# SELECTION OF CONSULTANTS REQUEST FOR PROPOSALS

**Selection of Consulting Services for:**

**Preparation of Detailed Project report (DPR) for Establishment of Centre of Excellence (COE) in Horticulture.**

## Client:

**Agriculture Skill Council of**

**India**

6th Floor, GNG Tower, Plot No-10, Sector -44, Gurgaon Haryana-122004, India

Phone No: 0124-4814659

Website – www.asci-india.com

Issued on: 15.12.21

**Letter of Invitation**

RFP…………………………………………………………………………………………

1. Agriculture Skill Council of India (ASCI) has proposed to set up a Centre of excellence (CoE) in Horticulture sector. ASCI (Client) has planned to develop CoE for providing technical support and boost efficiency of the rural & unemployed youth of the country.

2. The Client now invites proposals to provide the following consulting services (hereinafter called “Services”): for Preparation of DPR for Establishment of CoE in Horticulture. More details on the Services are provided in the Terms of Reference.

3. This Request for Proposals (RFP) is open for all firms that possess the requisite qualifications and experience.

4. A firm will be selected under Best Technical Proposal and Requisite Competencies and would be required to submit a Full Technical Proposal in a format as described in this RFP.

The RFP includes

Section 1 – About ASCI

Section 2 – Terms of Reference

Section 3 – CoE in Horticulture

Section 4 – Scope of Work

Section 5- Evaluation Criteria

Section 6 – Consultant Expertise

Section 7 – General Information

Yours sincerely,

Dr. Satender Arya,

Chief Executive Officer,

Agriculture Skill Council of India

Gurgaon

1. **About the Organization - ASCI**

Agriculture Skill Council of India (ASCI). Sector Skill Council in Agriculture is working under the aegis of Ministry of Skill Development & Entrepreneurship (MSDE) for skilling and capacity building of farmers, wage workers, self-employed agribusiness professional, extension workers etc. engaged in organized and unorganized segments of Agriculture & Allied sectors.

ASCI is actively working with different stakeholders in agriculture ecosystem for their capacity building and skill upgradation. Our key activities are Development on National Occupational Standards (NOS) and Labor Market Information System (LMIS), curriculum development, training of trainers and assessors, setting global best practices. In a short span of five years, we have facilitated NSQF aligned trainings and we have conducted around 3.5 lacs short term and about 6 lac Recognition of Prior Learning trainings (RPL trainings).

Indian agriculture is gradually evolving, changing its focus from subsistence agriculture to a profit-making enterprise wherein horticulture plays a crucial role as profit making, aids in value addition. The rapidly changing demand for more trained manpower for operation, management and maintenance which requires an institutional structure to support the rapidly evolving need for the industry, especially the skilling of human resources to effectively manage technological advances across the area within the sector to support the changing system. Considering the need ASCI has envisioned to setup a center of Excellence for Horticulture which shall help in overcoming the skill demand -supply mismatch.

1. **Terms of Reference**

**Selection of Consultant for Preparation of DPR for Establishment of Centre of excellence for Horticulture.**

**Background**

The growth of the Horticulture sector is impeded by some of the characteristics of Indian agriculture, such as lack of awareness, unaffordability of Horticulture, and the practicing of subsistence agriculture. Horticultural practice and its promotion is crucial for employment and commercialization of agriculture as it provides raw material to various food processing industries and higher farm profitability due to higher production and export earnings from foreign exchange. By 2022, the size of the horticulture market is estimated to occupy a larger revenue by growing at a CAGR of 9%. Which means a lot has to be explored in the sector in terms of growth and development.

India is considered as one of the top countries in respect to agriculture production and Indian Horticulture sector contributes about 33% to the agriculture Gross Value Added (GVA) making very significant contribution to the Indian economy.

Main challenges which is being faced in Horticulture sector is -

1. Diversification in agriculture with different soil and climatic zones, requiring different soil & climatic zones.
2. Inadequate availability of planting materials
3. Lack of market facility, limited resources, and poor post-harvest management.
4. Lack of skills and trained manpower for operating and management of technology-based equipment’s in horticulture sector.

Though the country has been witnessing considerable progress in horticulture sector, but it remains uneven. India has witnessed increase in horticulture production over the last few years. Significant progress has been made in area expansion resulting in higher production. Over the last decade, the area under horticulture grew by 2.6% per annum and annual production increased by 4.8%.

