
	ODISHA FORESTRY SECTOR DEVELOPMENT SOCIETY SFRTI Campus, At/Po- Ghatikia Bhubaneswar – 751029 Ph.: 0674 – 2386016, Email: webmail@ofsdp.org	
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RFP No: 01 / 2021

Date: 10th December, 2021

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REQUEST FOR PROPOSAL (RFP) FOR ENGAGING MANAGEMENT AND MARKETING SUPPORT AGENCY (MMSA) FOR ESTABLISHING AND OPERATIONALIZING MULTI-PRODUCT CLUSTERS UNDER OFSDS

Odisha Forestry Sector Development Society (OFSDS) invites proposals for engaging Management and Marketing Support Agency (MMSA) for “Establishing and Operationalizing the Multi-Product Clusters” in the project area under OFSDS. The proposals are invited in the prescribed format from the interested and experienced Organizations / Consortiums / Entrepreneurs and Institutions from Government and Non-Government Sector. The applicant (s) must have experience in the field of livelihood promotion, cluster/sub-sector development, Value Chain Management, Product Marketing related to NTFP, agriculture and horticulture, skill and capacity building and institution building of the rural/tribal people. For details on RFP please visit the website <http://www.ofsds.in>.

The Application duly completed in the prescribed forms and formats along with all supporting documents as per instructions indicated thereon shall be sent / submitted at Reception Counter, Project Management Unit, OFSDP-II, following the means prescribed in the RFP. Applications are to reach this office latest by 30/12/2021 before 16.00 HRS.

Clarifications, if any, on the matter can be sought during the office hours on all working days from the contact person, Mr. Subrata Kumar Kar, State Programme Manager, Mobile No: 9437140939 & Email. ID: spm.cid@ofsdp.org

Deputy Project Director (A&F)

OFSDS



ODISHA FORESTRY SECTOR DEVELOPMENT SOCIETY
SFRTI Campus, At/Po- Ghatikia
Bhubaneswar – 751029
Ph.: 0674 – 2386016, Email: webmail@ofsdp.org



**REQUEST FOR PROPOSAL (RFP) TO ENGAGE
THE MANAGEMENT AND MARKETING SUPPORT
AGENCY (MMSA)
FOR ESTABLISHING AND OPERATIONALIZING MULTI
PRODUCT CLUSTERS UNDER OFSDS**

RFP No: 01 / 2021

Dated: 10th December, 2021

**RFP Issued by
Project Management Unit,
Odisha Forestry Sector Development Society
SFTRI Campus, Ghatikia, Bhubanesawr- 751029
Visit us: www.ofsds.in**

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MANAGEMENT AND MARKETING SUPPORT AGENCY (MMSA) FOR
ESTABLISHING AND OPERATIONALIZING MULTI PRODUCT CLUSTERS
UNDER OFSDS**

Project Management Unit (PMU), Odisha Forestry Sector Development Society (OFSDS), F,E &CC Department, Government of Odisha invites sealed proposals from eligible bidders for **ENGAGEMENT OF MANAGEMENT AND MARKETING SUPPORT AGENCY (MMSA) FOR ESTABLISHING and OPERATIONALISING MULTI PRODUCT CLUSTERS UNDER OFSDS**. Bidders fulfilling the prescribed eligibility criteria of the RFP to download the complete RFP Document and other details from www.ofsds.in and can apply following the timelines indicated below:

Sl. No.	List of Key Events	Critical Dates
1	Date of Issue of RFP	10/12/2021
2	Submission of Pre-Bid Queries (online*)	18/12/2021 up to 16:00 HRS
3	Uploading of general clarifications on pre-bid queries in the official website: www.ofsds.in and in the e.mail of individual applicants	22/12/2021 at 11.30 HRS
4	Last Date and Time for Submission of Technical and Financial Proposal by the Applicant	30/12/2021 up to 16.00 HRS
5	Date of Opening of Technical Proposal	05/01/2022 at 11.00 HRS
6	Date of Opening of Financial Proposal	To be notified after short listing the Technical Proposals including Presentations

* The pre-bid queries may be submitted online in the email given below:
Email id: spm.cid@ofsdp.org
Mobile No: +91 9437140939

The proposal complete in all respects must reach the undersigned by Speed Post/ Registered Post / Courier/ In Person only, latest by 30/12/2022 up to 16.00 HRS in a sealed envelope clearly mentioning on the top of it **“Request for Proposal – TO ENGAGE MANAGEMENT AND MARKETING SUPPORT AGENCY (MMSA) FOR ESTABLISHING AND OPERATIONALISING MULTI PRODUCT CLUSTERS UNDER OFSDS**. The proposals received beyond the last date and time will be rejected and returned. The authority reserves the right to reject any/ all proposals without assigning any reason thereof.

Address for Submission of Proposal:

The PCCF (Projects) & Project Director,
Odisha Forestry Sector Development Society,
SFTRI Campus, At/PO: Ghatikia,
Bhubaneswar-751029

Disclaimer

The information contained in this Request for Proposal (hereinafter referred to either as —TENDER) document provided to the Bidders, by the OFSDS, Forest, Environment and Climate Change Department, Government of Odisha, is provided to the Bidder(s) on the terms and conditions set out in this TENDER document and all other terms and conditions subject to which such information is provided.

The purpose of this TENDER document is to provide the Bidder(s) with information for engagement of Management and Marketing support agency to plan, operationalize and manage the multi-product clusters. This TENDER document does not purport to contain all the information each Bidder may require.

This TENDER document may not be appropriate for all persons, and it is not possible for the OFSDS to consider the business/investment objectives, financial situation and particular needs of each Bidder who reads or uses this TENDER document.

Each Bidder should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this TENDER document and wherever necessary obtain independent advice from appropriate sources. PMU-OFSDS, make no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or Completeness of the TENDER document.

PMU-OFSDS, Forest, Environment and Climate change Department, Government of Odisha, may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this TENDER document.

**REQUEST FOR PROPOSAL TO ENGAGE MANAGEMENT AND MARKETING
SUPPORT AGENCY (MMSA) FOR
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UNDER OFSDS**

PART I

TERMS OF REFERENCE

About the multi-Product Cluster

1. Introduction to OFSDP II and AJY Projects under OFSDS:

Odisha Forestry Sector Development Society (OFSDS) is an autonomous body under the administrative control of Forest, Environment & Climate Change Department, Govt. of Odisha. At present, three projects namely Odisha Forestry Sector Development Project, Phase-II (OFSDP-II), Ama Jangala Yojana (AJY) and OFSDS-OMBADC projects are being implemented under OFSDS. Earlier, Odisha Forestry Sector Development Project, Phase-I (OFSDP-I) was implemented from 2006-07 to 2014-15 under the Society.

OFSDP, Phase-II is an externally aided project, which is being implemented with the financial assistance of Japan International Cooperation Agency (JICA). Ama Jangala Yojana (AJY) is the flagship programme of Government of Odisha, which is being implemented by OFSDS with funds provisioned from State CAMPA and State Plan. The success and learning's of OFSDP-I have been aptly incorporated while designing the project design of AJY and OFSDP-II. The OFSDS-OMBADC project aims at providing alternate livelihood opportunities for the forest dependent communities so as to mitigate their dependence on forests by providing additional sources of income as well as to enhance their skills both in technical and managerial domains related to various income generation activities. The livelihood project is being implemented with the financial support from OMBADC Fund.

The objectives of the above projects are to enhance forest ecosystem along with sustainable livelihood of local people by improving sustainable forest management, sustainable biodiversity conservation and community development, thereby contributing to harmonization between environmental conservation and socio-economic development in the Project areas in Odisha. These projects are being implemented following Joint Forest Management Mode, where in the Vana Surakshya Samitis (VSSs)/Eco Development Committees (EDCs) are actively associated in planning, execution and monitoring the project interventions.

Strengthening sustainable livelihoods and augmenting the economic conditions of forest fringe dwellers of the project villages have been envisaged in above projects, in addition to promoting sustainable forest management. Such initiatives contribute significantly in ensuring alternative source of income of the targeted forest dependents and ultimately assist in reducing the biotic pressure on forest.

Interventions on livelihood promotion in all the above projects are largely implemented through inter-sectoral convergence with other line Departments of the State. The High-Power Committee under the Chairmanship of Chief Secretary of Odisha at the State level and District Level Advisory Committee under the Chairmanship of Collector & District Magistrate of the respective Districts facilitate due coordination with project and other line Departments for smooth implementation of livelihood initiatives through convergence. Similarly, Block Level Advisory Committee (BLAC) at Block level under the Chairmanship of Block Development Officer contributes significantly in implementation of Govt. Schemes and community development programs, based on the need identified by the communities at respective VSS/EDC level.

Moreover, a Livelihood Resource Cell (LRC) has been established to provide managerial and technical assistance including information on market support for promotion of multi-product-based clusters and to support in the growth trajectory of Self-Help Groups (SHG) in undertaking Income Generating Activities across the Project Divisions.

The ultimate goal of the projects as indicated in the objective is to augment the economic condition of the forest fringe dwellers. In order to facilitate achieving these objectives, different strategies have been adopted to enhance the ability of the forest fringe dwellers to make their living in an economically, ecologically, and socially sustainable manner. However, it is reiterated that the income generation activities taken up under the project may not be the main source of income for the family of the members of SHGs/CIGs/ Poorest of the Poor (POP) but these would certainly help them

in day-to-day management of the household situation.

