



**INSTITUTE ON MANAGEMENT OF AGRICULTURAL
EXTENSION (IMAGE)**

(AN AUTONOMOUS INSTITUTE OF GOVERNMENT OF ODISHA)

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No. 784 /IMAGE,

Dated : 28.02.2022

CORRIGENDUM and ADDENDUM NOTICE

**With reference to REQUEST FOR PROPOSAL NOTICE NO. 561/IMAGE
DT. 10.02.2022 FOR SELECTION OF AGENCY FOR ESTABLISHMENT OF
PROJECT MANAGEMENT UNIT (PMU) UNDER RASHTRIYA KRISHI VIKAS
YOJANA – REMUNERATIVE APPROACHES FOR AGRICULTURE AND
ALLIED SECTORS REJUVENATION (RKVY-RAFTAAR) SCHEME**

The details of information relating to the Corrigendum and Addendum with reference to the RfP Notice No. 561/IMAGE DT. 10.02.2022 can be downloaded from www.agriodisha.nic.in / www.odisha.gov.in / <https://agri.odisha.gov.in> from dt. 02.04.2022.

**Sd/-
DIRECTOR, IMAGE**

ADDENDUM

To

The RFP for selection of Agency for Establishment of PMU under RKVY- RAFTAAR

(Floated by IMAGE, No.561/IMAGE dated 10.2.2022)

Following are the proposed addition to the RFP:

Addition No. 1

Section (Name): Section 3.3 (Detailed Scope of Work)

Pages of the RFP: Page 35 – 36

Point of addition: Addition of 'Five-year vision plan for the development of Agriculture & Allied Sector'

Additional Details:

In the Section 3.3 (Detailed scope of work) another clause 'f' as "Preparation of 5-year vision plan for Agriculture & Allied Sector" and clause 'e' as "Assisting the department in the implementation of 5-year vision plan for Agriculture & Allied Sector" will be added as

f. Preparation of 5-year vision plan for Agriculture & Allied Sector

- i. The team will be responsible for preparing a 5-year vision plan for Agriculture and Allied Sector on the basis of the goals defined by the department.
- ii. The agency will prepare the draft report within 90 days of date of issue of work order. Based on the feedback given during the presentation, the report will be finalised.
- iii. Following key points (indicative) should be covered for each of the goals defined by the department:

S.No.	Points
1	Objective
2	Current scenario
3	Existing schemes and programs
4	Quantifiable outcomes at the end of 5 years
5	Target (yearly) with implementation plan
5a	Quarter-wise action plan with agency-wise ownership
5b	Changes in existing policies/New Policy interventions

5c	Existing schemes/programs to be leveraged
5d	New budget requirement
6	Periodic measurement mechanism (including third party assessments, if required) against each target

- iv. Indicative list of sub-sector wise objectives attached in annexure – A
- v. The template at Annexure-A is indicative and will be finalized upon mutual discussion with the selected agency.
- vi. The team may conduct following activities (not limited to) to come up with the plan:
 - a. Existing agriculture and allied sector analysis
 - Existing policies of GoO and GoI
 - Funding Sources – Quantum, Time & Requirement.
 - Existing schemes of GoO & GoI
 - Other sources like World Bank, DMF, OMBADC etc.,
 - Existing MoUs /MoAs / Collaborations
 - Existing level of convergence of different schemes
 - Existing public and private investments
 - Existing credit / loan availability
 - Existing markets both physical and online/ portal
 - Existing involvement of women, community organizations, NGOs, FPOs, Cooperatives
 - b. Specific products like Pulses, oilseeds, millets, non-aromatic paddy, jackfruit, Moringa, Mango, organic products (Production, Area, incentives from schemes, production infrastructure, post-harvest infrastructure and market)
 - c. Existing use of technology in agriculture
 - d. Existing input services
 - e. Extension services.
 - f. Existing status of crop diversification.
 - g. State level Workshop with the key stakeholders of the Agriculture and Allied sectors as part of the visioning exercise. The outputs of the workshop shall be incorporated in the strategy and action plans
 - h. Focus Group Discussions with key stakeholders (including farmers) of Agriculture and allied sectors from production to marketing.
 - i. Secondary research from successful case studies from different states like jackfruit (Kerala), Moringa (Tamil Nadu), Millets (Karnataka), fruits and vegetables (Maharashtra), Pulses (Madhya Pradesh), Oilseeds (Gujarat)

etc.

