

**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)**  
**Hiring of Consulting Services for**  
**“Implementing Services for Financial Education and Counselling under the Assam Agribusiness and Rural Transformation Project (APART)”**

No. ARIAS/APART/540/2018/252-A

Dated Guwahati the 27<sup>th</sup> September, 2021

1. The Government of Assam (GoA) through Government of India (GoI) has received a Loan from the World Bank for implementation of Assam Agribusiness and Rural Transformation Project (APART). The Project Development Objective (PDO) is to “add value and improve resilience of selected agriculture value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam.” The project will achieve the PDO by: (i) promoting investments in agri-enterprises, reducing the business and transaction costs, facilitating access to finance for agribusiness entrepreneurs, and, where appropriate, push for process, regulatory and/or policy change; (ii) supporting the development of a modern agri supply chain; improved information communication technologies (ICT) based farm information and intelligence services, and alternative marketing channels; and (iii) improving producers’ access to knowledge, technologies and infrastructure so that they are better able to respond to market opportunities and climate variability.
2. Under the proposed assignment, ARIAS Society now seeks to hire a firm or a consortium of firms to design and implement an ICT based FEC solution. The solution is expected to have a Financial Education (FE) component and a Financial Counselling (FC) component. The FE component is expected to be structured as a self-paced e-learning modules that the target beneficiaries can complete following an initial orientation and guidance and some follow-on support. The FC component is expected to be structured as an interactive program, where farmers who have completed the e-learning modules can receive financial advice tailored to their needs.
3. The State Project Director (SPD), ARIAS Society now invites eligible consultancy firms/ agencies to submit their Request for proposals (RFPs) for Hiring of consulting Services for **“Implementing Services for Financial Education and Counselling under the Assam Agribusiness and Rural Transformation Project (APART)”**. 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>).
4. 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](http://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 Proposal.
5. 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 17<sup>th</sup> November, 2021** 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.

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| <b>The State Project Director, ARIAS Society, Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam) Tel: 0361-2332125; website: <a href="http://www.arias.in">www.arias.in</a>; email: <a href="mailto:spd@arias.in">spd@arias.in</a></b> |
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