

Government of Assam
WORLD BANK FINANCED ASSAM AGRICULTURAL COMPETITIVENESS PROJECT (AAP)
Project Coordination Unit (PCU), Agricultural Complex, Khanapara, Guwahati-781022
Assam, Ph. no. - 0361-2332125 / 2332564 (Tele-fax)

Letter for Expression of Interest

Dear Sir/Madam,

1. Letters for Expression of interests are invited from qualified and experienced consulting firms who wish to undertake Consultancy services for **“CONDUCTING TRAINING PROGRAM ON MARKET-LED EXTENSION IN ASSAM”** of **ASSAM AGRICULTURAL COMPETITIVENESS PROJECT (AAP)**. The Government of Assam through the Government of India has availed a credit from International Development Association and intends to apply a portion of the proceeds of this credit to finance the above Consultancy Services.
2. The objectives of the Consultancy Services which will be carried out are as follows: To conduct a training program in broader agricultural based market-led extension for the State Marketing Advisors (SMA) and the District Marketing Advisors (DMA). The tasks include –
 - a. identification of the need of the trainees in market-led extension;
 - b. develop training modules based on needs identified and the training material available with PCU, line departments and the consultants, if any;
 - c. conduct a six-day training in three batches;
 - d. hand-holding of DMAs in preparation of agricultural market-led extension action plan; and
 - e. evaluate post training impact and performance of DMAs/ SMAs
3. The expected results of the consultancy services include -
 - a. DMA will be able to prepare a comprehensive and succinct District Market-Led Extension Action Plan, recommending production to the farmers based on the marketing potential of a product.
 - b. DMA will be able to become master-trainers in market-led extension for their respective districts
 - c. SMAs will be able to effectively coordinate the activities of DMA.
4. The consultants who are interested in being considered for this assignment should fulfill the following criteria:
 - a. The consultant shall have necessary infrastructure and team of experts to fulfill the requirements of the Project.
 - b. The consultant shall have experience in carrying out similar exercises.
5. The duration of the Consultancy Services will be six (6) months, and it should begin in **December 2010**.
6. Consultants or associations of consultants, who are interested in being considered for the assignment, should submit information in the format indicated in the attachment to this letter Information Form. They should support their experience in similar exercises. 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.
8. Expressions of interest with the accompanying material should be submitted to the State Project Director, ARIAS Society by **November 22nd** 2010 between 11.00 to 17.00 hrs at the address below.

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