

ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society (ARIASS)

(An Autonomous Body under Govt. of Assam)

Project Coordination Unit (PCU), World Bank financed Assam Agribusiness & Rural Transformation Project (APART)

No. ARIASS/APART/155/2016/26-A

Dated Guwahati the 12th January, 2017

REQUEST FOR EXPRESSION OF INTEREST (REOI)

For hiring a Consultancy firm for Study of Market Players, Market Share, Market Size and Growth trends of Eri & Muga Silk in Assam & India for APART

1. The Government of Assam (GoA) through the Government of India (GoI) has applied for a loan of US\$ 200 million from the World Bank (WB) for implementation of the Assam Agribusiness & Rural Transformation Project (APART) which is likely to start implementation from April 2017. The objective of APART is to increase value-addition and improve resilience of selected agriculture value chains commodities, focusing on small farmers and agro-entrepreneurs in the targeted districts of Assam. The ARIAS Society now intends to apply a portion of the loan for a consultancy service relating to **“Study of Market Players, Market Share, Market Size and Growth trends of Eri & Muga Silk in Assam & India”**.
2. There are four components to the project: **The first component is Enabling Agri Enterprise Development**, with sub components being (i) enhancing state capacity to attract private investments, (ii) setting up of an Enterprise Development and Promotion Facility (EDPF) (iii) setting up of an Agribusiness SME Investment Fund (iv) establishing stewardship councils. **The second component is Facilitate Agro Cluster Development** with sub-components being- (i) support establishment of Industry Associations (IAs), (ii) supply chain infrastructure support to establish a modern supply chain. **The third component is Fostering Market Led Production and Resilience Enhancement** with sub components being (i) promoting climate resilient technologies and its adoption (ii) facilitating market linkages through market intelligence and product aggregation (MIC) (iii) Facilitating access to and responsible use of financial services. **The fourth component is project Management, Monitoring and Learning**.
3. The project will be implemented through eight line departments of Govt. of Assam including Sericulture, Handloom and Textile Department. The major objectives under the Handloom and Textile sub-component of the project are (i) increase production of hand-woven silk, and (ii) increase visibility of Assam's silk brands and expand presence in national and overseas markets. The major investments will be in (i) organizing weaver-entrepreneurs into Producer Groups (PGs) and Farmer Producer Organizations (FPOs), and providing them skill and design development support (ii) developing demonstration units for propagating new technologies at the field level, (iv) working with Enterprise Development and Promotion Facility (EDPF) being set up under the project to develop and provide investment packages that help communities acquire upgraded looms and accessories, and facilitate the creation of community weaver workspaces (iii) upgrading existing marketing outlets [Assam Apex Weavers & Artisans Co-operative Federation Ltd. (ARTFED) and Assam Government Marketing Corporation Ltd. (AGMC)] and developing market channels and launching a branding campaign.
4. The State Project Director (SPD), ARIAS Society now invites eligible consultancy firms/ agencies to submit their Expression of Interest (EOI) for conducting a study on **“Market Players, Market Share, Market Size and Growth trends of Eri & Muga Silk in Assam & India”**. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as indicated in the Draft Terms of Reference (TOR) for the proposed assignment, which may be seen at the website of ARIAS Society viz. (www.arias.in/notification).
5. **The list of documents to be submitted along with EOI are** (*Expression of Interest shall not be more than total 60 pages*):
 - a. Name, complete address, fax number, e-mail address along with a note on the Ownership and organizational structure & core business area;
 - b. Document (s) to demonstrate that the firm is in the business for the last five (5) years;
 - c. Details of at least **3** similar assignments executed in the last 5 years (2011-12, 2012-13, 2013-14, 2014-15 & 2015-16) to support the short-listing criteria accompanied by completion or acceptance certificate(s), including experience, if any, of having worked with public sector agencies in India/ projects funded by International Multilateral/ Bilateral agencies;
 - d. Certificate from the statutory auditors/ Chartered Accountant certifying the total turnover during each of the last **3** financial years (i.e. 2013-14, 2014-15 & 2015-16);
 - e. In-house available expertise with domain knowledge and experience in similar assignments.
6. **The short-listing criteria include:** The firm/ agency should
 - a. be in business for at least last five (5) years;
 - b. have Average Annual Financial Turnover of minimum **Rs.1.0 crore** in the last **3** financial years (2013-14, 2014-15 & 2015-16);
 - c. have proven experience of successfully completed at least 3 similar assignments in last 5 years (2011-12, 2012-13, 2013-14, 2014-15 & 2015-16);
 - d. have of a multidisciplinary in-house technical team and expert staff available with them.
7. The consultant will be selected in accordance with the Consultants' Qualification Based Selection (**CQS**) method set out in the World Bank's "Procurement Regulations for IPF Borrowers; Procurement of Goods, Works, Non-Consulting & Consulting Services, July 2016", available at www.worldbank.org. Attention of the interested firms/ agencies is drawn to paragraph 3.14 of the said Regulations relating to the Conflict of Interest. Consultants may associate with other firms in the form of a joint venture (JV) or a sub-consultancy to enhance their qualifications. However, nature of association i.e. whether JV or Sub-Consultant, must be clearly mentioned in the Expression of Interest.
8. Interested Consultancy Firms/ Agencies must deliver their EOIs in written form and in English Language to the address given below on or before **4th February'2017** in hard copy as well as a soft copy by email before the given date. Further information can be obtained at the address of the SPD given below from 11.00 am to 04.00 pm (IST) on all working days.

The State Project Director, ARIAS Society, Project Coordination Unit, Agricultural Complex, Khanapara, Guwahati-781022, Assam.
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