

**Jharkhand State Livelihood Promotion Society**  
(Under the aegis of Rural Development Department, Govt. of Jharkhand)  
3<sup>rd</sup> Floor, Shantideep Tower, Radium Road, Ranchi-834001  
Website – [www.jslps.org](http://www.jslps.org)

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No: 1256/Ranchi

Dated: 29/08/2018

**REQUEST FOR EXPRESSION OF INTEREST (REOI) FOR CONSULTANCY SERVICES FOR  
“DEVELOPING MARKET INFORMATION, INTELLIGENCE, ACCESS & CAPACITY BUILDING OF  
FPO” UNDER JOHAR**

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The Jharkhand State Livelihood Promotion Society (JSLPS) invites “Expression of Interest” from eligible consultancy agencies to submit their interest for providing consulting services for World Bank supported Jharkhand Opportunities for Harnessing Rural Growth (JOHAR) Project for undertaking “**DEVELOPING MARKET INFORMATION, INTELLIGENCE, ACCESS & CAPACITY BUILDING OF FPO**” in Jharkhand.

Interested agencies may submit their "Expression of Interest" in a sealed envelope clearly superscripted as Expression of Interest for “**Consultancy services for Market Intelligence under JOHAR**” latest by 15.30 hours on **18<sup>th</sup> September, 2018**. The agencies may obtain further information and procedures for submitting the “Expression of Interest” from the official website of JSLPS i.e. [www.jslps.org](http://www.jslps.org).

**Sd/  
Chief Executive Officer**

**Jharkhand State Livelihood Promotion Society**  
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(CONSULTING SERVICES – AGENCY SELECTION)

**Assignment Title: - ‘CONSULTANCY SERVICES FOR “DEVELOPING MARKET INFORMATION, INTELLIGENCE, And ACCESS & CAPACITY BUILDING OF FPO’.**

**Reference No: - IN-JSLPS-72905-CS-QCBS**

The project titled **Jharkhand Opportunities for Harnessing Rural Growth (JOHAR)** being implemented by Jharkhand State Livelihood Promotion Society under the aegis of Rural Development Department, Government. of Jharkhand with financing from the World Bank towards the project implementation cost and intends to apply part of the proceeds for hiring of an agency to provide consulting services.

The consulting services (“the Services”) include hiring of an agency for undertaking the **CONSULTANCY SERVICES FOR “DEVELOPING MARKET INFORMATION, INTELLIGENCE, ACCESS & CAPACITY BUILDING OF FPO** under JOHAR for a period of 24 months subject to extension of further period based on the requirement and performance. The details of the proposed service is mentioned in the draft Terms of Reference.

Jharkhand State Livelihood Promotion Society (JSLPS), now invites eligible consulting agencies to indicate their interest for providing the services. Interested agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

The short-listing criteria are as follows.

- a) The agency should have an independent legal existence, registered under the applicable Act. [Submit proof of Registration Certificate, Articles and Memorandum of Association].
- b) The agency should have minimum 3 (three) years of experience in the relevant field of developing market information, Intelligence & Access and Capacity Building of FPOs.
- c) The agency should have a minimum average annual turnover of Rs. 1.5 crore or more during last three financial years and preferably have a positive net worth. [Relevant documents viz, audited financial statements and a certificate from Chartered Accountant in support of satisfying the criteria should be submitted].
- d) The agency should have prior experience and have successfully completed at least 2 similar assignments, in the last 5 years, in sectors specific to that of the proposed assignment. Experience in Government sector especially related to

livelihoods sector projects and having a working experience in Jharkhand is preferred.

- e) The agency should have a well-qualified and sufficiently experienced team, in house, or should be in a position to commit about their own network/association.

Interested agencies may submit their application expressing interest in the prescribed Performa annexed herewith [Annexure A] in sealed envelope with each page of the application signed by an authorised signatory, including the pages comprising the annexure.

The attention of interested agencies is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers* (January 2011) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower's staff.

The Consultants may associate with other agencies in the form of a joint venture or a sub consultancy to enhance their qualifications. The submission should clearly indicate the type of association whether a joint venture (JV) or sub consultancy

A Consultant will be selected in accordance with the Quality Cost Based Selection (QCBS) method set out in the Consultant Guidelines.