2. Framework for Livelihood Initiatives:

Learning's of Odisha Forestry Sector Development Project, Phase-I (OFSDP-I) helped significantly to design the framework of systematic and intensive approach for livelihood initiatives for the forest fringe dwellers in the project areas of OFSDP-II, AJY and OFSDS-OMBADC as below:

1. Community development through Inter-sectoral Convergence with line Departments.
2. Promotion of Income Generating Activities (IGAs) by involving women Self Help Groups (SHGs)/CIGs/PoP members is envisaged under these projects by developing multi-product clusters.
3. Inputs such as credit linkage through Revolving Fund, linkage with financial institutions, need based / activity-based skill promotion, product aggregation to increase volumes, value addition, market linkages etc. have been incorporated to ensure remunerative return to the beneficiaries under the project design.
4. Exclusive fund provisions in shape of Revolving Fund have been made at VSS/EDC level to ensure immediate financial support for undertaking small IGA by the SHGs/ CIGs / PoPs. Moreover, other funds have been provisioned to support the promotion of Multi-Product Clusters across the project villages.
5. Under OFSDP-II total 3,919 SHGs have been identified in the project area to be supported for IGAs, and under Ama Jungala Yojana 14,263 SHGs have been supported for livelihood enhancement through Convergence. OFSDS-OMBADC will be implemented across 900 VSSs.
6. Multi-product clusters have been envisaged under the projects, based on the availability of products and willingness of the communities. Such clusters include:

- NTFP based Clusters:
 - Sal & Siali leaf plates processing units
 - Collection and marketing of products like Mahua flowers, Tola, Sal Seeds, Karanja seeds, MAPs like Satabari, Dhataki, Patal garuda, Bela, Sarpagandha etc.
 - Collection, processing & value addition of other NTFP Products like Honey, Myrobalans, Char, Tamarind, Hill Broom etc.
- Farm based Cluster:
 - Agriculture based
 - Horticulture based
 - Floriculture
 - Nurseries raising
 - Vermicomposting
- Off-farm based Cluster:
 - Dairy, Goatery, Piggery, etc.
 - Poultry
 - Pisci-culture
 - Sericulture
 - Apiculture
- Non-farm based:
 - Entrepreneurships under manufacturing, servicing, trading such as plumbing, carpentry, tailoring, cycle repair, mobile repair, shops, etc.

3.0 Concept of Cluster Approach

A cluster is defined as a collection of enterprises producing same or similar products or strategic services which is located within a contiguous geographical area spanning over a few villages, a town or a city and its surrounding areas in a District and face common opportunities and threats. Under OFSDS, the endeavor is to establish micro- enterprise clusters for handling multi products.

Micro-enterprise clusters are micro units which are mostly worked by household-based units by utilizing home based workers. A micro- enterprise cluster may be a collection of micro, small, medium and large firms producing the same or a similar range of products (goods or services). Units in a micro cluster face same or similar set of threats (e.g., product obsolescence or lack of markets) and opportunities (e.g., increasing turnover through quality up-gradation or the introduction of new products, and increasing exports through targeted marketing). The firms producing “the product” by which a cluster is known are called principal firms or principal stakeholders of the cluster. The number of principal stakeholders vary and can be as low as 50 (in hilly areas) to as high as 5000 in locally dense clusters.

Generally, the cluster concept suggests a change in the units of analysis from isolated units to a network of units, which have an advantage of effective local knowledge up gradation, skill development, empowerment of local community, with improved negotiation skills and innovation etc.

The geographic spread of a cluster can vary. As a part of its natural growth, a cluster generally covers an area that enables its units to interact. However, since cluster is not a legal entity, its geographic boundary is scholastically determined. Ideally, the geographic limit of a cluster should not cover too large area such that it deters interaction and the very spirit of cluster development may be defeated in such situations. Thus, a cluster should cover a few villages or a city and its surrounding areas or at best a few Blocks of a

District.

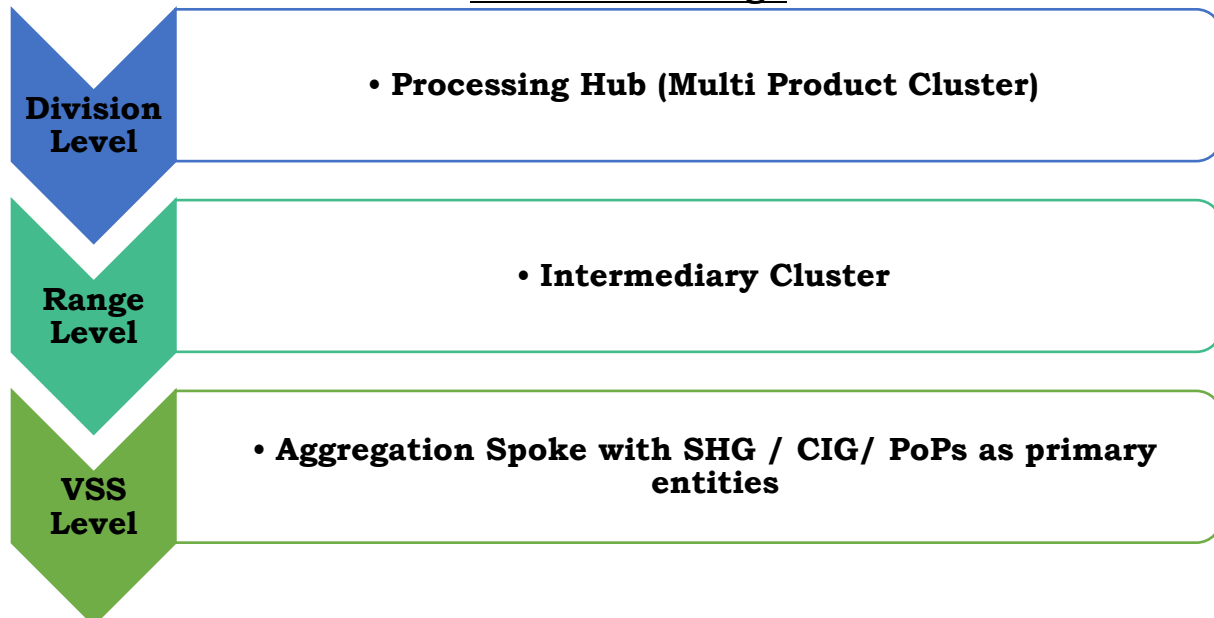
4.0 Objectives of Cluster

- To create opportunity for skill building, IGA promotion and augmenting income of the poor VSS/EDC members.
- To provide a platform to achieve scale through a systematic method and help the products to reach remunerative markets
- To provide a platform for value addition of selected NTFP and other products.
- To aggregate the products after improving the quality and packaging to meet the market requirements thus enabling branding the products and positioning the cluster in market.
- To improve the product, productivity and the market outreach of the product for the poor producers
- To provide infrastructure and technology solution in product development and marketing
- To build the skill and capacity of the stakeholders to manage the IGA efficiently and profitably
- To facilitate financial linkages for the members of the cluster
- To facilitate quality checks, branding and market positioning of products.

5.0 Institutional Design of the Cluster and its Governance

The Cluster is proposed to be promoted with a three-tier institutional structure. At the Ground level VSS will work as the aggregation spoke with Self Help Groups (SHGs), Common Interest Groups (CIGs) and Poorest of Poor (POPs) as the primary entities, at the mid-level there will be Intermediary Cluster and at the apex level there will be the cluster – The Processing Hub.

The Cluster Design



The details of the institutions are as follows:

5.1 The Aggregation Spoke:

The aggregation spoke of a cluster will be located at the VSS level. It will include the primary collectors of an identified product and will function as the aggregation point with necessary quality check interventions. The basic quality checks will be developed as the basis of market demand for each product. The VSS building -cum- facilitation Centre will function as the Centre for IGA. The interventions for capacity building and skill training of the primary collectors will be organized with the project support.

5.2 The Intermediary Cluster at FMU

The Intermediary Cluster will be need based and operated at Range level and will work as a unit that will take up value addition to the primary product based on the market demand before forwarding it to the cluster head. The Intermediary Cluster may be located at a central VSS and may access the VSS Building-cum -IGA Facilitation Centre with infrastructure like store, drying yard etc. to hold and manage the inventory of the stock at that level of the

cluster. The Intermediary Cluster will complement the processing hub in planning for capacity building trainings. It should to be well connected with the cluster for sourcing and supply of the product and taking need-based value addition. In case of some products, the Intermediary Cluster may not be necessary or required.

5.3 The Multi Product Cluster (Processing Hub)

The Multi Product Cluster Head will be established and managed at the Division level. It is an aggregating and final processing hub for the products. The required machineries and infrastructure will be identified so as to enable the processing of the selected products. The cluster will explore the market opportunities and develop the operation protocol for the IGA opportunities at the ground level. The cluster will work for institution building, skill and capacity development, support in accessing finance and financial management, work on backward and forward linkages and man management. It will work for the growth in the ladder of processing, marketing and organize the capacity building of the members of the clusters. The cluster will support its members and the primary producers to access finance for their IGA and also ensure the payments to these collectors on time.

