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# **Invitation of Proposals**

## **(CONSULTING SERVICES – FIRMS SELECTION)**

**INDIA**

**Name of Project: Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project**

**Project Number: P168310**

**Assignment Title: Consulting Services for Information, Education and Communication (IEC) activities for Urban Food Pilot**

**Reference No. SMART/PCMU/PMC/CS/58/2023-24**

**Brief Background:**

The State is implementing 'Hon. Balasaheb Thackeray Agribusiness and Rural Transformation' 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.

**Objectives of the Assignment:**

The objective of the assignment is to develop Information Education and Communication (IEC) strategy for the Pune city undertaken by Pune Municipal Corporation under SMART Project which includes undertaking the following:

1. Identify key issues and gaps in building a safe and nutritious food system for Pune city
2. Develop communication material and delivery mechanism for the behavior change campaign
3. Conduct training and capacity building of key stakeholders and citizen engagement activities to implement and manage IEC strategy implementation.

**Implementation Period: 12 Months**

**Expected Start date of Assignment: 15<sup>th</sup> September 2023**

**Estimated Cost: Rs. 34.44 Lakhs Including GST**

The Project Coordination and Management Unit (PCMU) SMART on behalf of Project Implementation Unit –Pune Municipal Corporation now invites eligible consulting firms ("Consultants") to submit their proposals for aforesaid consultancy Services. Interested Consultants may download the RFP document free of cost from [www.smart-mh.org](http://www.smart-mh.org)

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*(Procurement & tender section)* The Consultants would be responsible for ensuring that any addenda available on the website is also downloaded and incorporated.

**Short listing Criteria for the Consultant:** For minimum shortlisting criteria and evaluation of technical proposal, please refer ITB clause 21.1 of RFP document

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 in November 2017, July 2018, and November 2020("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the QCBS method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours [1000 to 1730 hours]. Interested Consultant may submit proposal in a sealed envelope clearly superscripted as Proposal for "**Consultancy Services for IEC activities for Urban Food Pilot**" by **18/08 /2023 up to 1700 hours**.

**Project Director, SMART**

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project  
MSFC Building, 270 Bhamburda, Senapati Bapat Marg,  
Opposite Symbiosis College, Gokhale nagar,  
Pune - 411016,  
Maharashtra, India.

**Website:** [www.smart-mh.org](http://www.smart-mh.org)

**Tel:** 020-25656577,

**E-mail:** [procurement.pcmu.smart@gmail.com](mailto:procurement.pcmu.smart@gmail.com) / [pcmu.smart@gmail.com](mailto:pcmu.smart@gmail.com)

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## **SELECTION OF CONSULTANTS**

### **REQUEST FOR PROPOSALS**

**RFP No.: SMART/PCMU/PMC/CS/58/2023-24**

**Consulting Services for Information, Education and Communication (IEC) activities for Urban Food Pilot**

**Client: Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project**

**Country: India**

**Project: Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project**

**Issued on:20/07/2023**



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## PART I

### Section 1. Letter of Invitation

**RFP No.** SMART/PCMU/PMC/CS/58/2023-24

**Loan No.** Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project.

Pune : 20/07/2023

Dear Mr. /Ms.:

1. The Government of India (GOI) through Department of Agriculture, Government of Maharashtra (hereinafter called "Borrower") has received financing from the International Bank for Reconstruction and Development (IBRD) (the "Bank") in the form of a "loan" (hereinafter called "loan" toward the cost of Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project. The Department of Agriculture (DoA), Government of Maharashtra (GoM), an implementing agency of the Client, intends to apply a portion of the proceeds of this loan to eligible payments under the contract for which this Request for Proposals is issued. Payments by the Bank will be made only at the request of the SMART, DoA, GoM through GOI and upon approval by the Bank, and will be subject, in all respects, to the terms and conditions of the loan agreement. The loan agreement prohibits a withdrawal from the loan account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of the Bank, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than the Borrower shall derive any rights from the loan agreement or have any claims to the proceeds of the loan
2. The Client now invites proposals to provide the following consulting services (hereinafter called "Services"): ***Consulting Services for Information, Education and Communication (IEC) activities for Urban Food Pilot***. More details on the Services are provided in the Terms of Reference (Section 7).
3. A firm will be selected under Quality and Cost Based Selection (QCBS) and in a Full Technical Proposal (FTP) format as described in this RFP, in accordance with the policies of the Bank detailed in the Bank's "Regulations for IPF Borrowers" *Revised in November 2017, July 2018, and November 2020*. ("Procurement Regulations") which can be found at the following website: [www.worldbank.org](http://www.worldbank.org)
4. The RFP includes the following documents:

Section 1 - Letter of Invitation

Section 2 - Instructions to Consultants and Data Sheet

Section 3 - Technical Proposal (FTP) - Standard Forms

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Section 4 - Financial Proposal - Standard Forms  
Section 5 – Eligible Countries  
Section 6 – Bank’s Policy – Corrupt and Fraudulent Practices  
Section 7 - Terms of Reference  
Section 8 - Forms of Contract (Lump-Sum)

5. Details on the proposal’s submission date, time and address are provided in ITC 17.7 and 17.9.

Yours sincerely,

**Project Director**

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project,  
MSFC Building, 270 Bhamburda, Senapati Bapat Marg,  
Opposite Symbiosis College, Gokhale nagar,  
Pune - 411016, Maharashtra, India.

**Website:** [www.smart-mh.org](http://www.smart-mh.org), **Tel:** 020-25656577,

**E-mail:** [pcmu.smart@gmail.com](mailto:pcmu.smart@gmail.com)

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## Section 2. Instructions to Consultants and Data Sheet

### A. General Provisions

#### 1. Definitions

- (a) “Affiliate(s)” means an individual or an entity that directly or indirectly controls, is controlled by, or is under common control with the Consultant.
- (b) “Applicable Law” means the laws and any other instruments having the force of law in the Client’s country, or in such other country as may be specified in the **Data Sheet**, as they may be issued and in force from time to time.
- (c) “Bank” means the International Bank for Reconstruction and Development (IBRD) or the International Development Association (IDA).
- (d) “Borrower” means the Government, Government agency or other entity that signs the *loan* agreement with the Bank.
- (e) “Client” means the implementing agency that signs the Contract for the Services with the selected Consultant.
- (f) “Consultant” means a legally-established professional consulting firm or an entity that may provide or provides the Services to the Client under the Contract.
- (g) “Contract” means a legally binding written agreement signed between the Client and the Consultant and includes all the attached documents listed in its Clause 1 (the General Conditions of Contract (GCC), the Special Conditions of Contract (SCC), and the Appendices).
- (h) “Data Sheet” means an integral part of the Instructions to Consultants (ITC) Section 2 that is used to reflect specific country and assignment conditions to supplement, but not to over-write, the provisions of the ITC.
- (i) “Day” means a calendar day, unless otherwise specified as “Business Day”. A Business Day is any day that is an official working day of the Borrower. It excludes the Borrower’s official public holidays.
- (j) “Experts” means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Consultant, Sub-consultant or Joint Venture member(s).

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- (k) "Government" means the government of the Client's country.
- (l) "in writing" means communicated in written form (e.g. by mail, e-mail, fax, including, if specified in the Data Sheet, distributed or received through the electronic-procurement system used by the Client) with proof of receipt.
- (m) "Joint Venture (JV)" means an association with or without a legal personality distinct from that of its members, of more than one Consultant where one member has the authority to conduct all business for and on behalf of any and all the members of the JV, and where the members of the JV are jointly and severally liable to the Client for the performance of the Contract.
- (n) "Key Expert(s)" means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract and whose CV is taken into account in the technical evaluation of the Consultant's proposal.
- (o) "ITC" (this Section 2 of the RFP) means the Instructions to Consultants that provides the Consultants with all information needed to prepare their Proposals.
- (p) "Non-Key Expert(s)" means an individual professional provided by the Consultant or its Sub-consultant and who is assigned to perform the Services or any part thereof under the Contract and whose CVs are not evaluated individually.
- (q) "Proposal" means the Technical Proposal and the Financial Proposal of the Consultant.
- (r) "RFP" means the Request for Proposals to be prepared by the Client for the selection of Consultants, based on the SPD-RFP.
- (s) "SPD-RFP" means the Standard Procurement Document - Request for Proposals, which must be used by the Client as the basis for the preparation of the RFP.
- (t) "Services" means the work to be performed by the Consultant pursuant to the Contract.
- (u) "Sub-consultant" means an entity to whom the Consultant intends to subcontract any part of the Services while the Consultant remains responsible to

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the Client during the whole performance of the Contract.

(v) “Terms of Reference (TORs)” (this Section 7 of the RFP) means the Terms of Reference that explains the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Consultant, and expected results and deliverables of the assignment.

## 2. Introduction

2.1 The Client named in the **Data Sheet** intends to select a Consultant from those listed in the Request for Proposals (RFP), in accordance with the method of selection specified in the **Data Sheet**.

2.2 The Consultants are invited to submit a Technical Proposal and a Financial Proposal, or a Technical Proposal only, as specified in the **Data Sheet**, for consulting services required for the assignment named in the **Data Sheet**. The Proposal will be the basis for negotiating and ultimately signing the Contract with the selected Consultant.

2.3 The Consultants should familiarize themselves with the local conditions and take them into account in preparing their Proposals, including attending a pre-proposal conference if one is specified in the **Data Sheet**. Attending any such pre-proposal conference is optional and is at the Consultants’ expense.

2.4 The Client will timely provide, at no cost to the Consultants, the inputs, relevant project data, and reports required for the preparation of the Consultant’s Proposal as specified in the **Data Sheet**.

## 3. Conflict of Interest

3.1 The Consultant is required to provide professional, objective, and impartial advice, at all times holding the Client’s interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.

3.2 The Consultant has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its Client. Failure to disclose such situations may lead to the disqualification of the Consultant or the termination of its Contract and/or sanctions by the Bank.

3.2.1 Without limitation on the generality of the foregoing, and unless stated otherwise in the **Data Sheet**, the Consultant shall not be hired under the circumstances set forth below:

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- a. Conflicting activities**
- (i) Conflict between consulting activities and procurement of goods, works or non-consulting services: a firm that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting services for such preparation or implementation.
- b. Conflicting assignments**
- (ii) Conflict among consulting assignments: a Consultant (including its Experts and Sub-consultants) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Consultant for the same or for another Client.
- c. Conflicting relationships**
- (iii) Relationship with the Client's staff: a Consultant (including its Experts and Sub-consultants) that has a close business or family relationship with a professional staff of the Borrower (or of the Client, or of implementing agency, or of a recipient of a part of the Bank's financing) who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the Contract.
- 4. Unfair Competitive Advantage**
- 4.1 Fairness and transparency in the selection process require that the Consultants or their Affiliates competing for a specific assignment do not derive a competitive advantage from having provided consulting services related to the assignment in question. To that end, the Client shall indicate in the **Data Sheet** and make available to all Consultants together with this RFP all information that would in that respect give such Consultant any unfair competitive advantage over competing Consultants.
- 5. Fraud and Corruption**
- 5.1 The Bank requires compliance with the Bank's Anti-Corruption Guidelines and its prevailing sanctions policies and

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procedures as set forth in the WBG's Sanctions Framework, as set forth in Section 6.

5.2 In further pursuance of this policy, Consultants shall permit and shall cause their agents (where declared or not), subcontractors, subconsultants, service providers, suppliers, and their personnel, to permit the Bank to inspect all accounts, records and other documents relating to any shortlisting process, Proposal submission, and contract performance (in the case of award), and to have them audited by auditors appointed by the Bank.

## **6. Eligibility**

6.1 The Bank permits consultants (individuals and firms, including Joint Ventures and their individual members) from all countries to offer consulting services for Bank-financed projects.

6.2 Furthermore, it is the Consultant's responsibility to ensure that its Experts, joint venture members, Sub-consultants, agents (declared or not), sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established by the Bank in the applicable Procurement Regulations.

