

Request for Expression of Interest (REOI)

Consulting Services-Firm Selection

1) Introduction

- **Country:** India
- **Name of Project:** State of Maharashtra's Agribusiness and Rural Transformation (SMART) Project
- **Project Number:** P168310
- **Assignment Title:** Consulting Services Agencies for Business Development Support for Agri-Enterprises for PIU, MSRLM SMART Project.

Reference No: SMART/PCMU/PIU-MSRLM/CS/49/2022-23

Brief Background:

Govt. of Maharashtra is implementing World Bank assisted Hon. Balasaheb Thackeray Agribusiness And Rural Transformation (SMART) Project to transform agriculture and livelihoods sector in Maharashtra. The project aims to revamp agricultural value chains, with special focus on marginal farmers across 1,000 villages of Maharashtra aligned with the Government of India's efforts towards doubling of farmers' income. The objectives of the project is to support development of inclusive and competitive agriculture value chains focusing on smallholder farmers and agri-entrepreneurs in Maharashtra. This would be achieved by expanding access to new and organized markets for producers and enterprises with complementary investments in provision of technical services and risk management capabilities.

2) Objectives of the Assignment:

The objective of the assignment is to provide the Business Development Services (BDS) to selected enterprises.

- a) To map and identify the potential entrepreneurs in the catchment area of sub-projects.
- b) To build the capacity of selected entrepreneurs and provide handholding support which includes business plan preparation, document collection, guidance regarding suitable machinery selection and upgraded technologies, quotation collection as per specification, Bank linkage.
- c) To prepare business plan for enhancing the existing enterprises.
- d) To ensure the convergence with existing schemes/programs like PMEGP, PMFME, MUDRA, POCRA etc.
- e) To ensure access to formal finance for implementation of business plan.
- f) To support enterprises in improvement of Packaging and Label development of the products.
- g) To support enterprises for various legal compliances like GST reg. FSSAI Reg., Pollution Control board and other related licences and will provide support for at least two year.
- h) Market linkage activities.(Buyer Seller Meet, product linkages)

3) Estimated Level of Efforts (Staff Months): 960 Months

4) Implementation Period: 24 Months

5) Expected Start date of Assignment: 01-10-2023

6) The Chief Executive Officer, Project Implementation Unit (MSRLM), Hon. Balasaheb Thackeray Agribusiness & Rural Transformation (SMART) on behalf of Department of

Agriculture Government of Maharashtra now invites eligible consulting firms ("Consultants") to express their interest in providing their Services for aforesaid consulting service. Interested Consultants may download the REOI document free of cost from <https://mahatenders.gov.in> and / or www.smart-mh.org The Consulting firms would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.

- 7) Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The short listing shall be based on information furnished by the firm regarding following:
- 8) **Short listing Criteria for the Consultant:** The minimum shortlisting criteria for consultant will involve review of information on the following points.
 - a) **Details of the Consultancy Organization:** The firm should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008 and subsequent amendments thereto. *(In case of JV/Consortium , both the firms should fulfill this criteria independently)*
 - b) **Qualifications and Experience of firm:** The consultant should have
 - 1) Minimum of five (5) years in consultancy services in Agricultural / Rural Development/Agribusiness projects / Agro Based Enterprises / areas for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects. *(In case of JV/Consortium, lead firm should fulfill this criteria independently)*
 - 2) Completed at least two (02) consultancy assignments in the field of conducting Business Development Support for Agriculture/Natural Resource Management/Agri-Business Projects/ Agro based enterprises for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI. *(In case of JV/Consortium, any firm or both the firms should fulfill this criteria)*
 - 3) Completed consultancy assignment in Agriculture sector for Government Sector / PSU /Autonomous Bodies during last five years as on date submission of EOI as per the following *(In case of JV/Consortium, any one firm should fulfill this criteria independently)*
 - a) Three completed assignments each costing not less than Rs. 2.5 Cr. OR
 - b) Two completed assignments each costing not less than Rs. 3.0 Cr. OR
 - c) One completed assignments costing not less than Rs. 5.00 Cr.
 - c) **Availability of Key Professionals:** The consulting firm should have minimum 30 professionals on his roll. Out of that at least 5 professionals in agriculture sector, 3 in finance sector and 3 in social sector and each should have at least 5 years of experience in the concern sector as on date of submission of this EOI. *(In case of JV/Consortium, any one firm or both the firms should fulfill this criteria)*
 - d) **Financial Capability:** The consulting firm should have a minimum average annual turnover of Rs. 12.00 Cr. from consulting services in the last 3 financial years (i.e. FY 2019-20, FY 2020-21 and FY 2021-22).*(In case of JV/Consortium, lead firm should fulfill this criteria independently)*
 - e) Consulting firm should not have been black listed, debarred or suspended by the World Bank Group, any Government/ PSU /Autonomous Bodies during last five years from the date of submission of EOI. *(In case of JV/Consortium, both the firms should fulfill this criteria independently)*