5.4 Governance of the Cluster

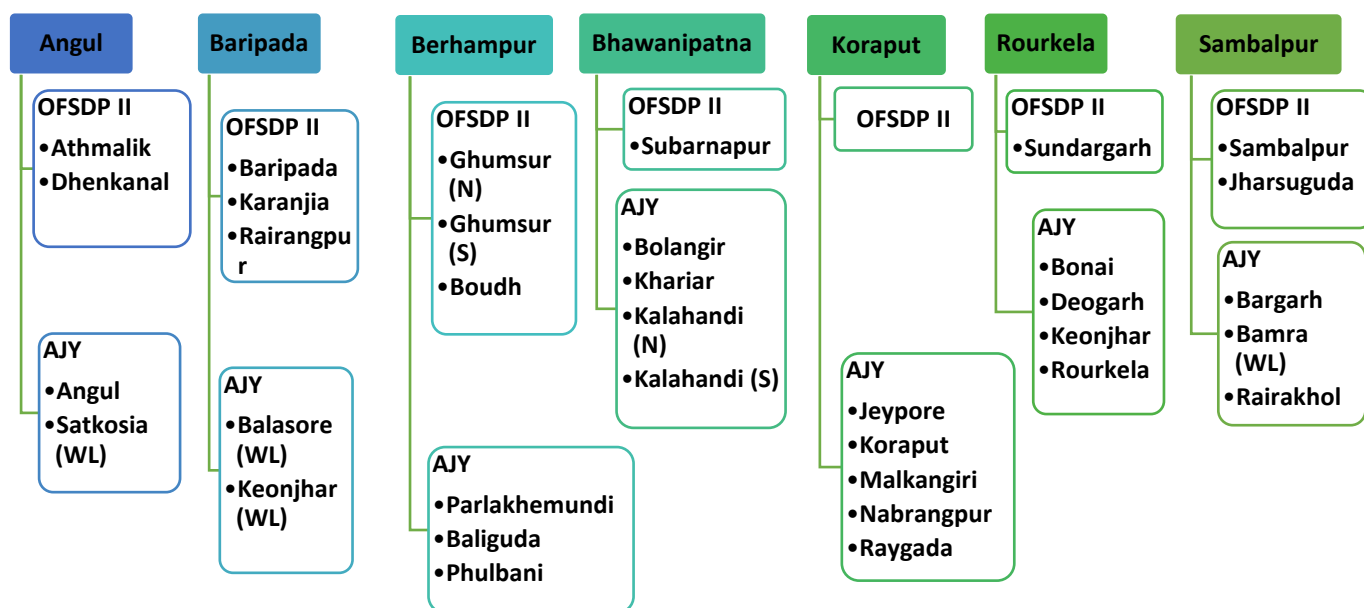
The cluster will be governed and managed by the Division team led by the DFO. The cluster will have VSS as the members which will cover SHGs, CIGs and PoPs. At the Division level, an Advisory Committee may be constituted by taking Division officials and officials of the line Department to manage the cluster activities. The VSS joining the cluster will be the members that will be supported at the Range level.

The Intermediary Cluster may be managed by an Advisory Committee having Range officials and officials of line Departments at Block level as members. The committee will work on the advice of the Cluster Committee led by the DFO.

The VSS level Aggregation Spoke will be governed and managed by the Executive Committee and will report to the Intermediary Cluster and the Cluster as designed and required.

The tentative geographical spread of the clusters in various Circles and Divisions is given in the diagram given below:

Tentative Multi Product Clusters: The Circle Wise Proposed Project Area



6.0 Activities undertaken at present for Cluster Development

In order to plan for livelihood promotion through IGA and Cluster development, factors and processes which enhance ability of poor forest fringe dwellers to make their living in an ecologically, and socio- economically sustainable manner have been considered. As it would be difficult to take up processing, bulk marketing and retailing of products at VSS level, promotion of clusters and formation of Multi-Product Clusters for aggregation of the product has been proposed, so as to ensure a profitable marketing to augment the income for the primary collectors and processors.

The Project through Livelihood Resource Center (LRC) has been providing

support for identification of potential products, ranking of the products, strengthening the VSSs, SHGs and CIGs as institutions, promoting business planning, credit linkage, product development including value addition and in establishing market linkages. A dedicated Livelihood Resource Cell (LRC) has been set up as a cell in the Project Management Unit which will ensure continuous and long-term hand holding support to run a business, the proximity to the market, responsiveness to the market demand, risk taking capacity, management skills etc. All these situations are not readily available in the project areas. Yet, the potential for cluster formation and business opportunities do exist, which could further help the households to uplift their income status.

Various alternate livelihood options have been explored for vulnerable forest fringe dwellers in the project area for augmentation of income. Product mapping exercise has been done in 777 VSSs of 12 Divisions and product mapping in the remaining VSSs is in progress. Potential products have been identified and out of 117 products, 14 numbers of potential products have been finalized tentatively to be taken up through Clusters. List of potential products is enclosed as Annexure-I and II for OFSDP- II and AJY respectively. Location of the Potential Clusters and intermediary clusters has been identified in each Division under OFSDP-II for development of Clusters. (Annexure-III)

In order to take this initiative further and to facilitate the Multi- Product Clusters in marketing of their produce, OFSDS intends to facilitate the process of market linkage of collected NTFP and other products along with value addition.

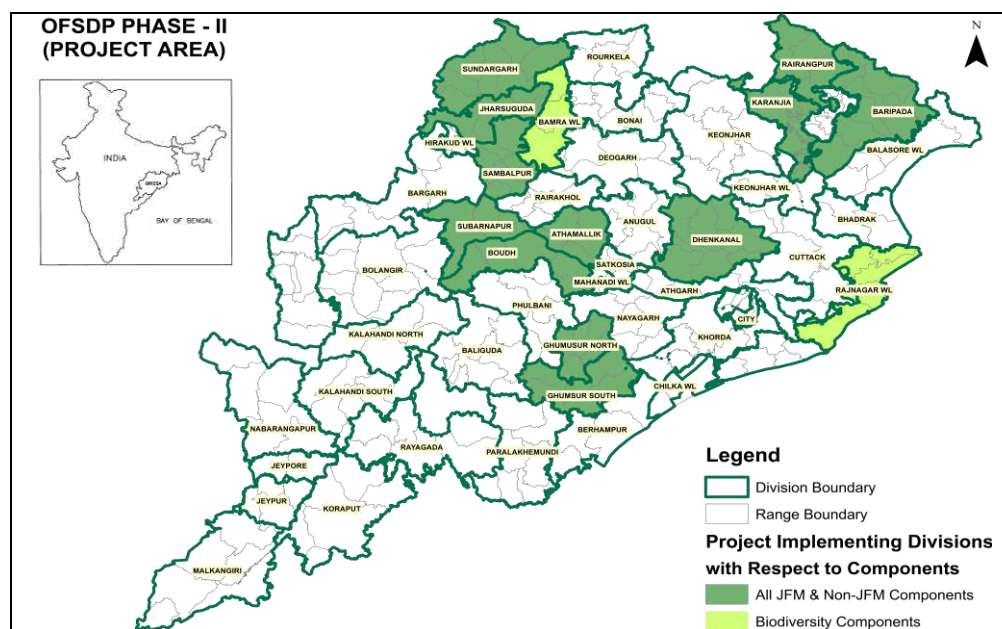
For the above purpose, OFSDS seeks to engage Management and Marketing Agency (MMSA) having the necessary market knowledge, business experience, expertise and network for establishing and operationalizing multi-product clusters under OFSDS.

7. Areas of Operation

7.1 Project Area of OFSDP - II: Odisha Forestry Sector Development Project, Phase-II (OFSDP-II) is being implemented in 1211 VSSs of 47 Ranges in 12 Territorial Forest Divisions and 2 Wild life Divisions. These Divisions with number of VSS is placed below:

Circle	District	Division	No of FMUs	No of VSSs
Angul	Dhenkanal	Dhenkanal	6	150
	Angul	Athamallik	3	75
Baripada	Mayurbhanj	Baripada	6	135
		Rairangpur	5	107
		Karanja	5	80
Berhampur	Boudh	Boudh	3	71
	Ganjam	Ghumsur (N)	4	100
		Ghumsur (S)	3	65
Bhawanipatna	Sonepur	Subarnapur	3	84
Rourkela	Sundergarh	Sundergarh	5	156
Sambalpur	Jharsuguda	Jharsuguda	3	88
	Sambalpur	Sambalpur	4	100
		Bamra (WL)		0
6 Circles	10 Districts	12 Divisions	50 FMUs	1200 VSSs + 10 EDCs

Map of the Project Area of OFSDP- II.



8.2 Project Area of AJY:

Ama Jangala Yojana (AJY) is a flagship program of Government of Odisha, being implemented through Odisha Forestry Sector Development Society with the objective to promote participatory and sustainable forest management and alternative livelihoods for the forest fringe dwelling communities in the state. AJY envisages strengthening of the community based institutions for protection of forest and creation of alternate livelihood opportunities to reduce pressure on forests.

A total of 4,605 numbers of VSSs have been covered under the AJY scheme by the year 2020-21. Micro-plans have been prepared in all 4605 villages under the project. In addition to this, 14,263 Women Self Help Groups are linked to income generation activities under inter-sectoral convergence with various Departments of the Government.

Circle Wise Total Number of VSS under AJY

S. No.	Circle	Name of District	No.	Division	No. of FMUs	No. Of VSS
A.	Angul	Angul	1	Satkosia WL	5	31
			2	Angul	7	124
B.	Baripada	Balasore	3	Balasore WL	5	57
C.	Berhampur	Khandamal	4	Balliguda	7	200
			5	Phulbani	7	302
		Gajapati	6	Paralakhemundi	7	200
D.	Bhawanipatna	Bolangir	7	Bolangir	11	290
		Kalahandi	8	Kalahandi(N)	5	334
			9	Kalahandi(S)	7	354
		Nuapada	10	Khariar	5	265
E.	Koraput	Rayagada	11	Rayagada	7	290
		Koraput	12	Koraput	6	275
			13	Jeypore	6	215
		Malangiri	14	Malkangiri	6	210
		Nabarangpur	15	Nabarangpur	6	194
F.	Sambalpur	Bargarh	16	Bargarh	6	151
		Sambalpur	17	Rairakhol	6	160
			18	Bamra WL	5	158
G.	Rourkela	Sundargarh	19	Bonai	7	134

		20	Rourkela	6	182
	Deogarh	21	Deogarh	5	169
	Keonjhar	22	Keonjhar	7	180
		23	Keonjhar WL	4	130
Total					4605

Map of Ama Jangala Yojana

AMA JANGALA YOJANA (AJY)



List of Identified Potential Products under OFSDP-II

S. No.	Selected Product	No. of Div.	No. of FMU	No. of VSS	Available Quantity (Qtl.)	Surplus Quantity (Qtl.)	No. of HH Involved	Period of availability (In months)
1	Sal Leaf	12	31	544	133883	125192	28515	8
2	Sal Seed	11	28	435	26969	25005	21792	2
3	Mahula	12	25	395	39963	35906	19582	3
4	Tola	10	26	348	9229	6218	14949	2
5	Chara	10	24	333	2528	2316	9458	2
6	Tamarind	11	28	242	3989	3214	4790	3
7	Harida	12	26	260	1275	993	4651	3
8	Bahada	12	26	258	1705	1466	5306	2
9	Honey	9	12	35	101	68	536	6
10	Mango	11	25	223	25700	20239	12088	3
11	Cashew	7	13	121	15227	14549	6126	3
12	Jackfruit	5	10	40	2546	2179	1517	4
13	Lemon	4	5	16	1246	1050	790	8
14	Black Gram	9	12	51	1753	1035	3025	2
15	Green Gram	7	12	57	2393	1391	3224	2
16	Horse Gram	7	12	71	670	289	2169	2
17	Groundnut	8	13	44	5990	5598	2238	2
18	Rasi	3	5	40	2862	2182	2556	2
19	Chilly	3	7	62	2365	2102	2243	2
20	Satabari	8	15	119	6203	6124	8255	4
Category Code								
NTFP			Horti.		Pulses			
Oilseed			Spices		MAP			

Annexure-II

List of Identified Potential Products in AJY Divisions					
Sl.No	Selected Product	No of Div.	No. of FMU	No. of VSS	Available Quantity in Qntl.
1	Sal Leaf	17	45	512	11103451
2	Mahua Flower	21	92	1227	336826.72
3	Tola	21	44	508	50580.49
4	Char	20	54	529	39264.15
5	Sal Seed	19	53	511	25957
6	Harida	21	57	400	10487.79
7	Bahada	21	47	350	4871.08
8	Amla	4	13	122	454.59
9	Honey	3	9	63	82.35

Annexure-III**Location of proposed Processing Hub and the intermediary clusters under OFSDP-II**

Sl. No.	Division	Range	Proposed Primary Cluster Location	GPS Coordinates	Name of the Intermediary Cluster
1	Rairangpur	Bisoi	Kadapani, Bisoi	Lati-22.168527 Long-86.428107	Rairangpur
					Manada
					Badampahad
					Bahalda
2	Karanjia	Thakumunda	Kendumnudi	Lat-21.688906 Long-86.097092	Dudhiani
					Guguria
					Karnjia
3	Ghumsur (S)	Buguda	Matajhari	Lat-19.882383 Long-84.863917	Ramnabadi
4	Dhenkanal	Dhenkanal	Hi tech Nursery,	Lati-20.635408 Longi-85.609628	Lambodarpur
					Hindol
5	Sundargarh	Ujjalpur	Hi tech Nursery, Ujjalpur	Lat- 22.08245 Long- 83.909107	Hemgiri
					Lephripada
6	Athamallick	Athamallick	Tangianisha	Lat-20.739693 Long-84.555677	Tangianisha
					Aida
					Goratopa
					Gautampur

7	Ghumsur (N)	Mujagada	Bhanja Nagar (Bana Vihar)	Lat-195758.8 Long-843408.7	NA
8	Boudh	Boudh	Bamanda Central Nursery	Lat-20.775089 Long-84.298884	Baghiapada Kantamal
9	Sambalpur	Padiabahal, Dhama	Chamunda	Lat-21.320173 Long-84.176447	Meghpal Badamal Jujumara
10	Subarnapur	Ullunda	Matupali	Lat-21.06238 Long-83.850754	Pipilipali
11	Jharsuguda	Kolabira	Kolabira	Lat-21.853055 Long-84.230555	Bagmunda Bhimjor
12	Baripada	Betnoti	Bartana	Lat-21.622979 Long-86.937498	Tangiabasa Patapur

Total 12 primary production and processing Hubs shall be created under OFSDP-II and Intermediary clusters would bridge the linkage between cluster and VSS

Seasonality Mapping of 14 identified Products under OFSDP-II														
S.No.	Name of Potential Products	Month of Collection	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Amla, Baheda, Harida	Dec-Jan/ Mid March	■	■	■									■
2	Mushroom	March-Sept.			■	■	■	■	■	■	■			
3	Vermi-Compost	Jan-June & Oct-Dec	■	■	■	■	■	■				■	■	■
4	Sal leaf	Oct-Dec & March-June			■	■	■	■				■	■	■
5	Pulses	Feb-April		■	■	■								
6	Char	Apr-May				■	■							
7	Chilli	May-June & Sept.-Nov					■	■			■	■	■	
8	Hill broom	Dec-Feb	■	■										■
9	Honey	March to June & Oct.- Dec.			■	■	■	■				■	■	■
10	Horse gram (Kolatha)	Feb-April		■	■	■								
11	Sal Seed	May-Jun-July					■	■	■					
12	Tamarind	Mar-May			■	■	■							
13	Turmeric	Jan-Mar	■	■	■									
14	Poultry	All season	■	■	■	■	■	■	■	■	■	■	■	■

PART II

Scope of Work and Information to the Bidder

1. Scope of work:

The broad scope of work of the Management and Marketing Support Agency (MMSA) includes establishing and operationalizing the effective and efficient Multi-Product Clusters by providing strategic support in the areas of planning, skill building, operationalizing, positioning of multiple products in the market and providing marketing and R&D support. The details of work are described below:

- To mobilize community and community level organizations and provide technical, managerial and marketing support to the product clusters being developed and supported by OFSDS.
- To prepare 5-year prospective strategic plans of the cluster to implement and monitor the plans to increase quantity, quality and cost-effective production of selected products.
- To improve the capacity and skill of the Cluster members and the community institutions in the areas of technical, managerial and soft skills.
- To ensure quality standard parameters of produce to meet the regional, national and international market standards.
- To plan and organize backward and forward market linkage with the higher market in the value chain ladder for product up scaling. Additionally, MMSA will help to connect to the digital platform for better price realization and establishing digital advertisement for the product marketing.
- To help to conduct R&D of the products aggregated and processed in the Clusters.
- To mobilize resources (finance Capital) and financial- products (like - insurance, tax-benefits, etc.), product knowledge from corporate venture, capitalists, research institutions, Govt. Departments for supplementing and complimenting capital, marketing infrastructure, knowledge and input requirements of Clusters and increased return to their members.
- To assist in setting up the Cluster as a legal entity and remain accountable to them by managing it. It should also contribute towards institutional development in promoting an apex entity taking all the clusters into fold.

- To identify the end buyers or potential traders for selling the collected or value-added products of the cluster. Identified buyers could be either bulk buyers of the particular commodities such as processors, organized retailer, big traders etc. or small retailers The Agency is expected to suggest strategies for the sale of targeted produce on various platforms to generate the maximum possible sales and enable best realization of value from the sales.
- To assist the Multi- Product Clusters and the Livelihood Resource Cell (LRC) in realizing best possible positioning of the value-added products and realizing a remunerative price in the Market. MMSA would assist the LRC in deciding best possible strategy for positioning the value-added products and in realizing maximum price by providing all possible market information and market linkages, which will ultimately help the Clusters in making well informed decision for selling their products.
- To facilitate the execution of the sale agreements, including documentation and complying to the legal requirements, with identified and selected buyers in consultation with the Cluster.
- To organize Trader's interface with the producers from time to time in order to find out potential traders from the market. The MMSA will help the clusters to explore Geo-tagging and help to develop and use technology-based, people friendly Market Information System.
- To work with clusters for developing financially viable and sustainable model within the environmental guidelines of Government of Odisha and make these clusters profitable entities. In no situation, the MMSA will take advantage of the association with the project and community and resort to monopoly or exploitative practices at cluster or at community level.

2.0 Volume of work:

It is proposed to establish 12 Multi- Product Clusters in 12 Divisions under OFSDP-II and 23 product clusters in 23 AJY Divisions. However, in the first instance only OFSDP II Divisions will be targeted for setting up of product clusters. The particulars and quantities of products mentioned in the Annexure-I and II are indicative and are intended merely to give the applicants an idea of the approximate quantum of work, so as to facilitate them to make their own

assessment for giving Request for Proposal in accordance with the conditions of the offer. It should be clearly understood that no guarantee is being given that all the items of work and all products as mentioned in the scope of services can be performed or will be required to be performed. The MMSA will be required to deal with one or two main products supported by supplementary products to keep the cluster organisation functional though out the year instead of focusing one single prime product.

3.0 Time Period for Engagement:

The services of the selected one or more agencies will be engaged initially for a period of three years (3 years) and may be extended for another 2 years subject to mutual agreement and satisfactory performance of the MMSA. Additionally, the project may ask for an early closure, considering the context (social, institutional, financial, policy) and/or unsatisfactory performance of the MMSA.

4.0 Arrangements:

4.1 Legal Arrangement

The Legal status of this Cluster (Trust or a Company or any other) will be finalized by the project authorities through a process of consultation with stakeholders and experts.

4.2 Arrangement for Innovations

MMSA would support and promote innovations around IGAs. This will help in better coordination and in building synergies around various mode of microenterprise promotion. It will also work for market linkage initiative at lower level/ around small IGA beyond the selected cluster product (s). In addition to that MMSA would also assist at primary collector level in the Cluster Management.

5.0 Eligibility criteria for participation in the bidding:

The organizations from Government and Non- Government sectors who are handling the product or related products (as given in **Annexure-I of Part-I**), Social Entrepreneurs, traders and reputed institutions who have been dealing with the identified products as well as corporate houses will be eligible to participate in the bidding process. Individual experts having adequate technical

and managerial experience in managing any production unit are also eligible to participate in the bidding process. The bidders can jointly submit the Application in a partnership/ consortium mode.