Expressions of interest must be delivered in a written form to the address below by person or through postal/courier services latest by **15.30 hours 18<sup>th</sup> September, 2018** at the following address.

**Address:**

The Chief Executive Officer,  
Jharkhand State Livelihoods Promotion Society  
3<sup>rd</sup> Floor, Shantideep Tower,  
Radium Road, Ranchi-834001  
Phone No. 0651-2360142/2360038  
Email: joharjharkhandproc@gmail.com

## Annexure-A

**Attachment 1: Format for Submission of Information to JSLPS, Ranchi to provide consultancy services for “DEVELOPING MARKET INFORMATION, INTELLIGENCE, ACCESS & CAPACITY BUILDING OF FPO”.**

### Submission Requirements

<b>A – Consultant Company’s Profile [Maximum 2 Pages]</b>																									
1.	Organizational	<p><i>Provide a brief description of the background and organization of your firm/entity.</i></p> <p><i>The brief description should include:</i></p> <ul style="list-style-type: none"> <li>• <i>Ownership details</i></li> <li>• <i>Date and place of incorporation of the firm,</i></li> <li>• <i>Objectives of the firm,</i></li> <li>• <i>Availability of appropriate skills among staff.</i></li> </ul>																							
2.	Financial: (Minimum average annual turnover of Rs. 1.5 Crore during the three financial years just gone by required.	<p><i>Provide the turnover on the basis of the audited accounts of the previous three financial years in Indian Rupees.</i></p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 33%; text-align: center;">2015-16</th> <th style="width: 33%; text-align: center;">2016-17</th> <th style="width: 33%; text-align: center;">2017-18</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> </tr> </tbody> </table>				2015-16	2016-17	2017-18																	
2015-16	2016-17	2017-18																							
<b>B – Consultant Agency’s Experience [Maximum 15-20 pages]</b>																									
1.	<p>Experience of working on government, externally aided, or livelihoods sector projects in India.</p> <p><b>At least 3 years experience required.</b></p> <p><b><i>Please provide details of up to 10 such assignments (you may add more rows).</i></b></p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 15%;">Name of Project</th> <th style="width: 25%;">Services provided</th> <th style="width: 15%;">Client and Country</th> <th style="width: 15%;">Duration of Assignment</th> <th style="width: 30%;">Value of Contract (Rs)</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Name of Project	Services provided	Client and Country	Duration of Assignment	Value of Contract (Rs)															
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2.	<p>Experience in providing consulting services in the relevant field (Minimum 2 similar nature of assignment:</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <thead> <tr> <th style="width: 15%;">Name of the Client (GoI/Externally Aided Project)</th> <th style="width: 25%;">Nature of the assignment (Developing Market Information, Intelligence, Capacity Building of FPO etc.)</th> <th style="width: 15%;">Location and coverage (entire state, country, etc.)</th> <th style="width: 15%;">Duration of Assignment (In month)</th> <th style="width: 30%;">Value of Contract (Rs. Lakh)</th> </tr> </thead> <tbody> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td style="height: 20px;"> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Name of the Client (GoI/Externally Aided Project)	Nature of the assignment (Developing Market Information, Intelligence, Capacity Building of FPO etc.)	Location and coverage (entire state, country, etc.)	Duration of Assignment (In month)	Value of Contract (Rs. Lakh)															
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	Please enclose copy of the contract as evidence			
3.	<p>Two Experts to be proposed of which at least one should hold a master degree in any related discipline. Both experts proposed should have experience in government, externally aided, or livelihoods sector projects and specifically with leading similar nature of assignment in accordance with the draft TOR at-least for a period of 3 years. Detailed CVs are not required at REOI stage, it should be submitted if the agency qualifies for RFP stage.</p> <p>Among other information, the brief CVs should include the following information in the following format:</p>			
	Name of the proposed Expert			
	Designation			
	Experience			
	Name of Project	Experience in Developing Market Information, Intelligence, Capacity Building of FPO etc.	Client and State	Duration of Assignments (In month)

If the Consultant has formed a consortium, all the above details of each member of the consortium and the name of the lead partner, shall be provided.

