

REQUEST FOR PROPOSALS (RFP)

**For
SETTING UP OF
PILOT MARKET INTELLIGENCE SYSTEM FOR POTATO AND ONION

IN THE CONTEXT OF
YEAR OF HORTICULTURE 2012-13**

**Being observed under the overall policy guidance of
DEPARTMENT OF AGRICULTURE AND COOPERATION
MINISTRY OF AGRICULTURE
GOVERNMENT OF INDIA**

**Technical support by
Small Farmers' Agribusiness Consortium
5th Floor, NCUI Auditorium Building,
August KrantiMarg, HauzKhas,
New Delhi 110016.**

January 2012

INVITATION OF BIDS TO SET UP PILOT MARKET INTELLIGENCE SYSTEM FOR POTATO AND ONION

Dept. of Agriculture and Cooperation (DAC), Ministry of Agriculture, Govt. of India, has resolved to observe 2012-13 (beginning January 2012 and ending 31st March 2013) as the **Year of Horticulture (YOH)**. This is meant to focus policy attention at the Central and State level on the importance of horticulture as a sub-sector of agriculture and as an important source of income for farmers; highlight its role for producers and consumers; address issues of quality, availability and value addition and in general raise the profile of horticulture as a major economic activity capable of contributing significantly to the agricultural GDP.

Small Farmers' Agribusiness Consortium (SFAC), a registered Society under the administrative control of DAC, has been nominated as a Technical Support Agency to provide various backstopping services for YOH and in general to support DAC in the roll out of various events and programmes associated with YOH.

As part of this mandate, SFAC invites bids to provide turnkey services for a pilot Market Intelligence System (MIS) for two key horticulture products viz. potato and onion **to be initially operated for a period of one year from the date of issuing the work order.**

Tentative list of services expected from the selected agency is as follows:

- Daily, Weekly and Monthly availability and price trends in the target vegetables.
- Monthly research reports to provide in-depth analysis of trends.
- News and Updates from different parts of the country.
- Fundamental analysis giving detailed background information on target crops
- Technical analysis of various aspects, especially projecting long term trends
- Spot market prices
- Market arrivals in major markets across the country
- Supply-Demand forecasts for every quarter
- Trade flow information from reliable sources
- Trade-parity analysis; international scenario in each quarter.
- Area coverage, price and crop production forecasts
- Warning signals and urgent policy action triggers.

The above is an indicative list of services expected from the selected service provider. However, bidders are free to offer a more comprehensive set of deliverables, provided they address the core requirements listed above.

1. **Technical and Financial Proposals** are invited for MIS services required for YOH from suitably qualified and experienced institutions. The terms of the bid are:

- i) The institution bidding for the project should have a minimum turnover of Rs 1.00 crore (Rupees One crore) in the last financial year.
- ii) The institution should be in the relevant business for at least a period of 5 years.
- iii) Preference will be given to institutions which are already operating MIS in agricultural commodities (at least 5).

- iv) Pan India presence is a must with at least 5 centers in the metropolitan cities. (Address proof for the same has to be provided).
- v) The Bidders are free to make suggestions in their offer, in addition to the specified Scope of Work or Methodology, to meet the objectives of the proposed assignment.
- vi) SFAC reserves the right to reject all or any of the proposals without assigning any reason thereof.
- vii) It may be noted that the costs of preparing the proposal and of negotiating the contract, including visits to SFAC, are not reimbursable, and SFAC is not bound to accept any of the proposals that may be submitted.
- viii) SFAC reserves the right to amend/add/delete the scope of work at the time of issuing the work order.
- ix) The selected Bidder is expected to commence the assignment on the date specified in the Work Order.

2. Sealed offers under two-bid system (Part-I: Techno-Commercial Bid & Part-II: Price Bid) for the above-mentioned assignment may be forwarded to **Managing Director, SFAC, NCU Auditorium Building, 5th Floor, 3, Siri Institutional Area, August KrantiMarg, HauzKhas, New Delhi 110016.**

3. Last date for submission of proposals is **23rd January 2012 by close of office hours.**

INSTRUCTIONS FOR BIDDERS

PREPARATION OF TECHNICAL PROPOSAL

During preparation of the technical proposal, bidders must give particular attention to the following:

- A brief description of the Bidder's organization and an outline of recent experience on assignments of similar nature. The information to be furnished on each assignment should indicate, inter-alia, the profiles of the professionals, duration, contract amount and firm's involvement.
- The composition of the proposed professional team.

PREPARATION OF FINANCIAL PROPOSAL

- The budget should cover all costs of consulting services for this assignment including remuneration of the experts in the field and home office. The estimate should also include the time required for reviewing and incorporating expert comments.
- The budget should also cover cost of preparation of reports, and other related expenses. The break-up of the total consultancy fee may be reflected against each major activity.
- The financial proposal must take into account all the tax liabilities such as service tax, income tax, cost of insurance etc. However, these liabilities may be indicated separately in the proposal.

EVALUATION AND PROCEDURE FOR SELECTION OF THE BIDDER

An Evaluation Committee will be constituted to evaluate the technical and financial proposals and recommend award of the consultancy assignment.

EVALUATION OF TECHNICAL AND FINANCIAL PROPOSALS

(i) Points for evaluation for technical proposals:

	<u>Points</u>
➤ Approach/Methodology/Work Plan proposed	50
➤ Relevant expertise/experience of the organization	25
➤ Qualifications/experience of the key personnel	25
on the assignment	-----
Total:	100

- (ii) Financial proposals will be opened only for those bidders who obtain more than 50 points on the technical proposal. Eligible bidders will be invited to the opening of financial bids.
- (iii) 75% weightage will be assigned to technical bids and 25% to financial bids.
- (iv) The combined score of the technical and financial evaluation will be used to recommend the award of the consultancy assignment.