

**World Bank financed
Assam Agribusiness & Rural Transformation Project (APART)**

Assam Rural Infrastructure and Agricultural Services (ARIAS) Society
(An Autonomous Body of the Government of Assam)

**REQUEST FOR EXPRESSION OF INTEREST (REOI) for
Hiring of Consulting Agency for Inputs of new design and value addition in Eri Silk Handloom &
Participation/Organization of Trade Fair and Buyer Seller Meet (BSM) under the Bodoland Eri Mission
(BEM) of APART in BTR**

REOI No. ARIAS-13015/2/2022-APART-ARIAS(Part 1)

Dated Guwahati the 5 February, 2024

- 1.** The Government of Assam (GoA) through the Government of India has received a loan of US\$ 200 million from the World Bank (WB) for implementation of the Assam Agribusiness and Rural Transformation Project (APART). The development objective of APART is “to add value and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam”. APART activities are grouped into three major components: **(i)** Component A: Enabling Agri Enterprise Development ; **(ii)** Component B: Facilitating Agro Cluster Development ; **(iii)** Component C: Fostering Market-led Production and Resilience Enhancement. Activities under these components would have potential for negative environmental impacts. To comply with the environmental safeguard requirement a baseline environmental status of project site has to be established before activity initiates in the field. It will be done through primary monitoring and surveys for relevant parameters and secondary data collection. The ARIAS Society now intends to apply a portion of the loan for a hiring reputed consulting agency for “Bodoland Eri Mission (BEM) of APART in BTR”. Further details may be seen in the draft Terms of Reference (TOR) for the assignment available at <http://www.arias.in/procurements.html>.
- 2.** During 2023-24 ARIASS has extended APART to Bodoland Territorial Region (BTR) in Assam which is targeted in the districts viz. Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri. This project will adopt market led capacity building to improve the livelihood of the people involved in the end to end interventions Eri silk value chain in the cluster.
- 3. Objective of Engaging the Consultancy Agency:** To provide service for capacity building & training in designing, dyeing, product development & diversification; Creating marketing linkages, building pipeline of orders for FIGs and facilitating participation in marketing events; Shall be responsible for providing technical advisory support and coordinate for smooth execution of the assignment; New Design Inputs, Market- led product development as per the current trends, value addition and conduction of Trade Fair and BSM and finally to create a sustainable market of Eri Silk Product by working with 800 beneficiaries in Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri districts of Bodoland Territorial Region
- 4. The short-listing criteria include:** The consulting agency should -
 - Have been in business for at least during the last **05** years (i.e. 2018-19, 2019-20, 2020-21, 2021-22 & 2022-23);
 - Have an average annual turnover/audited financial statement of **Rs.3 crore** in the last **03** years i.e.; 2020-21, 2021-22 & 2022-23
 - Have proven experience of having completed similar assignments (**minimum 3 Nos**) in the last **05** years (as defined above).
- 5. The lists of documents to be submitted along with EOI are (Expression of Interest shall be within total 60 pages):**
 - i. Name, address, e-mail, telephone, ownership and organizational structure of the consulting agency along with documents to demonstrate that the institute/organization is in the business at least during the last **05** years;
 - ii. Certificate from the statutory auditors/Chartered Accountant stating the annual turnover/ audited financial statement during the last **03** financial years (as defined above).
 - iii. Details of Similar Assignments undertaken in the last **05** years (as defined above) accompanied by documents to demonstrate that the consulting agency indeed has successfully completed the assignments;

- iv. CV's of Key Professional must be submitted along with the EOI.
6. The Consultant would be selected in accordance with the 'Consultant's Qualifications Based Selection (CQS)' method stipulated in the World Bank's Procurement Regulations for IPF Borrowers: Procurement of Goods, Works, Non-Consulting and Consulting Services, July 2016 (as updated)', available at www.worldbank.org. Attention of the interested Consultants is drawn to paragraph 3.14-3.17 of the said regulations relating to Conflict of Interest.
 7. Consulting agencies may associate with other institute/organization in the form of a Joint Venture (JV) or a Sub-Consultancy (with joint or several liabilities) to enhance their technical qualifications, however this should be stated clearly in the Expression of Interest (EOI).
 8. Interested Consultancy Firms/ Agencies must deliver their EOIs in **English** language to the address given below on or before **4:00 pm** of **21 February 2024** in **hard copy as well as a soft copy**. Further information can be obtained at the address given below from 11.00 am to 04.00 pm (IST) on all working days.