6.3 As an exception to the foregoing ITC 6.1 and 6.2 above:

### **a. Sanctions**

6.3.1 A Consultant that has been sanctioned by the Bank, pursuant to the Bank's Anti-Corruption Guidelines and in accordance with its prevailing sanctions policies and procedures as set forth in the WBG's Sanctions Framework as described in Section VI, Fraud and Corruption, paragraph 2.2 d., shall be ineligible to be shortlisted for, submit proposals for, or be awarded a Bank-financed contract or benefit from a Bank-financed contract, financially or otherwise, during such period of time as the Bank shall have determined. The list of debarred firms and individuals is available at the electronic address specified in the **Data Sheet**.

### **b. Prohibitions**

6.3.2 Firms and individuals of a country or goods manufactured in a country may be ineligible if so indicated in Section 5 (Eligible Countries) and:

- (a) as a matter of law or official regulations, the Borrower's country prohibits commercial relations with that country, provided that the Bank is satisfied that such exclusion does not preclude effective competition for the provision of Services required; or
- (b) by an act of compliance with a decision of the United Nations Security Council taken under Chapter VII of

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the Charter of the United Nations, the Borrower's Country prohibits any import of goods from that country or any payments to any country, person, or entity in that country.

**c. Restrictions for State-owned Enterprises**

State-owned enterprises or institutions in the Borrower's country may be eligible to compete and be awarded a contract only if they can establish, in a manner acceptable to the Bank, that they: (i) are legally and financially autonomous, (ii) operate under commercial law, and (iii) are not under supervision of the Client.

**d. Restrictions for public employees**

Government officials and civil servants of the Borrower's country are not eligible to be included as Experts, individuals, or members of a team of Experts in the Consultant's Proposal unless:

(i) the services of the government official or civil servant are of a unique and exceptional nature, or their participation is critical to project implementation; and

(ii) their hiring would not create a conflict of interest, including any conflict with employment or other laws, regulations, or policies of the Borrower.

**e. Borrower Debarment**

A firm that is under a sanction of debarment by the Borrower from being awarded a contract is eligible to participate in this procurement, unless the Bank, at the Borrower's request, is satisfied that the debarment; (a) relates to fraud or corruption, and (b) followed a judicial or administrative proceeding that afforded the firm adequate due process.

## **B. Preparation of Proposals**

**7. General Considerations**

7.1 In preparing the Proposal, the Consultant is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.

**8. Cost of Preparation of Proposal**

8.1 The Consultant shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Consultant.

**9. Language**

9.1 The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the

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Consultant and the Client, shall be written in the language(s) specified in the **Data Sheet**.

**10. Documents Comprising the Proposal**

10.1 The Proposal shall comprise the documents and forms listed in the **Data Sheet**.

10.2 If specified in the **Data Sheet**, the Consultant shall include a statement of an undertaking of the Consultant to observe, in competing for and executing a contract, the Client country's laws against fraud and corruption (including bribery).

10.3 The Consultant shall furnish information on commissions, gratuities, and fees, if any, paid or to be paid to agents or any other party relating to this Proposal and, if awarded, Contract execution, as requested in the Financial Proposal submission form (Section 4).

**11. Only One Proposal**

11.1 The Consultant (including the individual members of any Joint Venture) shall submit only one Proposal, either in its own name or as part of a Joint Venture in another Proposal. If a Consultant, including any Joint Venture member, submits or participates in more than one proposal, all such proposals shall be disqualified and rejected. This does not, however, preclude a Sub-consultant, or the Consultant's staff from participating as Key Experts and Non-Key Experts in more than one Proposal when circumstances justify and if stated in the **Data Sheet**.

**12. Proposal Validity**

12.1 **The Data Sheet** indicates the period during which the Consultant's Proposal must remain valid after the Proposal submission deadline.

12.2 During this period, the Consultant shall maintain its original Proposal without any change, including the availability of the Key Experts, the proposed rates and the total price.

12.3 If it is established that any Key Expert nominated in the Consultant's Proposal was not available at the time of Proposal submission or was included in the Proposal without his/her confirmation, such Proposal shall be disqualified and rejected for further evaluation, and may be subject to sanctions in accordance with ITC 5.

**a. Extension of Validity Period**

12.4 The Client will make its best effort to complete the negotiations and award the contract within the proposal's validity period. However, should the need arise, the Client may request, in writing, all Consultants who submitted Proposals prior to the submission deadline to extend the Proposals' validity.

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12.5 If the Consultant agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal and with the confirmation of the availability of the Key Experts, except as provided in ITC 12.7.

12.6 The Consultant has the right to refuse to extend the validity of its Proposal in which case such Proposal will not be further evaluated.

**b. Substitution  
of Key Experts at  
Validity  
Extension**

12.7 If any of the Key Experts become unavailable for the extended validity period, the Consultant shall seek to substitute him with another Key Expert. The Consultant shall provide a written adequate justification and evidence satisfactory to the Client together with the substitution request. In such case, a substitute Key Expert shall have equal or better qualifications and experience than those of the originally proposed Key Expert. The technical evaluation score, however, will remain to be based on the evaluation of the CV of the original Key Expert.

12.8 If the Consultant fails to provide a substitute Key Expert with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the Client, such Proposal will be rejected with the prior Bank's no objection.

**c. Sub-  
Contracting**

12.9 The Consultant shall not subcontract the whole of the Services.

**13. Clarification  
and  
Amendment  
of RFP**

13.1 The Consultant may request a clarification of any part of the RFP during the period indicated in the **Data Sheet** before the Proposals' submission deadline. Any request for clarification must be sent in writing, or by standard electronic means, to the Client's address indicated in the **Data Sheet**. The Client will respond in writing, or by standard electronic means, and will send written copies of the response (including an explanation of the query but without identifying its source) to all Consultants. Should the Client deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure described below:

13.1.1 At any time before the proposal submission deadline, the Client may amend the RFP by issuing an amendment in writing or by standard electronic means. The amendment shall be sent to all Consultants and will be binding on them. The Consultants shall acknowledge receipt of all amendments in writing.

13.1.2 If the amendment is substantial, the Client may extend the proposal submission deadline to give the

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Consultants reasonable time to take an amendment into account in their Proposals.

13.2 The Consultant may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline. No modifications to the Technical or Financial Proposal shall be accepted after the deadline.

**14. Preparation of Proposals – Specific Considerations**

14.1 While preparing the Proposal, the Consultant must give particular attention to the following:

14.1.1 If a Consultant considers that it may enhance its expertise for the assignment by associating with other consultants in the form of a Joint Venture or as Sub-consultants, it may do so.

14.1.2 The Client may indicate in the **Data Sheet** the estimated Key Experts' time input (expressed in person-month) or the Client's estimated total cost of the assignment, but not both. This estimate is indicative and the Proposal shall be based on the Consultant's own estimates for the same.

14.1.3 If stated in the **Data Sheet**, the Consultant shall include in its Proposal at least the same time input (in the same unit as indicated in the **Data Sheet**) of Key Experts, failing which the Financial Proposal will be adjusted for the purpose of comparison of proposals and decision for award in accordance with the procedure in the **Data Sheet**.

14.1.4 For assignments under the Fixed-Budget selection method, the estimated Key Experts' time input is not disclosed. Total available budget, with an indication whether it is inclusive or exclusive of taxes, is given in the **Data Sheet**, and the Financial Proposal shall not exceed this budget.

**15. Technical Proposal Format and Content**

15.1 The Technical Proposal shall be prepared using the Standard Forms provided in Section 3 of the RFP and shall comprise the documents listed in the Data Sheet. The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.

15.1.1 Consultant shall not propose alternative Key Experts. Only one CV shall be submitted for each Key Expert position. Failure to comply with this requirement will make the Proposal non-responsive.

15.2 Depending on the nature of the assignment, the Consultant is required to submit a Full Technical Proposal

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(FTP), or a Simplified Technical Proposal (STP) as indicated in the **Data Sheet** and using the Standard Forms provided in Section 3 of the RFP.

- 16. Financial Proposal**
- 16.1 The Financial Proposal shall be prepared using the Standard Forms provided in Section 4 of the RFP. It shall list all costs associated with the assignment, including (a) remuneration for Key Experts and Non-Key Experts, (b) reimbursable expenses indicated in the **Data Sheet**.
- a. Price Adjustment**
- 16.2 For assignments with a duration exceeding 18 months, a price adjustment provision for foreign and/or local inflation for remuneration rates applies if so stated in the **Data Sheet**.
- b. Taxes**
- 16.3 The Consultant and its Sub-consultants and Experts are responsible for meeting all tax liabilities arising out of the Contract unless stated otherwise in the **Data Sheet**. Information on taxes in the Client's country is provided in the **Data Sheet**.
- c. Currency of Proposal**
- 16.4 The Consultant may express the price for its Services in the currency or currencies as stated in the **Data Sheet**. If indicated in the **Data Sheet**, the portion of the price representing local cost shall be stated in the national currency.
- d. Currency of Payment**
- 16.5 Payment under the Contract shall be made in the currency or currencies in which the payment is requested in the Proposal.

### **C. Submission, Opening and Evaluation**

- 17. Submission, Sealing, and Marking of Proposals**
- 17.1 The Consultant shall submit a signed and complete Proposal comprising the documents and forms in accordance with ITC 10 (Documents Comprising Proposal). Consultants shall mark as "CONFIDENTIAL" information in their Proposals which is confidential to their business. This may include proprietary information, trade secrets or commercial or financially sensitive information. The submission can be done by mail or by hand. If specified in the **Data Sheet**, the Consultant has the option of submitting its Proposals electronically.
- 17.2 An authorized representative of the Consultant shall sign the original submission letters in the required format for both the Technical Proposal and, if applicable, the Financial Proposal and shall initial all pages of both. The authorization shall be in the form of a written power of attorney attached to the Technical Proposal.

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17.2.1 A Proposal submitted by a Joint Venture shall be signed by all members so as to be legally binding on all members, or by an authorized representative who has a written power of attorney signed by each member's authorized representative.

17.3 Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the Proposal.

17.4 The signed Proposal shall be marked "ORIGINAL", and its copies marked "COPY" as appropriate. The number of copies is indicated in the **Data Sheet**. All copies shall be made from the signed original. If there are discrepancies between the original and the copies, the original shall prevail.

17.5 The original and all the copies of the Technical Proposal shall be placed inside a sealed envelope clearly marked "**TECHNICAL PROPOSAL**", [Name of the Assignment], [reference number], [name and address of the Consultant], and with a warning "**DO NOT OPEN UNTIL [INSERT THE DATE AND THE TIME OF THE TECHNICAL PROPOSAL SUBMISSION DEADLINE].**"

17.6 Similarly, the original Financial Proposal (if required for the applicable selection method) and its copies shall be placed inside of a separate sealed envelope clearly marked "**FINANCIAL PROPOSAL**", [name of the assignment], [reference number], [name and address of the Consultant], and with a warning "**DO NOT OPEN WITH THE TECHNICAL PROPOSAL.**"

17.7 The sealed envelopes containing the Technical and Financial Proposals shall be placed into one outer envelope and sealed. This outer envelope shall be addressed to the Client and bear the submission address, RFP reference number, the name of the assignment, Consultant's name and the address, and shall be clearly marked "**DO NOT OPEN BEFORE [insert the time and date of the submission deadline indicated in the Data Sheet]**".

17.8 If the envelopes and packages with the Proposal are not sealed and marked as required, the Client will assume no responsibility for the misplacement, loss, or premature opening of the Proposal.

17.9 The Proposal or its modifications must be sent to the address indicated in the **Data Sheet** and received by the Client no later than the deadline indicated in the **Data Sheet**, or any extension to this deadline. Any Proposal or its modification received by the Client after the deadline shall be declared late and rejected, and promptly returned unopened.

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**18. Confidentiality**

18.1 From the time the Proposals are opened to the time the Contract is awarded, the Consultant should not contact the Client on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Consultants who submitted the Proposals or to any other party not officially concerned with the process, until the Notification of Intention to Award the Contract. Exceptions to this ITC are where the Client notifies Consultants of the results of the evaluation of the Technical Proposals.