The proposals will be screened on the basis of the following essential eligibility criteria:-

- The Agency interested in applying for empanelment should be a registered entity under the Companies Act 1956/Societies Act 1860/ Indian Trust Act 1882 / Cooperatives Society Act 1912/ Government Agencies/ Partnership firms / Proprietary firms / Individual with experience in business of NTFP, agricultural or any other similar business for minimum of three years (ending 31 March 2021).
- The Agency should have average turnover of Rs. 15 lakhs (Rupees fifteen lakhs) per annum considering during the last three financial years (i.e., from 2018-19 to 2020-21).
- The Agency must be technically competent (demonstrated experience) with respect to business planning, cluster designing and operation and have adequate techno- managerial staff on pay roll with experience on networking for livelihood, cluster promotion and marketing linkages to manage the supply chain and have experience of working with forest dwellers and community institutions like VSS, EDC, SHG, CIGs, FPOs etc.
- The Agency must have experience in processing, production and value addition of products or managing the production units as service provider.
- The Agency should furnish an undertaking to the effect that the agency has never been black listed in India or abroad.

6.0 Formats for Request for Proposal

The interested parties are required to submit their Request for Proposals as per the Forms and Formats attached in the Part-III of the RFP.

The Technical Proposal is to be submitted in Section I Part A in TECH A1 to A6 and Part B TECH B1 to B7 along with Section III Annexure I. The Financial Proposal is to be submitted in FIN 1 and FIN 2 in Section II.

7.0 Authorized Signatory

The 'Applicant' mentioned in the offer document shall mean the one who has signed the Request for Proposal document forms. The applicant should be the duly signed by the Authorized Signatory, for which a Certificate of Authority has to be submitted. All certificates and documents (including any clarifications sought and any subsequent correspondence) received hereby, shall, be furnished and signed by the Authorized Signatory.

8.0 Submission of offers

The interested Agencies are requested to submit their Technical and Financial proposals as detailed in section 6.0 to the PCCF (Projects) & Project Director, OFSDS, SFTRI Campus, Ghatikia, Bhubaneswar on or/ before **30.12.2021 up to 16.00 HRS**. They have to submit 4 hard copies of the Technical and Financial Proposal along with a demand draft of Rs. 2000/- (non-refundable) towards application & processing fees drawn on a Nationalized Bank payable at Bhubaneswar in favour of The Project Director OFSDP Phase-II.

The application must also be accompanied with and Earnest Money Deposit (EMD) in shape of a Demand Draft of Rs. 5000/- (refundable) towards application & processing fees drawn on a Nationalized Bank payable at Bhubaneswar in favour of The Project Director OFSDP Phase-II. The Technical, Financial Proposals and the Demand Drafts are to be put together in 3 separate sealed covers super-scribed as Technical Proposal, Financial Proposal and Demand Drafts and the three envelopes are to be put together in a fourth envelope and is to be labeled "RFP for Engagement of "Marketing & Management Support Agency (MMSA)" on the top of sealed package. The Project Director, OFSDS reserves the right to accept/reject any proposal without assigning any reason thereof. The shortlisted agencies will be called for a presentation on a date notified by the OFSDS (PMU) authorities.

The Application should be submitted by Speed Post/ Registered Post / Courier/ In Person only, latest by 30/12/2022 up to 16.00 HRS in the following address both in soft (in RW-CD ROM) and hard copies (**4 sets**).

**The PCCF (Projects)-cum-Project Director,
OFSDS, SFTRI Campus, At/PO-Ghatikia, Bhubaneswar-751029**

9.0 Documents to accompany offers

The applications shall be completed with the following documents:

S.No.	Super-scribed As	Name of the Document
1.	Technical Proposal	Section I: Technical Proposal- Part- A: Forms TECH A- 1 to TECH A- 6 Part- B: Forms TECH B- 1 to TECH B- 7
		Section III: Annexure I- Filled in Bid Submission Check List in Original
		Copy of Certificate of Incorporation/ Registration
		Copy of Goods and Services Tax Identification Number
		Copies of IT Return for the last three financial years (2018-19, 2019-20 & 2020-21).
		Copy of PAN
		Copy of Profit & Loss Accounts and Balance Sheet along with all schedules showing Annual Turnovers for last three financial years (2018-19, 2019-20 & 2020-21).
		Copies of Work order / Contract Document / Completion Certificate for the respective assignments as proof of Experience in relevant sectors .
2.	Demand Drafts	Bid Processing Fee for Rs. 2,000/- EMD for Rs. 5,000/-
3.	Financial Proposal	Section II: FIN- 1 and FIN- 2

10.0 Amendment to Request for Proposal

At any time prior to the last date for receipt of proposals, OFSDS may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by an amendment.

In order to provide prospective applicants reasonable time in which they take the amendment into account in preparing their proposals, PMU may, at its discretion, extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the RFP.

11.0 Grounds for Rejection of offers

The application is liable to be rejected if:

- The Request for Proposal is submitted without Bid Processing fee and EMD as mentioned in item No. 8.0 on Submission of Offers
- The application is not covered in proper sealed cover with superscription as indicated in section 8.0 on Submission of Offers.

- During validity of the proposal, or its extended period, if any, the bidder increases his quoted price.
- The Proposal is received in incomplete form, or not containing all required details as prescribed in the RFP.
- The Proposal is not properly sealed or signed by the Authorized Signatory.
- The Proposal is received after due date and time for submission of bid.
- The Offer received by fax, telegram or e. mail.
- A commercial bid is submitted with assumptions or conditions.
- Proposal is not conforming to the requirement of the scope of the work
- The Bidder tries to influence the evaluation process by unlawful/ corrupt/ fraudulent means at any point of time during the bid process.
- *Any other condition / situation which holds the paramount interest of the client during the overall selection process.*

12.0 Evaluation Procedure:

Combined Quality and Cost Based Selection (CQCBS) method will be followed during the overall selection process. The proposals will be evaluated on the basis of the eligibility criteria and will carry maximum marks of 100. The maximum marks for each component of proposal are as under:

S. No.	Eligibility criteria	Max Marks	Weightage
A	Technical Proposal		80%
1.0	General Experience of the firm/Agency in proposed areas of business	15	
2.0	Relevant experience	20	
3.0	Geographical presence	15	
4.0	Staff Position	15	
5.0	Financial strength of the firm based on last three years audited accounts.	15	
B	Presentation		
6.0	Presentation on the Offer	20	
	TOTAL	100	

C	Financial Proposal	Max Marks	Weightage
1.0	Least Price Quoted by Technically Qualified Bidder for the Assignment	100	20%

The details of markings for individual items in the Evaluation Procedure are mentioned below:

A. Technical Proposal

1.0 General Experience

Number of relevant assignments taken up by the Firm = 15 marks

S. No.	Areas of Assessment	Marks
1.10	More than 15 numbers	12
1.11	9 to 15 numbers	9
1.12	4 to 9 numbers	6
1.20	Credibility of the Agency in terms of recognition by its clients from government or non- government sectors including international donors, awards, network lead position etc. in the field of product cluster development, marketing, IGA promotion or other related fields	3
	Total (Maximum) (Item 1.10+ 1.20)	15

2. Relevant Experience = 20 Marks

S. No.	Areas of assessment	Marks
2.1	Assignments on Business Plan Development/DPR preparation for enterprises/cluster of enterprises	3
2.2	Managed project on Livelihood Promotion with tribals and forest dwellers in India	2
2.3	Project managed on Product Cluster Development in India	3
2.4	Managed livelihood projects/value addition having special emphasis on backward and forward marketing linkages	3
2.5	Handled Product development, Branding and Positioning of products around Livelihood and IGA focused projects	3
2.6	Project on systematic marketing/linkages of raw, semi-processed or value added products across NTFP, Farm and Off-farm sectors in IGA	3
2.7	Experience in primary and secondary institution building with legal status and system of governance	3
	Total (Item 2.1 to 2.7)	20

3.0 Geographical Presence = 15 Marks

S. No.	Areas of assessment	Marks
3.10	Working Experience in India	
3.11	Working Experience in more than 5 states or	5
3.12	Working Experience in 3 to 4 states	3
3.13	Working Experience in 1 to 2 states	1

3.20	Working Experience in Odisha	
3.21	Working Experience in more than 5 Districts or	5
3.22	Working Experience in 3 to 4 Districts or	3
3.23	Working Experience in 1 to 2 Districts	1
3.30	Number of Products Proposed Handled previously	
3.31	More than 10 Products	5
3.32	5 to 9 Products	3
3.33	1 to 4 Products	1
	Total (Item 3.1 + 3.2 + 3.3)	15

4.0 Staff Position of Key Personnel = 15 Marks

S. No.	Areas of assessment	Marks
4.10	More than 10 key Staffs having Post Graduate Degree	10
4.11	5 to 9 key Staffs having Post Graduate Degree	6
4.12	Less than 4 key Staffs having less than Post Graduate Degree	3
4.20	More than 5 women Key Personnel having Post Graduate Degree	5
4.21	3 to 4 women Key Personnel having Post Graduate Degree	3
4.22	1 to 2 women Key Personnel having less than Post Graduate Degree	1
	Total (Items 4.10 + 4.20)	15

5.0 Financial Strength of the Agency = 15 Marks

S. No.	Areas of assessment	Marks
5.1	Average Annual Turnover of more than Rs. 25 Lakhs in last three Financial years (i.e., 2018-19 to 2020- 21)	15
5.2	Average Annual Turnover is between Rs. 16 to Rs. 25 Lakhs in last three Financial years (i.e., 2018-19 to 2020- 21)	13
5.3	Average Annual Turnover is Rs. 15 Lakhs in last three financial years (i.e., 2018-19 to 2020- 21)	10
	Total (Item 5.1)	15

B. Presentation

6.0 Evaluation on the Presentation on the Offer = 20 Marks

S. No.	Areas of assessment	Marks
6.1	Understanding/ Clarity on the Scope, the context and the outcomes of Work	5
6.2	Methodology of proposed execution of work- the Planning, Management Plan, Operationalizing the Work	5
6.3	Proposal for processes to be followed for Aggregation, Quality check, Branding, Positioning of Product in the Market with time line for execution of work including Target Setting	5
6.4	Proposal for developing institutions through Legal Support and Capacity Building	5
	Total (Items 5.1 to 5.4)	20

C. Financial Proposal:

The Financial Proposals of the Technically Qualified Bidders only shall be opened at this stage in the presence of the bidder's representative who wishes to attend the meeting with proper authorization letter. The name of the Bidder along with the quoted financial price will be announced during the meeting.

