consultants shall prepare month-wise Annual Action Plan of the activities for the subsequent year and submit to PMU-RACP, Jaipur for approval and monthly reviews in the month of December of preceding year.
11. PMU-RACP shall review the progress made by the TRA as against the approved action plan prepared on the basis of deliverables and shall recommend for monthly payments after getting satisfied with the previous month's performance.
12. If Consultants has not performed as per approved action plan & deliverable, PMU-RACP, shall have a right to withhold the payments for subsequent quarter and previous month. Also PMU- RACP, shall have a right to withhold an amount equivalent to 30% of payable amount claimed by Consultants. On completion of pending works, withheld amount would be released in the next month. The performance of Consultants shall be critically reviewed in the half yearly meetings at the level of Project Director. In the event of non/poor-performance, any balance amount withheld by the PMU-RACP shall be fore-fitted.
13. All materials including information, data, application, computer software or application purchased by Consultants from project funds shall be submitted with the ownership rights to the PMU-RACP.
14. Any kind of tangible asset generated, purchased, or created out of the project funds shall be returned with ownership rights to the PMU-RACP.
15. Consultants shall have to provide other deliverables and outputs (Reports/Progress) in three hard and soft copies as Consultants Organization specified in the scope of work.
16. Taxes: Service Tax shall be reimbursed on monthly bill at the prevailing rates after Service Tax registration no. is furnished.

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<sup>1</sup>Dollar thresholds defining "small" shall be determined in each case, taking into account the nature and complexity of the assignment, but shall not exceed US\$300,000 other than in exceptional cases such as emergency situations declared by the Borrower and recognized by the Bank.