The rapidly increase adoption of horticulture crops by Indian farmers and importance of better varieties of horticultural crops with nutritional value has created demand for more trained manpower for operation, management and maintenance which requires an institutional structure to support the rapidly evolving need for the industry, especially the skilling of human resources to effectively manage technological advances across the area within the sector to support the changing system. A holistic effort is required to bring all stakeholders under one roof, to help farmers in increasing their productivity & profitability. There is a need to develop a skill development unit with the intent to overcome demand-supply mismatch, to have a continuous supply of skilled workforce in the ecosystem which is why ASCI has envisioned to develop CoE in the sector of horticulture.

1. **Centre of Excellence (CoE) in Horticulture Sector**

India's economy needs a steady supply of highly skilled workers to boost productivity and sustain their growth, one way to do this is by establishing a centre of excellence, which can help and drive targeted improvements. Centre of excellence is an entity that shall provide best practice, research, support, and training in the field of horticulture.

In -India horticulture sector has become one of the major drivers of growth as it is more remunerative than the agricultural sector (food grains mainly). But, agriculture in India is dominated by small & marginal farmers who generally practice sustenance farming and inherit smaller land holding with weaker economic status which render them the single ownership of better technology, machinery and equipment’s which is why in addition to skilling special attention shall be provided in fostering rural entrepreneurship through setting up of “Horticulture Service Centre” so that small and marginal farmers can reap benefits from it.

**3.1) Objective of Centre of Excellence (CoE) in Horticulture.**

The overall objective of this is to set-up a support system in horticulture which entails the development of all the identified stakeholders, build capacities to increase employability. Specific objectives are mentioned below

**Skill & Capacity Building**

* Conduct skill training in identified job roles in the sector
* Conduct training for Master Trainers
* Conduct trainers training for skill development.

**Knowledge Management**

* Curriculum development
* Preparation of Teaching and learning aid
* Confederation and Partnership

**Research related activities**

* Analysis of market
* Analysis of Industry trends
* Policy advocacy and research papers.

**3.2) Functions of Centre of Excellence (CoE) in Horticulture.**

CoE will be an autonomous individual body which should be self-sufficient, commercially viable and be sustainable in long run. CoE would facilitate and promote skill training on horticulture and strengthen linkages with private sector and different stakeholders in the region while this would even increase participation of all individuals engaged with farming and allied activities, especially youth. CoE would be involved in development of curriculum, Training of Master Trainer’s and Trainer’s, conducting short & long courses on various farm equipment’s.

The core functions of CoE are enlisted as follows

* To conduct high-quality training in horticulture, with a particular focus on emerging technologies.
* To develop an association between academia and industry for the benefit of the skill development sector.
* To conduct research and development in the field of horticulture.
* To upgrade the centre’s technical capacity.
* To support & create innovative proposals in terms of functions and facilities.
* To establish a sound new institutional base for executing the programs/projects by strengthening the existing infrastructure.
* To foster relations across countries, between governments, workers, chamber of commerce, industrial associations in establishing collaborations of various organizations.
* To create a network of nearby institutes for capacity buildings and mentoring support
* To preferably form an entrepreneurship cell in the field of horticulture.

1. **Scope of Work & Duration**

The consultant is expected to develop detailed project report (DPR) For Establishment of Centre of excellence for Horticulture. Duration of 3 months shall be given for development and complete submission of the report. Enlisted are the detailed Key activities.

**Inception**

* + Review of existing practice in the horticulture with future plan and requirements.
  + Understand the requirement of skilling and identify challenges & Concept building.
  + Define work-plan and deliverables.
  + Develop road map and model.
  + Deployment of team and initiation of work.
  + Identify and suggest institutional linkages (Involvement of organization which are currently involved in skill development in horticulture)
  + Assess the institutions where CoE can be established.
  + Development of curriculum & course
  + Identification of key areas that require capacity building and skill development in horticulture.

**Conceptual Master plan**

* Business model
* Location and site development
* Institutional Set-up and Organizational Structure
* Detailed planning and break-even analysis
* Projected income & Expenditure
* Infrastructural support & development
* Financial structure & Sustainability

1. **Evaluation Criteria**

Agriculture Skill Council of India will evaluate the proposals / Forms on the basis of their experience, projects executed, project experience, Methodology and concept.

Technical proposals shall be evaluated on the basis of following pre-identified criteria:

* Firms General Experience in carrying out similar projects, Experience in Preparation of Detailed Project Report in the skill development sector. Complete processes and critical analysis in setting up of CoE.
* Adequacy and quality of the proposed methodology and work plan in responding to the Terms of Reference (ToRs)
* Qualification and Experience of Team, SME (Subject Matter Expert)

**Note -** The Consultant’s work will be monitored and reviewed by Agriculture Skill Council of India, who reserves the right to select any consultant based on the above evaluation criteria.