C.1. Combined Quality and Cost Based Selection (CQCBS) method will be followed during the overall selection process. Based on the evaluation of Technical Proposal, the Technically Qualified Bidders shall be ranked highest to lowest Technical Score (**TS**) in accordance to the marks obtained during the Technical Evaluation stage. There shall be **80%** weightage to Technical Score and **20%** weightage to Financial Score.

C.2. Evaluation Procedures of Financial Bid:

The individual Bidder's Financial Score (**FS**) will be evaluated as per the formula given below:

$$\mathbf{FS} = \left[\frac{\mathbf{F\ min}}{\mathbf{Fb}} \right] * \mathbf{100}$$
 (rounded off to 2 decimal places)

Where; FS= Normalized Financial Score of the Bidder under consideration

F min= Lowest Financial Quote among the Technically Qualified Bidders;

Fb= Financial Quote of the Bidder under consideration

$$\mathbf{Combined\ Score\ (CS)} = \mathbf{TS} * \mathbf{0.8} + \mathbf{FS} * \mathbf{0.2}$$

Where TS = Technical Score secured by the Bidder

FS = Financial Score secured by the Bidder

The Bidder securing the highest evaluated **Combined Score (CS)** will be awarded the contract observing due procedure. For the purpose of evaluation, the total evaluated cost shall be inclusive of all taxes & duties for which the Client will make payment to the Agency including overhead expenses, such as travel, accommodation, logistics, training/ workshop, preparation of reports/ formats, printing & other secretarial expenses etc.

Combined Score of the bidders for the bid shall be worked out as under:

Bidder	Technical Score (ST)	Financial Score (SF)	Weighted Technical Score (80% of ST)	Weighted Financial Score (20% of SF)	Combined Score (F=D+E)
A	B	C	D	E	F

13.0 Taxes:

Tax deduction at source will be made as per the provision of the Income Tax Act, 1961 and GST.

14.0 Language of Proposals:

The proposal and all related correspondence exchanged between the bidder and the Client shall be written in the English language.

15.0 Performance Bank Guarantee: (PBG)

Within 15 days of notifying the acceptance of proposal for the award of contract, the qualified bidder shall have to furnish a Performance Bank Guarantee amounting to **10% of the Contract Value** from a Nationalized Bank situated in Bhubaneswar in favour of **“The PCCF (PROJECTS) & PROJECT DIRECTOR, OFSDS”**, as per the format at **Annexure-II of Part-III**, for a period of **SIX** months beyond the entire contract period (i.e. PBG must be valid from the date of effectiveness of the contract to a **period of 6 months beyond the contract period**) as its commitment to perform services under the contract. Failure to comply with the requirements shall constitute sufficient grounds for the forfeiture of the PBG. The PBG shall be released immediately after SIX months of expiry of contract provided there is no breach of contract on the part of the qualified bidder. No interest shall be paid on the PBG.

16.0 Contract Negotiation:

Contract Negotiation will be held at a date, time and address as intimated to the successful bidder. The bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all the proposed staff for the assignment. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract. Negotiation will be performed covering Technical and Financial aspects, if any and availability of proposed professionals etc.

17.0 Legal Jurisdiction:

All legal disputes are subject to the jurisdiction of the Orissa High Court, Cuttack.

18.0 Governing Law and Penalty Clause:

The schedule given for delivery is to be strictly adhered to in view of the strict time schedule. Any unjustified and unacceptable delay in delivery shall render the Agency liable for liquidated damages and thereafter the Client holds the option for cancellation of the contract for pending activities and completes the same from any other agency. The rights and obligations of the Client and the Agency under this contract will be governed by the prevailing laws of Government of India and Government of Odisha.

19.0 Confidentiality:

Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The undue use of confidential information related to the process by any bidder may result in rejection of its proposal and may be subject to the provisions of the Client's antifraud and corruption policy. During the execution of the assignment except with prior written consent of the Client, the bidder or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the contract.

20.0 Copyright, Patents and Other Proprietary Rights:

Forest, Environment and Climate Change Department, Government of Odisha shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract. At the Client's request, the Agency shall take all necessary steps to submit them to the Client in compliance with the requirements of the contract.

21.0 Arbitration:

The Client and the Agency shall make every effort to resolve amicably, by direct negotiation, any disagreement or dispute arising between them under or arising from or in connection with the contract. Disputes not so resolved amicably within 30 days of receipt of notice of such as a dispute shall be resolved by a sole arbitrator nominated by the Principal Chief Conservator of Forests (Projects) and Project Director, OFSDS, Bhubaneswar. The arbitration proceedings shall be governed in all respects by the provisions of the Indian Arbitration and Conciliation Act, 1996 and the rules there under and any statutory modification or re-enactment, thereof. The arbitration proceeding shall be held in Bhubaneswar.

22.0 Empanelment Procedure:

- Applicants scoring 70 marks and above in the Technical Bid will be short listed for a presentation before OFSDS Selection Committee.
- Primary selection of Agency will be done basing on criteria defined in the evaluation section.
- Date of presentation will be intimated to the shortlisted applicants well in advance. Based on offers submitted and presentations made, technically qualified agencies will be selected. This will amount to qualification of Technical Bid.
- Financial bid will be opened after the Technical Selection and in presence of the applicant's authorized representatives.
- There shall be a 80% weightage for technical bid and 20% weightage for financial bid.

23.0 Disclaimer

The OFSDS (PMU/LRC) shall not be responsible for any late receipt of offers for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.

This RFP is not an agreement or an offer by OFSDS 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. Thus, OFSDP-II reserves the rights;

- To reject any / all applications without assigning any reasons thereof.
- To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the OFSDS without assigning any reasons thereof.
- To include any other item in the Scope of Work at any time after consultation with applicants or otherwise.
- To determine the number of sample for quality certification / Inspection taking into account the existing / likely work load.
- Information provided in this RFP to the applicants may be on a wide range of

matters, some of which may depend upon interpretation of law.

- The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law.
- OFSDS, its employees, consultants 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 Request for Proposal (RFP) for Engagement of the agency for OFSDS.
- OFSDS 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.
- OFSDS 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 OFSDS is bound to select an Applicant or to appoint the selected applicant, as the case may be, for providing the services and it 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 OFSDS or any other costs incurred in connection with or relating to its proposal. All such costs and expenses will remain with the applicant and OFSDS 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.

PART III:
FORMS AND FORMATS

SECTION I: Technical Proposal Submission Forms

Technical Proposal (Part - A)

TECH A-1
Covering Letter

(On Bidders Letter Head)

[Location, Date]

To

**The PCCF (Projects) & Project Director
Odisha Forestry Sector Development Society
SFTRI Campus, Ghatikia, Bhubaneswar- 751029**

Subject: Engagement of Management and Marketing support agency (MMSA) for establishing and operationalizing multi-product cluster under project area of OFSDP-II

[Technical Proposal: Part - A]

Dear Sir / Madam,

I, the undersigned, offer to participate in the selection process to provide consultancy services for _____ in accordance with your Tender No.: _____, Dated _____. We are hereby submitting our proposal, which includes Technical Proposal and Financial Proposal sealed in separate envelopes.

I have examined all the information as provided in your Request for Proposal (RFP) and offer to undertake the service described in accordance with the conditions and requirements of the selection process. I agree to bear all costs incurred by us in connection with the preparation and submission of this proposal and to bear any further pre-contract costs. I confirm that, I have the authority to submit the proposal and to clarify any details on its behalf. I understand you are not bound to accept any proposal you receive.

I hereby declare that all the information and statements made in this Technical Proposal are true and correct and I accept that any misinterpretation contained in it may lead to disqualification of our proposal. Our proposal will be valid for acceptance up to **180 Days** and I confirm that this proposal will remain binding upon us and may be accepted by you at any time before the validity of the bid.

If negotiations are held during the period of validity of the proposal, I undertake to negotiate on the basis of the proposal submitted by us. Our proposal is binding upon us and subject to the modifications resulting from contract negotiations.

I hereby unconditionally undertake to accept all the terms and conditions as stipulated in the RFP document. In case any provision of this RFP are found violated, then your department shall without prejudice to any other right or remedy be at liberty to reject our proposal including forfeiture of the full said earnest money deposit absolutely.