**The State Project Director, ARIAS Society, Agriculture complex, Khanapara, G.S. Road, Guwahati-781022
(Assam) Tel: 0361-2332004; website: www.arias.in; email: spd@arias.in**

Terms of Reference

For Hiring of Consulting Agency for Inputs of new design and value addition in Eri Silk Handloom & Participation/Organization of Trade Fair and Buyer Seller Meet (BSM) under the Bodoland Eri Mission (BEM) of APART in BTR.

A. BACKGROUND:

- i. The Government of Assam (GoA) through Government of India (GoI) has received a loan of US\$ 200 million from the World Bank for the Assam Agribusiness and Rural Transformation Project (APART). ARIAS Society being the Project Co- ordination Unit (PCU) is the apex coordinating and monitoring agency for APART. The project has notified eight Core Project Implementation Units (CPIUs) in the participating Administrative Departments and 15 Operational Project Implementation Units (OPIUs) in the participating Commissionerate /Directorates/Agencies for its smooth implementation.
- ii. The Project Development Objective of APART is to “add value and improve resilience of selected agrivalue chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam”.
- iii. There are four components of the project: **The first component is Enabling Agri-Enterprise Development**, with subcomponents being (i) Enhancing state capacity to attract private investments, (ii) Setting up Enterprise Development and Promotion Facility (EDPF) (iii) Agribusiness Investment Fund Support (iv) Establishing Stewardship Councils. **The second component is Facilitating Agro Cluster Development** with sub-components being- (i) Support for establishment of cluster level Industry Associations (IAs), (ii) Supply Chain Support: rehabilitation of access roads, warehouse & warehouse receipts development, upgradation & modernization of agricultural wholesale markets. **The third component is Fostering Market-led Production and Resilience Enhancement** with subcomponents being (i) promoting climate resilient technologies and their adoption (ii) Facilitating market linkages through market intelligence & product aggregation (iii) Facilitating access to and responsible use of financial services. **The fourth component is Project Management, Monitoring and Learning** with sub components being (i) Institutional Strengthening, ICT (ii) Project Management, MIS and M&E.
- iv. During 2023-24 ARIASS has extended APART to Bodoland Territorial Region (BTR) in Assam which is targeted in the districts viz. Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri. This project will adopt market led capacity building to improve the livelihood of the people involved in the end to end interventions Eri silk value chain in the cluster.
- v. APART has to support, value addition in the production and post-harvest segments of selected Eri culture value-chains; facilitating Eri Silk business investments through inclusive business models that provide opportunities to small holder farmers as well as stimulate the establishment of new small and medium Eri silk business enterprises; and support resilience of Eri cultural production systems in order to better manage increasing production and commercial risks associated with climate change and marketing of Eri silk produce, in the targeted districts of BTR. The project is adopting a cluster based strategy within the targeted districts to generate economies of scale; promote vertical and horizontal links between local Silk enterprises; enable diffusion of innovations; leverage network externalities; and channel public support for services and infrastructure. By adopting a cluster approach, the project aims to enable all the value chain participants to develop competitive and innovative products that will meet market demands rapidly and successfully.