18.2 Any attempt by Consultants or anyone on behalf of the Consultant to influence improperly the Client in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal, and may be subject to the application of prevailing Bank's sanctions procedures.

18.3 Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if a Consultant wishes to contact the Client or the Bank on any matter related to the selection process, it shall do so only in writing.

**19. Opening of Technical Proposals**

19.1 The Client's evaluation committee shall conduct the opening of the Technical Proposals in the presence of the Consultants' authorized representatives who choose to attend (in person, or online if this option is offered in the **Data Sheet**). The opening date, time and the address are stated in the **Data Sheet**. The envelopes with the Financial Proposal shall remain sealed and shall be securely stored with a reputable public auditor or independent authority until they are opened in accordance with ITC 23.

19.2 At the opening of the Technical Proposals the following shall be read out: (i) the name and the country of the Consultant or, in case of a Joint Venture, the name of the Joint Venture, the name of the lead member and the names and the countries of all members; (ii) the presence or absence of a duly sealed envelope with the Financial Proposal; (iii) any modifications to the Proposal submitted prior to proposal submission deadline; and (iv) any other information deemed appropriate or as indicated in the **Data Sheet**.

**20. Proposals Evaluation**

20.1 Subject to provision of ITC 15.1, the evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded and the Bank issues its "no objection", if applicable.

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- 20.2 The Consultant is not permitted to alter or modify its Proposal in any way after the proposal submission deadline except as permitted under ITC 12.7. While evaluating the Proposals, the Client will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.
- 21. Evaluation of Technical Proposals**
- 21.1 The Client's evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and the RFP, applying the evaluation criteria, sub-criteria, and point system specified in the **Data Sheet**. Each responsive Proposal will be given a technical score. A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score indicated in the **Data Sheet**.
- 22. Financial Proposals for QBS**
- 22.1 Following the ranking of the Technical Proposals, when the selection is based on quality only (QBS), the top-ranked Consultant is invited to negotiate the Contract.
- 22.2 If Financial Proposals were invited together with the Technical Proposals, only the Financial Proposal of the technically top-ranked Consultant is opened by the Client's evaluation committee. All other Financial Proposals are returned unopened after the Contract negotiations are successfully concluded and the Contract is signed.
- 23. Public Opening of Financial Proposals (for QCBS, FBS, and LCS methods)**
- 23.1 After the technical evaluation is completed and the Bank has issued its no objection (if applicable), the Client shall notify those Consultants whose Proposals were considered non-responsive to the RFP and TOR or did not meet the minimum qualifying technical score, advising them the following:
- (i) their Proposal was not responsive to the RFP and TOR or did not meet the minimum qualifying technical score;
  - (ii) provide information relating to the Consultant's overall technical score, as well as scores obtained for each criterion and sub-criterion;
  - (iii) their Financial Proposals will be returned unopened after completing the selection process and Contract signing; and
  - (iv) notify them of the date, time and location of the public opening of the Financial Proposals and invite them to attend.
- 23.2 The Client shall simultaneously notify in writing those Consultants whose Proposals were considered

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responsive to the RFP and TOR, and that have achieved the minimum qualifying technical score, advising them the following:

- (i) their Proposal was responsive to the RFP and TOR and met the minimum qualifying technical score;
- (ii) provide information relating to the Consultant's overall technical score, as well as scores obtained for each criterion and sub-criterion;
- (iii) their Financial Proposal will be opened at the public opening of Financial Proposals; and
- (iv) notify them of the date, time and location of the public opening and invite them for the opening of the Financial Proposals.

23.3 The opening date should allow the Consultants sufficient time to make arrangements for attending the opening and shall be no less than seven (7) Business Days from the date of notification of the results of the technical evaluation, described in ITC 23.1 and 23.2.

23.4 The Consultant's attendance at the opening of the Financial Proposals (in person, or online if such option is indicated in the **Data Sheet**) is optional and is at the Consultant's choice.

23.5 The Financial Proposals shall be opened publicly by the Client's evaluation committee in the presence of the representatives of the Consultants and anyone else who chooses to attend. Any interested party who wishes to attend this public opening should contact the client as indicated in the **Data Sheet**. Alternatively, a notice of the public opening of Financial Proposals may be published on the Client's website, if available. At the opening, the names of the Consultants, and the overall technical scores, including the break-down by criterion, shall be read aloud. The Financial Proposals will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded. Copies of the record shall be sent to all Consultants who submitted Proposals and to the Bank.

## 24. Correction of Errors

24.1 Activities and items described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, and no corrections are made to the Financial Proposal.

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- a. Time-Based Contracts** 24.1.1 If a Time-Based contract form is included in the RFP, the Client’s evaluation committee will (a) correct any computational or arithmetical errors, and (b) adjust the prices if they fail to reflect all inputs included for the respective activities or items included in the Technical Proposal. In case of discrepancy between (i) a partial amount (sub-total) and the total amount, or (ii) between the amount derived by multiplication of unit price with quantity and the total price, or (iii) between words and figures, the former will prevail. In case of discrepancy between the Technical and Financial Proposals in indicating quantities of input, the Technical Proposal prevails and the Client’s evaluation committee shall correct the quantification indicated in the Financial Proposal so as to make it consistent with that indicated in the Technical Proposal, apply the relevant unit price included in the Financial Proposal to the corrected quantity, and correct the total Proposal cost.
- b. Lump-Sum Contracts** 24.2 If a Lump-Sum contract form is included in the RFP, the Consultant is deemed to have included all prices in the Financial Proposal, so neither arithmetical corrections nor price adjustments shall be made. The total price, net of taxes understood as per ITC 25, specified in the Financial Proposal (Form FIN-1) shall be considered as the offered price. Where there is a discrepancy between the amount in words and the amount figures, the amount in words shall prevail.
- 25. Taxes** 25.1 The Client’s evaluation of the Consultant’s Financial Proposal shall exclude taxes and duties in the Client’s country in accordance with the instructions in the **Data Sheet**.
- 26. Conversion to Single Currency** 26.1 For the evaluation purposes, prices shall be converted to a single currency using the selling rates of exchange, source and date indicated in the **Data Sheet**.
- 27. Combined Quality and Cost Evaluation**
- a. Quality- and Cost-Based Selection (QCBS)** 27.1 In the case of QCBS, the total score is calculated by weighting the technical and financial scores and adding them as per the formula and instructions in the **Data Sheet**. The Consultant with the Most Advantageous Proposal, which is the Proposal that achieves the highest combined technical and financial scores will be invited for negotiations.

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**b. Fixed-Budget  
Selection (FBS)**

27.2 In the case of FBS, those Proposals that exceed the budget indicated in Clause 14.1.4 of the **Data Sheet** shall be rejected.

27.3 The Client will select the Consultant with the Most Advantageous Proposal, which is the highest-ranked Technical Proposal that does not exceed the budget indicated in the RFP, and invite such Consultant to negotiate the Contract.

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**c. Least-Cost Selection**

27.4 In the case of Least-Cost Selection (LCS), the Client will select the Consultant with the Most Advantageous Proposal, which is the Proposal with the lowest evaluated total price among those Proposals that achieved the minimum qualifying technical score, and invite such a Consultant to negotiate the Contract.

**D. Negotiations and Award**

**28. Negotiations**

28.1 The negotiations will be held at the date and address indicated in the **Data Sheet** with the Consultant's representative(s) who must have written power of attorney to negotiate and sign a Contract on behalf of the Consultant.

28.2 The Client shall prepare minutes of negotiations that are signed by the Client and the Consultant's authorized representative.

**a. Availability of Key Experts**

28.3 The invited Consultant shall confirm the availability of all Key Experts included in the Proposal as a pre-requisite to the negotiations, or, if applicable, a replacement in accordance with ITC 12. Failure to confirm the Key Experts' availability may result in the rejection of the Consultant's Proposal and the Client proceeding to negotiate the Contract with the next-ranked Consultant.

28.4 Notwithstanding the above, the substitution of Key Experts at the negotiations may be considered if due solely to circumstances outside the reasonable control of and not foreseeable by the Consultant, including but not limited to death or medical incapacity. In such case, the Consultant shall offer a substitute Key Expert within the period of time specified in the letter of invitation to negotiate the Contract, who shall have equivalent or better qualifications and experience than the original candidate.

**b. Technical negotiations**

28.5 The negotiations include discussions of the Terms of Reference (TORs), the proposed methodology, the Client's inputs, the special conditions of the Contract, and finalizing the "Description of Services" part of the Contract. These discussions shall not substantially alter the original scope of services under the TOR or the terms of the contract, lest the quality of the final product, its price, or the relevance of the initial evaluation be affected.

**c. Financial negotiations**

28.6 The negotiations include the clarification of the Consultant's tax liability in the Client's country and how it should be reflected in the Contract.

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28.7 If the selection method included cost as a factor in the evaluation, the total price stated in the Financial Proposal for a Lump-Sum contract shall not be negotiated.

28.8 In the case of a Time-Based contract, unit rates negotiations shall not take place, except when the offered Key Experts and Non-Key Experts' remuneration rates are much higher than the typically charged rates by consultants in similar contracts. In such case, the Client may ask for clarifications and, if the fees are very high, ask to change the rates after consultation with the Bank.

The format for (i) providing information on remuneration rates in the case of Quality Based Selection; and (ii) clarifying remuneration rates' structure under ITC 28.8 above, is provided in Appendix A to the Financial Form FIN-3: Financial Negotiations – Breakdown of Remuneration Rates.

## **29. Conclusion of Negotiations**

29.1 The negotiations are concluded with a review of the finalized draft Contract, which then shall be initialed by the Client and the Consultant's authorized representative.

29.2 If the negotiations fail, the Client shall inform the Consultant in writing of all pending issues and disagreements and provide a final opportunity to the Consultant to respond. If disagreement persists, the Client shall terminate the negotiations informing the Consultant of the reasons for doing so. After having obtained the Bank's no objection, the Client will invite the next-ranked Consultant to negotiate a Contract. Once the Client commences negotiations with the next-ranked Consultant, the Client shall not reopen the earlier negotiations.

## **30. Award of Contract**

30.1 After completing the negotiations, the Client shall obtain the Bank's no objection to the negotiated draft Contract, if applicable; sign the Contract; publish the award information as per the instructions in the **Data Sheet**; and promptly notify the other Consultants.

30.2 The Consultant is expected to commence the assignment on the date and at the location specified in the **Data Sheet**.

