

# **UTTARAKHAND HORTICULTURE BOARD**



**Request For Proposal (RFP)**

**For**

**Hiring the services of a Partner Support Agency**

**To make**

**Uttarakhand Horticulture Board**

**a Profitable Organization**

**Govt. Garden, Circuit House, Dehradun.**

**0135-2750978, E-mail:- [uhmbddn@gmail.com](mailto:uhmbddn@gmail.com)**

## **1. Background:**

In the year 2012 Uttarakhand Horticulture Marketing Board (UHMB) was established with the objective of providing market and market linkages to the farmers of remote and rural areas of the state so that they are able to improve their income. The headquarter of UHMB was in Dehradun headed by departmental Jt. Director/CEO. With an objective to provide partner support to all horticulture producers of the state, Govt. of Uttarakhand in the month of December 2020 renamed UHMB as Uttarakhand Horticulture Board(UHB). In this reorganization role and responsibilities of UHB and its objective were defined.

## **2. Objectives of the Board.**

1. Work on projects related to land development, setting up of nurseries and distribution and management of high quality seeds /plants for horticulture.
2. To develop facilities for processing, storage, cold store, ware house of horticulture products and their end products.
3. To create, effectuate development projects, enterprises and programs with a view to improving/ promoting the production, storage, packing, grading, transportation, processing and marketing and branding of all horticultural crops / products.
4. Production of high quality plantation material and horticulture crops and complete all post harvest activities from selected state gardens under the Horticulture Department in the state
5. To fulfill the objectives of the board, work for the promotion of other projects in the field of horticulture such as ropeway, mushroom, honey, bee - keeping industry etc.
6. To undertake wholesale or retail trade in the favour of farmers/growers, purchase and sale of fruits, vegetables and other horticultural produce and their processed products. To work in this behalf by establishing a coordinator with the government or any other agency.
7. Promotion of new developed /imported planting material and other agricultural inputs, production technology
8. Participation in and promotion of projects related to brewing and distillation of horticultural products.
9. To organize and participate in publication, publicity, workshop, exhibition, seminars, etc. On literature production, marketing, post harvest management and other related subjects.
10. Preparation of useful reports and data from time to time for such industries to examine or assist in problems related to horticulture, horticultural marketing, processing, cold storage and horticultural inputs and horticultural industrial development.

11. To do such work/business as a partnership, joint - venture with any organization in the interest of the farmers and in accordance with the objectives of the board
12. To conduct systematic study of horticulture demand, supply and production trends in the line with the objectives of the board.
13. To carry out all such other activities and activities that are corrective for the state's horticultural production or post harvest activities but not ,included in the above objectives, by obtaining the approval of the board and the approval of the government.
14. UHB seeks to empanel agencies having the necessary market knowledge, business experience, expertise and network for facilitating sale of the procured commodities. UHB will also empanel suitable MSA (multiple) which can facilitate the marketing of other horticulture produce (such as fruits, vegetables, flowers, mushroom, honey, spices, tea, herbal and aromatic produce etc.), which are produced by farmer across the state.

**3.** UHB intends to hire services of a Partner Agency/Market Support Agency (MSA) particularly having experience in horticulture and allied production such as fruits, vegetables, flowers, mushroom, honey, spices, tea, herbal and aromatic produce etc., knowledge on post harvest operations, branding, business experience etc.

#### **4. Scope of work:**

In nutshell UHB intends to improve the quality of existing horticultural produce, increase per unit production and productivity, volume of produce in demand, promote diversification like mushroom cultivation/honey production/medicinal plant cultivation etc, create/strengthen post harvest infrastructure, develop entrepreneurs for organic inputs, branding of horticultural produce of Uttarakhand and make their presence in national/international markets, so that UHB is able to improve the income of producers and a good amount of corpus is generated through which future requirements of farmers can be catered and Horticulture Board can become a profitable organization.