- 9) A Joint Venture / Consortium of maximum two (2) firms are is allowed. In such case firm should submit notarized Joint Venture / Consortium agreement on Rs. 500 non-judicial stamp paper clearly mentioning the name of the lead firm. None of the firm of Joint venture/Consortium firm/member shall submit EOI individually or in Joint Venture /Consortium partner with the any other firm for this assignment. All the partner firms in the joint venture/consortium shall be jointly and severally liable for the entire contract, if selected.
- 10)The Consultancy Firms are required to submit all required documents in support of the minimum shortlisting criteria as mentioned above & in the formats specified in this document.
- 11)The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers", July 2016 Revised November 2017 and August 2018 and November 2020. In addition, please refer to the following specific information on conflict of interest related to this assignment "a firm that has been engaged by the borrower to provide consultancy services for preparation or implementation of a project shall be disqualified from subsequently providing Goods, Works, Non-Consultancy Services resulting from, or directly related to those consultancy services".
- 12)A Consulting firm will be selected in accordance with the Selection Based on Quality and Cost-based Selection (QCBS) method set out in the World Bank's Procurement Regulation for IPF Borrowers, July 2016, Revised in November 2017 and August 2018 and November 2020.
- 13)Interested Consultant are requested to submit their "Expression of Interest" online on <https://mahatenders.gov.in> portal latest by 24/07/2023 up to 17.00 hours.

-Sd-

**Chief Executive Officer, MSRLM
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Draft Terms of Reference

FOR HIRING SERVICE PROVIDER FOR

BUSINESS DEVELOPMENT SUPPORT FOR AGRI-ENTERPRISES UNDER PIU, MSRLM

1. Project Background:

Agricultural transformation in Maharashtra faces many challenges. Food grains account for about 25% of gross cropped area but contribute only 7.7% of agricultural GDP. The area under cultivation for cereals has declined since 2000, reflecting a shift from food grains toward cash crops. Post-2000, the State has emerged as a hub for the production of high-value crops. Maharashtra is now one of the largest producer and exporter of the fruits, vegetables, pulses, Cotton and soybean in India. These changes are prompting value addition and food processing activities.

However, agricultural growth and structural transformation are spread unevenly across the state. Small and marginal farmers dominate Maharashtra's agriculture. With the market for most of the commodities increasingly linked to global value chains, fluctuations in prices directly affect the smallholder farmers. The influence of global price movements on commodities like cotton, soybeans, and sugar, which cover 44% of the cropped area in Maharashtra, is particularly strong on producer profitability. On the other hand, commodities with a little footprint outside India are affected mainly by trade policies. For example, prices of pulses (which cover about 20% of cropped area in Maharashtra), while influenced by domestic consumption, have been heavily affected by inconsistent Indian trade policies over the past few years.

Compared to men, women face higher barriers in transitioning to high-value agriculture and agribusiness, and women remain concentrated in the lower end of agricultural value chains. Unlike women, men engage not only in production but participate in the upper levels of value chains, acting as intermediaries or village-level traders and processors, wholesalers, retailers, or exporters.

The State has a continuous engagement with the World Bank and other external funding agencies to find a solution to the woes of farmers in the era of globalization. *Maharashtra Agricultural Competitiveness Project* (MACP) was implemented in the State from 2010 to 2018 to increase productivity, profitability and market access of farming community. This project has promoted 412 Farmer Producer Companies, have upgraded 81 APMCs, 24 Livestock Markets, 470 Rural Haats and 236 Warehouses. *Maharashtra State Rural Livelihood Mission* (MSRLM) is mandated to alleviate poverty through a range of women-centric livelihood interventions. Mission has empowered 5.7 lakh Self-Help Groups, 28256 Village Organizations, 1539 CLFs and created 13785 micro-enterprises. Mahila Arthik Vikas Maha Mandal (MAVIM) has mobilized about 15 lakh women into more than 1 lakh Self-Help Groups federated into 406 Community Managed Resource Centres (CMRCs). The Cooperative Movement has promoted a large social capital and created various infrastructure facilities throughout the state. Also, initiatives like the Maharashtra Village Social Transformation Foundation (MVSTF) is working at the grassroots level to bring synergy in the implementation of development activities. This leads for a more concerted effort to leverage these strengths and grab the opportunities in the domestic and global markets available to the farmers in the state.

The State is implementing '**Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART)**' Project with the financial support of the World Bank. The objective of the project is to support the development of inclusive and competitive agriculture value chains, focusing on smallholder farmers and Agri-entrepreneurs in Maharashtra. This would be achieved by expanding access to new and organized markets for producers and enterprises with complementary investments in technical services and risk management capabilities.

1.1 Project Interventions –

The project is expected to benefit approximately 1200 Community based Organizations (CBOs) {CBOs consists of Farmer Producer Companies (FPCs), Cluster Level Federations (CLFs), Community Managed Resource Centres (CMRCs) and Primary Agricultural Co-operative Societies (PACS)}, Farmers’ Federations, Grower Associations, and other Farmer Groups of the State through the development of the Productive Partnerships (PPs), Market Access Plans (MAPs), Complementary Innovation Investments (CIIs), Warehouse Business Investments (WBIs). The project will strengthen and speed up the transformation of ongoing agricultural systems which would be more market-driven with an expanded role of the private sector across the value chain. Following are the three broad intervention areas identified for the project.

