

MAHARASHTRA AGRICULTURAL COMPETITIVENESS PROJECT (MACP)
F/E/78, 1st Floor, Land Development Banks Training Center,
Marketyard, Gultekdi, Pune-4110037

Letter for Expression of Interest

Dear Sir/Madam

1. Letters for expression of interests are invited from qualified and experienced service providers who wish to be considered as **“Service Provider for TNA, Designing Programme Content and Training the Trainers of "National Institute of Post Harvest Technology" (NIPHT)”** of Maharashtra Agricultural Competitiveness Project. The Government of Maharashtra through Government of India has applied for a loan from International Development Association and intends to apply a portion of the proceeds of this loan to finance the above Services.
2. The objectives of the Services which will be carried out jointly with staff of the Maharashtra Agricultural Competitiveness Project (MACP)) are
 - 1) To perform the Training Needs Assessment (TNA) in respect of imparting training to the target group and the trainers.
 - 2) Formulate a Training Module catering to upgrading of managerial skills of personnel of APMCs and Rural Haats.
 - 3) To impart Training to the Trainers.
3. The expected results of the services are
 - i) TNA for training of the master trainer
 - ii) Trained NIPHT personals having capability to impart training to the participant.
4. The service providers who are interested in being considered for this assignment should fulfill the following criteria:
 - 1) Should have experience in development of Training Module based on the Training Needs Analysis (TNA) Techniques.

- 2) Should have experience in training the personnel related to the APMCs, Rural Haats or organization of similar nature and trainers.
 - 3) Should have adequate infrastructure for conducting the above-mentioned training programmes.
5. The duration of the services will be of eight months.
6. Service provider or associations of service providers, who are interested in being considered for the assignment, should submit information in the format indicated in the attachment to this letter as Information Form. They should support their experience in “Training of Personnel in Agricultural Produce Market Committees (APMCs) and Rural Haats or organization of similar nature and Trainers” and in particular, in the above-mentioned fields. They should also indicate their experience in conducting similar assignment in developing countries.
7. Criteria for Evaluation of EOI

The EOIs would be evaluated on the basis of the following criteria.

 - a) Past Experience of the firm
 - Number of years experience
 - Past Experience of work of similar nature
 - Past experience in carrying out work in related sectors.
 - Experience of working with government.
 - b) Experience of Key Personnel
 - Qualifications
 - Relevant Experience
 - c) Financial Strength of the Consultant
 - Turnover figure of Last three years.
 - Net Profit figure for Last three years.

Based on the short listing, best 6 firms will be considered for inviting technical and commercial proposals.

8. Expressions of interest with the accompanying material should be submitted to the Project Director, Maharashtra Agricultural Competitiveness Project (MACP) by 20th July 2010 between 11.00 to 17.00 hrs at the address below.

Project Director

Maharashtra Agricultural Competitiveness Project (MACP), F/E/78, 1st Floor,
Land Development Banks Training Center, Marketyard, Gultekdi, Pune-4110037

9. Please note that no proposals are required now. On the basis of obtained information from interested consultants, (MACP) will prepare a shortlist of 4 to 6 consultants who will be invited to submit proposals.

To,

The Project Director

MACP

Maharashtra Agricultural Competitiveness Project

INFORMATION FORM

1. Name of Consultants (Leading Partner)

Address:

Telephone No.:

Telex:

Telefax:

Registered officer address:

2. Description of consulting firm (Ownership and Organization)
3. Number of years experience (internationally)
4. Names and addresses of associated consultants and subsidiaries to be involved in the Consultancy Services and a short description of their role in the Consultancy Services.
5. Experience in the Region
6. Organization chart showing the consultants structure
7. Capital of consultant (Financial Statements for the last three years)
Subsidiaries and associates
Annual fees in the last five years in current INR
Financial references (Name and address of banks)
8. Professional staff available for the assignment (CVs)
9. Relevant experience of consultants and their associates obtained in the last five years.
10. Additional information.

**Draft TOR for Service Provider for TNA, Designing Programme
Content and Training the Trainers of NIPHT**

Background

1. The Government of Maharashtra through Government of India has applied for a loan from the International Development Association for implementation of Maharashtra Agricultural Competitiveness Project (MACP).
2. The Project Development objective of the MACP is to increase the productivity, profitability and market access of the farming community in Maharashtra. This would be achieved by providing farmers with technical knowledge, market intelligence and market networks to support diversification and intensification of agriculture production aimed at responding to market demand. Farmers will also be assisted in establishing farmer organizations, developing alternative market channels outside of the regulated markets and in supporting the modernization of promising traditional wholesale markets. The project has three components viz., (i) Intensification and diversification of market led production; (ii) Improving Farmer access to Markets by Promoting alternative Markets and Modernizing existing APMC, and (iii) project coordination and management.
3. Intensification and diversification of market led production: by providing market led agriculture technology transfer to improve productivity and quality production and market information and marketing intelligence, agribusiness opportunities through agribusiness development facility and livestock improvement through livestock support services.\
4. Improving Farmer access to Markets by Promoting alternative Markets and Modernizing existing APMC: by promoting alternative marketing systems involving farmers in the formation of producer groups, their associations, developing Farmers Common Service Centre (FCSC), introducing E-Marketing platform with the help of commodity exchanges, by producing warehouse receipt financing to overcome price risk and to provide moderate improvement in Rural Haats. Besides modernization of selected APMCs and Livestock Markets.
5. Project management: would help to ensure effective project management at the state and district levels, and support information and logistics, communications, project related consultancies and monitoring and evaluation.