1. Identify domestic & international market for the horticulture commodities both processed and fresh. This would include the following categories of horticultural production and processing:

##### **I. Fresh Vegetables and Fruits**

- a) Production of seasonal vegetables, focusing on summer production at higher altitudes and winter production at lower altitudes. As temperatures during the summer season do not reach extremes at higher altitudes, Uttarakhand is very well placed to take advantage of this by facilitating growth of off-season (winter) vegetables during the summer season primarily targeting the Delhi NCR markets.
- b) Production of high-value exotic vegetables including broccoli, bell-peppers, zucchini, leafy greens, herbs, leeks throughout the year.
- c) Fruits like peaches, plums, apples, and apricots that grow in the hills

- d) Fruits like lychees, mangoes, and guavas that grow in the terai regions of the state
- e) Wild growing berries and other native fruits from the state

## **II. Grains and other edible produce**

- a) Creating an opportunity to produce and market high quality grains that are native to the mountainous regions including varieties of rajma, dals, soybeans, amaranth, rice, ragi, jowar etc.
- b) Honey, especially flavored honey from fruit orchards, and other distinct flavors specific to diverse flora in the hills
- c) Bee-pollen, bee venom, royal jelly, propolis, beeswax.
- d) Spices
- e) Herbs
- f) Mushrooms – both simple button mushrooms, and other exotic varieties including portobellos, shiitake, shimeji, oyster, and other wild growing varieties like morels.

## **III. World-class Processing**

- a) Creating new and utilizing existing infrastructure available in the state for processing of fresh produce thereby creating value-added goods that have a longer shelf-life and expanded usage. This would include producing fruit juices, dry herbs, freeze-dried fruits and vegetables, canned produce, sun-dried produce, spice powders, other plant-based nutritional powders, pickles etc.

## **IV. World-class packaging, branding and logistics infrastructure**

- b) Creating a hub and spoke model for collecting, sorting and packaging the above produce coming from various regions in the state using the best available technologies globally. This will increase shelf-life for fresh and processed food products and help in marketing the produce not just nationally but also globally.
- c) Creating an optimized and tracked logistics infrastructure to move the produce from the farms to the markets most efficiently and in the best possible conditions. This would include refrigerated transport, cold stores etc.
- d) Creating a compelling brand-story with high quality branding of all horticultural produce coming from the state of Uttarakhand. This will boost buyer confidence, and also create a niche for Himalayan produced goods nationally and internationally. This would include creating a “produced/grown in Uttarakhand” standardized label which can be used by certified producers, and which will help create recognition for Uttarakhand based production.

## **V. Value added products from Hemp farming including:**

Hemp, or industrial hemp, is a variety of the Cannabis sativa plant species that is grown specifically for industrial use. Hemp production will be done by following all legal regulations ensuring the THC content is below the allowed limit of 0.3%. It can be used to make a wide range of products. Along with bamboo, hemp is one of the fastest growing plant son Earth taking only 3-4 months to reach a harvestable stage. It is also extremely sustainable to grow requiring much lesser resources than other industrial crops like cotton etc. Uttarakhand has the ideal environment for sustainable hemp production. It was also one of the first plants to be spun into usable fiber 50,000 years ago. It can be refined into a variety of commercial items, including:

- Paper
- Rope
- Textiles
- clothing
- biodegradable plastics
- paint
- insulation
- biofuel
- animal feed.

In future, as regulations are expanded, hemp seeds can also be used a great source of plant-based protein, along with the extraction of Hemp oil (from seeds) and CBD oil (from hemp flowers) for medicinal uses.

## **VI. Floriculture**

- a) Help in identifying new varieties of flowers that can be produced in the state, especially focusing on off-seasonal production of exotic flowers for the national and global markets.
  - b) Help in marketing and standardizing the existing high-quality production of flowers that is being done in the state.
2. Directorate of Horticulture, Govt. of Uttarakhand will provide season-wise, commodity wise details of horticulture produce, location, volume, quality etc.
  3. MSA is expected to suggest commodity wise strategies to market horticulture produce grown in Uttarakhand.
  4. MSA would also develop a network for marketing the produce both at national and international level.
  5. MSA would provide strategy to strengthen UHB in terms of revenue generation.
  6. MSA would arrange national/international season-wise, commodity wise buyers-sellers meet.
  7. MSA would also identify prospective farmers and will arrange their exposure both nationally and internationally.

8. MSA would suggest management strategy to make UHB a commercially viable Board.
9. MSA would keep a track on the planting material being imported in terms of quarantine requirements.
10. MSA would supplement the efforts of UHB in achieving the objectives of the Board.