**Annexure -2**

**Declaration**

Date: \_\_/\_\_/2018

**To whom so ever it may be concern**

I/We hereby solemnly take oath that I/We am/are authorized signatory in the firms/ Agency/ Institute/ Company and hereby declare that "Our firms/ Agency/ Institute/ Company do not face any sanction or any pending disciplinary action from any authority against our firms/ Agency/ Institute/ Company or partners." Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization in past.

In case of any further changes with effect of this declaration at a later date; we would inform the JSLPS accordingly.

Authorized Signatory  
(with seal)

## **Draft TOR for hiring of Consultancy Agencies for ‘Developing Market information, Intelligence & Access and Capacity Building of FPOs’ under JOHAR.**

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### **1. BACKGROUND**

Jharkhand Opportunities for Harnessing Rural Growth Project (hereafter JOHAR project) is a World Bank assisted project being implemented since September 4, 2017 for six years by the Jharkhand State Livelihood Promotion Society (JSLPS), an autonomous society under the aegis of Department of Rural Development, Government of Jharkhand.

The JOHAR project will enhance agricultural incomes of rural producers through increased productivity, improved market linkages and value addition; supported by strengthening extension services and improving access to credit. The emphasis will be on economic integration and enhancing rural livelihood opportunities of the most disadvantaged groups including women. The project will support climate-resilient agriculture, access to agricultural markets, water and natural resources management. It will also support enhancement of rural livelihood opportunities through encouraging diversification, lowering production costs, strengthening market linkages, skill development and self-employment. About 2.5 lakh households in rural Jharkhand will benefit from the project over six years. The sources of investment include project support, state program convergence, partnership with the private sector and community contribution.

Project interventions will be focused on the sub-sectors of High Value Agriculture, livestock (small ruminants), NTFP, fisheries and irrigation. Although the project will work across these five sub-sectors, the typology of the interventions reaching each geographic cluster (15 villages in a block) of households will be limited to pre-determined primary and secondary sub-sectors.

The project will be implemented in 68 blocks within 17 districts of the state. The primary project beneficiaries are the rural households, the majority of whom will be women SHG members, including from SC, ST, and smallholder and landless households in selected blocks of rural Jharkhand. The beneficiary households will be largely from the SHG households supported by NRLM and will be selected for inclusion in the project through a participatory, community-driven process that will employ well-defined criteria including their actual/potential ability to generate marketable surplus production.

The sub-sector-wise outreach will be 150,000 households for High Value Agriculture and Irrigation, 50992 households for livestock, 34,500 households for fishery and 58,400 households for NTFP interventions. However, there will be an overlap of beneficiaries since each household will benefit from interventions of at least two sub sectors that have potential to add economic value to the households. Therefore effectively the target number of household will be about 200,000. A significant part of these beneficiaries will be in LWE areas.