B. KEY PROJECT INDICATORS

- i. The Key Project Indicators (KPIs) are:
 - Farmers reached with agricultural assets or services (number) of which female (percentage);
- ii. Value add measured by:

- Increase in price premium of commodities sold by beneficiaries in the Eri Silk value chains;
 - Share of Eri silk commodities sold through new marketing channels.
- iii. Resilience measured by:
- Farmers adopting improved Eri cultural technology (gender disaggregated).
- iv. The **seed to raw silk** part of the value chain will target about **3200** producers and the **raw silk to fabric** part will target about **800** weavers. The major interventions planned are:(a)organizing producers into FIGs,(b) matching grants to these producers in the FIGs for infrastructure such as plantation, Silk worm rearing housesand weaver for improved looms, (c) technical assistance for improved skill in weaving, dyeing and design development, (d) facilitating technology up gradation and access to finance for value chain stake holders and (e)up grading existing marketing outlets, developing market channels and launching branding campaigns.
- v. To achieve the PDO, the project will adopt cluster (production and enterprise) and value chain approach. The Silk Value Chain is one the commodity value chain under the Bodoland Eri Mission (BEM) considering Eri Silk. This value chain will be implemented under the PCU, APART, ARIASS in coordination with Directorate of Sericulture, BTC, BTR and through Kokrajhar district ATMA (Agricultural Technology Management Agency) in Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri.
- vi. PCU, APART, ARIASS in coordination with Directorate of Sericulture, BTC, BTR has intended to hire a consultancy agency (hereinafter is referred to as '**Consultant**') to take up the services of capacity building & training in designing, dyeing, product development & diversification, Inputs of new design and value addition in Silk Handloom & Participation/Organization of Trade Fair and Buyer Seller Meet (BSM) under the Bodoland Eri Mission of APART in BTR.

C. OBJECTIVE OF ENGAGING THE CONSULTANCY AGENCY:

- i. To provide service for capacity building & training in designing, dyeing, product development & diversification.
- ii. Creating marketing linkages, building pipeline of orders for FIGs andfacilitating participation in marketing events.
- iii. Shall be responsible for providing technical advisory support and coordinate for smooth execution of the assignment
- iv. New Design Inputs, Market- led productdevelopment as per the current trends, value addition and conduction of Trade Fair and BSM and finally tocreate a sustainable market of Eri Silk Product by working with **800** beneficiaries in Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri districts of Bodoland Territorial Region.

D. EXPECTED OUTCOME OF THE ASSIGNMENT TO BE IMPLEMENTED BY THE CONSULTANCY AGENCY:

- Scoping study, skill mapping and strategizing an intervention plan based on the villages in the districts targeted under BEM and submission of report, analysis along with the suggestion and proposed implementation plan for design development, up gradation anddiversification for existing product and creation of new designs along with forecast.
 - **Capacity building and Skill development training in** designing, natural dyeing, weaving, product development & diversification.
- Inputs of new design and value addition in Eri Silk Handloom**
- Preparation of Market Intelligence Report of existing market demand with Roadmap for the assignment.
 - Development of samples/designs as per the prepared Road map.
 - Establishment of market linkages with exporters, buyers, retail chains, etc. for marketing and order generation including E-Commerce.
 - Production and execution plan.
 - Assist and operation of a CATD studio with latest software and equipments provider and smooth function of the studio in CSC in project districts.
 - Setting up of a design bank (online and offline).

- Support to FIGs in accounts maintaining, aggregation & business activities.
- Digital presence for marketing the products.
- **Facilitation of Trade Fair and Buyer Seller Meet (BSM):**
 - Participation of Project beneficiaries and stake holders in Trade Fairs and Buyer Seller Meet in State, National and International level.
 - Participation of Project beneficiaries and stake holders in various Events, Fairs and exhibitions.