Yours Sincerely,

Authorized Signatory with Date and Seal:

Name and Designation: _____

Address of the Bidder: _____

TECH A -2

Bidder's Organisation (General Details)

Sl No.	Description	Full Details
1	Name of the Organisation/Firm/Company:	
2	Date of Establishment:	
3	Experience in years (Livelihood and IGA promotion, enterprise development, market linkages, Management and operationalization of product clusters):	
4	Registered Office Address: Tel: Fax: Email id:	
5	Address for Communication: Tel: Fax: Email id:	
6	Details of Individual who will serve as the point of contact/communication: Name: Designation: Mobile No.: Email id:	
7	Details of the authorized person signing & submitting the bid on behalf of the Bidder: Name: Designation: Mobile No.: Email id:	
8	Registration / Incorporation Details Registration No: Date & Year:	
9	Bid Processing Fee Details: Amount: BC/DD No.: Date: Name of the Bank:	
10	EMD Details: Amount: BC/DD No.: Date: Name of the Bank:	
11	PAN Number	
12	Goods and Services Tax Identification Number (GSTIN)	
13	Willing to carry out assignments as per the scope of work of the RFP	Yes
14	Willing to accept all the terms and conditions as specified in the RFP	Yes

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

TECH A -3

Bidder Organisation (Financial Details)

Financial Information in Rs.				
Detail s	FY 2018 - 19	FY 2019 - 20	FY 2020 - 21	Average
Annual Turnover (in Lakh)				
Supporting Documents: Copies of Audited financial statements for the last three FYs (2018-19, 2019-20 and 2020-21) (Submission of copies of Profit & Loss Account and Balance Sheet along with all the schedules and IT return for the respective financial years, signed with seal by the Authorized signatory is mandatory along with this form), <i>failing which the proposal will be outrightly rejected.</i>				

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

NB: No Scanned Signature will be entertained

TECH A- 4

(Bidder's Past Experience Details)

Table-1 (List of completed or ongoing assignments on Livelihood and IGA promotion, enterprise development, market linkages, Management and operationalization of product clusters in any sector during last 5 years)

Sl. No .	Period	Name of the Assignment with Details thereof	Name of the Client	* Contract Value (in Rs.) and Duration in Month	Date of Award / Commencement of assignment	Date of Completion of Assignment	Remarks if any	Page No
A	B	C	D	E	F	G	H	I
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

Note: Bidders are requested to furnish the list of the assignments undertaken/completed during the last 5 Years (1st October 2016 to 30th September 2021) as per the above prescribed format only. Information not conforming to the above format will be treated as non-responsive. Copies of Work Order / Contract Document / Completion Certificate for the respective assignments need to be furnished along with the technical proposal.

*Assignments having Contract Value of \geq Rs. 5 Lakh & Duration of \geq 12 Months only will be taken into consideration.

TECH A- 5

Information Regarding any Conflicting Activities and Declaration Thereof

Are there any activities carried out by your agency which are of conflicting nature as mentioned in the Eligibility Criteria for participating in the bidding available at Section: 5.0 of Part-II (Scope of Work). If yes, please furnish details of any such activities.

If no, please certify,

In Bidders Letter Head

I, hereby declare that our agency is not indulged in any such activities which can be termed as the conflicting activities as mentioned in the document.

I, also acknowledge that in case of misrepresentation of any of the information, our proposal / contract shall be rejected / terminated by the Client which shall be binding on us.

Authorized Signatory [*In full and initials*]: _____
Name and Designation with Date and Seal: _____

TECH A-6

Self Declaration for Not Banned/Black Listed/Debarred/Suspended

To

**The PCCF (Projects) -cum- Project Director
Odisha Forestry Sector Development Society
SFTRI Campus, Ghatikia, Bhubaneswar- 751029**

Ref.: RFP No. _____, Dated: _____

Sir / Madam,

I hereby declare that our agency has not been banned/blacklisted/debarred/suspended by the World Bank/ Central Government/ any State Government/ Government Organization/Financial Institution/Court /Public Sector Unit in India as mentioned in the document

I, also acknowledge that in case of misrepresentation of any of the information, our proposal/ contract shall be rejected / terminated by the Client which shall be binding on us.

Authorized Signatory [*In full and initials*]: _____
Name and Designation with Date and Seal: _____

PART III:
FORMS AND FORMATS

SECTION I : Technical Proposal Submission Forms

Technical Proposal (Part - B)

TECH B -1

Bidder
Organisation
(Brief Profile)

[Provide here a brief description regarding professional background of the organisation]

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

[NB: Bidder needs to restrict the above information within 3-5 pages only]

TECH B -2

Bidder Experience

[Using the format below, provide information on each assignment for which your organization was legally contracted as **single entity** for carrying out the services similar to the ones requested under this assignment during last **five financial years**]

FORM-I:

(Assignment of Livelihood and IGA promotion, enterprise development, market linkages, Management and operationalization of product clusters)

Assignment Name:	Value of the Contract (in Rs.):
Location:	Duration of Assignment (months):
Name of Client:	Total No. of staff-months of the Assignment:
Address:	
Start Date (Month/Year):	No of professional staff-months provided by associated Consultants:
Completion Date (Month/Year):	
Narrative Description of Project:	
Description of actual services provided by your staff within the Assignment:	

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

[NB: 10 Best Assignments in any sector, write up of each assignment is to be restricted to 250 words only]

TECH B -3

**Comments and Suggestions of the Applicant on the Terms of Reference /
Scope of Work and Counterpart Staff and Facilities to be provided by the
Client**

A: On the Terms of Reference / Scope of Work:

[The Agency needs to present and justify in this section, if any modifications to the Terms of Reference he/she is proposing to improve performance in carrying out the assignment

B: On Role clarity, Input and Facilities to be provided by the Client:

[Comment here on inputs and facilities to be provided by the Client with respect to the Scope of Work and Study Implementation]

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

TECH B -4

Description of Approach, Methodology and Work Plan to Undertake the Assignment

[Technical approach, methodology and work plan are key components of the Technical Proposal. In this Section, bidder should explain his/her understanding of the objectives and scope of the assignment, approach to the services, methodology and work plan for carrying out the activities and obtaining the expected outputs. It is suggested to present the required information divided into following four sections.]

A. Understanding of the Objectives, Scope and Completeness of response

Please explain your understanding of the objectives and scope of the assignment based on the scope of work, the technical approach, and the proposed methodology adopted for implementation of the tasks and activities to deliver the expected output(s). ***Please do not repeat/copy the ToR here.***

B. Description of Approach and Methodology:

- a. Key strategies and guiding principles for Task
- b. Proposed Framework
- c. Information matrix
- d. Any other issues

C. Methodology to be adopted:

Explaining of the proposed methodologies to be adopted highlighting of the compatibility of the same with the proposed approach. This includes:

- a. Planning and Engagement with primary stakeholders
- b. Key components of techno managerial inputs, supply chain management
- c. Processing Hub management
- d. Backward and Forward Marketing
- e. Any other issues

D. Staffing and Study Management Plan:

The bidder should propose and justify the structure and composition of the team and should enlist the main activities under the assignment in respect of the Key Professionals responsible for it. Further, it is necessary to enlist of the activities under the proposed assignment with sub-activities (week wise). (Graphical representation)

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

NB: Bidders are requested to furnish the above information limiting it up to 5-7 pages only with Arial Font Size-10.

TECH B-5

Format of Curriculum Vitae (CV) for Proposed Professional/ Staff

1. Proposed Position:

[For each position of professional staff separate form Tech B-6 will be prepared]

2. Name of Firm [Insert name of Firm proposing the position]:

3. Name of Staff [Insert Name of Staff in Full]:

4. Date of Birth:

5. Years with Firm:

6. Nationality:

7. Education [Include other specialised education of staff]:

Education	Name of Institution	Name of Board/University	Year of Completion	Percentage of Marks

8. Membership in Professional Associations:

9. Other Trainings:

10. Countries of Work Experience:

11. Languages:

Language	Speaking			Reading			Writing		
	Good	Fair	Poor	Good	Fair	Poor	Good	Fair	Poor
English									
Odia									
Hindi									

NB: For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing.

12. Employment Record:

*[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held. For experience in **last five years**, also give types of activities performed and Client references, where appropriate as per the prescribed format given below]*

From [Year]	To [Year]
Employer Name:	
Position Held:	
Details of the Task Assigned: <i>[List all tasks to be performed under this Assignment/job]</i>	

13. Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of the Assignment/Job/Project	
Year:	
Location:	
Name of the Client:	
Project Features:	
Position Held:	
Activities Performed:	

Certification:

I, the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes my qualifications and past experiences. I will undertake this assignment for the full assignment duration in terms of roles and responsibilities assigned in the technical proposal or any agreed extension of activities thereof. I understand that any willful misstatement herein leads to disqualification of CV.

Signature of the Staff Member with Date _____

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

NB: CV write-up restricted to 3 pages only with quality information relevant to the professional requirements.

TECH B-6

Team Composition and Task Assignment for each member during the assignment

Sl. No.	Name of the Professional/ Staff	Position Assigned	No. of Input Days			Task assigned
			Field	Office	Total	
1						
2						
3						
4						

(Please provide the details of all the Professionals and Support Staff to be deployed for the proposed assignment as per the format..)

TECH B-7

Work Schedule for the Proposed Assignment

Proposed Work Plan for the MMSA (preferably on Logical Framework)

Year →	1				2				3			
Month →	1	2	3	4	1	2	3	4	1	2	3	4
Sequence of Study Activities / Sub Activities												

Indicate all main activities / sub activities of the proposed assignment including delivery of reports and other associated sub-activities

Authorized Signatory [In full and initials]: _____
Name and Designation with Date and Seal: _____

PART III:
FORMS AND FORMATS

SECTION II : Financial Proposal Submission Forms

[Financial Proposal]
FIN-1

Covering Letter

(In Bidders Letter Head)

[Location, Date]

To

**The PCCF (Projects) & Project Director
Odisha Forestry Sector Development Society
SFTRI Campus, Ghatikia, Bhubaneswar- 751029**

Subject: Engagement of Management and Marketing Support Agency for establishing and operationalizing the Multi- Product Clusters in Project Area of OFSDP-II, Forest, Environment and Climate Change Department, Government of Odisha”.