## **31. Procurement Related Complaint**

31.1 The procedures for making a Procurement-related Complaint are as specified in the Data Sheet

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## Instructions to Consultants

### E. Data Sheet

<b>A. General</b>	
<b>ITC Reference</b>	
<b>2.1</b>	<b>Name of the Client:</b> Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project  <b>Method of selection:</b> Quality and Cost Based Selection (QCBS) as per the Applicable Procurement Regulations (available on <a href="http://www.worldbank.org">www.worldbank.org</a> )
<b>2.2</b>	<b>Financial Proposal to be submitted together with Technical Proposal:</b> Yes <b>The name of the assignment is:</b> Selection of Consulting Services for Information, Education and Communication (IEC) activities for Urban Food Pilot.
<b>2.3</b>	<b>A pre-proposal conference will be held:</b> No  Firms are requested to send their queries on <a href="mailto:procurement.pcmu.smart@gmail.com">procurement.pcmu.smart@gmail.com</a> , <a href="mailto:pcmu.smart@gmail.com">pcmu.smart@gmail.com</a> on or before <b>27/07/2023</b> in the format provided at the end of this document E-mail: The clarifications to all queries raised by the firms will be published on project website <a href="http://www.smart-mh.org">www.smart-mh.org</a> only.
<b>2.4</b>	<b>The Client will provide the following inputs, project data, reports, etc. to facilitate the preparation of the Proposals:</b> Section 7 : Terms of Reference
<b>6.3.1</b>	<b>A list of debarred firms and individuals is available at the Bank's external website:</b> <a href="http://www.worldbank.org/debarr">www.worldbank.org/debarr</a>
<b>B. Preparation of Proposals</b>	
<b>9.1</b>	This RFP has been issued in the English language.  Proposals shall be submitted in English language.  All correspondence exchange shall be in English language.
<b>10.1</b>	<b>The Proposal shall comprise the following:</b>  <b><u>For FULL TECHNICAL PROPOSAL (FTP):</u></b>

	<p><b>1<sup>st</sup> Inner Envelope with the Technical Proposal:</b></p> <p>(1) Power of Attorney to sign the Proposal  (2) Turn over certificate issued by Chartered Accountant firm  (3) Details of number of professionals with the firm (details of each professionals with Name, Education, Work Experience in number of years')  (4) TECH-1  (5) TECH-2  (6) TECH-3  (7) TECH-4  (8) TECH-5  (9) TECH-6</p> <p>AND</p> <p><b>2<sup>nd</sup> Inner Envelope with the Financial Proposal:</b></p> <p>(1) FIN-1  (2) FIN-2  (3) FIN-3  (4) FIN-4</p>
<b>10.2</b>	Statement of Undertaking is required: No
<b>11.1</b>	Participation of Sub-consultants, Key Experts and Non-Key Experts in more than one Proposal is permissible: Yes
<b>12.1</b>	Proposals must remain valid for 120 calendar days after the proposal submission deadline (i.e., until: 16/12/2023).
<b>13.1</b>	Clarifications may be requested no later than 15 days prior to the submission deadline.  Any request for clarification must be sent in writing on <a href="mailto:procurement.pcmu.smart@gmail.com">procurement.pcmu.smart@gmail.com</a> and copy to <a href="mailto:pcmu.smart@gmail.com">pcmu.smart@gmail.com</a>
<b>13.1.1</b>	The Client will host the amendment to RFP, if any on <a href="http://www.smart-mh.org">www.smart-mh.org</a> at any time prior to the submission deadline.
<b>13.1.2</b>	The Client will host extension of submission deadline on <a href="http://www.smart-mh.org">www.smart-mh.org</a>
<b>14.1.2</b>	<b>Estimated total cost of the assignment:</b> Rs. 34.44 Lakhs with GST
<b>14.1.3</b> for time-based	<b>Not applicable</b>

contracts only	
<b>14.1.4 and 27.2</b> use for Fixed Budget method	<b>Not applicable</b>
<b>15.2</b>	The format of the Technical Proposal to be submitted is: FTP Submission of the Technical Proposal in a wrong format may lead to the Proposal being deemed non-responsive to the RFP requirements.
<b>16.1</b>	<p>(1) <i>a per diem allowance, including hotel, for experts for every day of absence from the home office for the purposes of the Services;</i></p> <p>(2) <i>cost of travel by the most appropriate means of transport and the most direct practicable route;</i></p> <p>(3) <i>cost of office accommodation, including overheads and back-stop support;</i></p> <p>(4) <i>communications costs;</i></p> <p>(5) <i>cost of purchase or rent or freight of any equipment required to be provided by the Consultants;</i></p> <p>(6) <i>cost of reports production (including printing) and delivering to the Client;</i></p> <p>(7) <i>other allowances where applicable and provisional or fixed sums (if any)]</i></p>
<b>16.2</b>	<b>A price adjustment provision applies to remuneration rates: No</b>
<b>16.3</b>	<b>Information on the Consultant's tax obligations in the Client's country should be checked with tax experts.</b>
<b>16.4</b>	<b>The Financial Proposal shall be stated in the following currencies:</b> Indian Rupees
<b>C. Submission, Opening and Evaluation</b>	
<b>17.1</b>	<b>The Consultants shall not have the option of submitting their Proposals electronically.</b>
<b>17.7 and 17.9</b>	<b>The Proposals must be submitted no later than:</b>

	<p><b>Date:</b> 18/08/2023</p> <p><b>Time:</b> 17.00 Hrs</p> <p><b>The Proposal submission address is:</b> Project Director, State of Maharashtra's Agribusiness &amp; Rural Transformation Project, SMART, MSFC Building,270, Bhamburda, Senapati Bapat Road, Pune 16</p>									
19.1	<p><b>An online option of the opening of the Technical Proposals is offered: No</b></p> <p><b>The opening shall take place at: "same as the Proposal submission address"</b></p> <p><b>Date:</b> same as the submission deadline indicated in 17.7.</p> <p>Time: 17:30 Hours</p> <p><i>In the event of the specified date of proposal opening being declared a holiday for the Client, the proposals will be opened at the appointed time and location on the next working day</i></p>									
19.2	<p><b>In addition, the following information will be read aloud at the opening of the Technical Proposals N.A.</b></p>									
21.1	<p>Consultant's technical proposal shall be evaluated in two parts.</p> <p style="text-align: center;"><b>Part-A</b></p> <p>Part A (as mentioned below) shall be the mandatory criteria that the consultants must meet. Technical Proposals of Consultants who do not meet the criteria in Part A, shall not be further evaluated and the proposal shall be rejected.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Sr. No.</th> <th style="text-align: center;">Mandatory Criteria</th> <th style="text-align: center;">Document Required</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>The firm should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008 and subsequent amendments thereto. <i>(In case of JV/Consortium, both the firms should fulfill this criteria independently)</i></td> <td>firm registration Copy</td> </tr> <tr> <td style="text-align: center;">2</td> <td>The firm should have Minimum of five (5) years' experience in media/public relations /IEC/advertisement assignments for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects. <i>(In</i></td> <td>Relevant contracts or work orders to be enclosed such as Project Description including Scope of Services, contract value, etc; Client references, Project Completion Certificates and</td> </tr> </tbody> </table>	Sr. No.	Mandatory Criteria	Document Required	1	The firm should be a company registered in India under the Companies Act, 1956 / LLP Act, 2008 and subsequent amendments thereto. <i>(In case of JV/Consortium, both the firms should fulfill this criteria independently)</i>	firm registration Copy	2	The firm should have Minimum of five (5) years' experience in media/public relations /IEC/advertisement assignments for any for any Government/ PSU /Autonomous Bodies OR externally aided Projects. <i>(In</i>	Relevant contracts or work orders to be enclosed such as Project Description including Scope of Services, contract value, etc; Client references, Project Completion Certificates and
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	<i>case of JV/Consortium, lead firm should fulfil this criteria independently)</i>	any relevant supporting document  Form: Tech 2 (B)
3	The firm should have proven experience of successfully completed at least 2 (two) IEC assignments for any Government/ PSU /Autonomous Bodies during last five years as on date of submission of EOI. <i>(In case of JV/Consortium, either firm or both the firms jointly can fulfil this criteria)</i>	Relevant contracts or work orders to be enclosed such as Project Description including Scope of Services, contract value, etc; Client references, Project Completion Certificates and any relevant supporting document  Form: Tech 2 (B)
4	The firm should have Annual Financial Turnover of minimum Rs. 1.00 crore in any one year during preceding three financial years (FY 2019-20 to FY 2021-22 OR FY 2020-21 to FY 2022-23 ). <i>(In case of JV/Consortium, lead firm should fulfil this criteria independently )</i>	Annual Financial Audited statements by a Chartered Accountant Firm of last three FY – from 2017-18, 2018-19, 2019-20 to be enclosed; Any relevant supporting document
5	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. <i>(In case of JV/Consortium, both the firms should fulfill this criteria independently)</i>	Declaration to be given.
<p><i>Note: 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.</i></p>		

**Part- B:**

Technical Proposal of Consultants, who meet the criteria in Part A, shall be evaluated further using the scoring scheme contained in Part B below.

No	Particulars	Points
(i)	<b>Specific experience of the Consultant (as a firm) relevant to the Assignment:</b>	<b>20</b>
(ii)	<b>Adequacy and quality of the proposed methodology, and work plan in responding to the Terms of Reference (TORs)</b>	
	Technical approach & Methodology	
a)	1. Specific Approach	10
	2. Activity Schedule	5
	Work Plan	
b)	1. Adequacy of Plan	5
	2. Duration and Input of staff months	5
c)	Organization & Staffing	5
	<b>Total</b>	<b>30</b>
	<i>{Notes to Consultant: the Client will assess whether the proposed methodology is clear, responds to the TORs, work plan is realistic and implementable; overall team composition is balanced and has an appropriate skills mix; and the work plan has right input of Experts}</i>	
(iii)	<b>Key Experts' qualifications and competence for the Assignment:</b>	
(a)	Position K-1: Team Lead	15
(b)	Position K-2: Food safety Expert	15
(c)	Position K-3: Content writer	10
(d)	Position K-4: Communication Expert	10
	<b>Total Points of Criteria (iii)</b>	<b>50</b>
	Notes to Consultant: each position number corresponds to the same for the Key Experts in Form TECH-6 to be prepared by the Consultant}	

	The following sub-criteria will be considered for evaluation of the above positions:
1)	General qualifications (general education, training, and experience):15%
2)	Adequacy for the Assignment (relevant education, training, experience in the sector/similar assignments):70%
3)	Relevant experience in the region (working level fluency in local language(s)/knowledge of local culture or administrative system, government organization, etc.):15%

	<b>Total</b>	<b>Points</b>
	<b>Total points for the four criteria:</b>	<b>100</b>

	The minimum technical score (St) required to pass is: <b>70 Points</b>
<b>23.4</b>	<b>An online option of the opening of the Financial Proposals is offered: No</b>
<b>23.5</b>	<p>Following the completion of the evaluation of the Technical Proposals, the Client will notify all Consultants of the location, date and time of the public opening of Financial Proposals.</p> <p>Any interested party who wishes to attend this public opening should contact Procurement Expert, SMART and request to be notified of the location, date and time of the public opening of Financial Proposals. The request should be made before the deadline for submission of Proposals, stated above.</p>
<b>25.1</b>	For the purpose of the evaluation, the Client will exclude: all local identifiable indirect taxes such as GST, or similar taxes levied on the contract's invoices; If a Contract is awarded, at Contract negotiations, all such taxes will be discussed, finalized (using the itemized list as a guidance but not limiting to it) and added to the Contract amount as a separate line, also indicating which taxes shall be paid by the Consultant and which taxes are withheld and paid by the Client on behalf of the Consultant.
<b>26.1</b>	<b>Proposals should be submitted in Indian Rupees only</b>
<b>27.1 (QCBS only)</b>	<p><b>The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.</b></p> <p><b>The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:</b></p> <p><math>Sf = 100 \times Fm / F</math>, in which "Sf" is the financial score, "Fm" is the lowest price, and "F" the price of the proposal under consideration.</p> <p><b>The weights given to the Technical (T) and Financial (P) Proposals are:</b></p> <p><b>T = 70%</b>  <b>P = 30%</b></p> <p>Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: <math>S = St \times T\% + Sf \times P\%</math>.</p>
	<b>D. Negotiations and Award</b>
<b>28.1</b>	<p><b>Expected date and address for contract negotiations:</b></p> <p><b>Date: 1<sup>st</sup> Sep 2023</b></p>

	<p><b>Address:</b> Project Implementation Unit , Pune Municipal Corporation Hon. Balasaheb Thackeray Agribusiness &amp; Rural Transformation Project, SMART, PMC Main building ,Shivaji Nagar Pune 411005</p>
30.1	<p><b>The publication of the contract award information following the completion of the contract negotiations and contract signing will be done as following:</b> Project Website</p> <p>The publication will be done within 15 days after the contract signing.</p>
30.2	<p><b>Expected date for the commencement of the Services:</b>  <b>Date:</b> 15<sup>th</sup> Sep 2023 <b>at:</b> PIU-PMC, Pune</p>
31	<p>The procedures for making a Procurement-related Complaint are detailed in the “Procurement Regulations for IPF Borrowers (Annex III).” If a Consultant wishes to make a Procurement-related Complaint, the Consultant shall submit its complaint following these procedures, In Writing (by the quickest means available, such as by email or fax), to:</p> <p><b>For the attention:</b> <i>Mr. Dnyaneshwar Bote</i></p> <p><b>Title/position:</b> <i>Additional Project Director</i></p> <p><b>Client:</b> <i>Hon. Balasaheb Thackeray Agribusiness &amp; Rural Transformation Project, SMART</i></p> <p><b>Email address:</b> <i>pcmu.smart@gmail.com</i></p> <p>A Procurement-related Complaint may challenge any <i>of</i> the following:</p> <ol style="list-style-type: none"> <li>1. the terms of this Request for Proposal;</li> <li>2. the Client’s decision to exclude a Consultant from the procurement process prior to the award of contract; and</li> <li>3. the Client’s decision to award the contract.</li> </ol>

