

ARIAS SOCIETY
Assam Rural Infrastructure and Agricultural Services Society (ARIASS)
(An Autonomous Body under Govt. of Assam)
Project Coordination Unit (PCU), World Bank financed Assam Agribusiness & Rural Transformation Project (APART)

No. ARIASS/APART/172/2017/10

Dated Guwahati the 18th January, 2017

REQUEST FOR EXPRESSION OF INTEREST (REOI)
For hiring an agency to set up and manage a Market Intelligence Cell (MIC)
in Assam State Agricultural Marketing Board (ASAMB) under APART

1. The Government of Assam (GoA) through the Government of India (Gol) has applied for a loan of US\$ 200 million from the World Bank (WB) for implementation of the Assam Agribusiness & Rural Transformation Project (APART) which is likely to start implementation from April 2017. The objective of APART is to increase value added and improve resilience of selected agriculture value chains, focusing on smallholder farmers and agro-entrepreneurs in the targeted districts of Assam. The ARIAS Society now intends to apply a portion of the loan for **hiring an "agency to set up and manage a Market Intelligence Cell (MIC) in Assam State Agricultural Marketing Board (ASAMB)"**.
2. The key indicators of the project would be (1) Farmers reached with agricultural assets or services (number) of which female (%) (2) Increase in quality as measured by price premium of commodities sold by beneficiaries in the selected value chains (%) (3) Share of agricultural commodities sold through new marketing channels (%) and (4) Farmers adopting improved agricultural technology (number).
3. APART activities are grouped into three 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. Market Intelligence Cell (MIC) would be set up as a part of Component-C.
4. Implementation of the project activities would be through the line Departments of the Govt. of Assam such as (i) Agriculture, (ii) Public Works Roads, (iii) Industries & Commerce, (iv) Cooperation, (v) Panchayat & Rural Development, (vi) Fisheries, (vii) Sericulture, Handloom & Textiles and (viii) Animal Husbandry and Veterinary. The Project Coordination Unit (PCU) of the ARIAS Society would act as the nodal coordinating & monitoring agency of the project and would also provide technical support to the implementing departments in a few areas.
5. Briefly the scope of the Consultancy assignment would cover- (a) *Improving the understanding of the supply and the demand of the products of the targeted value chains* (b) *Connecting the demand and the supply*.
6. The State Project Director (SPD), ARIAS Society now invites eligible consultancy firms/ agencies to submit their Expression of Interest (EOI) for **"set up and manage a Market Intelligence Cell (MIC) in Assam State Agricultural Marketing Board (ASAMB)"**. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as indicated in the Draft Terms of Reference (TOR) for the proposed assignment, which may be seen at the website of ARIAS Society viz. (www.arias.in/notification).
7. **The list of documents to be submitted along with EOI are** (*Expression of Interest shall not be more than total 60 pages*):
 - a) Name, complete address, fax number, e-mail address along with a note on the Ownership and organizational structure & core business area;
 - b) Document (s) to demonstrate that the firm is in the business for the last five (5) years;
 - c) Details of at least **3** similar assignments executed in the last 5 years (2011-12, 2012-13, 2013-14, 2014-15 & 2015-16) to support the short-listing criteria accompanied by completion or acceptance certificate(s), including experience, if any, of having worked with public sector agencies in India/ projects funded by International Multilateral/ Bilateral agencies;
 - d) Certificate from the statutory auditors/ Chartered Accountant certifying the total turnover during each of the last **3** financial years (i.e. 2013-14, 2014-15 & 2015-16);
 - e) In-house available expertise with domain knowledge and experience in similar assignments.
2. **The short-listing criteria include:** The firm/ agency should
 - a. be in business for at least last five (5) years;
 - b. have Average Annual Financial Turnover of minimum **Rs.3.0 crore** in the last **3** financial years (2013-14, 2014-15 & 2015-16);
 - c. have proven experience of successfully completed at least 3 similar assignments in last 5 years (2011-12, 2012-13, 2013-14, 2014-15 & 2015-16);
 - d. have of a multidisciplinary in-house technical team and expert staff available with them
8. The consultant will be selected in accordance with the Quality & Cost Based Selection (QCBS) method set out in 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 firms/ 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 Expression of Interest.
9. Interested Consultancy Firms/ Agencies must deliver their EOIs in written form in English language to the address given below on or before **13th February'2017** 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, Project Coordination Unit, Agricultural Complex, Khanapara, Guwahati-781022, Assam.
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