1. **Expertise**

**6.1) Organization/ Consultant’s Details & Experience**

A brief description of the Consultant’s & organization and an outline of the recent experience of the Consultant that is most relevant to the RFP.

For each past assignment, the outline should indicate the names of the Consultant’s Key Experts and Sub-consultants who participated, the contract amount, and the Consultant’s role/involvement and brief description on the assignment.

|  |  |  |  |
| --- | --- | --- | --- |
| Consultant Name | Key Experts | Description of the Assignment | Contract Amount |
|  |  |  |  |
|  |  |  |  |

## 6.2) Subject Matter Expert Curriculum Vitae (CV)

The nature of assignments demands high specialized inputs and a futuristic view in horticulture sector and in order to achieve the objectives of the assignment, we are seeking someone having at least 15 years of experience in horticulture sector.

Qualifications- B.Sc. horticulture, B.Sc. Agriculture & M.sc Horticulture, Agriculture or MBA Agribusiness.

|  |  |
| --- | --- |
| **Position Title and No.** |  |
| **Name of Expert:** | {Insert full name} |
| **Date of Birth:** | {day/month/year} |
| **Country of Citizenship/Residence** |  |

**Education:** {List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

**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.}

|  |  |  |  |
| --- | --- | --- | --- |
| **Period** | **Employing organization and your title/position. Contact information for references** | **Country** | **Summary of activities performed relevant to the Assignment** |
| [e.g., May 2005-  present] | [e.g., Ministry of ……, advisor/consultant to… |  |  |
|  | For references: Tel… /e-  mail……; Mr. Hbbbbb, deputy minister] |
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**Language Skills (indicate only languages in which you can work):**

**Adequacy for the Assignment:**

|  |  |
| --- | --- |
| **Detailed Tasks Assigned on Consultant’s Team of Experts:** | **Reference to Prior Work/Assignments that Best Illustrates Capability to Handle the Assigned Tasks** |
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**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 Client.

Name of Expert Signature Date

Name of authorized Signature Date Representative of the Consultant

(The same who signs the Proposal)

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| **General Instructions** | |
| **1.** | **Name of the Client**: Agriculture Skill Council of India  **Method of selection**: Best Technical Proposal & Requisite Competencies. |
| **2.** | **The name of the assignment is**: Selection of Consultant for Preparation of DPR for Establishment of Centre of Excellence (CoE) in horticulture**.** |
| **3**. | **A pre-proposal conference will be held:**  **Topic:** CoE-Horticulture- Pre-Bid Meeting **Time:** Dec 24, 2021 02:00 PM India  **Join Zoom Meeting** <https://us06web.zoom.us/j/81352506067?pwd=dzdFRzJLYlRPbDM0dmwrZ1phb0g5QT09>  **Meeting ID:** 813 5250 6067 **Passcode:** 12345  Contact person: Chief Executive Officer  Dr. Satender Arya. |
| **4.** | **The Client will provide the following inputs, project data, reports, etc. to facilitate the preparation of the Proposals**:  Existing condition of horticulture in India, Strategies on setting up of CoE, Location, Identification of Partner agencies, Cost analysis, Future of Horticulture. Identification of core skilling areas in horticulture. |
| **5.** | **Validity of Proposal - 90** calendar days after the proposal submission deadline. |
| **6.** | **Consultants may associate with other Consultants (JV): No** |
| **7.** | **Consultants Eligibility**   * 1. Be a registered company (under the Indian Companies Act) operating in India for at least the past 5 years. *Please attach a copy of the Registration Certificate.*   *&*  Have a Positive Net Worth for the past three audited accounting years (2017-18, 2018-19 and 2019-20). *Please attach a certificate from the Chartered Accountant.*  *Or*   * 1. SMEs/Individual Consultant’s Having a minimum 10 years of experience   2. Consortium allowed   3. EMD- Not Applicable   Applying firms are required to provide documentary evidence of meeting all the above requirements. Self-certifications for the above are acceptable (except S.No.5). Eligible firm’s proposals will only be considered for technical and financial evaluation. |
| **8.** | **The Proposals must be submitted in hard copy / soft copy no later than:**  **Date: 20.01.22**  **Time: 17:00Pm**  **Address:**  Agriculture Skill Council of India, [ASCI]  6th Floor, GNG Tower, Plot No-10, Sector -44  Phone: 01244814659  E-Mail: ceo@asci-india.com  **Contact person:**  Chief Executive Officer  Dr. Satender Arya |