- j. Secondary research of successful case studies from different Countries (specially Countries having comparable status in the Agriculture and Allied sector)

g. Assisting the department in the implementation of 5-year vision plan for Agriculture & Allied Sector

h. Coordination and Over all supervision of Media Strategy for the Department

- i. Coordination and overall supervision of Media Strategy for Agriculture and Allied sectors in consultation with Department to be executed by agency on boarded by Department.
- ii. To frame IEC plan for the entire year in consultation with concerned officers of the Deptt.
- iii. To create a monitoring mechanism to measure the performance of the agency responsible for IEC
- iv. To ensure the achievement of the deliverables of the agency set forth in the agreement / RFP.
- v. To assist in organizing special events and campaigns to promote RKVY.
- vi. To assist in organisation of workshops, seminars, campaigns, events.
- vii. To draft and edit articles for press releases and other information materials with respect to the Department.
- viii. To ensure that relevant project materials such as success stories, IEC campaign materials (Video, Radio jingles, hoardings, posters) reports, proposals, factsheets, infographs etc are developed and disseminated to target groups through relevant media and network channels.

Addition No. 2

Section (Name): Section 3.4 (Team Structure)

Pages of the RFP: Page 36

Point of addition: Changes in the team composition

Additional Details:

1. Under Section 3.4, instead of four-member team, 2 different teams are being proposed viz. Visioning Team and Implementation Team
 - a. **Visioning team** – Will be responsible for executing clause 'f' defined under section 3.3. The team can work remotely and will coordinate with the implementation team for any local support required in Odisha. The team

may travel to Odisha on need basis. The team will comprise of following key personnel:

- i. Project Manager
- ii. Sectoral Experts (Agriculture, Horticulture, Soil Conservation, Livestock, Fisheries)
- iii. Agriculture Economist
- b. **Implementation team** – Will be responsible for executing clause a, b, c, d, e, g defined under section 3.4. The team will work in-person from Department of Agriculture and Farmers' Empowerment, Krushi Bhawan, Bhubaneswar. The team will comprise of following seven(07) key personnels:
 - i. Project Manager -1
 - ii. Consultant (Technical) - 3 **
 - iii. Consultant (Monitoring and Evaluation) -1
 - iv. Consultant (Finance) -1
 - v. Consultant (Media) - 1

**** Out of 3 Technical Consultants, 1 for Agri/Horticulture sub-sector, 1 for Post-Harvest Infrastructure & value addition sub-sector and 1 for Market Linkage sub-sector.**

Addition No. 3

Section (Name): Section 3.5 (Qualification of consultant)

Pages of the RFP: Page 38

Point of addition: Addition of Media Consultant in the team of the PMU

Additional Details:

1. Under Section 3.5, the qualification and experience of media consultant will be added in serial number 5.
 - a. Master's degree in journalism & Mass Communication from a recognised Mass Communication Institutes / Universities.
 - b. Minimum 5 years' experience in designing and executing media strategy (digital + offline) for a central Government / State Government department / agency or with a private organisation featuring in "Fortune 500" or "Fortune-in the next 500" companies
 - c. Must be well versed with all the social media and offline media channels.

Addition No. 4

Section (Name): Section 2.8 (Evaluation of Proposal)

Pages of the RFP: Page 23

Point of addition: Addition of Media Consultant in the team of the PMU

Additional details:

Following addition/changes are being proposed in the evaluation criteria defined in clause 'c' of Section 2.8

Criteria	Max Marks
<p>Must have an Annual Average Turnover of Rs. 50.00 crores from consulting business in India in the last 3 financial years i.e., 2018-19, 2019-20 and 2020-21</p> <ul style="list-style-type: none"> • More than Rs. 50.00 crores to Rs. 75.00 crores- 5 marks • More than 75.00 crores to 100 crores- 7 marks • More than Rs. 100.00 crores- 10 marks 	10
Organisational Experience	
<p>Must have at least two project assignments of a minimum duration of 1 year with Central/ State Government or its Agencies in India in the field of Agriculture which shall include development of Agriculture Infrastructure/Agriculture Planning/Agriculture Policies and Strategy/Agri based Supply Chain Network/ DPR preparation /Project implementation/ and project management in the Agriculture& allied sector in last 5 years as on 31st December, 2021.</p> <ul style="list-style-type: none"> • Two Project Assignments- 8 marks • Three- Four Project Assignments- 12 marks • More than Four Project Assignments- 15 marks 	15
<p>Must have at least one Project assignment for a minimum period of 1 year in implementation of any centrally/ state sponsored scheme in Agriculture & Allied Sector advisory within India in last 5 years as on 31st December, 2021.</p> <ul style="list-style-type: none"> • One Project Assignment- 5 marks • More than One Project Assignment- 10 marks 	10
<p>Experience of preparing roadmap/implementation plan for agriculture and allied sector development for a Indian state as defined in Section 3.3 (f)</p> <p>2 similar roadmap/implementenation plan – 5 points 3 similar roadmap/implementenation plan – 7 points More than 3 similar roadmap/implementenation plan – 10 points</p>	10
Implementation Team	
<p>Project Manager</p> <p>a. MBA/PGDM from Top 100 Management Institute (as per NIRF, Ministry of Education, GoI Ranking 2020 for Management institutes)</p>	10