Overview:

Agriculture Produce Market Committee (APMCs), & Rural Haats are the bodies which are functioning in the field of agricultural marketing. APMCs are run by the elected representatives from amongst the members while Rural haats are being run by village Panchayats. These APMCs and marketing societies have been functioning for a number of years and have the faith of their members in the conduct of its affairs. These Institutions have quite a few assets viz. land, building, godowns, shops, investments etc. The conduct of various activities by these APMCs and marketing societies makes them profit making entities. Similarly Rural Haats are held in Panchayat owned land. However these Haats are devoid of infrastructure. Considering the challenges that these face in the scenario of amended Marketing Act, these institutions will be required to provide additional facilities catering to agricultural marketing.

The officials and non officials of these institutions are not blessed with high managerial skills. It is imperative in the present scenario to upgrade their managerial skills in order to elevate them to a higher level of economic activity. Up gradation of the skills can be achieved by imparting training to the personnel of these institutions.

In order to address the issue of imparting the training to the personnel of such institutions a training module will have to be formulated. To compute a more meaningful and effective training module an assessment of the training needs that ought to be imparted is necessary to be conducted. This training need assessment will be performed by an external Consultant.

National Institute of Post Harvest Technology (NIPHT) Talegaon Dabhade, Dist- Pune is an institute which is presently imparting training to farmers and personnel of various organizations. NIPHT is therefore foreseen to impart training to the personnel of these institutions. However to make the training of the personnel of these institutions more effective, the trainers at the NIPHT (who will be imparting training) will need to be trained. The same external agency which will perform the training needs assessment will

be imparting training, to the personnel of NIPHT. Effectively it would mean training of the trainers (ToT).

Objective of the services:

Main objective of the proposed training is create an appropriate capacity and confidence among the NIPHT trainers to further impart training to the officials and non officials from the APMCs and Rural Haats.

The consultant will therefore be required to work in two areas.

- i) To perform the training needs assessment and formulate a training module catering to upgrading of managerial skills of personal of APMC and Rural Haats, in consultation with ABPF.
- ii) To impart training to the trainers of NIPHT.

Scope of Consultancy Services:

The consultancy organization has carry out the following tasks

Task 1. : Training Need Assessment (TNA) and formulation of training modules -

For this purpose the consultant will prepare / compile a database of the institutions identified under the project. The database so prepared will be correlated with the scale of activities presently undertaken by the institutions and would serve as a platform to foresee / project future levels of activities to be performed by these institutions.

To ensure that the activities so contemplated are put into practice by enriching the managerial skills of the personnel, the consultants will be required to identify the areas which need to be addressed in formulating the training module.

The consultants would be required to do the following -

1. Collect data from the APMCs and Rural Haats on a random basis. The data would include name and address of such institutions, number of stakeholders, arrivals in the market, marketable surplus, various activities performed, assets and infrastructure available, turnover available, working capital, owned and borrowed funds.

2. Analyze the data with the ongoing activities.
3. Spell out the utilization of activities i.e. whether underutilized
4. Foresee the probable activities which can be undertaken with the best use of available resources and enterprise.
5. Identify the weakness/shortcomings in the managerial skills of the employees and office bearers in consultation with ABDF.
6. Identify the areas which need to be incorporated in the training module for the upgradation of managerial skills in consultation with ABDF.
7. TNA for training of NIPHT in view of imparting further training in above areas in consultation with ABDF.

Task ii) Prepare the training modules and Training of the Trainers of NIPHT:

For imparting training to the trainers at the NIPHT, the consultant will be required to blend the needs assessment with the training module so that the ultimate aim of training of personnel from the APMCs and Rural Haats is achieved through the trainers of the NIPHT.

The consultant would be required to do the following

- 1) Prepare the training modules to meet the requirements of APMC and Rural haat management people and staff.
- 2) Identify the number of trainers from NIPHT to be trained and prepare a training schedule accordingly.
- 3) Prepare the course contents and course material for imparting the training to the trainers.
- 4) Impart training to the trainers from NIPHT.

Consultancy Qualification:

The consultancy identified should have the following qualification;

- i) Experience in conducting of ToT
- ii) Experience in TNA and formulation of training modules

Key Personnel:

- i) Agricultural marketing Specialist: A post graduate faculty in Agri Business and Marketing for preparing TNA and formulation of training modules having 15 years experience in the above area
- ii) Trainer for ToT: A post graduate faculty having experience of 10 years in training methodology for imparting training to trainers.

Schedule of completion of tasks by the consultant:

The consultant should commence the work within a period of one week from the date of award of consultancy services. MACP is highlighting activity wise schedule as follows

| Sr.No. | Activity | Duration |
|---------------|--|--------------------------------------|
| 1 | Training Need Assessment (TNA) and formulation of training modules | 90 days from the date of work order |
| 2 | Prepare the training modules and training of the trainers of NIPHT | 180 days from the date of work order |

Duration:

The duration of the consultancy services will be for the period of eight month

Payments:

Payments of the above consultancy services will be done by the PIU of the concerned line department.

Deliverables:

1. Identification of the area which needs to be incorporated in the training modules for the up gradation of managerial skill (TNA)
2. Course content and course material for imparting training to the trainers
3. Trained NIPHT personnel having capability to impart training to the officials and non -officials from the APMCs and rural haats

Review procedure to monitor consultant work:

Review will be done from time to time for the work performed by the consultancy firm at PIU/PCU level.

□□□