- A. **Enhancing Institutional Capacity to Support Agricultural Transformation** – The objective of this component is to strengthen the institutional capabilities of the government departments to support agricultural transformation in the state. It will support building capacity of the Department of Agriculture (DoA) and Department of Marketing (DoM) and establishment of Commodity Stewardship Councils to act as a platform for engagement of members of value chains.
- B. **Supporting Enterprise Growth and Expanding Market Access** – The objective of this component is to (i) integrate producers in priority value chains, to operate competitively with strengthened and reliable linkages with buyers and markets, and (ii) enhance the provision of relevant technical and business development services to support enterprise growth in the agribusiness sector through PPs, MAPs and CIIs. This component also supports access to finance and priority investment in the public infrastructure – which will support market intervention for Smart Cotton Initiative, creation of infrastructure for agricultural exports, livestock interventions for goat and backyard poultry and capacity building support for farmers.
- C. **Building Risk Mitigation Mechanism** – This intervention includes strengthening of market information and intelligence services to provide inputs to farmers and government, strengthening warehouse receipt systems as a risk mitigation tool for farmers to avoid distress sale and stabilize market arrivals and price risk management support to the state to develop crisis management plans for the major commodities grown in the state.

1.2 Financial Arrangements –

This project is proposed to be implemented in the state over seven years, during 2020-21 to 2026-27 with financial support from the World Bank (International Bank for Reconstruction and Development). Total Project Cost is USD 300 Million (approx. Rs. 2100 Crores) which includes IBRD Loan of USD 210 Million (approx. Rs. 1470 Crores), State Contribution of USD 70 Million (approx. Rs. 560 Crores) and Private sector Contribution of USD 10 Million (approx. Rs. 70 Crores).

1.3 Implementation Arrangements -

The project implementation structure is designed to promote the use of existing GoM structures at the State, Region and Districts level. Overall management and coordination will be the responsibility of the SMART Society. The SMART Society is anchored within the Department of Agriculture, GoM and is the coordinating agency for the agribusiness transformation in the state. Coordination of day-to-day project implementation, planning and scheduling, procurement management, financial control, as well as reporting and monitoring, will be the responsibility of the Project Coordination and Management Unit (PCMU) of the SMART Society. Eleven Project Implementing Units (PIUs) have been set up within the project implementing agencies participating in the project. These PIUs are housed in the Department of Agriculture, Department of Animal Husbandry, Directorate of Marketing, Maharashtra State Agriculture Marketing Board (MSAMB), Maharashtra State Warehousing Corporation (MSWC), Maharashtra Cooperative Development Cooperation (MCDC), Maharashtra State Cooperative Cotton Growers Marketing Federation (MahaCot), Maharashtra State Rural Livelihood Mission (MSRLM), Village Social Transformation Foundation (VSTF), Mahila Arthik Vikas Mahamandal (MAVIM), and Pune Municipal Corporation. For greater coordination and review of project implementation at the district

level, Eight Regional Implementation Units (RIU) and thirty-four District Implementation Units (DIU) will be established.

2. Background of the Assignment:

The Service provider will be engaged in the Project to Support Business Development Services (BDS) to 2000 enterprises. As in the State of Maharashtra under various schemes, Number of enterprises started during last year So for further support to these enterprises, technical service provider is required The SP will not limit his work to assistance for developing business plans and commercial loan applications, but also will assist in adoption of efficient production and processing technologies. Providing business development support to enterprises, efforts convergence with existing government schemes loan financing through the Prime Minister Employment Guarantee Program (PMEGP); PM Formalisation of Micro Food Processing Enterprises (PM-FME) Schemegrant support through the Chief Ministers Agriculture and Food Processing Support Scheme; and skills training support for entrepreneurs and workers through the Prime Minister's Kaushal Vikas Yojana etc.