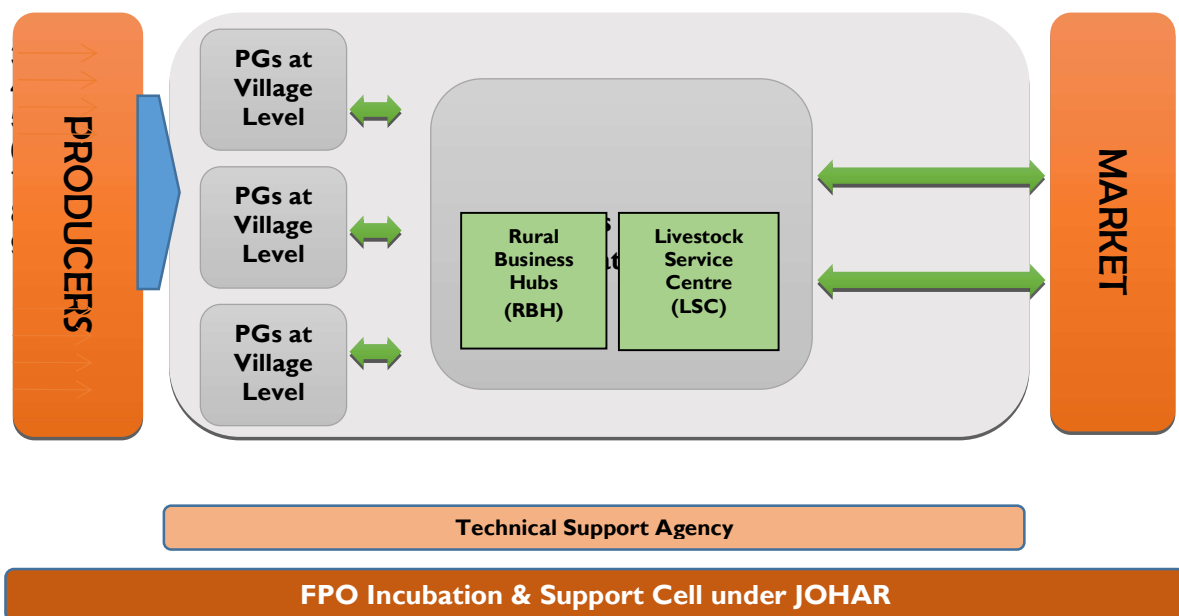
The initial focus of the project is to initiate activities of the sub sectors with members of mature SHG's who are willing to become the members of the PG's. Thus, all such blocks where mature SHG's exist will be targeted. The project would then focus on enrolling all the households in the blocks to join the intervention (please refer to the PAD of JOHAR project for more information on the project).

### **2. THE INSTITUTIONAL MODEL IN JOHAR**

JOHAR would focus on key commodities which have potential of high growth and providing high returns to the producers. The key commodities in the project are as follows:

S. No.	Sub-Sectors	Commodities
1	High Value Crops	Banana, Papaya, Cauliflower, Chilly, Cabbage, Tomato, French Beans, Okra, Cucurbit
2	Fishery	Inland Fisheries, Cage Culture, Pen Culture
3	Livestock	Goat, Backyard Poultry, Pig, Broiler, Layer
4	NTFP	Lac, Tamarind, Chironjee, Honey, Moringa, Lemon Grass, Tulsi, Jackfruit

All these commodities are presently under cultivation and being sold in individual capacities resulting in poor returns. Lack of negotiation power and poor access to bigger markets further adds to the problem. In this context, it becomes important to design an institutional framework through which market-based interventions will be implemented. To make the produce reach the best market and in the most cost-effective way, the following institution model is being proposed:





Under this model, the Producer Groups (PGs) at the village level would undertake functions such as aggregation, procurement, primary sorting & grading etc at the village level. The aggregated produce will feed into the Rural Business Hubs (RBH) i.e. a business unit of the FPO which will be established at the appropriate level based on economic viability. The RBH acts as a service centre for the functions like aggregation, sorting, grading, processing of the produce procured from the PGs. It may also help with sale of inputs to farmers along with the management of the Custom Hiring Centers (CHC) for lending the small farm machineries on rental basis. The FPOs are supposed to build the market linkage for the final produce available at RBH.

The FPO based on Livestock is of a nature which requires efficient and effective service delivery at the door-step to reduce livestock mortality and assure good returns. In this case, the PGs will take services from the Livestock Service Centre (LSC) which will be formed at a level which is economically viable. The LSCs will have staff including a Cluster Livestock Manager and community professionals. For instance, the Pashu Sakhis (PS) will deliver doorstep services such as vaccination, de-worming, castration. They will also sell feed which is one of the business functions of the LSC. The LSC will coordinate with the veterinary agencies departments (govt. and non- govt.) for curative services apart from other services to improve the last mile delivery of services based on a revenue generation model. The JOHAR field team facilitates the process and the technical agency provides the technical support for the production enhancement. In case of fisheries, there may not be a need for an exclusive PO but the fish producers can collaborate with the Livestock FPOs for marketing services. Due to the nature of services required and small group size of the fishery producers, a PG platform is likely to be adequate for input supply and health care services.

It is important for the FPOs to have sustainable market linkages. However, capacities of the FPOs at block level may not be sufficient at the initial phase to explore and maintain such linkages. To ensure such linkages and leverage the huge volumes of various POs, the FPO Incubation & Support Cell (FISC) at the state level will create linkages with institutional buyers and develop marketing strategies for the brands to be promoted by the FPOs. It will also explore and mobilize credits and finances for the FPO business. The FISC will have a team of multidisciplinary professionals from the field of Public-Private Partnerships, Institution Building, Value Chain & Enterprise Development, Agri-business and Agri-Finance.

### **3. NEED FOR TSA ON MARKET INFORMATION, INTELLIGENCE & ACCESS SUPPORT**

The PGs and FPOs formed under the JOHAR project are in a stage of trajectory wherein they are leading to increased production of their farmers. Hence, they will need the market information and market intelligence<sup>1</sup> to access better markets for the surplus. Market access is another area where the PG/FPOs need guidance and support in the initial stage as it requires systems and processes to be followed to access the markets based on the market information & intelligence. It requires developing systems on procurement, sorting, grading, packaging and logistic functions to be handled by the PG-FPO. In cases, it will also require processing if there is an opportunity to generate better profits which will require another set of intervention.

A TSA is hence required to support the PG-FPOs under JOHAR to set up the systems and process to receive the market information, use the information as intelligence for better market decisions and hence to helping the PG-FPOs access the markets using the intelligence.

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<sup>1</sup> the process of collecting, interpreting, and disseminating information relevant to marketing decisions is known as market intelligence

#### **4. OBJECTIVES OF THE ASSIGNMENT**

The overall objective of this consultancy is to develop a support system which entails Market Information and hence build capacities and systems to use that information as a Market Intelligence (MI) and henceforth accessing the appropriate markets based on the intelligence. The assignment also focuses on building the capacities of the Producer Organizations on being pro-market and undertaking businesses in an efficient way.

The specific objectives are as follows:

- a) To increase the market information amongst the FPOs on primary, secondary and tertiary agricultural & allied market
- b) To improve the content of market information in a useable form by Consolidating/aggregating the collected market information. To develop intelligence tools for making long term decisions based on predictive and past data and its analysis on markets and prices and hence accessing the best markets for best returns.
- c) To develop the capacities of the FISC team & PGs/FPOs of JOHAR to make the best use of market information & intelligence through effective analysis and ways of accessing best markets.
- d) To develop the systems to enable PGs/FPOs to access markets with appropriate logistics and linkage support.
- e) To Develop knowledge resources and partnerships on market information & intelligence to benefit the FISC team and the project as a whole.

#### **5. SCOPE OF WORK & DURATION**

The TSA is expected to set the systems which will disseminate the information, intelligence and knowledge to around 3500 Producer Groups and 20 FPOs in 68 selected blocks of 17 Districts as per Annexure-I for two years (24 months). However, for the market access support, the assignment will be limited to the collectives in 8 districts under JOHAR as per the list in Annexure – II.

The renewal will be on yearly basis strictly on the performance as per the TOR of the agency. The contract may be extended up to the end of the project period for scale-up and support based on an evaluation of the TSA's performance by JSLPS.

#### **6. KEY ACTIVITIES**

The key activities to be undertaken in the proposed assignment are designed mainly to make the FPOs pro-market in order to analyze the opportunities and hence make the markets work for their member producers. The following activities need to be undertaken for the achievement of project outputs:

- i) Collect and Aggregate Agricultural & allied Market Information Base
  - a) Collection & aggregation of the relevant agriculture & allied market based data for the state & other relevant markets outside state.
  - b) Mapping of strategic markets, preparation of market profile and the list of prospective suppliers of inputs and buyer of output /produce covering buyers/suppliers/processors/markets and exporters etc for the selected sub-sectors/commodities in JOHAR.
  - c) Conduct periodical surveys (half-yearly or based on changing market trends if sighted) to understand the market orientation of the producers and existing marketing pathways. This could be done with a stratified sample with some key players of the key markets who control around 10% of the market share.

ii) Establishing a Market Intelligence System

- a) Facilitation in providing logistic solutions in terms of transportation, warehouses, cold-chains, inventory management solutions etc for better tradeoffs. In some cases suggesting innovative storage solutions etc to be built in the project.
- b) Develop appropriate marketing strategies / models in the context of JOHAR locations to access the profitable markets for the PGs & FPOs.
- c) Working with JSLPS's IT team for developing/customizing a system that should include:
  - i. Aggregate the data of inputs and outputs from target producers. This data is already being collected by various domains for their day-to-day operations and is available digitally.
    - The TSA should provide additional modules that need to be collected under the existing system and propose any additional IT modules that are required for a feedback or a monitoring loop from the farmer.
    - The TSA should suggest modules to identify the crop clusters, crop status, harvesting time and PoP-based yield estimation based on the data input feed by the community cadres.
  - ii. Market information of various potential mandis/markets, quality, quantities, trends, price information for various agricultural crops, horticulture crops, livestock, poultry products, fish products, NTFPs etc.
    - The TSA will be responsible for collecting and analyzing this market information.
  - iii. An IT-based information dissemination system (Whatsapp / SMS /App / Toll free Number) for farmers, FPOs and field staff. Learning can be taken from various agencies who are working on market information & intelligence. This includes information on mandis, prices, trends, quality

iii) Facilitate Access of Farmer Groups to Markets

- a) Develop the capacities of the FPOs through training & guiding in the areas of business planning; understanding the value chain and the gaps and opportunities in the chain and hence developing enterprises around the same (for select locations).
- b) Developing & facilitation in accessing the market linkages for the products under JOHAR based on the information on market arrivals, product flow, qualities/varieties demanded and existing supply chains for such markets.
- c) Develop the capacities of the FPOs and its enterprises in the areas of post-harvest management practices, value addition, processing etc as per the market opportunities. This will be done through field training, demonstration and exposures.
- d) Developing CB content and curriculum and building capacities of the JOHAR's FISC Team community cadres, PGs and FPOs on analyzing the market information and intelligence and hence taking effective business decisions. This will include developing training modules along with the required training materials in Audio-Visual/Animated formats. This will also

require development of an evaluation kit to gauge the effectiveness of the modules and hence taking corrective actions for final roll out.

- e) Suggest various successful agri-business models being adopted across the country and hence design the replicable models for JOHAR taking care of the local context. This will require some exposure of the key staffs of JOHAR.
- f) Facilitate the implementation of pilots on the use of market information and intelligence systems developed in the projects by farmer groups and examine the impact.

**iv) Knowledge Management:**

- b) Documentation of pilots and scale up strategies
- c) Develop knowledge resources in terms of manuals, reports, learning materials, guides on the topics pertaining to the assignment.
- d) Facilitate strategic partnerships with market players relevant to the assignment for enhancing competitiveness of the FPOs.

**7. EXPECTED TEAM COMPOSITION AND HR REQUIREMENTS OF TSA**

The nature of assignments demands very specialized inputs in order to achieve the objectives of the assignment. Hence, the following would be the desired HR composition and requirements for the assignment:

Levels	Composition	Skills Set
State Level	1 Professional from Agri-Business/Marketing	At least 10 years' experience in marketing of agriculture and allied produce preferably with some Marketing Consulting Agency. Sound knowledge on commodity market, price fixation, pulse of price trends and fluctuations, existing market systems and regulations, price negotiation and sales realization, relationship management, some knowledge of logistics related to marketing, knowledge of market risks etc. Good knowledge on various agribusiness models across the country on the products JOHAR deals with. Rich experience on agri & allied market in B2B channels. Some leading experience of developing marketing strategies for commodities, market development work. Good knowledge on post-harvest management practices and technologies. Having good knowledge about FPOs, market dynamics on the given sub-sectors, technology based solutions. Rich experience in handling large-scale projects.
	1 Professional with enterprise development background	At least 10 years of rich experience in understanding the value chains and potential enterprises to be promoted along the chain. Knowledge on legal aspects & registrations of enterprises, sound knowledge on business planning, enterprise promotion and management (financial, governance and inventory), linking the businesses with the markets, marketing and risk

		management.
	1 Professional with IT/MIS/Data Analysis background	At least 5 years of experience in working on MIS, Data Analysis, understanding on the data received from the markets and hence drawing inferences based on the historical data. Should also have understanding of the data-points required w.r.t market information. Should have knowledge on application development in order to suggest the JSLPS MIS team on the customization of the apps or MIS systems. Should be able to manage the data received from the field and disseminate the same with the intelligence reports to the producer collectives through the designed platform.
District Level (1 Person per District for 8 districts)	1 Professional with agri-business / marketing / management background	At least 3 years' experience in marketing of agriculture and allied produce preferably with some Producer Organization. Good knowledge on commodity markets, price fixation, trends and fluctuations, market risks, existing market systems and regulations, price negotiation and sales realization in different market types pertaining to JOHAR produces etc. Experience of marketing the agriculture and allied produce in B2B channels. Knowledge on enterprise promotion and its management. Having good knowledge about FPOs, market dynamics on the given sub-sectors.
All Levels	Consultants /Non-Key Experts	<ul style="list-style-type: none"> <li>• For developing the training modules along with experience of developing the evaluation kit to assess the effectiveness of such modules.</li> <li>• For developing the training materials in the form of IEC (Audio-Visual/animation).</li> <li>• Seasoned trainer with effective delivery skills for developing the pool of master trainers on the market-related subjects.</li> <li>• Market players / veterans for providing insights on the market and suggesting strategies which are pro-market.</li> </ul>

## **8. DATA SERVICES AND FACILITIES TO BE PROVIDED BY JOHAR/JSLPS**

- a) The list of Producer Groups and Farmers Producer Companies, block and district-wise.
- b) The list of commodities as per the decision taken based on the market assessment reports and the existing cropping pattern by Producer Groups and Farmers Producer Companies, block and district-wise. Some commodities/forms of commodities can also be suggested by the TSA based on the market demand where Jharkhand can have a competitive advantage.

- c) The training cost for PG leaders, Marketing Cadre, FPO directors, CEO etc will be borne by the JOHAR except the cost of Resource Person and his / her travel and logistic expenses.
- d) -
- e) JOHAR will facilitate the TSA to work with JSLPS MIS team who will develop the applications as suggested in the assignment.
- f) All campaigning/education materials in effective forms will be prepared by the TSA hired for this purpose and reproduced by JOHAR. The training material will be developed and prepared by the TSA in consultation with the JOHAR team and the TSA for the abovementioned assignment, however the printing of the material will be the responsibility of JOHAR.
- g) JOHAR will provide the access of MIS to the TSA for better analysis of the data related to business at the RBH/LSC and FPO level.
- h) JOHAR will provide space in its existing DMMUs for the TSA professionals placed in the regions and state. JOHAR will facilitate the TSA the inter-domain coordination within JOHAR for cross cutting objectives and the effective completion of the assignment. The FPO Support & Incubation Cell of the JOHAR will facilitate the coordination between the TSA and relevant domains assist would be imperative to understand the planning of the respective domains.

## 9. SCHEDULE OF DELIVERABLES

<b>Deliverables</b>	<b>Timeline</b>	<b>Payment Schedules</b>
Submission of Inception Report with all staffs in place.	Within 1 months	10 %
Final Market Information Database with Analyses along with potential business linkages.	Within 3 months	10%
<ul style="list-style-type: none"> <li>Initiation of daily Market Intelligence Reports for each component in the IT (Web Application / Whatsapp / SMS / Toll Free) platform and capacity building of the FISC/FPOs done to initiate business using the resources developed.</li> <li>Development of relevant IEC Materials for communication of the objectives and delivery of the assignment.</li> <li>Development of marketing strategies/agribusiness models in context to Jharkhand, business plans, manuals, reports, learning materials, guides.</li> <li>Draft of all training modules and materials (around 20 modules) created in Audio/Visual/Animation platforms for pilot testing.</li> </ul>	Within 6 months	30%
<ul style="list-style-type: none"> <li>All systems for running and managing the RBH/LSC developed for pilot.</li> <li>Demonstration of successful pilots (at least 2 for each component) for the enterprises (RBH/LSC) through adoption of systems developed, processes and linkages.</li> <li>All training modules/materials in the required formats developed and put to use including master cadre development of around 150 trainers.</li> </ul>	Within 12 months	10%

<ul style="list-style-type: none"> <li>All systems (Financial, Management, Inventory etc) for effective management of the FPOs developed and put in use.</li> </ul>		
<ul style="list-style-type: none"> <li>Facilitation in business operations for 1 complete cycle of the FPOs with the market access support in 9 districts as per Annexure-II.</li> <li>Capacity Building of FPOs/FISC done on the major areas of agribusiness and making FISC enabled to take effective decisions independently with the market intelligence data and provide mentoring support to the collectives.</li> </ul>	Within 18 months	20%
<ul style="list-style-type: none"> <li>Successful transition of the task of market information/intelligence and dissemination system to the CEOs of JOHAR FPOs and FISC team through proper capacity building.</li> <li>Pilot Lessons Report, Dissemination Events and Scale up Action Plan, Final Report.</li> </ul>	Within 24 months	20%

## **10. MONITORING AND REPORTING ARRANGEMENTS**

The assignment will be monitored by a review committee constituted by JOHAR comprising the Project Director along with representatives of the FISC and JOHAR domains, Monitoring & Evaluation Cell, MIS Cell on monthly basis and whenever found necessary. The TSA will report to the State Project Coordinator - Agribusiness & Marketing of JOHAR for day--to-day operations. The SPC- Agribusiness & Marketing will also be responsible to oversee the progress against deliverables.

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**Annexure – I**

<b>Operational Area for Market Information &amp; Market Intelligence</b>					
<b>Sl. No.</b>	<b>Districts &amp; Blocks</b>		<b>Sl. No.</b>	<b>Districts &amp; Blocks</b>	
1	Gumla	Basia	1	Bokaro	Chandankyari
2		Ghaghra	2		Jaridih
3		Gumla	3		Chas
4		Palkot	4		Petarwar
5		Raidih	5	Dhanbad	Tundi
6		Sisai	6		Nirsa
7		Bishunpur	7		Purbi Tundi
8	<b>Hazaribagh (Region-1)</b>	Churchu	8	<b>Dumka (Region-3)</b>	Shikaripara
9	Khunti	Khunti	9		Dumka
10		Murhu	10		Masaliya
11		Karra	11		Ramgarh
12	Latehar	Barwadih	12	<b>E. Singhbhum (Region-4)</b>	Dhalbhumgarh
13		Chandwa	13		Ghatsila
14		Garu	14		Potka
15		Manika	15		Musabani
16	Lohardaga	Kisko	16		Patamda
17		Kuru	17	Gudabandha	
18		Senha	18	Giridih (Region)	Gandey
19		Bhandra	19		Deori
20	Palamu	Chhatarpur	20		Tisri
21		Patan	21	Pirtand	
22		Chainpur	22	Pakur	Pakuria
23	Ramgarh	Mandu	23		Pakur
24		Patratu	24		Maheshpur
25		Gola	25		Amarpara
26	Simdega	Kurdeg	26	<b>Ranchi (Region-5)</b>	Mandar
27		Kersai	27		Chanho
28		Simdega	28		Angara
29	<b>West Singhbhum (Region-2)</b>	Tonto	29		Bero
30		Chaibasa	30		Kanke
31		Jhinkpani	31	Saraikela Kharsawan	Ichagarh
32		Hat Gamharia	32		Nimdih
33	Manjhgaon	33	Chandil		
			34		Kukru
			35	Gamharia	

**Annexure – II**

<b>Operational Area for Market Access Support</b>		
<b>Sl. No.</b>	<b>Districts &amp; Blocks</b>	
1	Gumla	Basia
2		Ghaghra
3		Gumla
4		Palkot
5		Raidih
6		Sisai
7		Bishunpur



9	Khunti	Khunti
10		Murhu
11		Karra
12	Latehar	Barwadih
13		Chandwa
14		Garu
15		Manika
16	Lohardaga	Kisko
17		Kuru
18		Senha
19		Bhandra
20	Palamu	Chhatarpur
21		Patan
22		Chainpur
23	Ramgarh & Hazaribagh	Mandu
24		Patratu
25		Gola
26	Simdega	Kurdeg
27		Kersai
28		Simdega
29	West Singhbhum	Tonto
30		Chaibasa
31		Jhinkpani
32		Hat Gamharia
33		Manjhaon