<p>b. Minimum 7 years of experience in Agriculture/Agri Business c. On permanent rolls of the firm for at least 6 months d. Has experience of working with more than one department in any Government entity e. Should have experience of working with Central Government/State Government in managing centrally Sponsored Schemes with working experience in at least two projects.</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 7 years' experience- 6 marks • Meeting above minimum eligibility with 8-10 years' experience- 8 marks • Meeting above minimum eligibility with more than 10 years' experience- 10 marks 	
<p>Consultant (Technical) - 3 persons</p> <p>a. MBA/PGDM from Top 100 Management Institute (as per NIRF, Ministry of Education, GoI Ranking 2020 for Management institutes) b. Minimum 5 years of experience in Agri Business Field/ Agri research c. Has experience of working with more than one department in any Government entity d. Should have experience of working with Central Government/State Government in managing GOI/State Sponsored Schemes. e. On permanent rolls of the firm for at least 6 months f. Must have at least two project experience for providing Technical Consultancy Services/Preparation of detailed Project Report in the field of Agriculture.</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 5 years' experience- 3 marks • Meeting above minimum eligibility with 6-8 years' experience- 4 marks • Meeting above minimum eligibility with more than 8 years' experience- 5 marks 	5*3=15
<p>Consultant (Finance)</p> <p>a. MBA (Finance) or equivalent from Top 100 Management Institute (as per NIRF, Ministry of Education, GoI Ranking 2020 for Management institutes/ Master's Degree in Finance Control/ Chartered Accountant/ CFA b. Minimum 5years of experience in setting up accounting operations within the government c. Prior experience required in Project Finance/ Handling Government Accounts for developmental projects in state or national level, Financial Management/Budgeting for Agriculture related assignments.</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 5years' experience- 3 marks • Meeting above minimum eligibility with 6-8years' experience- 4 marks • Meeting above minimum eligibility with more than 8 years' experience- 5 marks 	5
<p>Consultant (Monitoring & Evaluation)</p> <p>a. MBA or equivalent from Top 100 Management Institute (as per NIRF,</p>	5

<p>Ministry of Education, GoI Ranking 2020 for Management institutes)/M.Tech from Top 100 Engineering Institute (as per NIRF, Ministry of Education, GoI Ranking 2020 for Engineering institutes)/Master's Degree in Economics Planning/ Agriculture Science</p> <p>b. Minimum 3years' relevant experience in agriculture programs.</p> <p>c. Must be well versed with preparation of RFP/ RFQ/ Contract Agreements/ preparation of guidelines and policies.</p> <p>d. On permanent rolls of the firm for at least 6 months</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 3 years' experience- 3 marks • Meeting above minimum eligibility with 4-5 years' experience- 4 marks • Meeting above minimum eligibility with more than 5 years' experience- 5 marks 	
<p>Consultant (Media)</p> <p>a. Master's degree in journalism & Mass Communication from a recognised Mass Communication Institutes / Universities.</p> <p>b. Minimum 5 years' experience in designing and executing media strategy (digital + offline) for a central Government / State Government department / agency or with a private organisation featuring in "Fortune 500" or "Fortune- in the next 500" companies</p> <p>c. Must be well versed with all the social media and offline media channels.</p> <p>d. On permanent rolls of the firm for at least 6 months</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 3 years' experience- 3 marks • Meeting above minimum eligibility with 4-5 years' experience- 4 marks • Meeting above minimum eligibility with more than 5 years' experience- 5 marks 	5
<p>2027 Vision Document Team</p>	
<p>Project Manager</p> <p>a. MBA/PGDM from Top 100 Management Institute (as per NIRF, Ministry of Education, GoI Ranking 2020 for Management institutes)/Master's degree from Top 10 Agriculture University (as per ICAR, AU Ranking 2020)</p> <p>b. Minimum 10 years of experience in Agriculture/Agri Business</p> <p>c. On permanent rolls of the firm for at least 6 months</p> <p>d. Has experience of working with more than one department in any Government entity</p> <p>e. Should have experience of working with Central Government/State Government in creating similar roadmaps with minimum 2 projects</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 10 years' experience- 6 marks • Meeting above minimum eligibility with 10-15 years' experience- 8 marks • Meeting above minimum eligibility with more than 15 years' experience- 10 marks 	10
<p>Sectoral Expert (Agriculture, Horticulture, Soil Conservation, Livestock,</p>	50