Method of Implementation:-

- At ground level draft collection and mapping study of potential entrepreneurs will done by the SP in the catchment area of sub projects. For this activity SP with also take help from respective PIUs. Other entities working in this sector like DIC, FIs, KVKs, MSMEs, KVIC, MANAGE Training center etc. will also be involved.
- After selection of the individual entrepreneur SP will interact with the entrepreneur regarding preparation of business plan and accordingly prepare the business plan. If required the loan will be availed from Bank. Proposals should be prepared as an Bankable proposals and if required should focus on existing Government schemes like PMFME, PMEGP, KVIC, Mudra etc. so that the entrepreneur will be benefited by the back end subsidy of these schemes also.
- The Service Provider will train the beneficiaries and it will be monitored by the respective PIUs. SP will raise the invoice for their payment and MSRLM will pay after verification reports received from all PIUs.
- By forming a State Level Review Committee consisting of all PIU heads the field level work of entrepreneur identification, will be evaluated by the District Units of respective PIUs .The PIU district head will submit the signed report of work done to Service Provider. Service Provider will have to submit the evaluation report along with original Invoice. The PIUs has to promote woman led enterprises and the proposals of woman led enterprises B – 2, 202 of PIP.
- Service provider has to identify the potential agri-business entrepreneurs like individuals, Farmers Groups, CBOs, MSMEs and Startups for development of value chains of selected commodities in clusters of Agri –business development services/pre investment services. And had to identify the training need assessment of the enterprises. Trainings can be arranged at reputed organizations like EDI, IIM Ahmedabad, and CFTRI Mysore like wise. However the training cost will be borne by the project separately.
- Women play significant role in unorganized food processing enterprises as owners and workers faces several challenges leading to relatively lower employment and enterprise growth outcomes relative to men. To address this scenario and to bring in the women in mainstream, Project intends to provide business development support to 60percent women enterprises out of total enterprises selected for the project. In the State of Maharashtra, MSRLM and MAVIM are promoting enterprise development for women by providing access to credit with small finances in the form of revolving fund to SHGs and access to market with the help of exhibitions at regional and national level. In order to scale operations of women entrepreneurs, their access to formal credit for Working Capital Support and Business Development Support services needs to be increased.
- With the help of business development support services to enterprises, project expects enterprise to get enabled for accessing finance from financial institutions, creating more jobs and making incremental investments.
- The sub component of Enterprise Development will focus on enhancing outcomes for women –owned enterprises through identification of commodities, clusters and processing activities where women predominate; through training and through longer periods of intensive handholding and technical support to enable growth of such enterprise.

- Selection criteria for enterprises to participate in the business development services: - The enterprises will be selected within the commodities under the project.
- Enterprises eligible for BDS support should not be less than one year old.
- Divisional level census/listing of existing enterprises covering selected parameters.

Data will be collected on the basis of:

- a) No. of workers employed by the enterprise.
- b) Nature of the enterprise (production, trading, services)
- c) Premises of the enterprise (own house, own shop or rented)
- d) Frequency of purchase of raw material.
- e) Amount of cash in the cashbox at the end of the day.

Excluded List of Enterprises:-

The following enterprises will not be supported by the BDS:

- a) Enterprises not supporting the Project Development Objectives.
- b) Enterprises not related to Value Chains supported under project.
- c) Backyard activities (Back yard Poultry, Kitchen garden)
- d) Enterprises operated by the project staff...

3. Objectives of the Assignment:

The objective of the assignment is to provide the Business Development Services (BDS) to selected enterprises.

- i. To map and identify the potential entrepreneurs in the catchment area of sub-projects.
- ii. To build the capacity of selected entrepreneurs and provide handholding support which includes business plan preparation, document collection, guidance regarding suitable machinery selection and upgraded technologies, quotation collection as per specification, Bank linkage.
- iii. To prepare business plan for enhancing the existing enterprises.
- iv. To ensure the convergence with existing schemes/programs like PMEGP, PMFME, MUDRA, POCRA etc.
- v. To ensure access to formal finance for implementation of business plan.
- vi. To support enterprises in improvement of Packaging and Label development of the products.
- vii. To support enterprises for various legal compliances like GST reg. FSSAI Reg., Pollution Control board and other related licences and will provide support for at least two year.
- viii. Market linkage activities.(Buyer Seller Meet, product linkages)

Note: The SP must carry out the activities under the assignment adhering to the provisions of the 'Environment and Social Management Framework' (E&SMF) of SMART; 'Available at the url <http://www.smart-mh.org>

4. Scope of Services:

The agency under SMART Project would be engaged on output-based deliverables. The detailed scope of the Consultancy Services for achievement of output-based deliverables shall be as under:

4.1 To map and identify the potential entrepreneurs in the catchment area of sub-projects.

- i) Collect data from catchment area of the project (area where sub projects under SMART project of all PIU's are being implemented) of woman agri-enterprises for entire state with the help of respective PIUs. The data can also include the beneficiaries of the various others schemes like DIC, FIs, KVKs, MSMEs, KVIC, MANAGE related to agri. commodities, their processing, packing, marketing, and export. Activities related to milk and milk production of small ruminant can also be included. Food processing, grain processing, RTE products preparation, Fruit and vegetable processing, post harvesting activities of all agri. commodities and NTFP are also included. **Non-farm activities not related to food are excluded.**
- ii) Map the potential woman agri-enterprises across geographies keeping in view the inclusion criteria of project (Targeted commodities and focused value chain.)
- iii) Carryout assessment of the woman enterprises and help all PIUs to identify 2000 potential enterprises on the basis of criteria's defined by the project. SP will have to develop

assessment format which will help to identify the potential enterprises. It shall be done in consultation with all PIUs.