Sir / Madam,

I, the undersigned, offer to provide the consulting services for *[Insert title of assignment]* in accordance with your Tender No. _____, Dated: _____ . Our attached Financial Proposal is for the sum of ***[Insert amount(s) in words and figures*]***. This amount is inclusive of the taxes applicable as per GST Act. I do hereby undertake that, in the event of acceptance of our bid, the services shall be provided in respect to the terms and conditions as stipulated in the RFP document.

Our financial proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal of **180 days**. I have carefully read and understood the terms and conditions of the RFP and do hereby undertake to provide the service accordingly.

I understand that you are not bound to accept any proposal you receive. I remain,

Yours faithfully,

Authorized Signatory *[In full and initials]:*

Name and Designation of Signatory with Date and

Seal: Address of the Bidder:

—

**Amount must match with the one indicated in Fin-2 (Table-1).*

FIN-2

Table- 1: Year Wise Financial Proposal (for the three Years)

(To be given for each Financial Year in Excel Sheet)

Year 1 (Please add more rows if required)

(Cost in Rs.)

S. No.	Item of Work	*Project Contribution			**Applicant's Contribution			Total in Rs.
		Unit	Unit Cost	Amount	Unit	Unit Cost	Amount	
A.	Work Component							
A-1	Mobilization for IGAs & Clusters							
A-2	Capacity Building (Skill & Managerial) of CBOs on IGA							
A-3	Value Chain Assessment							
A-4	Product Development including the development of SOPs of products							
A-5	Development of Market Linkages & Product Positioning							
A-6	Development of Buyer – Seller Interface for Market Linkage							
A-7	Provision for Services for Development of Business Plan for Products							
A-8	Financial inclusion and leveraging							
A-9	Formalizing the legal status of Cluster							
A-10	Documentation & Information Management							
A-11	Other Items of Work (If Any – Pl. Specify)***							
Total of A								
B.	Operational Cost (Up to 5% of the Total Budget)							
B-1	Overheads including (Pl. Specify the details)							
Total of B								
C	Taxes applicable as per GST Act @ _____ %							
Grand Total (A+B+C)								

Note: * Project Contribution should be as envisaged / required by the applicants

** The amount of contribution to be made by the Applicant in Monetary terms.

*** Use additional rows as per additional work activities to be proposed

Year 2 (Please add more rows if required)

(Cost in Rs.)

S. No.	Item of Work	*Project Contribution			**Applicant's Contribution			Total in Rs.
		Unit	Unit Cost	Amount	Unit	Unit Cost	Amount	
A.	Work Component							
A-1	Mobilization for IGAs & Clusters							
A-2	Capacity Building (Skill & Managerial) of CBOs on IGA							
A-3	Value Chain Assessment							
A-4	Product Development including the development of SOPs of products							
A-5	Development of Market Linkages & Product Positioning							
A-6	Development of Buyer – Seller Interface for Market Linkage							
A-7	Provision for Services for Development of Business Plan for Products							
A-8	Financial inclusion and leveraging							
A-9	Formalizing the legal status of Cluster							
A-10	Documentation & Information Management							
A-11	Other Items of Work (If Any – Pl. Specify)***							
Total of A								
B.	Operational Cost (Up to 5% of the Total Budget)							
B-1	Overheads including (Pl. Specify the details)							
Total of B								
C	Taxes applicable as per GST Act (@ _____ %)							
Grand Total (A+B+C)								

Note:

- * Project Contribution should be as envisaged / required by the applicants
- ** The amount of contribution to be made by the Applicant in Monetary terms.
- *** Use additional rows as per additional work activities to be proposed

Year 3 (Please add more rows if required)

(Cost in Rs.)

S. No.	Item of Work	*Project Contribution			**Applicant's Contribution			Total in Rs.
		Unit	Unit Cost	Amount	Unit	Unit Cost	Amount	
A.	Work Component							
A-1	Mobilization for IGAs & Clusters							
A-2	Capacity Building (Skill & Managerial) of CBOs on IGA							
A-3	Value Chain Assessment							
A-4	Product Development including the development of SOPs of products							
A-5	Development of Market Linkages & Product Positioning							
A-6	Development of Buyer – Seller Interface for Market Linkage							
A-7	Provision for Services for Development of Business Plan for Products							
A-8	Financial inclusion and leveraging							
A-9	Formalizing the legal status of Cluster							
A-10	Documentation & Information Management							
A-11	Other Items of Work (If Any – Pl. Specify)***							
Total of A								
B.	Operational Cost (Up to 5% of the Total Budget)							
B-1	Overheads including Contingency (Pl. Specify the details)							
Total of B								
C	Taxes applicable as per GST Act @ _____ %							
Grand Total (A+B+C)								

Note:

- * Project Contribution should be as envisaged / required by the applicants
- ** The amount of contribution to be made by the Applicant in Monetary terms.
- *** Use additional rows as per additional work activities to be proposed

Year wise Breakup of Financial Proposal for Three Years

(Amount in Rs.)

S. No.	Item of Work	1 st Year	2 nd Year	3 rd Year	Total
A.	Work Component				
A-1	Mobilization for IGAs & Clusters				
A-2	Capacity Building (Skill & Managerial) of CBOs on IGA				
A-3	Value Chain Assessment				
A-4	Product Development including the development of SOPs of products				
A-5	Development of Market Linkages & Product Positioning				
A-6	Development of Buyer – Seller Interface for Market Linkage				
A-7	Provision for Services for Development of Business Plan for Products				
A-8	Financial inclusion and leveraging				
A-9	Formalizing the legal status of Cluster				
A-10	Documentation & Information Management				
A-11	Other Items of Work (If Any – Pl. Specify)***				
Total of A					
B.	Operational Cost (Up to 5% of the Total Budget)				
B-1	Overheads including Contingency (Pl. Specify the details)				
Total of B					
C	Taxes applicable as per GST Act @ _____ %				
Grand Total Cost of Assignment (Rs.) (A+B+C)					
In Words					

- *Year wise details are to be given in Table 1 and the Item wise total for each year is to be given in Table 2. (Excel Sheet is to be used for calculations)*
- *Break-up of sub heads in details is to be submitted*

N.B.

1. Taxes will be paid by the client as per the applicable rate under GST Act from time to time.

2. Income Tax at Source (TDS) will be deducted as per applicable law.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

PART III:
FORMS AND FORMATS

SECTION III : ANNEXURES

Bid Submission Check**List**

S. No	Description	Submitted Yes/No	Page No.
Technical Proposal			
(Part – A) (Original)			
1	Filled in Bid Submission Check List (Annexure-I)		
2	Covering Letter (TECH A-1)		
3	Bid Processing Fee of Rs. 2,000/- in form of Demand Draft/Banker's Cheque		
4	EMD of Rs. 5,000/- in form of Demand Draft/Banker's Cheque		
5	Copy of Certificate of Incorporation / Registration of the Bidder		
6	Copy of PAN		
7	Copy of Goods and Services Tax Identification Number (GSTIN)		
8	Copies of IT Returns for the last three financial years (2018-19, 2019-20 & 2020-21)		
9	General Details of the Bidder (TECH A-2)		
10	Financial details of the bidder (TECH A-3) along with all the supportive documents such as copies of Profit & Loss Account and Balance Sheet along with all schedules and IT return for the concerned period		
11	List of completed or ongoing assignments of Livelihood and IGA promotion, enterprise development, market linkages, Management and operationalization of product clusters (Past Experience Details) (TECH A-4) along with the copies of work orders/ Contract Document / Completion Certificate for the respective assignments		
12	Self-Declaration on Potential Conflict of Interest (TECH A-5)		
13	Undertaking for not having been banned/blacklisted/debarred/suspended by the World Bank/ Central Government / any State Government / Government Organization/Financial Institution/Court /Public Sector Unit in India (TECH A-6).		
(Part– B) (Original)			
1	Brief profile of Bidder Organisation (TECH B-1)		
2	Bidder Experience (TECH B-2)		
3	Comments and Suggestions (TECH B-3)		
4	Description of Approach, Methodology & Work Plan (TECH B-4)		
5	CV of Key Professionals (TECH B-5)		
6	Team Composition and Task Assignment (TECH B-6)		
7	Work Plan (TECH B-7)		
8			
Financial Proposal (Original + 1 Copy + Soft Copy in CD in PDF Format)			
1	Covering Letter (FIN-1)		
2	Financial Proposal (FIN-2)		

Undertaking:

- All the information has been submitted as per the prescribed format and procedure.
- Each part has been separately bound with no loose sheets and each page of all the two parts are page numbered along with Index Page.
- All pages of the proposal have been sealed and signed by the authorized representative.

Authorized Signatory [In full and initials]: _____

Name and Designation with Date and Seal: _____

Format for submission of Performance Bank Guarantee

To,

**The PCCF (Projects) Project Director,
Odisha Forestry Sector Development Society,
SFTRI Campus, Ghatikia, Bhubaneswar- 751029**

WHEREAS..... (Name and address of the Consultant) (hereinafter called –the Consultant) has undertaken, in pursuance of RFP No..... dated to undertake the service

(description of services) (herein after called- the contract).

AND WHEREAS it has been stipulated by (Name of the Client) in the said contract that the Consultant shall furnish you with a bank guarantee by a scheduled commercial bank recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee; NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the Consultant, up to a total of

..... (amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the consultant to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the consultant before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the consultant shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This performance bank guarantee shall be valid until the day of , 202____. Our branch at Bhubaneswar (Name & Address of the Bank) is liable to pay the guaranteed amount depending on the filing of claim and any part thereof under this Bank Guarantee only and only if you serve upon us at our Bhubaneswar branch a written claim or demand and received by us at our Bhubaneswar branch on or before Dt. otherwise bank shall be discharged of all liabilities under this guarantee thereafter.

.....
(Signature of the Authorized Officer of the Bank)

.....
Name and designation of the officer

.....
Seal, name & address of the Bank & Branch