### Section 3. Technical Proposal – Standard Forms

{Notes to Consultant shown in brackets { } throughout Section 3 provide guidance to the Consultant to prepare the Technical Proposal; they should not appear on the Proposals to be submitted.}

#### CHECKLIST OF REQUIRED FORMS

FORM	DESCRIPTION	<i>Page Limit</i>
TECH-1	Technical Proposal Submission Form.	
TECH-1 Attachment	If the Proposal is submitted by a joint venture, attach a letter of intent or a copy of an existing agreement.	
Power of Attorney	No pre-set format/form. In the case of a Joint Venture, several are required: a power of attorney for the authorized representative of each JV member, and a power of attorney for the representative of the lead member to represent all JV members	
TECH-2	Consultant’s Organization and Experience.	
TECH-2A	A. Consultant’s Organization	
TECH-2B	B. Consultant’s Experience	
TECH-3	Comments or Suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the Client.	
TECH-3A	A. On the Terms of Reference	
TECH-3B	B. On the Counterpart Staff and Facilities	
TECH-4	Description of the Approach, Methodology, and Work Plan for Performing the Assignment	
TECH-5	Work Schedule and Planning for Deliverables	
TECH-6	Team Composition, Key Experts Inputs, and attached Curriculum Vitae (CV)	

**All pages of the original Technical and Financial Proposal shall be initialed by the same authorized representative of the Consultant.**

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## FORM TECH-1

### TECHNICAL PROPOSAL SUBMISSION FORM

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{Location, Date}

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To: *[Name and address of Client]*

Dear Sirs:

We, the undersigned, offer to provide the consulting services for *[Insert title of assignment]* in accordance with your Request for Proposals dated *[Insert Date]* and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope.

{If the Consultant is a joint venture, insert the following: We are submitting our Proposal a joint venture with: {Insert a list with full name and the legal address of each member, and indicate the lead member}. We have attached a copy {insert: "of our letter of intent to form a joint venture" or, if a JV is already formed, "of the JV agreement"} signed by every participating member, which details the likely legal structure of and the confirmation of joint and severable liability of the members of the said joint venture.

{OR

If the Consultant's Proposal includes Sub-consultants, insert the following: We are submitting our Proposal with the following firms as Sub-consultants: {Insert a list with full name and address of each Sub-consultant.}

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client and/or may be sanctioned by the Bank.
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet, Clause 12.1.
- (c) We have no conflict of interest in accordance with ITC 3.
- (d) We meet the eligibility requirements as stated in ITC 6, and we confirm our understanding of our obligation to abide by the Bank's policy in regard to Fraud and Corruption as per ITC 5.

- 
- (e) We, along with any of our sub-consultants, subcontractors, suppliers, or service providers for any part of the contract, are not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by the World Bank Group or a debarment imposed by the World Bank Group in accordance with the Agreement for Mutual Enforcement of Debarment Decisions between the World Bank and other development banks. Further, we are not ineligible under the Client's country laws or official regulations or pursuant to a decision of the United Nations Security Council.
  - (f) Except as stated in the Data Sheet, Clause 12.1, we undertake to negotiate a Contract on the basis of the proposed Key Experts. We accept that the substitution of Key Experts for reasons other than those stated in ITC Clause 12 and ITC Clause 28.4 may lead to the termination of Contract negotiations.
  - (g) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date indicated in ITC 30.2 of the Data Sheet.

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

We remain,

Yours sincerely,

Signature (of Consultant's authorized representative) {In full and initials}: \_

Full name: {insert full name of authorized representative}

Title: {insert title/position of authorized representative}

Name of Consultant (company's name or JV's name):

Capacity: {insert the person's capacity to sign for the Consultant}

Address: \_\_\_\_\_{insert the authorized representative's address}

Phone/fax:{insert the authorized representative's phone and fax number, if applicable}

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

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{For a joint venture, 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}

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## FORM TECH-2

### CONSULTANT'S ORGANIZATION AND EXPERIENCE

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Form TECH-2: a brief description of the Consultant's organization and an outline of the recent experience of the Consultant that is most relevant to the assignment. In the case of a joint venture, information on similar assignments shall be provided for each partner. For each assignment, the outline should indicate the names of the Consultant's Key Experts and Sub-consultants who participated, the duration of the assignment, the contract amount (total and, if it was done in a form of a joint venture or a sub-consultancy, the amount paid to the Consultant), and the Consultant's role/involvement.

#### **A - Consultant's Organization**

1. Provide here a brief description of the background and organization of your company, and – in case of a joint venture – of each member for this assignment.
2. Include organizational chart, a list of Board of Directors, and beneficial ownership

#### **B - Consultant's Experience**

---

1. List only previous similar assignments successfully completed in the last 5 years.
2. List only those assignments for which the Consultant was legally contracted by the Client as a company or was one of the joint venture members. Assignments completed by the Consultant's individual experts working privately or through other consulting firms cannot be claimed as the relevant experience of the Consultant, or that of the Consultant's partners or sub-consultants, but can be claimed by the Experts themselves in their CVs. The Consultant should be prepared to substantiate the claimed experience by presenting copies of relevant documents and references if so requested by the Client.

<b>Duration Start Date - End Date</b>	<b>Assignment Name/ Title</b>	<b>Brief description of main deliverables /outputs</b>	<b>Name of Client &amp; Address</b>	<b>Approx. Contract value (in INR)/ Amount paid to your firm</b>	<b>Role on the Assignment</b>
{e.g., Jan.2014- Apr.2016}	{e.g., "Improvement quality of.....": designed master plan for rationalization of .....; }		{e.g., Ministry of ....., country}	{e.g., Rs. ...../}	{e.g., Lead partner in a JV A&B&C}
{e.g., Apr 2017 - May 2018}	{e.g., "Support to sub-national government.....": drafted secondary level regulations on.....}		{e.g., municipality of....., country}	{e.g., Rs. ...../}	{e.g., sole Consultant}

NOTE: PLEASE SUBMIT LETTER OF AWARD/LETTER OF ACCEPTANCE/WORK ORDER / CONTRACT DOCUMENT ETC. ALONG WITH THE COMPLETION CERTIFICATE /ANY OTHER DOCUMENT INDICATING COMPLETION OF CONTRACT /ASSIGNMENT FOR EACH ASSIGNMENT MENTIONED ABOVE

---

**FORM TECH-3**  
**COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE, COUNTERPART STAFF,**  
**AND FACILITIES TO BE PROVIDED BY THE CLIENT**

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Form TECH-3: comments and suggestions on the Terms of Reference that could improve the quality/effectiveness of the assignment; and on requirements for counterpart staff and facilities, which are provided by the Client, including: administrative support, office space, local transportation, equipment, data, etc.

**A - On the Terms of Reference**

{improvements to the Terms of Reference, if any}

**B - On Counterpart Staff and Facilities**

{comments on counterpart staff and facilities to be provided by the Client. For example, administrative support, office space, local transportation, equipment, data, background reports, etc., if any}

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## FORM TECH-4

### DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE

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Form TECH-4: a description of the approach, methodology and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Terms of Reference specify training as a specific component of the assignment.

{Suggested structure of your Technical Proposal:

- a) Technical Approach and Methodology
- b) Work Plan
- c) Organization and Staffing}

- a) **Technical Approach and Methodology.** {Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TORs), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output(s), and the degree of detail of such output. Please do not repeat/copy the TORs in here.}
- b) **Work Plan.** {Please outline the plan for the implementation of the main activities/tasks of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and tentative delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing your understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents (including reports) to be delivered as final output(s) should be included here. The work plan should be consistent with the Work Schedule Form.}
- c) **Organization and Staffing.** {Please describe the structure and composition of your team, including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff.}

**FORM TECH-5**

**WORK SCHEDULE AND PLANNING FOR DELIVERABLES**

N°	Deliverables <sup>1</sup> (D-..)	Months												
		1	2	3	4	5	6	7	8	9	....	n	TOTAL	
<b>D-1</b>	{e.g., Deliverable #1: Report A													
	1) data collection													
	2) drafting													
	3) inception report													
	4) incorporating comments													
	5) .....													
	6) delivery of final report to Client}													
<b>D-2</b>	{e.g., Deliverable #2:.....}													
<b>n</b>														

- 1 List the deliverables with the breakdown for activities required to produce them and other benchmarks such as the Client’s approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- 2 Duration of activities shall be indicated in a form of a bar chart.
3. Include a legend, if necessary, to help read the chart.



## FORM TECH-6

### TEAM COMPOSITION, ASSIGNMENT, AND KEY EXPERTS' INPUTS

N°	Name	Expert's input (in person/month) per each Deliverable (listed in TECH-5)										Total time-input (in Months)		
		Position	D-1	D-2	D-3	.....	D-...					Home	Field	Total
<b>KEY EXPERTS</b>														
K-1	{e.g., Mr. Abbbb}	[Team Leader]	[Home]	[2 month]	[1.0]	[1.0]								
			[Field]	[0.5 m]	[2.5]	[0]								
K-2														
K-3														
n														
										<b>Subtotal</b>				
<b>NON-KEY EXPERTS</b>														
N-1			[Home]											
			[Field]											
N-2														
n														
										<b>Subtotal</b>				
										<b>Total</b>				

1 For Key Experts, the input should be indicated individually for the same positions as required under the Data Sheet ITC21.1.

- 
- 2 Months are counted from the start of the assignment/mobilization. One (1) month equals twenty two (22) working (billable) days. One working (billable) day shall be not less than eight (8) working (billable) hours.
  - 3 "Home" means work in the office in the expert's country of residence. "Field" work means work carried out in the Client's country or any other country outside the expert's country of residence.

 Full time input  
 Part time input

**FORM TECH-6  
(CONTINUED)**

**CURRICULUM VITAE (CV)**

<b>Position Title and No.</b>	{e.g., K-1, TEAM LEADER}
<b>Name of Expert:</b>	{Insert full name}
<b>Date of Birth:</b>	{day/month/year}
<b>Age on proposal submission date</b>	
<b>Country of Citizenship/Residence</b>	

**Education:**

<b>Sr. No</b>	<b>Name of Diploma / Degree etc.</b>	<b>Specialisation</b>	<b>University /Institution / College</b>	<b>Passing Year</b>

**Training Attended:**

<b>Sr.No.</b>	<b>Institute</b>	<b>Details of Training</b>	<b>Period in days</b>

**Employment record relevant to the assignment:** {Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.}

<b>Period</b>	<b>Employing organization and your title/position. Contact information for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
[e.g., May 2005-present]  No of Months: .....	1. Organization: [e.g., Ministry of ....., advisor/consultant to...  2. Title / Position:  3.Contact For references: Tel...../e-mail.....; Mr. Hbbbbb, deputy minister]		

**Membership in Professional Associations and Publications:**

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**Language Skills (indicate only languages in which you can work):** \_\_\_\_\_

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**Adequacy for the Assignment:**

<b>Detailed Tasks Assigned on Consultant’s Team of Experts:</b>	<b>Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks</b>
<b>{List all deliverables/tasks as in TECH-5 in which the Expert will be involved}</b>	

**Expert’s contact information:** (e-mail ....., phone.....)

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.

{day/month/year}

---

Name of Expert

Signature

Date

{day/month/year}

---

Name of authorized

Date

Signature

Representative of the Consultant  
(the same who signs the Proposal)

---

**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

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## **Section 4. Financial Proposal - Standard Forms**

{*Notes to Consultant* shown in brackets { } provide guidance to the Consultant to prepare the Financial Proposals; they should not appear on the Financial Proposals to be submitted.}

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal according to the instructions provided in Section 2.