4.2 To build the need-based capacity of entrepreneurs and provide handholding support

- i) Gap analysis and skill assessment of selected entrepreneurs using survey and meetings with selected enterprises.
- ii) Develop activity schedule for 2000 (in a phase-wise manner) selected enterprises with the help of PIUs.
- iii) Training and exposure of entrepreneurs- **It includes skill training regarding production techniques, production management, packaging, labelling, branding, pricing, machinery operation, market survey, market linkages.** Business management training includes overall management of business from farm to finished product marketing. Stake holders involved in it.
- iv) Facilitate the enterprises to apply innovative technologies in production and processing. Service provider to scout the technology for the enterprises.
- v) Organise technology meets for the enterprises or facilitate entrepreneurs to attend technology meets and seminars. This needs to be documented and come out with separate report on technology documentary for enterprises.
- vi) Develop linkages with technology and innovation knowledge provider/partners.
- vii) Support mobilized enterprises for statutory compliances and acquire mandatory and non-mandatory certifications like GMP/ISO certifications.

4.3 To prepare bankable business plans of the identified enterprises.

- i. Prepare business plan and business plan format along with financial calculator in excel sheet for enterprise in consultation with entrepreneur and concerned PIU. Here Service provider should prepare a business plan module which includes type of business, available resources mapping, capital required, operating cost required, and business calculator. SP will prepare the Business Plan in consultation with PIUs and then submit it to the Bank.
- ii. Submission of business plan to financial institutes.
- iii. Facilitate for bank approval.
- iv. Ensure convergence of existing schemes/programs while developing the business plan.
- v. To ensure access to finance (for incremental investments) from various financial institutions for implementation of business plan. Follow up with financial institutes to get loan approval. Follow up for the repayment and its facilitation will be done by the respective PIUs/ representative of PIUs after the project period. Also respective PIUs should take follow up of their proposals in Block Level Bankers Committee meeting for bank approval. Also respective State heads of PIUs should take follow up in State Level Bankers Committee meeting.
- vi. Follow up with financial institutes to get loan disbursed in beneficiary account.
- vii. Follow up with beneficiary for use of loan amount for purpose mentioned in business plan.
- viii. Ensure support to 2000 enterprises so that it will make incremental investment and also will guide BDS support. Service Provider for identifying the local mentors in submission of bankable proposals. At least 40% means 800 proposals should be benefitted through bank linkage.
- ix. Follow up of credit linked enterprises for repayment up to the Contract period.
- x. Training to the cadres nominated by the PIUs for follow up of loan repayment system after the contract period of the SP.
- xi. SP will have to develop digital tracking system for measurement of 20% rise in turnover of all the 2000 entrepreneur.

Standard guidelines and protocols about repayment of credits as prescribed by Ministry of rural Development, Government of India in case of women SHGs to be followed

4.5 Workshops and Trainings to be conducted by Service Provider:

- i. It is expected that the consultancy firm will conduct workshops and trainings for entrepreneurs and Project staff.
- ii. Cost of workshop and training activities not to be included by consultancy firm in the cost of assignment.
- iii. Expenditure for workshops and trainings will be borne by project separately. However the consultancy shall provide technical support for conducting of workshop, training activities, planning of these activities, preparing cost estimate, inviting participants, preparing

brochures/leaflets/ presentations/booklet required for these activities, provide support for activity related procurement and support for conducting these activities.

- iv. Consultant shall quote cost towards involvement of their manpower in providing support services for organizing and conducting the workshops and training activities including cost towards logistics, travel and stay arrangement of their team members.

5. Schedule for Completion of Tasks:

The assignment should be completed within two years and can be extended to one more year if required from the start of the assignment date. Activity wise expected timeline should be as below.

Sr. No.	Key Activity	Timeline
1.	Resource mobilization & Submission of Inception Report, Verified and approved thereof by the client	Within 1 month from the date of contract
2.	Awareness campaigns, Identification and Mobilization of enterprises for BDS support. Report to be submitted, Verified and approved by the client (Phase wise)	Within 7 to 10 months from the date of contract
3.	Skill assessment, development of training module and build the capacity of selected entrepreneurs completed successful in 4 equal phases, Report to be submitted, Verified and approved by the client	
4.	<p>Prepare and submit the business proposal for incremental investment of selected enterprises to the financial institutions and get the loan sanctioned and disbursed: Report to be submitted, Verified and approved by the client (Phase wise manner). The payments will be effective to the successful firm upon the achievement of the corresponding outputs: The payments will be linked to the milestones against each of the scope of work as defined in the ToR.</p> <p>The scope of work for 2000 enterprises to be divided as the quarterly targets and should be monitored against the achievements of deliverables. The firm can subsequently get payments linked to a batch of 500.e.g. For the assessment of the enterprise, handholding of enterprise, business proposals submitted and get approved by the bank. During each slot of 500 BDS support, training need assessment report and accordingly arrangement of training of enterprises in batches is mandatory. Also tie up of products of 500 Enterprises with potential buyer.</p>	In 14 th months from the date of contract
a.	First 500 enterprises business proposal completion with minimum 40 % credit linkage, Also provide services related to packaging, labeling, support in legal compliance and market linkage to 500 enterprises and develop tie ups of their products with potential buyer	7 to 11 Months from date of contract
b.	Next 500 enterprises business proposal completion with minimum 40 % credit linkage Also provide services related to packaging, labeling, support in legal compliance and market linkage to 500 enterprises and develop tie ups of their products with potential buyer /Institutional buyer.	
c.	Next batch of 500 enterprises business proposal completion with minimum 40 % credit linkage. Also provide services related to packaging, labeling, support in legal compliance and market linkage to 500 enterprises and develop tie ups of their products with potential buyer/Institutional buyer.	12 to 18 Months from date of contract
d.	Last batch of 500 enterprises business proposal completion with minimum 40 % credit linkage. Also tie up of products of 500 Enterprises with potential /Institutional buyer.	

