

**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)
Project Coordination Unit (PCU)

REQUEST FOR PROPOSAL (RFP)

For Hiring Consulting Services for

“Inputs of new design and value addition in Handloom & Participation/Organisation of Trade Fair and Buyer Seller Meet (BSM)”

RFP No. ARIAS/APART/830/2019/89

Dated Guwahati the 18th December, 2021

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 APART. The APART's objective is to “add value and improve resilience of selected agriculture value chains focusing on smallholder farmers and agro-entrepreneurs in the targeted districts of Assam”. Directorate of Handloom & Textiles intend to hire consultancy services for: **Inputs of New Design and Value addition in Handloom & Participation/Organisation of Trade Fair and Buyer Seller Meet (BSM) under APART.**
2. APART activities are grouped into four major components: (i) Component A: Support to Agri Enterprise Development (ii) Component B: Facilitate Agro Cluster Development (iii) Component C: Market-led Production and Resilience Enhancement (iv) Component D: Project Management, Monitoring and Learning.
3. Briefly the scope of the assignment would cover-

Objective of the Assignment:

The purpose of hiring consultation service is to provide service for 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 and Muga Silk Product. The purpose of hiring consultant is to support the FIG/FPC's in various activities such as skill upgradation, design / product development, creating marketing linkages, building pipeline of orders for FIG/FPC's and facilitating participation in marketing events. The consultancy agency shall be responsible for providing technical advisory support and also will have to closely coordinate for smooth execution of the assignment.

- I. **Inputs of new design and value addition:** For Inputs of Design and value addition, partnerships with leading design institutions, but not limited to such as NIFT, NID, IICD, as well as prominent designers in order to develop prototypes of new designs, transformation of samples to marketable products, to create market leads for various markets. 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.
- II. **Organisation of Trade Fair and Buyer Seller Meet (BSM):** To create backward and forward linkages, tie up with existing and new market players of Handloom Products Trade fair and BSM will be organized/participate in State, National and International level.
4. The State Project Director (SPD), ARIAS Society on behalf of Directorate of Handloom & Textile (H&T) now invites eligible consultancy firms/ agencies to submit their Request for proposals (RFPs) for **“Inputs of New Design and Value Addition in Handloom & Participation/Organisation of Trade Fair and Buyer Seller Meet (BSM)”**. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as indicated in the RFP for the proposed assignment, which may be seen at the website of ARIAS Society viz (<http://www.arias.in/procurements.html>).
5. The consultant will be selected in accordance with the World Bank's “Procurement Regulations for IPF Borrowers; Procurement of Goods, Works, Non-Consulting & Consulting Services, July 2016”, available at www.worldbank.org. Attention of the interested agencies is drawn to paragraph 3.14 of the said Regulations relating to the Conflict of Interest. Consultants may associate with other firms in the form of a joint venture (JV) or a sub-consultancy to enhance their qualifications. However, nature of association i.e. whether JV or Sub-Consultant, must be clearly mentioned in the Proposals.
6. Interested Consultancy Firms/ Agencies must submit their RFPs in written form in **English** language to the address given below on or before **2.00 pm of 20th January, 2022 in hard copy as well as a soft copy**. Further information can be obtained at the address of the SPD 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: 0361-2332125; website: www.arias.in; email: spd@arias.in