FIN-1      Financial Proposal Submission Form

FIN-2      Summary of Costs

FIN-3      Breakdown of Remuneration

FIN-4      Reimbursable expanses

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**FORM FIN-1**  
**FINANCIAL PROPOSAL SUBMISSION FORM**

---

{Location, Date}

To: [Name and address of Client]

---

Dear Sirs:

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal.

Our attached Financial Proposal is for the amount of {Indicate the corresponding to the amount(s) currency(ies)} {Insert amount(s) in words and figures}, [Insert "including" or "excluding"] of all indirect local taxes in accordance with ITC 25.1 in the Data Sheet. The estimated amount of local indirect taxes is {Insert currency} {Insert amount in words and figures} which shall be confirmed or adjusted, if needed, during negotiations. {Please note that all amounts shall be the same as in Form FIN-2}.

Our Financial Proposal shall be valid and remain binding upon us, subject to the modifications resulting from Contract negotiations, for the period of time specified in the Data Sheet, ITC 12.1.

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery.

Commissions and gratuities paid or to be paid by us to an agent or any third party relating to preparation or submission of this Proposal and Contract execution, paid if we are awarded the Contract, are listed below:

Name and Address of Agents	Amount and Currency	Purpose of Commission or Gratuity
_____	_____	_____

{If no payments are made or promised, add the following statement: "No commissions or gratuities have been or are to be paid by us to agents or any third party relating to this Proposal and Contract execution."}

---

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

We remain,

---

Yours sincerely,

Signature (of Consultant's authorized representative) {In full and initials}: \_

Full name: {insert full name of authorized representative}

Title: {insert title/position of authorized representative}

Name of Consultant (company's name or JV's name):

Capacity: {insert the person's capacity to sign for the Consultant}

Address: \_\_\_\_\_{insert the authorized representative's address}

Phone/fax:{insert the authorized representative's phone and fax number, if applicable}

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

{For a joint venture, either all members shall sign or only the lead member/consultant, in which case the power of attorney to sign on behalf of all members shall be attached}

**FORM FIN-2 SUMMARY OF COSTS**

<b>Item</b>	<b>Cost</b>			
	{Consultant must state the proposed Costs in accordance with Clause <b>16.4 of the Data Sheet</b> }			
	In Indian Rupees (Rs.)			
<b>Cost of the Financial Proposal</b>				
Including:				
(1) <b>Remuneration</b>				
(2) <b>Reimbursables</b>				
<b><u>Total Cost of the Financial Proposal:</u></b> {Should match the amount in Form FIN-1}				
<b>Indirect Local Tax Estimates - to be discussed and finalized at the negotiations if the Contract is awarded</b>				
<u>Total Estimate for GST:</u>				

**FORM FIN-3 BREAKDOWN OF REMUNERATION**

When used for Lump-Sum contract assignment, information to be provided in this Form shall only be used to demonstrate the basis for the calculation of the Contract's ceiling amount; to calculate applicable taxes at contract negotiations; and, if needed, to establish payments to the Consultant for possible additional services requested by the Client. This Form shall not be used as a basis for payments under Lump-Sum contracts

<b>A. Remuneration</b>					
<b>No.</b>	<b>Name</b>	<b>Position (as in TECH-6)</b>	<b>Person-month Remuneration Rate</b>	<b>Time Input in Person/Month (from TECH-6)</b>	<b>Total in Rs.</b>
<b>Key Experts</b>					
K-1			[Home]		
			[Field]		
K-2					
<b>Non-Key Experts</b>					
N-1			[Home]		
N-2			[Field]		
<b>Total Costs</b>					

---

## Sample Form

Consultant:  
Assignment:

Country:  
Date:

### Consultant's Representations Regarding Costs and Charges

We hereby confirm that:

- (a) the basic fees indicated in the attached table are taken from the firm's payroll records and reflect the current rates of the Experts listed which have not been raised other than within the normal annual pay increase policy as applied to all the Consultant's Experts;
- (b) attached are true copies of the latest pay slips of the Experts listed;
- (c) the away- from- home office allowances indicated below are those that the Consultant has agreed to pay for this assignment to the Experts listed;
- (d) the factors listed in the attached table for social charges and overhead are based on the firm's average cost experiences for the latest three years as represented by the firm's financial statements; and
- (e) said factors for overhead and social charges do not include any bonuses or other means of profit-sharing.

\_\_\_\_\_  
[Name of Consultant]

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

Name: \_\_\_\_\_

Title: \_\_\_\_\_

**Consultant's Representations Regarding Costs and Charges  
(Model Form I)**

(Expressed in {insert name of currency\*})

Personnel		1	2	3	4	5	6	7	8
Name	Position	Basic Remuneration Rate per Working Month/Day/Year	Social Charges <sup>1</sup>	Overhead <sup>1</sup>	Subtotal	Profit <sup>2</sup>	Away from Home Office Allowance	Proposed Fixed Rate per Working Month/Day/Hour	Proposed Fixed Rate per Working Month/Day/Hour <sup>1</sup>
Home Office									
Client's Country									
				_____					
				_____					

1. Expressed as percentage of 1
2. Expressed as percentage of 4

**FORM FIN-4 BREAKDOWN OF REIMBURSABLE EXPENSES**

When used for Lump-Sum contract assignment, information to be provided in this Form shall only be used to demonstrate the basis for calculation of the Contract ceiling amount, to calculate applicable taxes at contract negotiations and, if needed, to establish payments to the Consultant for possible additional services requested by the Client. This form shall not be used as a basis for payments under Lump-Sum contracts

<b>B. Reimbursable Expenses</b>					
<b>N°</b>	<b>Type of Reimbursable Expenses</b>	<b>Unit</b>	<b>Unit Cost</b>	<b>Quantity</b>	<b>{Local Currency- as in FIN-2}</b>
___	{e.g., Per diem allowances**}	{Day}			
___	{e.g., International flights}	{Ticket}			
___	{e.g., In/out airport transportation}	{Trip}			
	{e.g., Communication costs between Insert place and Insert place}				
	{ e.g., reproduction of reports}				
	{e.g., Office rent}				
	.....				
	{Training of the Client's personnel - if required in TOR}				
Total Costs					

**Legend:**

“Per diem allowance” is paid for each night the expert is required by the Contract to be away from his/her usual place of residence. Client can set up a ceiling.

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## **Section 5. Eligible Countries**

**In reference to ITC 6.3.2,** for the information of Consultants, at the present time firms, goods and services from the following countries are excluded from this selection:

Under the ITC 6.3.2 (a): None

Under the ITC 6.3.2 (b): None

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## Section 6. Fraud and Corruption

(This Section 6, Fraud and Corruption shall not be modified)

### 1. Purpose

1.1 The Bank's Anti-Corruption Guidelines and this annex apply with respect to procurement under Bank Investment Project Financing operations.

### 2. Requirements

2.1 The Bank requires that Borrowers (including beneficiaries of Bank financing); bidders (applicants/proposers), consultants, contractors and suppliers; any sub-contractors, sub-consultants, service providers or suppliers; any agents (whether declared or not); and any of their personnel, observe the highest standard of ethics during the procurement process, selection and contract execution of Bank-financed contracts, and refrain from Fraud and Corruption.

2.2 To this end, the Bank:

- a. Defines, for the purposes of this provision, the terms set forth below as follows:
  - i. "corrupt practice" is the offering, giving, receiving, or soliciting, directly or indirectly, of anything of value to influence improperly the actions of another party;
  - ii. "fraudulent practice" is any act or omission, including misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain financial or other benefit or to avoid an obligation;
  - iii. "collusive practice" is an arrangement between two or more parties designed to achieve an improper purpose, including to influence improperly the actions of another party;
  - iv. "coercive practice" is impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
  - v. "obstructive practice" is:
    - (a) deliberately destroying, falsifying, altering, or concealing of evidence material to the investigation or making false statements to investigators in order to materially impede a Bank investigation into allegations of a corrupt, fraudulent, coercive, or collusive practice; and/or threatening, harassing, or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation; or

- 
- (b) acts intended to materially impede the exercise of the Bank's inspection and audit rights provided for under paragraph 2.2 e. below.
- b. Rejects a proposal for award if the Bank determines that the firm or individual recommended for award, any of its personnel, or its agents, or its sub-consultants, sub-contractors, service providers, suppliers and/ or their employees, has, directly or indirectly, engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices in competing for the contract in question;
- c. In addition to the legal remedies set out in the relevant Legal Agreement, may take other appropriate actions, including declaring misprocurement, if the Bank determines at any time that representatives of the Borrower or of a recipient of any part of the proceeds of the loan engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices during the procurement process, selection and/or execution of the contract in question, without the Borrower having taken timely and appropriate action satisfactory to the Bank to address such practices when they occur, including by failing to inform the Bank in a timely manner at the time they knew of the practices;
- d. Pursuant to the Bank's Anti- Corruption Guidelines and in accordance with the Bank's prevailing sanctions policies and procedures, may sanction a firm or individual, either indefinitely or for a stated period of time, including by publicly declaring such firm or individual ineligible (i) to be awarded or otherwise benefit from a Bank-financed contract, financially or in any other manner;<sup>1</sup> (ii) to be a nominated<sup>2</sup> sub-contractor, consultant, manufacturer or supplier, or service provider of an otherwise eligible firm being awarded a Bank-financed contract; and (iii) to receive the proceeds of any loan made by the Bank or otherwise to participate further in the preparation or implementation of any Bank-financed project;
- e. Requires that a clause be included in bidding/request for proposals documents and in contracts financed by a Bank loan, requiring (i) bidders (applicants/proposers), consultants, contractors, and suppliers, and their sub-contractors, sub-consultants, service providers, suppliers, agents personnel, permit the Bank to inspect<sup>3</sup> all accounts, records and other documents relating to

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<sup>1</sup> For the avoidance of doubt, a sanctioned party's ineligibility to be awarded a contract shall include, without limitation, (i) applying for pre-qualification, expressing interest in a consultancy, and bidding, either directly or as a nominated sub-contractor, nominated consultant, nominated manufacturer or supplier, or nominated service provider, in respect of such contract, and (ii) entering into an addendum or amendment introducing a material modification to any existing contract.

<sup>2</sup> A nominated sub-contractor, nominated consultant, nominated manufacturer or supplier, or nominated service provider (different names are used depending on the particular bidding document) is one which has been: (i) included by the bidder in its pre-qualification application or bid because it brings specific and critical experience and know-how that allow the bidder to meet the qualification requirements for the particular bid; or (ii) appointed by the Borrower.

<sup>3</sup> Inspections in this context usually are investigative (i.e., forensic) in nature. They involve fact-finding activities undertaken by the Bank or persons appointed by the Bank to address specific matters related to investigations/audits, such as evaluating the veracity of an allegation of possible Fraud and Corruption, through the appropriate mechanisms. Such activity includes but is not limited to: accessing and examining a firm's or individual's financial records and information, and making copies thereof as relevant; accessing and examining any other documents, data and information (whether in hard copy or electronic format) deemed relevant for the investigation/audit, and making copies thereof as relevant; interviewing staff and other relevant individuals; performing physical inspections and site visits; and obtaining third party verification of information.

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the procurement process, selection and/or contract execution, and to have them audited by auditors appointed by the Bank.

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## Section 7. Terms of Reference

### 1. Agriculture Transformation in Maharashtra:

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 producers and exporter of fruits, vegetables, pulses, cotton and soybean. 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 markets of 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.

### 2. SMART Project - Background

The State is implementing 'Hon. Balasaheb Thackrey Agribusiness and Rural Transformation' 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.

### **3.1 Project Interventions**

The project is expected to benefit approximately 1200 Community based Organizations (CBOs) {CBOs consists of Farmer Producer Organizations (FPOs), 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) and partnerships between CBOs and private entities, MSMEs, Start-ups, etc.

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.

**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 more effectively 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.