Sr. No.	Key Activity	Timeline
5.	Business Development Support to be provided to identify Enterprises, SP to track the progress in their income and it should show at least 20 % rise in the turnover, SP will have to develop digital support to all the enterprises and Report to be submitted verified and approved by the client.	24 th months from the date of contract
6.	Documentation of entire process and results completed and final report submitted Verified and approved thereof by the client. SP will also submit the key learning's of the assignment and submit report which will help the client for further course of action for sustainability of the enterprises. Also submit soft copies of material (training module, Business proposals and other related material developed during the assignment) to the client.	

6. Final Output: The expected outputs of the assignment are:

- i) Submission and approval of Inception Report.
- ii) To prepare and get approved questionnaire for assessment of enterprises (business development support need assessment) which can be supported under Business Development Services.
- iii) Development of new / customisation of existing training modules for entrepreneurs.
- iv) Submission and approval of quarterly assessment report of enterprises, which comprises of shortlisted enterprises.
- v) Submission and approval of quarterly handholding support plan and activity schedule for enterprises. (Activity schedule for 2000 enterprises in phase wise manner for selected enterprises.)
- vi) Quarterly submission and approval of report on training, capacity building and exposure of entrepreneurs by service providers, market linkage and support to entrepreneurs on certification and statutory compliances.
- vii) Submission of 2000 business plans with minimum 40 % proposals should be bank linked.
- viii) At least 20 % rise in the turnover of the business supported through this assignment. Developing the digital tracking system for selected enterprises. Also tie up of products of 2000 Enterprises with potential/institutional buyer.
- ix) Submission of report on convergence programmes to MSRLM and other PIUs.
- x) Submit report on loan taken through financial institutes, finance mobilized, turnover and jobs created against target.
- xi) Submit administrative and monitoring reports (ToR, Selection, capacity building and monitoring reports).
- xii) Submitting knowledge / learning notes based on field experience.

12. List of Key Professional Positions whose CVs and experience would be evaluated:

Key Skills required by the Organization/SP:

- a) Good understanding and knowledge of Enterprise, livelihoods, gender, equity issues and poverty within a rural context.
- b) Practical experience in Business development services like preparation of bankable projects, bank linkage, access to finance, and statutory compliance of businesses.
- c) Proven track record and practical experience in applying pro-poor market and business development approaches within a rural context. Good understanding, experience and knowledge of the principles and concepts of agriculture commodity marketing, processing and value addition of the agriculture produce.
- d) Experience of working for value chain development from producers' perspectives with special emphasis on the commodities envisaged for SMART.
- e) Experience in imparting training, technology transfer and product development
- f) Experience of working in the Maharashtra especially in agri-business sector with special emphasis on agro logistics expertise in rural and semi urban territories

Key professionals required for the assignment are given below and their CVs would be evaluated.

Professional staff: Key and non-Key Professionals:

Designation	Nos.	Key training functions and minimum qualifications & experience
Team Leader Cum Agri Enterprise Expert	1	<p>Key function: Overall project implementation in stipulated period of contract. Should liaison the work of his team. Should guide the team in preparing and analyzing the business proposals. For implementation of the assignment. He/She should co-ordinate with SRLM and other PIUs. Will be responsible for reporting to SRLM.</p> <p>Qualification :- M.Sc. Agri/M. Tech/ MBA- Agri-business Management/Rural Development</p> <p>Experience: 10 Years in Micro Enterprise Development, Cluster Development Programmes, Entrepreneurship Development Programs, Project Development</p>
Market linkage Expert	2	<p>Key function: Identifying potential markets, customer segments and different sales channels to bulk and retail sale, Planning, designing and coordinating backward and forward linkages.</p> <p>Qualifications: MBA (Marketing)/ M.Sc. Agri with MBA (ABM/Mktg.)/DBM or B.Sc. Agri with MBA (ABM/Mktg.)</p> <p>Experience: 8 years in Market Surveys, Consumer Survey, Evaluation Studies, Branding Marketing & Strategy, Banking, Project Profile Preparation, Marketing Strategy, Project Formulation, Business Plan Preparation.</p>
Financial Linkage Expert	1	<p>Key function: Follow up with financial institutes for linkage. Prepare ideal business plan formats of with business calculator. Should verify the Business plans developed by the BDSP. Guide BDSPs regarding preparation of potential and bankable business plan. Shall attend DLCC and BLBC meeting to take follow up with bankers.</p> <p>Qualifications: Masters in Business Administration (Finance), /CA IIB, ICWA.</p> <p>Experience: -8 Years in Project Formulation, Business Plan Preparation, Project Profile Preparation, Financial Linkages, Entrepreneurship Development, Cluster Development, Micro Enterprise Development, Livelihoods Development Monitoring & Evaluation of MSMEs.</p>
Business Development Expert	2	<p>Key function: Develop Business plan with implementation schedule. Should give, training to BDSPs for business plan preparation and for development of business. Coordinate with line departments for convergence.</p> <p>Qualifications : MBA in Social Work/Mass Communication/MBA Entrepreneurship</p> <p>Experience: 8 Years in Livelihoods, Gender Inclusion. Gender Studies, Entrepreneurship Development, Cluster Development, Micro Enterprise Development</p>

Non key professional staff/Associates:

Designation	Nos.	Key training functions and minimum qualifications & experience
Enterprise Associate	34	<p>Key function: Coordination between in district BDSPs and SP Support for developing business plans of Agri enterprises by collecting necessary information through BDSPs.</p> <p>Qualifications: Graduate with MBA/ Post Graduate Diploma in Agri-Business Management (PGD-ABM) with a minimum 2years' experience in agri-business. Should have knowledge of local</p>

Designation	Nos.	Key training functions and minimum qualifications & experience
		language (Marathi) and communicate in local language (Marathi)

However, Service Provider may engage additional resources (including the time for each team member) as they deem fit, keeping in mind the objectives, tasks and outputs of the assignment. Experts with national exposure on similar assignments and who have experience of working with the World Bank and/or other international donor institutions (e.g., ADB, EU, DFID, etc.) financed projects would be preferred. Firms applying are expected to demonstrate experience of undertaking similar assignments in the past, particularly in the field of market-led development in agriculture sector and promotion of rural livelihoods. An illustrative staffing table is presented below, but the agency is free to employ resources.

Short Term Experts and support staff: The Consultant organization is required to engage the services of an appropriately qualified person/s/firms viz., Chartered Accountant firms (CA), Company's Secretary Firms (CS) and Agri-business trainer/institute as short term experts for preparation of business plans, bank linkage experts and marketing experts, Capacity building experts. The CV of these staffs/firms will not be evaluated.

13. Composition of Review Committee:

The agency is expected to work under the guidance of the Head - PIU MSRLM. A "State Review Committee" will supervise the implementation of concerned agency's deliverables. The Review Committee will be chaired by Head - PIU MSRLM. The State Review Committee shall review & monitor the working of agency after submission of each report. The constitution of the Review Committee is as follows:

No.	Designation	Position
1.	Head-PIU MSRLM	Chairperson
2.	Additional Project Director, PCMU SMART	Member
3.	Additional Director, PIU MSRLM	Member
4.	Nodal Officers of PIU MAVIM	Member
5.	Deputy Director Finance and Accounts, MSRLM	Member
6	Technical Officers- MSRLM, MAVIM	Members
7	Agribusiness & Marketing Expert, PCMU	Member
8	Nodal Officer, PIU MSRLM	Member Secretary

14. Other Roles and Responsibilities of SP:

The SP will work under the guidance of designated officers in PIU, MSRLM. The Roles and Responsibilities of SP shall also include the following:

- (a) **Intellectual Property Rights (IPR):** The training need assessment reports, training modules and manuals, training reports created in due course of implementation shall be intellectual property of the Project.
- (b) **Reporting:** The SP shall submit Reports as per deliverables to PIU, MSRLM, the formats for which shall be developed by SP and agreed by project.

**Covering Letter
(On Consulting firm's letter head)**

Date -----

To
Chief Executive Officer,
PIU Maharashtra State Rural Livelihoods Mission (MSRLM)
Hon. Balasaheb Thackeray Agribusiness & Rural Transformation (SMART) Project
5th floor, CIDCO Bhavan, South wing,
CBD Belapur, Navi Mumbai,
Maharashtra- 400614

Subject: Submission of Expression of interest for selection of consulting firm for the Business Development Support for Agri-Enterprises assignment Project of PIU MSRLM.

Reference No: SMART/PCMU/PIU-MSRLM/CS/49/2022-23 dated

Dear Sir/Madam,

We, the undersigned, {*enter name of firm*} (hereinafter referred to as "the consultant") reviewed and fully understood all the information provided in Request for Expression of Interest (REOI) dated (insert date) for {*insert title of assignment*}. The undersigned hereby submit expression of interest for the {*insert title of assignment*} in accordance with the above referred REOI.

(If the Firm is a joint venture / consortium / sub-contracting, insert the following)

We, the undersigned {*enter name of joint venture / consortium / sub-contracting firms*} (hereinafter referred to as "the consultant") declare {*enter name of lead firm*} as the lead partner/ firm of {*Insert a full name and the legal address of all members of joint venture / consortium*}. We have attached a copy of the agreement duly signed by all the members of the joint venture / consortium firms and are jointly and severally liable members of the said joint venture / consortium. We reviewed and fully understood all the information provided in Request for Expression of Interest (REOI) dated (insert date) for {*insert title of assignment*}. The undersigned hereby submit expresses of interest for the {*insert title of assignment*} in accordance with the above referred REOI.

The following documents as per the requirements of EOI are enclosed for your consideration.

Sr. No.	Document	Page No.
1	Firm registration certificate	
2	Joint Venture / consortium agreement (if EOI submitted in Joint Venture / consortium)	
3	Consultant's Company/Firm Profile (if EOI submitted in Joint Venture / consortium then submit for both the firm)	
4	Turnover certificate issued by Chartered Accountant firm / Audited Balance sheet	
5	Details of experience of the firms along with the relevant documents	
6	Self-declaration about Key Professionals available with the firms	
7	other MISC documents	

Yours sincerely,

Authorized Signature: _____

Name and Title of Signatory:

Stamp:

Name of Firm:

Address:

Contact Information:

[For a joint venture / consortium either all members shall sign or only the lead member, in which case the power of attorney to sign on behalf of all members shall be attached.]

Consultant's Company/Firm Profile:

- 1. Organizational:** Provide a brief description of the background and organization of your firm/entity. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc.

Brief Data Sheet of Consulting firm		
Sl. No.	Particulars	To be filled up by consulting firm
1	Name of Firm	
2	Postal Address	
3	Telephone: Mobile / Fax/ E-mail Website	
4	Year of Incorporation	
5	Legal Status (for profit company; not for profit company; registered trust; registered trust; others (specify))	
6	Name of the Contact person	
	Designation	
	Email id	
	Mobile	
	Land line	
7	GST Registration No.	
8	PAN No. /TAN No.	

- 2. Financial:** Provide previous three financial years turnover of the firm on the basis of the audited accounts of the previous three financial years as follows.

Particulars	Amount in Lakh (INR)
Turnover 2019-20	
Turnover 2020-21	
Turnover 2021-22	
Average Annual Turnover for 2019-22	

Note: In case of joint venture/consortium, this form should be submitted for both the firms

TURNOVER CERTIFICATE ISSUED BY CHARTERED ACCOUNTANT FIRM**(on CA's letter head)****TO WHOMSOEVER IT MAY CONCERN**

This is to certify that M/s. (name of firm) is having registered office at (detailed office address). The turnover of the (name of firm) for the three financial year based on the audited financial Statement is as under.

Sr. No.	Financial Year	Turnover in Rs. Crore
1	FY 2019-20	
2	FY 2020-21	
3	FY 2021-22	
	Total Turnover	
	Average Turnover	

The above information/figures are true and authentic to the best of my knowledge and belief. I/we am/ are well aware of the fact that furnishing of any false information/fabricated document would lead to rejection of EOI/ RFP or at any stage, besides liabilities towards prosecution under appropriate law.

Signature of the Chartered Accountant

Name of the Firm

Registration No.

Date:

Place:

(Seal of the Chartered Accountant)

Email id:

UDIN:

Note:

Copies of audited balance sheet and profit & loss account for the above financial years need not be submitted at this stage. Project may ask to submit it any time for confirmation. If firm fails to submit required documents within the specified time, in such case said bid shall be rejected.

Note: In case of joint venture/consortium, this form should be submitted for lead firm

EXPERIENCE OF THE FIRM
(Please provide details related to the clause 9b of REOI)

Sr. No	Year	Name and Address of Client	Type of client Govt. / PSU /Autonomous Bodies	Assignment completed individually or in Joint Venture?	Brief about the scope of assignment	Total Cost of Assignment in Cr.	Assignment Start Date	Assignment End Date	Supporting Document page No.
1									
2									
3									
4									
5									
n									

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Seal of the Firm

*Note: It is mandatory to submit LOI/LOA/ contract document etc. **along with** the Completion certificate issued by client*

Note: In case of joint venture/consortium, this form should be submitted separately for both the firms

Details of professionals on firm's roll

Sr. No.	*Name of Firm	Name of professionals / Experts	Education Qualification	Area of Experience (Domain / Sector)	No of Years' Experience in the domain/sector

Please do not submit CVs

Name and Signature of agency's Authorized representative

Date & place:

Seal of agency

** Specify name of joint venture/consortium firm if submitted jointly*

**FORMAT OF SELF DECLARATION WITH REGARD TO BLACKLISTING/ NON- DEBARMENT,
BY ORGANISATION**

(To be submitted on the Firm's Letter Head)

Date: *[insert date]*

Tender Ref No.: *[insert number]*

To: *[insert complete name of Purchaser]*

We hereby confirm and declare that we, M/s -----, is not blacklisted/ De-registered/ debarred by the World Bank Group , any Government department /Public Sector Undertaking / Autonomous Bodies for which we have Executed/ Undertaken the consultancy assignment during the last 3 years from the date of submission of EOI.

Name and Signature of agency's Authorized representative

Date & place:

Seal of agency

Note: In case of joint venture/consortium, this form should be submitted for both the firms