#### **5. Eligibility Criteria for MSA**

1. The Agency must be registered under any of the legal provisions/acts like Societies Registration Act 1860/ Companies Act 1956 / partnership firm / proprietary firm / Individual and must be working for the cause of horticulture development in Uttarakhand.
2. In case of NGO, it should be registered under NGO Darpan Portal.
3. The Agency must have minimum of 5 years of experience in horticulture and allied (ending 31 March 2021) in working for different sector of horticulture activities like fruit/vegetables production, nursery development, in providing market linkages, in establishing post harvest facilities for value addition etc., that too at farmers' level.
4. The Agency arranging production of horticultural produce at farmers level as per International Standards of organic Production Process and helping farmers in getting Organic Certification will be preferred.
5. The Agency should have a **minimum turn over of Rs 4.00 lakhs.** (Rupees four lakhs) per annum during last three financial years.
6. The Agency must have technically competent, well experienced subject matter specialists and sufficient staff to take-up the activity at multiple locations simultaneously.
7. The applicant should furnish an undertaking to the effect that the Agency has never been blacklisted in India or abroad.

#### **6. Authorized Signatory**

The 'Applicant' mentioned in the offer document shall mean the one who has signed the EOI document forms. The applicant should be the duly Authorized Representative, for which a certificate of authority will be submitted. All certificates and documents

(Including any clarifications sought and any subsequent correspondence) received hereby, shall, as far as possible, be furnished and signed by the Authorized Representative.

#### **7. Submission of offers**

The Expression of Interest complete in all respects shall be submitted in sealed envelope super scribed as "EOI for Selection of Marketing Support Agency" to UHB through registered post/speed post/courier/by hand or on or before 15<sup>th</sup> May 2021 by 3.00 PM at following address:

**The Chief Executive Officer,  
Uttarakhand Horticulture Board (UHB),  
Government Garden, Circuit House, Dehradun-248001  
Tel: 0135-2750978 / 9634489289**

#### **8. Time schedule of tender process:**

SN	Particulars / Activity	Time Schedule
1	Date of publishing RFP (Request for Proposal)	23 <sup>rd</sup> April 2021
2	Pre Bid Meeting	10 <sup>th</sup> May on 12.00-1.00 PM (Through Online video call at 9634489289)
3	Last date and time for Bid submission	15 <sup>th</sup> May 2021 till 3.00 PM
4	Date & time of opening of Technical Bids	15 <sup>th</sup> May 2021 at 3.00 PM
5	Announcement of Technically Qualified Bidders	24 <sup>th</sup> May 2021
6	10 minute time to each presenter for Presentation on Methodology by Technically Qualified Bidders	27 <sup>th</sup> May 2021
7	Opening of Financial bids	Immediately after presentation on the same day.

## 9. Documents to accompany offer

The applicant shall submit his proposal along with following documents to the Chief Executive Officer, Uttarakhand Horticulture Board (UHB), Government Garden, Circuit House, Dehradun-248001, telephone 0135-2750978

E-mail:-uhmbddn@gmail.combecompletewiththefollowingdocuments:

1. Expression of Interest in Form-I.
2. Details of experience of similar assignment along with supporting documents such as work orders, satisfactory completion certificate etc. (atleast for the last 5 years).
3. Details of Financial status of the applicant.
4. Details of staff working in the organization along with Name, Educational qualification, experience and trainings etc.
5. Any other information required in support of scope of work.
6. Every sheet and all forms complete in all respects shall be signed by the person / persons duly authorized to sign on behalf of the applicant with affixing the applicant's rubber stamp.
7. The Power (s) of Attorney on 50Rs. stamp paper authorizing the signatory shall be enclosed with the offer.
8. Any/all corrections made in the proposals shall be duly authenticated by the signature of the Authorized Signatory.

## 10. Amendment to EOI

At any time prior to the last date for receipt of proposals UHB may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, UHB may, at its discretion, extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI.

## 11 .Time Period

The selected MSA will be engaged for a period of three years but performance of MSA will be evaluated on yearly basis and if found satisfactory their services will be extended accordingly. Further if need persists, their services can be taken beyond stipulated period of three years.