E. SCOPE OF THE ASSIGNMENT & TASKS TO BE CARRIED OUT BY THE CONSULTANT:

- 800 beneficiaries are selected and approved in the DLCC s Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri in the BTR for post cocoon activities like skill development in dyeing, designing, weaving, production & selling of the finished products in the targeted markets.
- The consultant to submit a timely report along with the deliverables. Release of payment will be subject to approval of reports and deliverables.
- Market led Capacity building & training in designing, natural dyeing, weaving, product development & diversification by engaging designers & master weavers. The beneficiaries in the FIGs have to be mobilized to work together and extend technical & advisory support for market led activities.
- Inputs of market led new design and value addition in partnerships with leading design institutions, but not limited to such as NIFT, NID, IICD, as well as prominent designers to develop prototypes of new designs, transformation of samples to marketable products, in order to address key market verticals. Also to create Supply Chain optimization, development of E-Commerce linkages and any other Promotional activities required to fulfill the demand of State, National and international Market.
- Evaluation of existing Eri Silk product in the five districts of BTR (Kokrajhar, Chirang, Baksa, Tamulpur and Udalguri) along with existing design, motif, color, raw material, skills, technology, production capacity and market demand.
- Preparation of Portfolios or implementation proposal for design development, up gradation and diversification for existing product and creation of new designs along with forecast.
- To support the design input through CATD, operation of a CATD studio, preparation of new designs and overall functioning of CATD service.
- Setting up of Design Bank by collecting various traditional, modern and contemporary designs in both online and offline mode.
- **Product Development**
 - The Consultant shall (a) increase the range of products and develop fresh, innovative and marketable designs that are attractive to urban consumers and create opportunities to establish new B2B and B2C linkages (b) improve the quality of existing product portfolio.
 - To develop a range of marketable Prototypes based on the demand of domestic and international market using new materials, value added surface embellishments and product diversification.
 - Prototypes of yardage, fabrics developed during the design intervention to be placed in swatch catalog along with the cost and capacity and time of delivery.

- **Production**

The Agency will train the FIGs in key business activities i.e .purchasing raw material, collecting raw material from traders, receiving orders, costing /pricing, carrying out production and marketing the finished product.

Based on orders from the market (that the Consultant will actively generate), or the Consultant's assessment of potential demand, the Consultant will facilitate production by FIGs. The Consultant will provide incubation support and techno-managerial services in the entire production chain including raising resources from the market, avail loan for production etc. in developing a basic business plan and financial projections.

The purchase of yarn, production of fabrics/products and sale has to be entered in an ERP software.

- **Marketing**

Developing market linkages for FIGs is a central activity in this Assignment. All other activities that are part of the project scope must be carried out with the market in mind.

Design and Preparation of Publicity materials like Brochure, Design labels for the various products, Product catalogue etc. and various activities.

Creation of market channels with exporters, buyers, retail chains, etc. and generation of orders includes extensive digital marketing of the products.

Develop marketing linkages with outlets / emporia and buyers.

Actively generate orders from the market for products of target FIGs in project district.

The Agency is expected to hire professional agencies for e marketing on their own cost.

The role of the Consultant for participation in fairs / exhibitions shall be facilitative in nature and shall involve activities such as (a) Identifying the fair, exhibition or other marketing event the FIGs will participate in (b) Liaise with the organizers in booking suitable space (c) Set up stalls and make suitable accommodation and transportation arrangements for the participants, and, (d) Provide guidance and advisory support to participating Weavers/Beneficiaries in the FIGs.

Worth of Rs. 5.0 lakhs to 10 lakhs/FIG confirmed business order worth will be expected to be generated during the intervention in various formats (B2B, B2C, Order booking, exhibitions, retail etc) by the consulting agency.

- **Participation/Organisation of Trade Fair and Buyer Seller Meet (BSM):**

The cost of booking the space, travel and accommodation of the participants/Weavers, cost of setting up the stall, freight of goods etc. shall be reimbursed/provided to the consultant as per actuals within the project provision. However, the consultant will seek prior approval of OPIU,H&T in respect of the rates/scope and entity to be engaged for such work before proceeding for these activities.

- **Advisory Support:**

The Agency will train the FIGs in key business activities i.e. purchasing raw material, collecting raw material from traders, receiving orders, costing/pricing, carrying out production and marketing the finished product and support the beneficiaries in preparation of production and execution plan as per the order received.

Based on orders from the market (that the Consultant will actively generate), or the Consultant's assessment of potential demand, the Consultant will facilitate production by FIGs and will provide incubation support and techno-managerial services in the entire production chain including as well as develop a basic business plan with financial projections and also assist in raising resources from the market, avail loan products etc.

Besides the activities listed above, the Agency will provide key advisory support to the client to facilitate project interventions. This will include proactive guidance in areas such as:

Establishment of Common Facility Centers(CFCs),Mobilization and institution building activities, Exposure visits.

Any other areas that can significantly contribute to the effectiveness of the project.

The other tasks include the following:

- a) Identifying bottle necks and suggest corrective actions, if needed;
- b) Documenting success stories;
- c) Present during the meetings of the Project Guidance Council, the Governing Body and the State Project Coordination Committee of ARIAS Society; and
- d) Assist the PCU/DOS, BTR in reporting to the World Bank on the project status.

F. TASKS TO BE CARRIED OUT BY THE CONSULTANT

The Consultant will submit the following reports/ documents to the Client (i.e. the State Project Director, ARIAS Society & DOS, BTR, BTC) during the assignment period, both in soft and in hard copies. The soft copies shall also include all the data compilation sheets, analysis done by the consultants etc. A final E-copy of the report should be submitted to the Client. All the reports and documents shall be in English language and in mutually agreed formats. Further, all reports shall be in draft form for discussion with the State Project Director before finalization as indicated below:

Task No	Task/Deliverables	Description	Timeline(from the date of Agreement signing)	% of Payment to be released
1	Inception report	Resource mobilization and submission of report and approval thereof by the client	Within 1 month from start of the project	5%
2	Capacity building & training	Training in designing, natural dyeing, weaving, product development & diversification	On going through out the project period	15%
3	Design concepts and development plan along with the portfolios.	Submission of report and approved thereof by the client	Within 2 month from start of the project	
4	Prototype development Marketing linkage, production and execution plan	Submission of reports of new prototypes along with market linkages and production plan, publicity material	Within 6 months from start of the project	15%
5	Product development / Production	Develop range of products as per the design concepts developed.		
6	Confirmed order Worth Rs. 5 lakhs to 10 lakhs/FIG	Generation of orders for FIGs	Within 7 months from start of the project	15%
7	Manufacturer and delivery support to the FIG's against confirmed order	Manufacturing support to FIGs and achieve the delivery of minimum 60% against the order generation	Within 7 months from start of the project	
10	Participation of FIGs in trade fair & Expo's minimum 10 in National level	Participation in Trade Fair and Expo's	Within 8 months from start of the project	15%
11	Participation of FIGs in minimum 9 BSM throughout the country expedite	Participation in BSM	Within 8 months from start of the project	
12	Manufacturing and delivery support to the FIGs against confirmed order	Manufacturing support to FIGs and achieve the delivery of minimum 60% against the order generation	Within 11 months from start of the project	15%

13	Exit strategy	Creation of model Sustainability plan (Market & Production) and implementation thereafter.	Within 12 months from start of the project	
14	Final report	Submission of final report on Design Inputs	Within 12 months from start of the project	20%

G. KEY PROFESSIONALS and Non Key:

The consultant should engage following personnels for the work as per the activities year wise. The presence of the key personnels is mandatory for the entire period of consultancy. The availability of the non-key personnels can be based on the requirement of the work. An indicative list of professionals and non-key professional along with the qualifications is described below. The consultant may engage support staff, if required as per the proposed approach and methodology.