<p>Fisheries)</p> <p>a. PhD/Master's degree from Top 30 Agriculture University (as per ICAR, AU Ranking 2020)</p> <p>b. Minimum 10 years of experience in Agriculture/Agri Business/Agriculture Research/Agriculture Economics</p> <p>c. Minimum 7 years of experience in the sector of expertise.</p> <p>d. On permanent rolls of the firm for at least 6 months</p> <p>e. Has experience of working with more than one department in any Government entity/CGIAR institutes</p> <p>f. Should have experience of working with Central Government/State Government in creating similar roadmaps with minimum 2 projects</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 10 years' experience- 6 marks • Meeting above minimum eligibility with 10-15 years' experience- 8 marks • Meeting above minimum eligibility with more than 15 years' experience- 10 marks 	
<p>Agriculture Economist</p> <p>a. PhD/MPhil/Master's degree from a recognised university</p> <p>b. Minimum 10 years of experience in Agriculture Economics</p> <p>c. On permanent rolls of the firm for at least 6 months</p> <p>d. Has experience of working with more than one department in any Government entity/CGIAR institutes</p> <p>e. Should have experience of doing statistical modelling and analysis using different models and tools of Statistics for estimation of budget and demand requirement in Agriculture domain with GOI/ State Governments in similar projects (minimum 2)</p> <ul style="list-style-type: none"> • Meeting above minimum eligibility with 10 years' experience- 3 marks • Meeting above minimum eligibility with 10-15 years' experience- 4 marks • Meeting above minimum eligibility with more than 15 years' experience- 5 marks 	5
<p>Presentation on Understanding the Scope of work, Approach, Methodology and Work Plan (Proposed prospective team members to make the presentation)</p> <p>1. Understanding of scope – 10% (5 Marks)</p> <p>2. Approach and methodology and its value addition to ToR – 40% (20 Marks)</p> <p>3. Adequacy of the work plan against ToR – 20% (10 Marks)</p> <p>4. Presentation by proposed team members – 30% (15 Marks) (2.5 marks each for 5 key team members (3 from Implementation Team and 2 from 2027 Vision Document Team) and 2.5 marks for senior management)</p>	50

Note:

- Applicants meeting the minimum Eligibility Criteria shall be further evaluated as per Technical evaluation criteria mentioned in the table above
- The Applicants securing minimum 150 marks as per the technical scoring

criteria shall be eligible for next stage of bidding i.e. Opening of Financial proposal.

- Post Opening of Financial Proposal, the Weighted Average Score shall be derived by giving 70% weightage to Technical score and 30% weightage to financial score.
- The members of the proposed teams – Vision documents and PMU would be required to make presentations for Technical Evaluation. Mode of presentation (On line/ off line) will be conveyed in due course.
- Note: ***Bidders who secure above 150 marks from the total (200 marks) in the technical proposal will be called for financial evaluation.***

Addition No. 5

Section (Name): Section 3.6 (Deliverables)

Pages of the RFP: Page 38

Point of addition: Addition of parameters

Additional Details:

Please refer to below table for final list of deliverables

Sl. No.	Key Performance Indicators	Deliverables
Implementation Team		
1	Creation of DAPs, SAP and SAIDP	1 SAP, 1 SADIP & 30 DAPs each per year (April to March) - by 15 th of April annually
2	Submission of detailed examination reports on projects submitted to department	Average of 30 days from the date of receipt
3	Timely update of RKVY MIS	Every month (By last week of every month)
4	Submission of quarterly physical and financial achievement reports to GoI and SLSC	4 reports annually (1 per quarter: within first 15 days of every quarter)

5	Conducting stakeholder meetings	1. Technical Meeting – 10 in a quarter 2. SLPSC – 1 in quarter 3. Every month 1 meeting with implementation partner
Vision Document		
1	Creation and Submission of Vision 2027 Document	Draft Final Report and Presentation – 3 months Final Report and Presentation – 4 months

Addition No. 6

Section (Name): Section 3.6 (Deliverables)

Pages of the RFP: Page 38

Point of addition: Addition of parameters

Additional Details:

Following will be the payment terms -

PMU Operations

Sl. No.	Key Performance Indicators	Deliverables	Quarter 1	Quarter 2,3,4
1	Creation of DAPs, SAP and SAIDP	1 SAP, 1 SADIP & 30 DAPs each per year (April to March) - by 15th of April annually	30%	-
2	Submission of detailed examination reports on projects submitted to department	Average of 30 days from the date of receipt	30%	40%
3	Timely update of RKVY MIS	Every month (By last week of every month)	10%	15%
4	Submission of quarterly physical and financial achievement reports to GoI and SLSC	4 reports annually (1 per quarter: within first 15 days of every quarter)	10%	15%
5	Conducting stakeholder meetings	1. Technical Meeting – 10 in a quarter 2. SLPSC – 1 in quarter 3. Every month 1 meeting with Implementing Agencies	20%	30%

	(IAs) and other stakeholders.		
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2027 Vision Document

1	Submission of draft vision plan and presentation	3 months	40%
2	Submission of final vision plan and presentation	4 months	60%

Addition No. 7

Section (Name): Fin 2 – Financial Proposal

Pages of the RFP: Page 61

Point of addition: Addition of parameters

Additional Details:

Following will be the payment terms –

Sl. No.	Fee Particulars	Amount in INR ***
A	Professionals Fee [For 3 years] Detail Break up to be provided at FIN-3	
B	Deliverable Cost (Vision 2027 Document)	
C	Total	
In Words		

*** Inclusive of all applicable Taxes

N.B. 1. The engagement will be for 3 years and can be renewed for 2 more years with an enhancement of 10% depending upon satisfactory performances.

N.B-2.

1. Last date for submission of pre-bid queries – 11.03.2022
2. Pre-bid meeting - 15.3.2022
3. Issue of pre-proposal clarification-22.3.2022
4. Proposal due date – 2.04. 2022 up to 3pm
5. Date of opening of Technical Proposal- 2.4.2022 at 5PM.
6. Date of opening of Financial Proposal will be intimated later.

Annexure – A

Template for 5 Years Perspective Plan for Development in Agriculture (Vision document for 2027)

Objective:

1. To improve the standard of living of farmers engaged in Agriculture & allied activities of Odisha through increasing their household income.
2. To increase the share of Gross Value Added to Agriculture & allied sector.

(Goals to be achieved by 2027)

Sl. No.	(Sub-sectors of Agriculture)	Indicators for the Goals
1.	Crop	<ol style="list-style-type: none">1. Creating production clusters (Pulses, oilseeds, millets, non-aromatic paddy, jack fruit, moringa, mango, cabbage, cauliflower, brinjal, tomato, potato, coffee, cashew) in the state2. Augmentation of Food Processing Industries (including MSME)/ Primary/ Secondary/ Tertiary3. Strengthening market linkages (including exports outside state and India) for identified crops4. Strengthening post-production quality infrastructure5. Strengthening warehousing infrastructure in the state6. Use of technology for farm mechanization, harvesting procedure7. Promotion of precision agriculture in the state8. Improving quality of seeds and increase of SRR9. Crop diversification from paddy to non-paddy. Bring back at least 3 lakh hectares of fallow land into agriculture10. Year wise area expansion under non-paddy Agriculture crop, Horticulture Crop & Plantation crop.

2.	Livestock	<ol style="list-style-type: none"> 1. Promotion of egg and meat production leading to increase in production and generation of livelihood for small/marginal farmers 2. Augmenting milk production/productivity through various measures 3. Augmentation of Food Processing Industries (including MSME) 4. Promotion of production clusters in the state 5. Improving animal health services delivery in the field 6. Strengthening market linkages (including exports outside state and India) for identified commodities like poultry and small animals.
4.	Fishery	<p>Promotion of freshwater, brackish water and marine fisheries (farmers and commercial) in the state</p> <ol style="list-style-type: none"> 1. Augmentation of Food Processing Industries (including MSME) 2. Strengthening market linkages (including exports) 3. Improving intensive aquaculture practices in the state 4. Strengthening of input supply value chains (including fish seed, fingerlings, feed etc.)