## 12. Rejection of offers

The application is liable to be rejected if:

- a) The application is not covered in proper sealed cover with superscription as indicated above.
- b) Not in prescribed form and not containing all required details.
- c) Not properly signed.
- d) Received after the expiry of due date and time.
- e) Offer received by fax, telegram or e-mail prescribed documents within stipulated date.

## 13. Evaluation Procedure:

The proposals will be evaluated on the basis of the eligibility criteria and will carry maximum marks of 100. The maximum marks for each component of proposal are as under:

<b>Eligibility criteria</b>	<b>Max Marks</b>
1. General Experience of the firm in similar areas of business	20
2. Experience in working for horticultural and allied crops at farmers level	10
3. Experience in the field of organic production and certification with respect to horticultural crops	10
4. Key staff and relevant experience	20
5. Methodology (Understanding of the Scope of Work, Adequacy of the proposed methodology and work plan in responding to the Scope of Work)	40
a. Understanding the concept. (10 marks)	
b. Technical approach and methodology (10 marks)	
c. Work Plan (10 marks)	
d. Presentation (10 marks)	
<b>Total</b>	<b>100</b>

(Note: Minimum 60% marks are needed for qualifying technically.)

## 14. Empanelment Procedure:



Primary selection of applicant will be done on the basis of above criteria and shortlisted applicants will be asked for a presentation in front of UHB selection committee. Date of presentation will be intimated to the short listed applicants well in advance. Based on offers submitted and presentation made, technically qualified agencies will be selected and their financial bids will be opened by the committee on the same day.

#### **15. Disclaimer**

UHB shall not be responsible for any late receipt for any reasons what so ever. The applications received late will not be considered and returned unopened to the applicant.

**In the context of the above ,it will be necessary to follow the national and international standards.**

#### **16. Right of UHB**

**UHB reserves the right:**

- To reject an /all applications without assigning any reasons thereof.
- To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the UHB without assigning any reasons thereof.
- To include any other item in the Scope of work at any time after consultation with applicants or otherwise.
- To determine the number of sample for quality certification / Inspection taking into account the existing / likely work load.

**FORM-I**  
**EOI Letter Proforma**

To  
Chief Executive Officer,  
Uttarakhand Horticulture Board (UHB),  
Government Garden, Circuit House, Dehradun-248001  
Tel:0135-2750978

**Subject: Expression of Interest (EOI) from interesting Agencies/Firms/Farmer's group / Entrepreneurs / SHG's / NGO/Industrialist / Cooperative societies for Empanelment as a Marketing support agency (MSA) for facilitating business acceleration and income generation through processing, branding & marketing of horticultural commodities in Uttarakhand state.**

**Sir,**

The undersigned having read and examined in detail all the EOI documents pertaining to the Selection of Marketing Support Agency for facilitating Uttarakhand Horticulture Board in making it a profitable organization and do submit our Expression of Interest (EOI) as under:

**1. Profile of the MSA**

1.	Name of the Agency / Organization	
2.	Address	
3.	Telephone & Fax Number	
4.	E-mail Address	
5.	Name and designation of the person authorized to make commitments to UHB	
6.	Year of Establishment	
7.	Constitution of organization	
8.	Legal Status of Organization	
9.	The details of the top management with professional qualifications and Experience	
10.	Whether the organization has any widely accepted accreditation/recognition/certification. If yes, furnish certified copies	
11.	Financial Statement of last three years	
12.	Business Volumes handled in last three years	

**2. List of similar Assignments handled in last three years:**

Year	Name of Assignment	Name of Clients	Supporting Documents

3. Whether following documents have been enclosed with the application?:

S.No.	Document	Yes/No
1.	A write up on the capability statement	
2.	A writeup on the understanding of the assignment	
3.	CV's of the person(s) proposed to be involved for this contract	
4.	Company/Organization profile giving detail so current activities and management structure	
5.	Registration of Certification	
6.	Any other supporting documents	
7.	Undertaking mentioning the organization has not been black-listed by any of the State Government/ Central Government or International organization	

I / We here by declare that my / our EOI is made in good faith and the information contained is true and correct to the best of my / our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)Name:

Designation:

Seal:

Date:

Place: