

1. TEXT OF ADVERTISEMENT

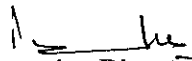
**Government of Himachal Pradesh
Department of Forest
Integrated Development Project of Source Sustainability and
Climate Resilient Rain Fed Agriculture.
Forest Road, Solan-173212, H.P.**

INVITATION FOR EXPRESSION OF INTEREST

IDP, Solan H.P. invites Request for Expression of Interest (REoI) from Indian consulting agencies for Selection of a Consultant [Firm] to carry out Value chain scoping study under the Project.

The REoI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the project website www.hpidp.org

Last date for submission of REoI is 26/10/2020 upto 11:00 hrs


**Executive Director
Integrated Development Project,
Forest Road, Solan-173212 (H.P.)**

Government of Himachal Pradesh
Department of Forest
Integrated Development Project of Source Sustainability and
Climate Resilient Rain Fed Agriculture.
Forest Road, Solan-173212, H.P.

Dear,

Integrated Development Project of Source Sustainability and Climate Resilient Rain Fed Agriculture. Solan, H.P. invites sealed Request for Expression of Interest (REOI) from Indian consulting agencies for Selection of a Consultant [Firm] to carry out Value chain scoping study in the Project area.

The interested consultants (Firm) may provide information indicating that they are qualified to perform the services. Consultants (Firm) may associate with other firms to enhance their qualification, but should indicate clearly whether the association is in the form of a joint venture and/or a sub consultancy. In case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

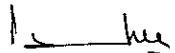
The REOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work as per Term of Reference and evaluation criteria etc. can be downloaded from the project website www.hpiddp.org

Further details, if any, may be obtained from Executive Director, Integrated Development Project, Forest Road, Solan-173212 during working hours

You may submit your responses in sealed envelopes physically, by post /courier only to the undersigned latest by 26/10/2020 upto 11.00 AM.

Queries if any may be referred in writing to the Executive Director at the above mentioned address or Telephone No. 01792 -223004 or at E-mail: iddpsolan@gmail.com

Note: Chief Project Director, IDP Solan or any of its designated officer reserves the right to cancel this request for REOI and/or invite afresh with or without amendments, without liability or any obligation for such request for REOI and without assigning any reason. Information provided at this stage is indicative and IDP reserves the right to amend/add further details in the REOI.


Executive Director,
Integrated Development Project,
Forest Road, Solan-173212 (H.P.)

COUNTRY: INDIA

Loan No./Credit No./Grant No.: IN 9041

Assignment Title: Selection of a Consultant [Firm] to carry out Value chain scoping study.

Reference No. (as per Procurement Plan):

1. Integrated Development Project for Source Sustainability and Climate Resilient Rain Fed Agriculture, Solan, H.P. (IDP) has been approved for financing from the International Development and Reconstruction Bank (World Bank). The total size of the project is US \$ 100 Million (approx INR 700 Crores) The Borrower intends to apply a portion of funds to eligible payments under the contract (to be signed) for consultancy for Value chain scoping study.
2. The Project intends to consider only those consultants (Firm) that have the requisite capability and competency, in terms of required qualifications, technical strengths, expertise in service sector, experience of carrying out similar project and financial stability to address the requirements of this project and to provide the proposed services. Interested Consultants should provide information demonstrating that they have the required qualification and relevant experience to perform the services.
3. The short listing criteria are:
 - I. The firm should be in consulting business for the last eight years (copies of registration, PAN,TAN,GST or any other relevant registrations etc. to be enclosed)
 - II. The firm should have an average annual turnover of INR 1 Crore in the last three years (audited statement of last three F.Y. from 2016-17,2017-18,2018-19 to be enclosed).
 - III. At least five year experience in conducting studies relating to agri value chain scoping study with special emphasis on climate change in different geographies (relevant contract or work order to be enclosed).
 - IV. At least two similar contracts of value not less than 30 lakh each in the last 5 years (completed or ongoing with 80% completion).
 - V. Expenditure of working with contract or state govt. UN or Multilateral of Development Basis like World Bank or ADB.
 - VI. Experience of working in Himalayan States especially HP will be preferred.
4. The attention of interested Consultants is drawn to Section III, paragraphs,3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers: Procurement in Investment Project Financing(Goods, Works, Non-consulting and Consulting Services), July 2016 setting forth the World Bank's policy on conflict of interest.
5. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.
6. A Consultant will be selected in accordance with the Selection Based on the Quality and Cost Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers: Procurement in Investment Project Financing(Goods, Works, Non-consulting and Consulting Services), July 2016

7. The detailed Project Description/Activities and REoI alongwith ToR can be downloaded from the project website www.hpdp.org
8. REoI submission and opening:
- (i) REoI submission shall be placed inside a sealed envelope clearly marked “REoI for “Value Chain Scoping Study” addressed to Chief Project Director, Integrated Development Project, Forest Road, Solan-173212 (H.P.) along with the name and address of the consultation (Firm), and with a warning “ DO NOT OPEN UNTIL 26th October, 2020, Time: 11.00 hours (IST).
 - (ii) REoI must be submitted physically to the address, by registered post/ speed post courier/by hand only.
 - (iii) The Project will not be responsible for postal delay for any reason (s).

Critical Dates	Date	Time
Publishing Date	03.10.2020	
Document Download Start Date	03.10.2020	12.00 hrs
Document Download End Date	25.10.2020	16.00 hrs
REoI Submission End Date	26.10.2020	11.00 hrs

9. Request for Proposal (RFP) Document will be subsequently issued to the short listed consultants only.


Executive Director,
Integrated Development Project,
Forest Road, Solan-173212 (H.P.)

FORMAT – 1

APPLICANT’S REQUEST FOR EXPRESSION OF INTEREST

To,

Chief Project Director,
Integrated Development Project,
Forest Road Solan-173212 (H.P.)

Sub: Submission of Request for Expression of Interest for registration as contractor under IDP.

Dear,

In response to the Invitation for Expressions of Interest (EoI) published on _____ for the above purpose, we would like to express interest to carry value chain scoping study in the Project area.