	Qualifications and Experiences	No	Roles and responsibilities	Total Man Month	% of time input
Team Leader/ Head Consultant KEY PROFESSIONAL L-1	Masters in Design or Business Management from IIT, IIM, NIFT, NID and similar reputed institutions. Must have at least 10 years of relevant work experience. Should have experience of strategic design management, conducting survey / assessment/Design Consultation/Implementation of project. Preferably earlier experience of working in similar project in the field of Handloom sector and have rich knowledge on design supported by relevant qualification.	1	Responsible for the entire assignment and is the focal contact person Conceptualizing the approach and methodology.	8	30%
Marketing/ Business Development Specialist KEY PROFESSIONAL L-2	MBA from reputed recognized institute and have at least 5 years of total work experience preferably majority in entrepreneurial experience. Should have experience of conducting survey/ studies/ assessment/Design Consultation/ Implementation of project.	1	Responsible for creating strategy & business model for creating the brand, promoting and Marketing the product. He/ She would also be responsible for designing the 'go to market strategy' with new design model. Responsible for conceptualization of strategy for optimized supply chain for cost effective and on time delivery of raw material & finished product. Responsible for designing strategy for connecting local to international markets	6	50%
Lead Designer KEY PROFESSIONAL L-3	Masters/Bachelor's Degree in Design/Textile designing from reputed institute like NID, NIFT, IIT or similar institutions. Should have experience at least 8-10 years in the field of Textile, Handloom product designing.	1	Provide Design inputs and product development in Handloom Product Designing and product Development. Should be engaged for the entire assignment period.	12	100%

Merchandiser KEY PROFESSIONAL-4	Degree in Merchandising / Business Administration or equivalent from reputed institute. Having experience of Minimum 5years as Merchandiser in reputed company. Experience of working in Silk sector is preferable.	1	Responsible for marketing of the Handloom product. Establishing linkage with Handloom House.	6	50%
Assistant Designer/Design Coordinator Non KEY PROFESSIONAL	Degree/Three years Diploma in Textile Designing/ or Handloom Technology from reputed recognized institute. Should have at least 1years of working experience for Degree and 3years for Diploma holders Preferably in Handloom designing sector.	5	Provide Design inputs and product development in Home-furnishing & fabrics & other products etc. To coordinate between Lead Designer, Master Weavers and weavers. Should remain present in the project districts.	30	100%
Master Weaver Non KEY PROFESSIONAL	Master weaver in Handloom sector with minimum 8years of Experience in Handloom Production, weaving with jacquard/Dobby and drawboy, practical knowledge of Handloom and jacquard installation, Harnessing, card cutting, lacing etc.	5	Work closely with the designer and weavers for proto typing and is responsible to solve technical problem of handloom installation, production etc.	30	100%

CONSULTANCY PERIOD:

The consultant's services shall commence with effect from the date of signing of the contract agreement. The assignment will be for a period of **twelve (12) months**. Duration may be extended by the Client with mutual agreement of the parties till the end of the project.

H. SERVICES AND FACILITIES TO BE PROVIDED BY THE DIRECTORATE:

Necessary coordination & cooperation from PCU, APART, ARIASS and Directorate of Sericulture, BTC, BTR and relevant officers/officials from the 5 project districts will be ensured. Access to available information, data, documents, etc. as deemed necessary to carry out the assignment. The consultant will have to arrange for all other facilities / services required to carry out the assigned work and they should take a note of this in submitting the financial proposal.

I. CONTACT POINTS OF THE CONSULTANT: Sitting facility for full time Key professional may be provided by the Directorate of Sericulture, BTC, BTR, Kokrajhar and communicate with the SPD, PCU, APART ARIASS and the Directorate of Sericulture, BTC, BTR, Kokrajhar and project districts.

J. REVIEW MECHANISM:

The Consultant will report to the PCU, APART, ARIASS and Directorate of Sericulture, BTC, BTR. A committee may be formed at Directorate of Sericulture, BTC, BTR for reviewing the reports submitted by the Consultancy agency/service provider. The reports and services will be reviewed by the committee at Directorate of Sericulture, BTC, BTR and Director Sericulture would chair the review meetings and he/she may also invite other subject experts as required for the review meeting. The agency would also be required to make a presentation to the Committee after submission of each report at mutually agreed dates as required. The observations of the Committee would have to be addressed within the given time.