**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 (BDS) to support enterprise growth in the agribusiness sector. This component also supports investments in complementary innovative activities, market intervention to promote production of homogenous and clean Cotton lint and a marketing platform for cotton bales with traceability, creation of infrastructure for agricultural exports, livestock interventions for goat and backyard poultry, capacity building support for farmers, business development support for enterprises along value chains, access to finance for farmer producer companies and a pilot program on urban food systems

**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.

### **3.2 Financial Arrangement**

This project is proposed to be implemented in the state over the next 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).

### **3.3 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.

#### **4. Background of the Assignment**

More than 40 per cent of the population in Maharashtra is residing in urban areas. Often called as “nutrition transition”, the shift in the urban diet patterns are toward increased consumption of the animal-sourced food, fats and oil, sugar and more processed foods. With a shift towards obesogenic food consumption cities are facing challenges of double burden namely that of “un-balanced diet” and “overweight” population. Additionally, addressing the issues such as food safety, traceability and availability of nutritious food has become a major challenge.

Pune city is a signatory to Milan urban food policy pact, and has been working on the agenda of making Pune Nutritionally Smart City. Given the complexity and multiple dimensions of the issue, PMC wants to adopt a multi-pronged approach for improving the existing food system. The SMART project would support this endeavor with following components bringing synergies with other SMART project partners namely the Department of Agriculture, Department of Animal Husbandry and Maharashtra State Agriculture Marketing Board.

##### **4.1 Urban Food Pilot project:**

The objectives of the urban food pilot is to build safe food systems for the city of Pune; to improve nutritional status of Pune citizens by 3As (Awareness, Access, and Availability of nutritious & safe food); and forging strong urban rural linkages for creating sustainable food systems.

This assignment is to implement one of the interventions under this pilot, which is to inspire behavior change by increased awareness about “Safe and Nutritious Food” among the consumers, institutional buyers, and food system actors, etc.

##### **4.2 Objectives of the assignment:**

The objective of the assignment is to develop Information Education and Communication (IEC) strategy for the Pune city, which includes undertaking the following:

4. Identify key issues and gaps in building a safe and nutritious food system for Pune city
5. Develop communication material and delivery mechanism for the behavior change campaign
6. Conduct training and capacity building of key stakeholders and citizen engagement activities to implement and manage IEC strategy implementation

## 5. Scope of Services:

The broad scope of work includes –

- i) **Develop IEC strategy for the Urban Food Systems:** A comprehensive IEC strategy should be prepared addressing key issues in making ‘safe and nutritious food’ accessible and affordable to the city of Pune and making key stakeholders aware of their role and responsibilities towards the said objective
  
- ii) **Identify key issues and gaps in building a Safe and Nutritious food system for Pune city.**
  - a. Map key stakeholders: Map stakeholders, such as consumers, institutional buyers, street vendors, restaurateurs, producers (FPOs), and other food system actors involved in the urban food systems of the city, for their roles and responsibilities; (*include key stakeholders such as Food and Drug Association (FDA), PMC Health department, Indian Hotel & Restaurant Association (AHAR), etc.*)
  - b. Secondary analysis through existing reports (done by PMC) and other institutes on urban food systems to map stakeholders and to identify the key issues and gaps in the existing food systems. Conduct additional stakeholder analysis, as the need be
  
- iii) **Develop the communication tools and the delivery mechanism:**
  - a. **Conduct Communication Needs Assessment:** to understand the training needs of the potential target beneficiaries and assess the means and content of communication that influences adoption of good practices. The key stakeholders are expected to have different backgrounds – rural, urban, department oriented, business oriented – and the needs assessment should provide guidance towards building appropriate IEC strategy and communication tools, customized for the stakeholders.
  
  - b. **Develop communication tools and training material/modules:**

- i. Develop key messages to inform and educate the key stakeholders, including citizens and producers, on important areas of 'safe and nutritious food', including but not limited to – sourcing right food (MRL - pesticide residues, etc.), nutrition, health & hygiene, cooking techniques, garbage disposal, service delivery, and others.
      - ii. Undertake pre-testing of the communication messages and toolsets across all targeted stakeholders to assess the efficacy of the messages and toolsets, and wherever required refine/adapt the message content to finalize the messages and their methods of delivery
      - iii. Based on results of (ii) above, create communication materials and instruments (info cards, scripts, TV/radio spots, leaflets, posters, etc.) customized for the medium to be used and for the stakeholders.
      - iv. Develop modules for training of stakeholders and training plan for the identified stakeholders. The communication tools should be updated/modified periodically as agreed with PMC.
- c. **Roll out of the IEC strategy:**
  - i. Prepare a calendar of events for dissemination of the communication and training – as per the IEG strategy.
  - ii. Disseminate the communication via appropriate mediums, in consultation with the PIU-PMC.
  - iii. Finalize the workshops/seminars/trainings and conduct training of the trainers and keys stakeholders (including consumers, vendors, etc.). A pool of trainers to be trained by service provider, will be identified by the PMC from key departments and academic institutions. Similarly, number of trainings to be conducted, by the service providers, for the primary stakeholders will be decided in consultation with PMC
  - iv. Identify and document good practices, develop opinion piece to promote knowledge exchange and design and host on PMC website.

- d. **Citizen Engagement:** Develop and execute effective citizen engagement activities in the form of focus group discussion, consultations, trainings, workshops, etc. for consumer behaviour change of the targeted audience. The PMC and identified pool of trainers will participate in the citizen engagement exercise for capacity building.
- e. **Monitoring and Reporting:** Develop reporting formats and feedback mechanism to monitor the quality and effectiveness of IEC campaign, in line with output of the assignment. Submit quarterly and annual progress reports on activities completed, ongoing, planned to include capacity building workshops/trainings, etc. as per the reporting mechanism. An analysis of media coverage will be part of the monthly monitoring report, tracking all media for coverage of their outreach efforts. This system should inform about the effectiveness of the IEG strategy and areas of improvement for future campaigns

**Note:**

**The cultural, religion, language sensitivities, gender issues etc. need to be considered while designing, pre-testing and roll-out of communication tools.**

**Designs, scripts, storyboard should be original and not be copied or duplicated from any other sources. Music/ background score should be original and not tracks that are pre-recorded/ downloaded/ loop.**

**6. Data, services, and facilities to be provided by the client (PIU-PMC):**

1. Authorized letters as needed, for conducting workshops in Pune city jurisdiction.
2. Previous studies undertaken for PMC on the 'Urban Food Systems' agenda.
3. PIU, PMC shall be responsible for production of the IEC material (printing, posters, brochures, etc.) and procurement of media slots (TV, Radio, podcasts) as per the recommended IEC strategy.
4. PIU Cell setup in PMC will work in close collaboration with the service provider and assist them as and when required for interdepartmental coordination and getting necessary approvals. PMC will appoint a Nodal officer for taking account of all work done and supervise the progress.

5. **PMC will make the material available within 2 weeks from the finalization of IEC material by service provider. PMC will also ensure that the venue for training/workshop/citizen engagement are booked as per the calendar of events agreed with the service provider**
6. *(Cost of training activities not to be included by service provider in the cost of the assignment, expenditure for the training activities will be borne by PMC separately. Service Provider shall quote cost towards involvement of their manpower in providing support services for organizing and conducting the workshops and training activities including other cost for their own team members/trainers)*

## 7. Deliverables

The assignment will be for the period of **12 months** and has following deliverables:

1. **Submission of Inception Report:** The service provider will prepare and submit the Inception Report proposing a detailed approach and methodology for completing the assignment, including but not limited to primary and secondary research, resource mobilisation, team composition and their roles, timelines, and quality control of the output. The methodology should mention the number of respondents to be captured during various stages of the assignment.
2. **Submission of draft IEC Strategy** including pre-testing of appropriate messages, tools, and materials as per the IEC Strategy and draft IEC materials.
3. **IEC material:** Draft of Communication tools and training modules, including calendar of events for workshops/trainings.
4. **Reporting Mechanism and Citizen Engagement plan**
5. **Submission of final IEC strategy incorporating comments received.**
6. **Submission of monthly progress reports** on roll-out of the IEC strategy, trainings/workshops, feedback, citizen engagement, and capacity building activities (of trainers/depts) as per the ToR.

All key submissions will be reviewed by PMC (in consultation with PCMU). The submissions will be either approved or commented on by PMC (PCMU, other stakeholders- as applicable) within two weeks from the submission. In case of latter – the SP should incorporate the suggestions and submit the final reports within two weeks.

### 8. Activity and Payment Schedule:

The duration of the assignment is 12 months (around 52 weeks) and the expected timeline for deliverables is given in below table. The total financial quote of the consultant will be divided based on the equated monthly payment schedule. The service provider will be paid upon submission and approval of the deliverables falling in that respective month and upon submission and approval of the monthly progress report.

Sr. No.	Deliverables	From signing of contract
1	Submission of the Inception Report	2 weeks
2	Submission of the IEC Strategy	6 weeks
3	Submission of the IEC material (communication tools, pre-tested messages etc)	8 weeks
4	Approval of the IEC strategy revised as per the comments of the PMC (PCMU and other stakeholders)	10 weeks
5	Submission of Reporting formats on IEC activities	14 weeks
6	Roll out of the IEC strategy as per the agreed plan with PMC <i>(Should ideally be initiated once IEC strategy is approved – to be decided at inception stage)</i>	14 weeks onwards
7	Submission of monthly progress reports	15 weeks onward
8	Submission of 6 monthly reports	6 monthly
9	Submission of final report (stakeholder mapping, IEC strategy and action plan, capacity building plan, IEC material, evaluation report and key findings)	12 months

### 9. Professional Staff to be engaged by service provider (SP)

The SP is required to engage the services of appropriately qualified person/s. Following key professionals should be on the team for this assignment.

No	Designation	Minimum Qualifications and responsibility	Estimated Person months
1	Team Lead	Post-graduate degree/ diploma in journalism/ communication or Social scientist/ expert in behavior change with 5 years of work experience as team leader in preparing and implementing strategic and social communications campaigns that hinge on behavioral and attitudinal change; familiarity with environment issues; strong and demonstrated media handling capacity.	6
2	Food safety expert	A degree in Food Technology or Dairy Technology or Agricultural Science or Veterinary Sciences from a recognized University with 5 years of work experience. Has completed training as specified by the Food Authority in a recognized institute or institution approved for the purpose. Must be food safety specialist approved by government agency as inspector and worked with a food industry helping to promote full compliance with food safety regulations.	10
3	Content writer	Graduate with 3 years of work experience. Expertise in content design and preparation, public engagement, communication, and graphic design expert, Proficient in delivering and implementing communication and behavior change strategies.	6
4	Communication Expert	Post-graduate degree/ diploma in journalism/ communication, public relations, or another related field with 3 years of work experience. Strong interpersonal, organizational, problem-solving and communication skills; knowledge of Adobe Photoshop, web design software, and social media applications.	12

#### 10. Procedure for review of Service Providers Progress & Reports:

PIU, PMC will have supervisory and advisory role in review. A Review Committee will be constituted for review of the deliverables. The review along with progress of assignment will

include review of key staff to ensure envisaged staff is in place consistently and their services are utilized for quality outputs of the assignment. Such review of staff will be conducted periodically – at project and at service provider’s office.

### **11. Composition of Review Committee to Monitor Service Providers Work:**

The service provider is expected to work under the guidance of the PIU-PMC. A “Review Committee” will supervise the implementation of the deliverables. The Review Committee will be chaired by Manager PIU and will have concerned officials from SMART Team. The review committee will review the progress of the performance of the SP every quarter where the SP team would make a presentation of the progress, constraints, and way forward. In these meetings, the strategy would be agreed to address the constraints and the SP team would have to work as per the agreed strategy. The constitution of the Review Committee is given in below table:

<b>Sr. No.</b>	<b>Designation</b>	<b>Particulars</b>
1	Deputy Municipal Commissioner (Encroachment) & Nodal Officer, PIU PMC	Chairman
2	Disaster Management Officer, PMC	Member Sec.
3	Chief Veterinary Officer, PMC	Member
4	Technical Officer / Market Analyst, PCMU	Member
5	Agriculture Technical Officer, SMART PIU PMC	Member

### **13. Other Roles and Responsibilities of Service Provider:**

The SP will work under the guidance of designated officers in project & the Project Director, SMART. The Roles and Responsibilities of SP shall also include the following:

- i) **Intellectual Property Rights (IPR):** The IEC content, training need assessment reports, training modules and manuals, training reports created in due course of implementation shall be intellectual property of the Project.

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## Annexure-I

## Activities for the Urban Food Pilot Project, PIU PMC

Activities	Descriptions
<p><b>Sensitization and Behavioral change workshop</b></p>	<p><b>Identifying key nutrition issues and analyzing determinants of eating behavior.</b></p> <p><b>Selecting target groups.</b> The target group, based on the priority issue to be addressed, may be classified according to primary, secondary, and tertiary target groups. For e.g., the primary target groups of nutrition education in most cases are women, because they tend to make the decisions when it comes to food, nutrition, and health concerns of the family.</p> <p><b>Establishing existing levels of nutrition knowledge, attitudes, and practices.</b> Nutrition messages addressed to the target groups are concerned with eliciting specific behavior changes in <b>what they know</b> (knowledge of nutrition and health, food beliefs and superstitions, taboos and misconceptions); <b>what they feel</b> (attitudes, values, and preferences for certain foods and food preparation and child-feeding practices); and <b>what they do</b> (food habits, food preparation practices, customs and traditions, child-feeding practices, cropping system, etc.)</p> <p><b>Media and materials</b> should ensure that target groups receive the message and act on it positively. For example, a poster may carry a motivational message, such as "Mother's milk is best" or "Use iodized salt".</p>
<p><b>Training program for Service providers which include: Street vendors, hoteliers, slaughterhouse staff, Butchers &amp; Meat Traders, FPOs,</b></p>	<ul style="list-style-type: none"> <li>• The consultant shall develop <b>Industry-based training model</b> (supply-side stimulation), and raises awareness about the value of skills development among the trainees and industry (demand-side stimulation).</li> <li>• <b>Some of the important areas being covered under the training include Health &amp; Personal Hygiene, Cleanliness, Basic Service techniques, Cooking Techniques, Garbage Disposal, Etiquette and basic manners, basic nutrition values, Communication skills, Behavior Skills, First Aid, Client Handling &amp; Behavior Skills etc.</b></li> </ul>

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Activities	Descriptions
<b>Mid-Day Meal workers.</b>	<ul style="list-style-type: none"><li>• <b>Mass media campaigns</b> are defined as planned, large scale, multimedia efforts to communicate a single concept idea to a target population(s) in a prescribed amount of time: Use all available channels of media. Communicate a single well-focused message.</li></ul>

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**Annexure-II**  
**Illustrative List of IEC outreach activities**

This project proposed different outreach activities like use of mass media, road shows, national and state level investor meets, participation in national and international exhibitions, etc. Project will need content for such outreach activities, which is expected to be prepared by IEC Consultant.

Activities	Descriptions
<b>Informational films</b>	One long (10-min) film and five short (3-min) films; include out-door shooting with HD camera, good content and voice over (01 Master DVDs and soft copies)
<b>Radio Jingle</b>	One short jingle of maximum 30 sec.
<b>Brochures/ flyers/ flash cards</b>	<b>01- four-page brochure</b> on SMART- Urban Food Pilot project aesthetically designed with graphics, photos and text. <b>04- one-page flyers and/or flash cards</b> on SMART- Urban Food Pilot project aesthetically designed with graphics, photos and text. (Soft copy with sample hard copies)
<b>Outreach toolkit</b>	Print-ready design and artwork, audio-visual adapted for display on mobiles/mobile app, flip chart explaining Project implementation process and thematic areas, banner for display, Printed caps, Notepads and pens as giveaways. (Designed samples) <ol style="list-style-type: none"> <li>1. Adaptation to hoarding layout in different sizes</li> <li>2. Adaptation to wall-painting layout in horizontal format</li> <li>3. Adaptation of display board/posters</li> </ol> <ul style="list-style-type: none"> <li>• Signages for committee/Ward office, Public buildings, school and nursery, Public places e.g. parks, garden, vegetable markets etc., for buses, taxis and auto-rickshaws</li> </ul>
<b>Website</b>	Based on the assessment, an action plan and content for pages and topics
<b>Social media</b>	Provide an action plan for enhancing visibility of the project and for highlighting Project progress and impacts across various platforms, along with developing content and managing the social media accounts in Twitter, Instagram, and Facebook for the duration from the launch of the social media campaign. (For period of two years)

## **PART II**

### **Section 8. Conditions of Contract and Contract Forms**

## CONTRACT FOR CONSULTING SERVICES

### CONTRACT No. *[insert]*

THIS CONTRACT (“Contract”) is entered into this *[insert starting date of assignment]*, by and between *[insert Client’s name]* (“the Client”) having its principal place of business at *[insert Client’s address]*, and *[insert Consultant’s name]* (“the Consultant”) having its principal office located at *[insert Consultant’s address<sup>1</sup>]*.

WHEREAS, the Client has received financing from the World Bank which is being used for this contract (and accordingly the relevant provisions of Bank’s Procurement Regulations and Anti-Corruption Guidelines shall be applicable to this Contract), and the Client wishes to have the Consultant perform the services hereinafter referred to, and

WHEREAS, the Consultant is willing to perform these services,

NOW THEREFORE THE PARTIES hereby agree as follows:

- 1. Services**
  - (i) The Consultant shall perform the services specified in Annex A, “Terms of Reference and Scope of Services,” which is made an integral part of this Contract (“the Services”).
  - (ii) The Consultant shall provide the personnel listed in Annex B, “Consultant’s Personnel,” to perform the Services.
  - (iii) The Consultant shall submit to the Client the reports in the form and within the time periods specified in Annex C, “Consultant’s Reporting Obligations.”
- 2. Term**

The Consultant shall perform the Services during the period commencing *[insert starting date]* and continuing through *[insert completion date]*, or any other period as may be subsequently agreed by the parties in writing.
- 3. Payment**
  - A. Ceiling

For Services rendered pursuant to Annex A, the Client shall pay the Consultant an amount not to exceed *[insert amount]*. This amount has been established based on the understanding that it includes all of the Consultant’s costs and profits as well as any tax obligation that may be imposed on the Consultant.

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<sup>1</sup> Avoid use of “P.O. Box” address

## B. Schedule of Payments

The schedule of payments is specified below:

<b>Sr. No.</b>	<b>Deliverables</b>	<b>From signing of contract</b>	<b>Payment % of total contract amount</b>
1	Submission of the Inception Report	2 weeks	10%
2	Submission of the IEC Strategy	6 weeks	10%
3	Submission of the IEC material (communication tools, pre-tested messages etc)	8 weeks	
4	Approval of the IEC strategy revised as per the comments of the PMC (PCMU and other stakeholders)	10 weeks	15%
5	Submission of Reporting formats on IEC activities	14 weeks	
6	Roll out of the IEC strategy as per the agreed plan with PMC <i>(Should ideally be initiated once IEC strategy is approved – to be decided at inception stage)</i>	14 weeks onwards	15%
7	Submission of monthly progress reports	15 weeks onward	
8	Submission of 6 monthly reports	6 monthly	20%
9	Submission of final report (stakeholder mapping, IEC strategy and action plan, capacity building plan, IEC material, evaluation report and key findings)	12 months	30%

## C. Payment Conditions

Payment shall be made in INR, no later than 30 days following submission by the Consultant of invoices in duplicate to the Coordinator designated in paragraph 4.

Payments shall be made to Consultant's bank account *[insert banking details. If payment by bank wire is not possible, prior Bank approval to apply cash payments option shall be obtained]*

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- 4. Project Administration**
- A. Coordinator.
- The Client designates Mr./Ms. *[insert name and job title]* as Client's Coordinator; the Coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for the payment.
- B. Reports.
- The reports listed in Annex C, "Consultant's Reporting Obligations," shall be submitted in the course of the assignment, and will constitute the basis for the payments to be made under paragraph 3.
- 5. Performance Standards**
- The Consultant undertakes to perform the Services with the highest standards of professional and ethical competence and integrity. The Consultant shall promptly replace any employees assigned under this Contract that the Client considers unsatisfactory.
- 6. Inspections and Auditing**
- The Consultant shall permit, and shall cause its Sub-Consultants to permit, the Bank and/or persons or auditors appointed by the Bank to inspect and/or audit its accounts and records and other documents relating to the submission of the Proposal to provide the Services and performance of the Contract. Any failure to comply with this obligation may constitute a prohibited practice subject to contract termination and/or the imposition of sanctions by the Bank (including without limitations determination of ineligibility) in accordance with prevailing Bank's sanctions procedures.
- 7. Confidentiality**
- The Consultants shall not, during the term of this Contract and within two years after its expiration, disclose any proprietary or confidential information relating to the Services, this Contract or the Client's business or operations without the prior written consent of the Client.
- 8. Ownership of Material**
- Any studies reports or other material, graphic, software or otherwise, prepared by the Consultant for the Client under the Contract shall belong to and remain the property of the Client. The Consultant may retain a copy of such documents and software<sup>2</sup>.
- 9. Consultant Not to be Engaged in**
- The Consultant agrees that, during the term of this Contract and after its termination, the Consultants and any entity affiliated with the Consultant, shall be disqualified from providing goods, works or

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<sup>2</sup> Restrictions about the future use of these documents and software, if any, shall be specified at the end of paragraph 8.

<b>Certain Activities</b>	services (other than consulting services that would not give rise to a conflict of interest) resulting from or closely related to the Consulting Services for the preparation or implementation of the Project
<b>10. Insurance</b>	The Consultant will be responsible for taking out any appropriate insurance coverage.
<b>11. Assignment</b>	The Consultant shall not assign this Contract or sub-contract any portion of it without the Client's prior written consent.
<b>12. Law Governing Contract and Language</b>	The Contract shall be governed by the laws of India , and the language of the Contract shall be <i>English</i>
<b>13. Dispute Resolution<sup>3</sup></b>	Any dispute arising out of the Contract, which cannot be amicably settled between the parties, shall be referred to adjudication/arbitration in accordance with the laws of the Client's country.
<b>14. Termination</b>	<p>The Client may terminate this Contract with at least ten (10) working days prior written notice to the Consultant after the occurrence of any of the events specified in paragraphs (a) through (d) of this Clause:</p> <p>(a) If the Consultant does not remedy a failure in the performance of its obligations under the Contract within seven (7) working days after being notified, or within any further period as the Client may have subsequently approved in writing;</p> <p>(b) If the Consultant becomes insolvent or bankrupt;</p> <p>(c) If the Consultant, in the judgment of the Client or the Bank, has engaged in corrupt, fraudulent, collusive, coercive, or obstructive practices (as defined in the prevailing Bank's sanctions procedures) in competing for or in performing the Contract.</p>

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<sup>3</sup> In case of a Contract entered into with a foreign Consultant, the following provision may be substituted for paragraph 13: "Any dispute, controversy or claim arising out of or relating to this Contract or the breach, termination or invalidity thereof, shall be settled by arbitration in accordance with the UNCITRAL Arbitration Rules as at present in force."

(d) If the Client, in its sole discretion and for any reason whatsoever, decides to terminate this Contract.

FOR THE CLIENT

FOR THE CONSULTANT

Signed by \_\_\_\_\_

Signed by \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

**LIST OF ANNEXES**

Annex A: Terms of Reference and Scope of Services

Annex B: Consultant's Personnel and corresponding unit rates

Annex C: Consultant's Reporting Obligations

## FORMAT FOR SUBMISSION OF QUERIES (on firm's letter head)

To,

Project Director

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project  
MSFC Building, 270 Bhamburda, Senapati Bapat Marg,  
Opposite Symbiosis College, Gokhale nagar,  
Pune - 411016,  
Maharashtra, India.

Ref: RFP for selection of Consulting Services for Information, Education and Communication (IEC) activities for Urban Food Pilot

Sir,

We have gone through the RFP document and have following queries

Sr. No.	RFP Reference clause no and page no	Content of RFP requiring Clarification(s)	Points for Clarification

Name:

Designation

Signature

Office seal