As instructed, we attach the following documents in separately sealed envelopes:

1. General information about the firm/company (Format-1)
2. Detail of implementation experience (Format-2)

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

FORMAT-1

GENERAL INFORMATION ABOUT THE CONSULTANT (FIRM)

Firm's Profile	
Organization Profile	Name of Organization:
	Postal Address:
	Contact Numbers:
	Fax/Email/Website:
	Name & Designation of Contact Person with Contact Details:
	Date of Establishment (DD/MM/YYYY):
	Date & Place of Registration:
	Registration Number:
	PAN Number:
	GST Number:
Any other information which the firm/Agency want to add:	
Financial Information <i>{Please enclose the financial statement of last three financial years}</i>	
The firm should have an average annual turnover of INR 1 crore in last three years. (Audited statements of last three FY to be enclosed)	Provide the turnover on the basis of audited financial statement of past three financial years in Indian Rupees.

Signature of the applicant
Full name of applicant

Stamp & Date

FORMAT-2

Details of Implementation Experience

Firm's Experience:									
- At least 5 years – experience in conducting studies related to Value Chain Scoping Study									
S.No	Name of the Project/Assignment	Brief details of service provided	Name of Client	Duration of Assignment in months			Value of Contract (in INR)	Weather Contract Closed or Not	Page Number at Which supporting documents are attached in EoI proposal
				From Start Date (DD/MM/YYYY)	To End Date (DD/MM/YYYY)	Total Months			

- At least two similar contracts of value not less than INR 30 Lacs in last 5 years (Completed or ongoing with 80% completion)									
S.No	Name of the Project/Assignment	Brief details of service provided	Name of Client	Duration of Assignment in months			Value of Contract (in INR)	Weather Contract Closed or Not	Page Number at Which supporting documents are attached in EoI proposal
				From Start Date (DD/MM/YYYY)	To End Date (DD/MM/YYYY)	Total Months			

- Experience of working with Central or State Governments, UN or Multilateral Development Banks like World Bank or ADB

S.No	Name of the Project/Assignment	Brief details of service provided	Name of Client	Duration of Assignment in months			Value of Contract (in INR)	Weather Contract Closed or Not	Page Number at Which supporting documents are attached in EoI proposal
				From Start Date (DD/MM/YYYY)	To End Date (DD/MM/YYYY)	Total Months			

- Experience of working in Himalayan states especially Himachal Pradesh will be preferred.

S.No	Name of the Project/Assignment	Brief details of service provided	Name of Client	Duration of Assignment in months			Value of Contract (in INR)	Weather Contract Closed or Not	Page Number at Which supporting documents are attached in EoI proposal
				From Start Date (DD/MM/YYYY)	To End Date (DD/MM/YYYY)	Total Months			

- | |
|--|
| <ul style="list-style-type: none">- The firm must provide the summary description on the core competencies, relevant experience and availability of its qualified experts/technical resources in the field relevant to lead the project assignment. |
| <ul style="list-style-type: none">- The firm should not have unsatisfactory track record resulting in adverse action by central/state Governments in India (an undertaking must be submitted) |

Signature of the applicant
Full name of applicant

Stamp & Date

Government of Himachal Pradesh
Integrated Development Project for Source Sustainability and
Climate Resilient Rain-fed Agriculture (IDP)

Draft Terms of Reference for Selection of a Consultant [Firm] to carry out Value chain Scoping Study

1. Background and Project Description

The Government of Himachal Pradesh (GoHP) is implementing the Integrated Development Project for Source Sustainability and Climate Resilient Rainfed Agriculture (IDP) in the selected Gram Panchayats of the State, with financing from the World Bank. IDP carries forward the ideas and learnings of H.P. Mid Himalayan Watershed Development Project (HPMHWDP). This project started in the year 2005 and completed on 31st March 2017. HPMHWDP exhibited increase in real income by 20.70%, increase in biomass production by 46.25%, increase in yield of Wheat, Maize & Milk by 25.92%, 28.94% and 10.72% respectively. Under Institutional strengthening a total of 3,098 Self Help Groups (SHGs), 6,977, Users Groups and 5,967 Common Interest Groups (CIG) were established. Further details about the project are available at: <http://www.hpmdp.org/reports.php>

The Project will invest in measures in upstream catchment areas to improve sustainable land and watershed management to promote the sustainability of perennial water sources. It will also support continued diversification and commercialization of agricultural value chains in downstream areas by supporting production and value addition including promoting efficient water use thereby increasing the productivity of water in agriculture. It will adopt a spatial approach by (i) applying a landscape approach to individual high-risk micro-watersheds within select river basins in Himachal Pradesh; and (ii) overlaying this with a cluster approach to target value chain investments in specific locations to leverage economies of scale and network externalities. In parallel, the project will develop and demonstrate the application of an analytical evidence base to inform strategic policy choices viz. the trade-offs between alternative water uses and will pilot a new institutional arrangement for addressing complex multi-sectoral concepts such as sustainable landscape management that involves several sectors and multiple Government departments.

2. Project Development Objective(s)

The project development objective of the Integrated Development Project for Source Sustainability and Climate Resilient Rain-fed Agriculture (Project) is “To improve upstream watershed management and increase agricultural water productivity in selected Gram Panchayats in Himachal Pradesh.”

Key Results – Proposed PDO –level indicators are as follows:

- Survival rate of seedlings planted with project support (Percentage)
- Share of participating farmers adopting climate smart agriculture practices (Percentage, gender disaggregated)
- Increase in farm area under higher efficiency irrigation in targeted GPs (Percentage)

- Share of target beneficiaries with rating “Satisfied” or above on process and impact of project interventions (Percentage, gender disaggregated) [Citizen Engagement Indicator]

Project Components

Component 1: Sustainable Land and Water Resource Management

3. This component promotes participatory and sustainable land and water management through financing the planning and implementation of upstream investments in selected micro-catchments. Site-specific Gram Panchayat resource management plans (GP-RMPs) will be prepared within each micro-catchment to specify detailed activities by location and GP. In parallel to the GP-RMPs, a network of hydrological monitoring stations will be established within the watershed to monitor the quality and quantity of water on a continuous basis, to assess the potential impact of project interventions, whilst laying the foundation for future water budgeting, and hydrological modelling to identify the highest priority sites for future activities. Hydrological watershed modelling in conjunction with landscape analysis can help identify the most critical sites to prioritize investments to ensure the greatest impact for source sustainability and water quality. The main implementers and beneficiaries will be Himachal Pradesh Forest Department (HPFD) staff and relevant community organizations such as sub-groups of the GP user groups set up (or strengthened, where appropriate) under the project. This support will lead to improved forest cover (and hence carbon capture), increased water and sediment regulation, reduced erosion, and improved community participation (including women, youth, and disadvantaged groups) in and benefits from sustainable land and water management that are expected to serve as a model for other states through the Lighthouse India approach (see Component 3).

Component 2: Improved Agricultural Productivity and Value Addition

4. This component would support interventions in downstream areas where the primary (existing or potential) water use is for irrigation in agriculture. It would seek to augment the use of irrigation as a principle strategy for shifting from low-value cereal production to climate resilient crop varieties, higher-value fruit and vegetable production but would do so with a focus on increasing climate resilience and water productivity to maximize the financial returns for water use. The project will seek to leverage additional support from other government programs and projects, particularly that of the agriculture, horticulture, and animal husbandry departments. Key interventions include infrastructure to increase high-productivity water utilization (drip and sprinkler irrigation) – essential elements of CSA – plus the necessary primary and secondary distribution systems. This component will also support the identification and development of agricultural value chains. In addition to improving local livelihoods, the proposed activities will reduce pressure on forests and contribute to increased carbon sequestration and reduced erosion.

Component 3: Institutional Capacity Building for Integrated Watershed Management

5. The long-term objective of this component is two-fold: firstly, to support a more comprehensive and holistic approach to managing the state's water resources while recognizing competing uses both within HP and downstream in other states, in particular Punjab; secondly to facilitate better alignment of institutional mandates for Integrated Watershed Management (IWM) and strengthen the HPFD's institutional structure and capacity for improved service delivery. In the short term, this component will focus on building the institutional capacity of the HPFD as the key government institution responsible for managing roughly two-thirds of the state's land area and identifying possible future reforms through a comprehensive IWM institutional assessment. It will also produce and share knowledge on these critical topics through a Lighthouse India approach.

Component 4: Project Management:

6. This component will support the project management function, including key staff and operational costs.

7. **Project Area**

The project area shall cover 428 selected GPs of 32 Nos Development Blocks of the 10 districts of Himachal Pradesh viz; Shimla, Solan, Sirmour, Bilaspur, Hamirpur, Mandi, Kullu, Chamba, Kangra & Una (attached as **Annexure- "A"**). The project area shall be covering three out of the four major agro climatic zones of the State i.e. Shivalik hills, Mid-hills & the High hills.

Agriculture in the project area is characterized primarily by small and marginal farms, and agricultural value chains in the project area are often heavily fragmented, lack processing and logistics facilities, do not sufficiently include vulnerable groups, and are missing critical linkages between producers, agri-business firms, and markets. Access to wholesale and terminal markets continues to be a major challenge for producers in the project area.

8. **Key Stakeholders and Beneficiaries**

Local Communities: The key stakeholder beneficiaries of the project include Gram Panchayats, farmers, and group's cooperatives including women groups, pastoralists and transhumant. The women, BPL, SC & ST population comprises the vulnerable/ disadvantaged section of the local communities. The State has also identified a list of backward (economically disadvantaged) Gram Panchayats, some of which also have been included in the Project area. The stakeholders are primarily engaged in agriculture and horticulture with supplementation from livestock-based activities. The transhumant includes Gaddis & Gujjars who are totally dependent on forest for rearing their livestock.

Government Departments: The Himachal Pradesh Forest Department (HPFD) will be the nodal department along with the line department viz; Agriculture Department (AD), Animal Husbandry Department (AHD), Rural Development (RD) & Panchayati Raj Department (PRD) etc. will also be the main stakeholders from the State.

9. Objective of the Assignment

A value chain scoping study would be undertaken in the 1st year of the project and would cover all 10 districts targeted under the project. Given that agro-climatic conditions might be different within a district, a total of 12 regions (4 each in agro climatic zones- attached as **Annexure- “B”**) have been proposed to be covered under the study. The value chain scoping study objectives are as follows:

- Assess the agriculture and allied sector income-generation opportunities in each region (existing and emerging business needs) and identify and prioritize the climate-resilient value chains (VC) for support under the Project with clear justification for the selected prioritization criteria, including market attractiveness; inclusivity, in particular for women and scheduled castes and tribes; environmental sustainability including climate resilience; income generation potential; and financial sustainability.
- Analyse the selected VC activities and performance of the selected VCs, including mapping the VC actors, identifying the VC performance constraints and development opportunities; and recommending intervention areas to upgrade the selected VCs under the Project, with clear strategic guidance on institutional development and capacity building; private sector linkages for value addition and marketing; and VC finance.

10. Scope of the assignment

More specifically, this assignment seeks to map selected climate-resilient value chains (Figure 1) in the selected gram Panchayats/Agro climatic Zones/Regions by providing detailed analysis of climatic (weather) conditions, land use, cropping, connectivity, and market potential data. This analysis must be able to identify traditional and non-traditional crops, relevant climate-smart technologies and strategies to promote their adoption, the financial flows, the financing needs (volume and type of financing), the risks and mitigating factors in order to select the highest potential VCs.



Figure 1. Simplified agricultural value chain diagram

Recent reports and anecdotal evidence in India show that there are successful agro-business models incorporating small and marginal farmers and leveraging a range of digital tools and technologies to better link these farmers to markets. There are also examples of successful adoption of climate-smart technologies by small and marginal farmers. Therefore, this analysis should draw from successful models for promoting adoption of climate-smart technologies and linking small and marginal farmers to domestic and international markets.

More specifically, the value chain analysis should describe each selected Zone, in the following dimensions:

- **Agro-climatic profile:** Agro-climatic profile mainly refers to soil types, rainfall, temperature and water availability on the surface and in lower soil profile. Agro climatic zone is an extension of the climate classification keeping in view the suitability to agriculture. This is considered as a distinctive planning approach applied to agriculture and allied sectors. Every District/Zone must be described as per its agro climatic profile in detail.
- **Socio-economic profile:** Socioeconomics is the social science that studies how economic activity affects and is shaped by social processes. Each profile should provide a snapshot of each region/zone studied, its demographics, average annual income, housing, markets, schools, mobility in and out of the region, cultural and generational markers, and major economic activities.
- **Land use pattern:** The layout or arrangement of the uses of the land is known as land use pattern. The land may be used for agriculture, forest, pasture etc. Land use classification helps the planner to make rational land use planning, because land resources are the most important national wealth. Land capability depends upon factors such as relief features, climate, soil, vegetation, socio- economic and institutional factors. Every District/Zone must be described as per its Land use pattern in detail.
- **Cropping pattern:** Cropping pattern is a dynamic concept because it changes over space and time. It can be defined as the proportion of area under various crops at a point of time. In other words, it is a yearly sequence and spatial arrangement of sowing and fallow on a given area. Traditional & cash crops must be given priority in this description covering all the crops grown in region.
- **Status of availability of inputs:** Agricultural inputs are any external source put into production that can help a farmer's upcoming yield of crops and/or livestock. They can be anything from high-quality seeds to high-tech tractors. They're any resource used to increase productivity. Detailed description about the usage of inputs area wise must be recorded very carefully and gaps must be identified (pre or post harvesting). List of inputs area wise must be drawn so that gap will be filled and farmers can follow climate smart agriculture.
- **System of aggregation of produce and logistics chain:** The system of aggregation of produce is an important concept that refers to bringing produce together from multiple sources to create a larger and more consistent supply to meet consumer demand. It may include, for example, a collection center located close to the production area and a storage and logistics hub for transshipment. A seamless system of aggregation is essential and requires the coordination of product sourcing from different producers to establish reliable, efficient supply chains for different end markets that make use of appropriate technologies. Gaps within this chain must be identified locally, and possible corrective recommendations must be given to push the supply chain towards self-sustainability.
- **Crop utilization scenario:** Agriculture is the livelihood of majority of farmers of hill state. Most agricultural holders acquire the food they consume and the cash they need to cover other expenses only from farming activities. Since farming in Himachal Pradesh is usually at the mercy of nature, it is invariably an arduous struggle for the farmers to make ends meet. To improve farmer's' income, focus should be kept on the crops (including cultivated non-timber forest products) and/or livestock which are produced not for self-consumption but where the major quantity is sold in market. Emphasis must be laid on these VCs.

- **Marketing Channels present scenario:** A marketing channel is the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. The efficiency of an agriculture value chain is heavily dependent on market access, and increasing farmers' returns requires developing seamless marketing channels between the farmers and producers organizations, agribusinesses, and markets or end users. In general, HP is characterized by unorganized and non-reliable marketing channels, and this section should analyze the current existence (or lack) of collection centers, markets, cold chains, silos, regular storage, packing houses, sorting and grading capacity and demand, and any other locally-relevant marketing infrastructure, as well as the existing marketing channels. It will also recommend a unique and self-sustaining marketing strategy by area and commodity.
- **Farmer Producer Organization status:** In most states in India Farmer Producer Organizations (FPO), including Farmer Producer Companies (FPC), have emerged as aggregators of farm produce and link farmers directly to markets. The consultant will assess the presence, status and level of activity of FPOs in the project area. The study will indicate which commodities they are active in, number of beneficiaries, volumes handled and other basic information. The study will not do a thorough diagnostic of these FPOs, which will be a subject of a separate study.
- **Access to market, demand and potential of VCs:** The target area for the project is the mid Himalayan region, it is expected that accessibility would be a challenge for a small proportion of farmers. The focus would be to improve connectivity of the farmers from poorly accessible areas with the markets for supply of inputs and sale of produce. The project would support construction of ropeways and foot bridges for easy transportation of inputs and produce. The project may also support fit-for-purpose technologies to increase farmers' access to markets. This study will assess the need for ropeways and foot bridges in the areas studied and recommend where such infrastructure investments should be made to maximize the project's impact on marketing. (The detailed design and construction of the proposed infrastructure investments are not part of this TOR.) The study will also recommend appropriate technologies that could be supported by the project to increase farmers' access to markets. Better access to domestic and international markets allows small producers to reliably sell more produce, with better quality and at higher prices. This, in turn, encourages farmers to invest in their own businesses and increase the quantity, quality and diversity of the goods they produce. So, this part of the study is very critical. Market demand (existing and potential/projected) should be calculated, including based on the data from the nearest Agricultural Produce Market Committee (APMC), as well as more distant markets. The consultant should also explore the existing rural roads and economic corridor development projects in HP that could complement the works under this project. Future projects like construction of Highways/ railway tracks etc should also be taken in consideration.
- **Prioritisation of VCs:** Prioritisation should be done keeping in view of project's PDO and the selected prioritization criteria, which are expected to include *inter alia* market attractiveness; inclusivity, in particular for women, youth and scheduled castes and tribes; environmental sustainability, including climate resilience; income generation potential; and financial sustainability. The inception report will include clear justification for the selected prioritization criteria, which will be agreed with the PMU. To inform the prioritisation of VCs for this study, the consultant should review the list of high-potential crops and traditional food grain crops identified for promotion by the Agriculture Department of HP and the HP State Biodiversity Board.
- **Recommend activities to upgrade the selected VCs:** Analyze all the above mentioned points and recommend interventions to be done keeping in mind related policies & the project PDO. In the light of the historic Amendment of the Essential Commodities Act in June, 2020, this analysis should take advantage of the new regulations in favour of barrier-free trade in agriculture produce and direct linkages between farmers/FPOs and wholesalers, large retailers, exporters, processors, aggregators etc.

The geographic scope of the assignment is the targeted 428 Gram Panchayats of 10 districts of HP. However, the specific value chains to assess will be relevant to the IDP Project areas in agriculture and livestock only, and may include horticultural VC in areas that are part of the Himachal Pradesh Horticulture Development Project (HPHDP) supported by the World Bank.

11. Approach and Methodology

A detailed approach and methodology will be provided by the selected consultant as part of the technical proposal and updated for presentation in the Inception Report based on feedback from the PMU. The consultant should start with a thorough review of the key documents published by both the HP Government (value chain study on temperate fruits by HPHDP) and leading organization and experts in the sector (such as the United Nations Industrial Development Organization, International Fund for Agricultural Development, Food and Agriculture Organization of the United Nations, World Bank, Consumer Unity and Trust Society International, United Nations Environment Programme, and the private sector), annual reports of the line departments/SAUs/KVKs, etc. to get a fair understanding of the existing situation. The approach is likely to combine methods, such as documentation study (desk review); (telephonic) interviews, focus group discussions (FGDs) facilitated by trained local facilitators who speak the language and that follow best practices for hygiene and social distancing,¹ and field visits (if possible given the pandemic).. After studying the documentation (project documents like Project Implementation Report, Project Appraisal Document) or relevant information, the Consultants will prepare detailed study tools (e.g., FGD protocols, interview questionnaires, sampling plans including sampling size, target respondents, procedures for separately interviewing vulnerable groups, etc.) and share these tools with the PMU in an Inception Report for their review and approval prior to undertaking the analysis. The Inception Report will include proposed value chain (VC) prioritization criteria, including market attractiveness; inclusivity, in particular for women and scheduled castes and tribes; environmental sustainability including climate resilience; income generation potential; and financial sustainability. The final Inception Report, including the final list of VC prioritization criteria, will be approved by the PMU prior to undertaking Task 1 (Value chain identification). Separate FGDs for women & men and vulnerable groups (e.g. SC/ST) at 26 Assistant Project Offices (APOs) should be conducted in consultation with the respective APOs in each District. The consultant/consulting firm will hold a meeting with PMU during the field visit (within 25 days from the date of award of contract) and share the value chain information collected from 3 Districts or 8 APOs. The inputs/suggestions provided by PMU shall be taken care of in the remaining Districts during the remaining period of value chain.

The consultant will undertake the following key tasks and activities:

Task 1: Value chain identification

The consultant (Firm) will facilitate the selection of the 2-3 value chains per region to be strengthened by the project by:

- Identifying the value chains that offer prospects for growth and development based on the data collected for agro climatic & socio-economic profile, land use & cropping pattern. Other

<https://www.unicef.org/media/65921/file/Coronavirus%20focus%20group%20discussion%20guide%20for%20communities.pdf>
<https://hpsdma.nic.in/WriteReadData/LINKS/220c59b9ab-d77b-4588-89b2-45e81ce2eab0.pdf>

factors including market attractiveness, inclusivity, environmental sustainability, potential income generation impact, and financial sustainability must be taken into account. The analysis should include development of a table (matrix) that succinctly compares the identified value chains against the agreed prioritisation criteria and can draw on local and global best practices.

- Undertaking a market assessment to identify local, regional and national trends, market size, supply and demand gaps, imports and exports, distribution networks (including taking into account future highway and railway projects), etc.
- Reviewing the legal and regulatory environment in which the value chain operates. This review will focus on policies, incentives, available export promotion tools, financing of tangible and intangible capital outlays, training, employment, quality promotion, certification, standardization, competition, research and development, and partnerships.
- Holding consultations with the HPFD officials and other key stakeholders to present initial findings and determine specific value chains (commodities) appropriate for further analysis. Selected commodities to be limited to no more than 10 to remain focused. Each VC selected for further analysis must be justified based on the selected prioritization criteria approved by the PMU during the proposal phase, including market attractiveness; inclusivity, in particular for women and scheduled castes and tribes; environmental sustainability including climate resilience; income generation potential; and financial sustainability should be given. A ranking score table may be used to facilitate the selection process.

Task 2: Mapping of selected value chains

In consultation with IDP, the team will carry out the value chain selection & mapping exercise, which includes:

- Qualitative description and diagram (see indicative sample in Figure 2 – other models may be used) of the structure and flow of the chain: –the location and identity of various actors of the selected value chains, the backward and forward linkages among them, the whole range of process stages and chain operations from pre-production (supply of inputs) to processing and marketing, including any logistics gaps in each stage. This activity will also identify the institutions and organizations that can contribute to marginal farmer/vulnerable group-related value chain development of the selected value chains from the local to the national level, including public sector, NGO and private sector organizations.

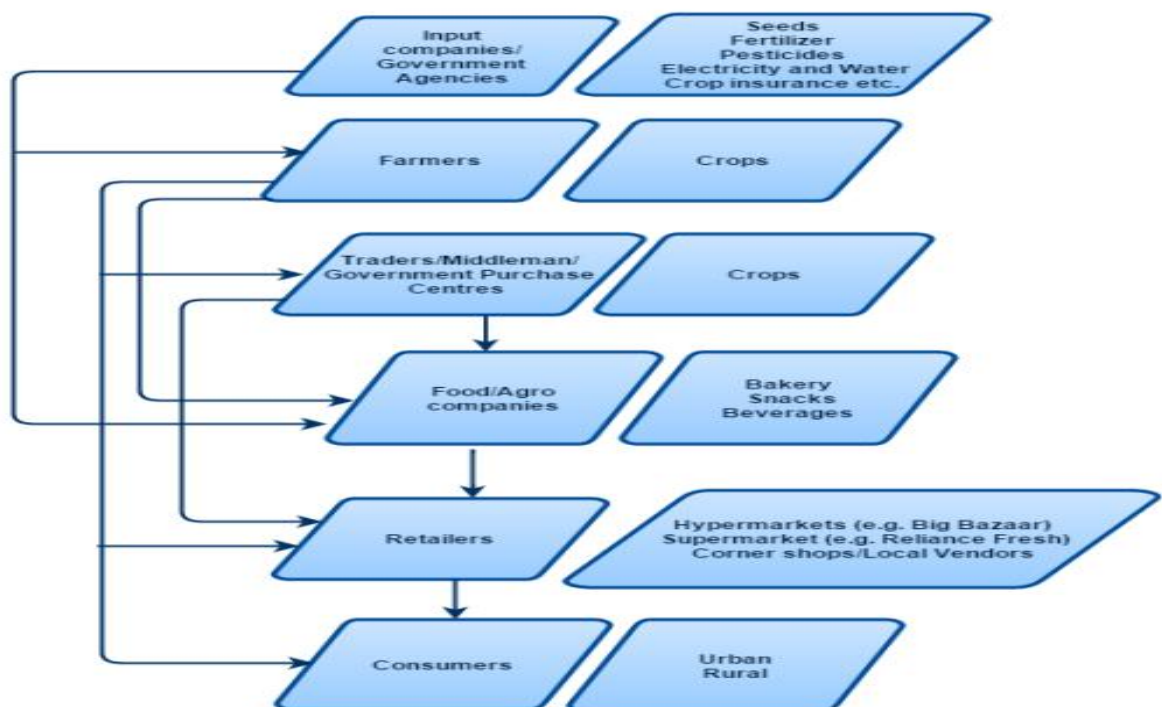


Figure 2: Sample diagram modelling a fruit and vegetable value chain

- Assessment of the presence, status and level of activity of FPOs in the project area, including which commodities they are active in, number of beneficiaries, volumes handled and other basic information.
- Quantifying the value chains, which involves adding detail to the basic maps drawn initially (structure and flow) and should be supported by heat maps that demonstrate the region-specific distribution of crops. This exercise would focus on the size and scale of the main actors; current and potential (with project support) production volumes and price/value; key areas of value addition, current and future market trends; sales and export destinations and concentration; the policy and regulatory framework; and the governance and power structures, including information and knowledge flows.
- Holding consultative meetings with key stakeholders, including various public sector line departments, private sector, non-government organization, and community actors from the entire value chain, and presenting findings of the mapping exercise for discussion and agreement prior to moving on to analyze the performance of the selected value chains.

Task 3: Analysis of selected value chain activities and performance

This task is to analyze the performance and competitiveness capabilities of the selected value chains in the context of local, national, and global trends in the targeted sector. Thus, the experts will:

- Identify and measure key quantitative and qualitative indicators (time, cost, value added and productivity, value captured by different actors, tracking and tracing, shipments, list of storage/cold chain facilities along the supply chains/near markets) currently (without the project) and in the future (potential with project support) for the selected value chains.
- Analyze the value chain external sources of competitiveness, including its economic and social environment, national and regional market environment, and its industrial and technological environment.
- Analyze the value chain technological capacities, including utilization of inputs, the production system, flow of market information and knowledge, and the products manufactured.
- Analyze issues related to gender and social inclusion in all steps of the value chain mapping and enquire the relative proportions of women & men and caste/ethnic communities at each node and between nodes.
- Carry out an economic performance analysis and benchmarking against potential competitors.

Task 4: Identify value chain performance constraints and development opportunities

This task is to define lacking competitiveness drivers (chain constraints), analyze opportunities for value chain development in the selected commodities. It entails:

- Facilitating the definition of the value chain vision and objectives by taking into consideration the findings of the mapping exercise and of the overall techno-economic assessment.
- Identifying value chain actors existing in the project area currently and their level of sophistication or lack thereof, as well as their perceived challenges and limitations. Identify the skills/training needs of the identified value chain actors related to their potential role in the value chain. Include farmer organizations developed under the Mid-Himalayan Watershed Development Project if any is in the HP IDP project area.
- Identifying constraints (gaps), including specific policy, institutional, operational, regulatory (standards) and infrastructure issues, etc., that affect the competitiveness of each stage of the selected value chains in the targeted areas, and ranking them by assessing their impact on

backward and forward linkages. This activity includes identification of any missing related services needed to support efficient value chain functioning. The activity will include a review of the existing value chain; an assessment of the impacts (positive/negative, direct/indirect/cumulative, short/long-term) of this system on all stakeholders and on the production, collection, post-harvest, transport, processing, and marketing, including product differentiation, sorting, grading, packing, logistics and chilling requirements for various market segments.

- Identifying and developing a matrix ranking potential development opportunities and policy/institutional reforms to address the constraints identified and promote inclusive & sustainable economic growth and competitiveness in the selected value chains. This activity may be complemented by a strengths, weaknesses, opportunities, and threats (SWOT) analysis.
- Identifying and consulting key stakeholders at the institutional (line departments) and community levels on the identified constraints, potential development opportunities and policy/institutional reforms to gather inputs to inform the analysis and initial feedback. The types of stakeholder agencies that should be consulted include the following: government agencies; NGOs; experts; natural resource management institutions at the Gram Panchayat/village level, Village Development Committees, Self-Help Groups; and value chain actors, including local agents, traders, processors, and retailers.

Task 5: Define the proposed development interventions and reforms

This task establishes the value chain development upgrading strategy to be incorporated in the HP IDP Project Implementation Plan and entails:

- The formulation of the upgrading strategy for each prioritized value chain, including required interventions, related investments and support services (e.g., technology, financing, transportation/storage/aggregation/processing infrastructure, improved systems for standardisation/packaging/certification, investment and export promotion etc.), and planning of actions with projected costs and implementation timelines and a profitability study for the planned investments.
- Definition of the strategic options for mobilizing the farmers: recommend the types of suitable organization that fit the local context and legal framework for their downstream integration in the value chains, together with identification of areas of needed capacity building and recommendations for training approaches/tools. Use of appropriate information & communication technology, as per local context (in training and especially for market information and knowledge flow) should be explored.
- Identify the potential profitable markets and market actors (a list should be provided) for the identified commodities, along with a suggested VC strategy to integrate the producers from the project areas to those markets.
- For the better connectivity during monsoon, which is the main season of cultivation of high value crops and cereals, provide location recommendations for the construction of ropeways and foot bridges for easy transportation of inputs and produce in the VC. The detailed design and construction of the proposed infrastructure investments are not part of this TOR.
- The formulation of recommendations for policy and institutional reforms to be undertaken to enhance the competitive performance of the selected value chains. The team will specify realistic, effective, and practical recommendations as per the PDO and will undertake an economic analysis to demonstrate the costs and benefits of implementing the recommended reforms.
- The clarification of roles, responsibilities, and a timeline for the implementation and monitoring of the investments and reforms specifying where the involvement of public, NGOs,

and/or other private sector actors is most appropriate. This should include a list of potential organizations (NGOs, private sector) as identified in the stakeholder workshops).

- A validation workshop with stakeholders to present proposed interventions for agreement, including a monitoring and evaluation system.

12. Duration of the Assignment

The duration of the consultancy/assignment shall be 105 (One hundred and five days) from contract signature.

13. Team Composition and Minimum Qualification Requirements/Desired Experience of the Key Experts

The PMU, HPFD shall assess the demonstrated experience and capacity of interested consulting firms applying for this assignment. The assignment requires a firm with experience in similar assignments conducted in projects/programs financed by the government and/or externally aided projects in agriculture/natural resources management/forestry and allied sectors, as well as with experience of working with communities.

The Consultant will be expected to deploy the sufficient manpower required to successfully deliver the tasks to ensure satisfactory completion of the assignment. An indicative manpower requirement for the assignment will be included in the technical proposal and must include Key Experts of suitable qualifications and experience for the key positions tabulated below:

Key Expert No.	Key Position	Area of specific expertise desired and expected role to be performed	Minimum Qualification and Desired Professional Experience	Estimated Work days
K1	Team Leader-Agriculture Value Chain Expert – 1 Number	Expertise and experience in Agriculture and Value chain studies Expected Role: The Team Leader will lead the assignment and be responsible for planning, co-ordination, supervision and timely and satisfactory delivery of the assignment duly taking into consideration inputs provided by the PMU, HPFD, attending progress review meetings, etc. (S)he is responsible for coordination and for all the deliverables.	Should have a Post Graduate degree in Agri-business management / Rural Management / Rural Marketing/ Agricultural economics or MBA in Marketing from a recognized university/institute. (S)he should be an expert in Agriculture marketing, supply chain, post harvesting technology, and agro processing and should have experience with process engineering and technology and industrial financing and accounting. A least 15 years of experience in working with Agriculture value chain development or similar assignment projects in a senior management role. (S)he should show proven experience of managing multi-member teams and delivering high quality outputs in time.	50
K2	Specialist : Agriculture Sector (Traditional crops like maize, wheat, etc.).	Expertise in developing value chain for agriculture and allied sectors. Expected Role : Responsible for contributing to Tasks 1-4	Post Graduate degree in Agronomy/ Agri-business management or B.Sc Agriculture with MBA in Agricultural Marketing from a recognized university/institute.	45

	-1 Number	in coordination with the Team Leader and for leading Task 5, including developing an intervention plan after assessment of the data provided by the field surveys, line departments and other Institutions and identification of the gaps and suggestion for gap filling	<p>Should have minimum 10 years of working experience in designing and/or implementing interventions to strengthen agriculture-based Value chains or similar assignments.</p> <p>Experience in working with government, quasi-governmental and non-governmental organizations is desirable.</p> <p>Good communication skills, both written and verbal, and in English and Hindi</p> <p>Should have working experience of working with communities, including vulnerable populations</p>	
K3	<p>Specialist : Agriculture Sector (horticulture and high value crops i/c spices)</p> <p>-1 Number</p>	<p>Expertise in developing value chain for agriculture and allied sectors.</p> <p>Expected Role : Responsible for contributing to Tasks 1-4 in coordination with the Team Leader and for leading Task 5, including developing an intervention plan after assessment of the data provided by the field surveys, line departments and other Institutions and identification of the gaps and suggestion for gap filling</p>	<p>Post Graduate degree in Olericulture (Vegetable Sciences) / Agri-business management or B.Sc Agriculture with MBA in Agricultural Marketing from a recognized university/institute.</p> <p>Should have minimum 10 years of working experience in designing and/or implementing interventions to strengthen agriculture-based Value chains or similar assignments.</p> <p>Experience in working with government, quasi-governmental and non-</p>	30

			<p>governmental organizations is desirable.</p> <p>Good communication skills, both written and verbal, and in English and Hindi</p> <p>Should have working experience of working with communities, including vulnerable populations.</p>	
K4	<p>Specialist : Agricultural Economics and Agro-logistics</p> <p>-1 Number</p>	<p>Expertise and experience in Agriculture and Value chain analysis and scoping</p> <p>Expected Role: Responsible for leading the economic performance analysis and benchmarking (Task 3) and estimation of projected costs and benefits for the recommended development interventions and reforms (Task 5) and for contributing to other economic analyses in Tasks 1-5.</p>	<p>Post Graduate in Agriculture economics.</p> <p>At least 10 years of experience conducting economic analysis of the intervention costs and benefits in the context of Agriculture and agricultural value chain development projects or similar projects. Experience with industrial financing and accounting.</p> <p>Experience in working with government, quasi-governmental and non-governmental organizations is desirable.</p> <p>Good communication skills, both written and verbal, and in English and Hindi</p> <p>Should have working experience of working with communities, including vulnerable populations</p>	45

K5	Specialist : Animal Husbandry Sector -1 Number	Expertise in analysing livestock value chains, and designing development interventions and policy/institutional reforms to strengthen these VCs, along with implementation plans for the recommendations designed for the animal husbandry sector Expected Role : Lead the analysis of animal husbandry-based value chains (Tasks 1-4)and support the Team Leader to develop recommended interventions and policy reforms to strengthen animal husbandry-based Value chains (Task 5)	Bachelor of Veterinary Science & Animal Husbandry (BVSc & AH) or other relevant subjects Should have 10 years working experience analysing and designing interventions and policy reforms to support animal husbandry-based Value chains. Experience in working with government, quasi-governmental and non-governmental organizations is desirable. Good communication skills, both written and verbal, and in English and Hindi Should have working experience of working with communities, including vulnerable populations	25
K6	Field Coordinator/Assistant 2 No.	Stakeholder engagement and field Coordinator Expected Role: Responsible for collection of field data.	Graduate with a degree in Agricultural Economics/Rural Development/Agriculture and a minimum of 3 to 5 years experience designing and implementing field surveys in the context of agriculture projects. Preference shall be given to local persons of State of H.P and should be fluent in Hindi.	90
Total Work Days				285

14. **Reporting requirements and time schedule for deliverables/completion of tasks**

The consultant should complete the assignment within the stipulated time positively. VC Reports / documents shall be presented in hard and electronic copy in the specified quantity to the O/o Chief Project Director, IDP, Solan as per the schedule given below. All deliverables shall be submitted in English languages and shall need to be acceptable to the PMU before release of payments.

Deliverables/Contents of Reports	No. of Hard Copies	Due Date from the date of contract signature	Payment Linked to Deliverable [Yes/No]	Payment (as a % of the Contract Value)
Inception Report outlining detailed approach/methodology including study tools acceptable to the PMU, HPFD along with a presentation to the PMU	5	10 days	Yes	10%
Meeting with PMU during the field visit and share the information collected from 3 Districts or 8 APOs.	1	25 days	No	---
Fieldwork completed with progress reported to PMU, HPFD		50 days	No	---
Draft First Report on the selection and prioritization of the value chain to be promoted acceptable to PMU	5	65 days		30%
Draft Second Report on the value chain upgrading strategy acceptable to PMU along with a presentation	5	85 days	Yes	30 %
Presentation to validation workshop(s)	5	90 days	No	
Final Second Report acceptable to PMU	15	105 days	Yes	30%

15. Deliverables

1. Inception Report outlining detailed approach/methodology including study tools acceptable to the PMU, HPFD along with a presentation to the PMU should be done within 10 days of beginning of assignment.

2. A first report on the selection and prioritization of the value chain to be promoted, including the map(s) describing the chain on the basis of the analysis of chain activities and performance and the key constraints and opportunities. This report should be submitted within 65 days after the beginning of the assignment.

3. A second report on the value chain upgrading strategy, which should define the short-term targets (one year) and medium-term objectives (three to five years). The upgrading strategy should comprise:

(i) Actions related to tangible and intangible investments (technical assistance, personnel training, etc.) disaggregated by the relevant stage of the value chain (e.g. pre-production, production, logistics/distribution, storage and warehousing, processing, marketing);

(ii) Policy, regulatory and institutional reforms proposed to improve performance of the selected value chains.

(iii) Action details: description, aim, cost, financing, responsibility and duration;

(iv) Planning of actions for the three subsequent years, year by year, distinguishing between short-term and medium-term actions;

(v) Indicators and targets for each action (including a means of quantification to measure the situation before, during and at the end of each action); and

(vi) A summary of action program recapitulating the cost and financing of each action and of the programme as a whole.

The upgrading strategy will be drafted to facilitate inclusion in the HP IDP Project Implementation Plan and will include a profitability study for the planned investments. The report will include a list of the potential agribusinesses interested to collaborate with the project through contractual arrangements and their contact details including useful policy advice for their involvement at any level of the value chain; a list of the stakeholders consulted and how their views were incorporated; and a list of References as Annexes. This report will be submitted within 85 days after the start of the assignment.

The second report described above is to be submitted to validation workshops. The comments made during these workshops will be incorporated in a revised and final second report to be submitted 15 working days after holding the validation workshops and will include a final list of the stakeholders consulted and how their views were incorporated into the final second report.

16. **Travel Requirements** - The Specialist/firm hired to conduct the study will be required to undertake extensive field-visits in the proposed project areas.

17. **Client's input and counterpart personnel including data and facilities to be provided by the Client:**

The client will provide all ready and available information (e.g. PIP, list of selected GPs, concerned line departments and other ongoing EAPs etc.) along with reasonable support to the consultant. However, the consultant will be responsible for any translation of documents and for processing of data.

SMS (Agri-business) IDP Solan shall be the Point of Contact for this assignment to provide guidance and any other support required to facilitate and complete the assignment in a timely and quality manner.

18. Composition of review committee and review procedure to monitor consultants work

A review committee of following members is constituted under the Chairmanship of Executive Director, IDP to monitor the consultant works:

Subject Matter Specialist (Forestry)	Member
Subject Matter Specialist (Agriculture)	Member
Subject Matter Specialist (Animal Husbandry)	Member
Subject Matter Specialist ((Environment /Social)	Member
Dy. Director (Planning)	Member
Subject Matter Specialist (Agri-business)	Member Secretary

The Committee will be fully responsible for completing all procedural formalities like method of selection, preparation and issuance of the request for proposals, cost estimation, short listing of consultant, and technical and financial evaluation of proposals and finalization of contract for consultancy services etc. as per the applicable procurement regulations under Bank-financed projects for selection of consultants.

Annexure "A"

List of Development Blocks under IDP			
Sr. No.	District	Block	GP
1	Shimla	Theog	16
2		Chopal	20
3	Solan	Solan	4
4		Kandaghat	8
5		Dharmpur	19
6		Nalagarh	11
7	Sirmour	Nahan	5
8		Paonta	21
9		Sanghrah	12
10		Pachhad	2
11		Rajgarh	6

12	Bilaspur	Jhanduta	18
13		Ghumarwin	18
14	Kullu	Banjar	14
15		Kullu	19
16		Naggar	13
17	Chamba	Chamba	19
18		Bhatiyat	17
19	Kangra	Baijnath	13
20		Nagrota Bagwan	14
21		Panchrukhi	8
22		Sulah	9
23		Dehra	10
24		Pragpur	10
25	Una	Una	16
26		Bangna	20
27	Mandi	Seraj	16
28		Drang	15
29		Sunder Nagar	9
30		Balh	9
31	Hamirpur	Bijhri	19
32		Bhoranj	18
Total			428

HIMACHAL PRADESH

Agroclimatic Zones

