



**ODISHA PVTG EMPOWERMENT & LIVELIHOODS IMPROVEMENT PROGRAMME  
ST & SC DEVELOPMENT DEPARTMENT**

**2<sup>nd</sup> floor, TDCCOL Building, Rupali Square, Bhubaneswar - 751022**



**REQUEST FOR PROPOSALS (RFP) FOR HIRING OF AGENCY FOR CONSULTANCY SERVICES IN OPELIP**

The Programme Management Unit (PMU), OPELIP invites RFP from eligible bidders for hiring of agency for consultancy services in OPELIP. The interested eligible bidders may download bidding documents and other details from websites i.e [www.opelip.org](http://www.opelip.org) & [www.otelp.org](http://www.otelp.org) . Last date of receipt of applications by hand, speed post/courier only is 15:00 hours on 05.02.2019 and the bid shall be opened in the presence of bidders/bidders representative at 16:00 hours on 05.02.2019 at the office of the PMU, OPELIP.

Programme Director, OPELIP reserves the right of accepting or rejecting any or all bids without assigning any reason thereof.

Date: 19.01.2019  
Place: Bhubaneswar

Sd/-  
**Programme Director, OPELIP**

# **REQUEST FOR PROPOSALS**

**2018-19**

**Project Name: [ODISHA PARTICULARLY VULNERABLE TRIBAL  
GROUP EMPOWERMENT AND LIVELIHOODS IMPROVEMENT  
PROGRAMME (OPELIP)]**

**Title of Assignment: [HIRING OF AGENCY FOR CONSULTANCY  
SERVICES IN OPELIP]**

## **Section 1. Letter of Invitation**

1. The Programme Management Unit of OPELIP now invites proposals for hiring of agency for consultancy services in OPELIP. More details on the services to be provided in the Terms of Reference.
2. Proposals are invited from reputed Organizations/Agencies/Academic institutions with experience in providing high quality consultancy service relating to market linkage, financial inclusion, knowledge management & income generation activity to PMU, OPELIP. Criteria for qualifying the Agencies are :
  - i. Organizations/Agencies/Academic institutions that is duly registered. The entity is required to submit proof of registration and existence.
  - ii. The audited financial statements for the period 2015/16, 2016/17, 2017/18 are submitted.
  - iii. Minimum turn-over should be more than Rs. 2.5 Crore (Rupees two crore fifty lakh) per annum at least for last 3 years. (Auditors certificate to this effect is to be submitted as proof of financial turn-over).
  - iv. Agency must have experience in working with any Government programme.

3. The RFP includes the following documents:

Section 1 - Letter of Invitation

Section 2 - Technical Proposal - Standard Forms

Section 3 – Covering Letter

Section 4 - Terms of Reference

Yours sincerely,

## Section 2. Technical Proposal - Standard Forms

### Form TECH-1: Technical Proposal Submission Form

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To:

Programme Director

OPELIP

Bhubaneswar

Respected Madam/Sir:

We, the undersigned, offer to provide the consulting services in accordance with your Request for Proposal dated \_\_\_\_\_ and our Proposal. We are hereby submitting our Technical Proposal in a sealed envelope.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than the prescribed date.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Agency:

Address:

## Form TECH-2: Agency and Experience

### A - About agency

When describing the organization and its experience, please make sure that evidence is provided to support the following:

- i. Organizations/Agencies/Firms/ Academic institutions that is duly registered. The entity is required to submit proof of registration and existence.
- ii. The audited financial statements for the period 2015/16, 2016/17, 2017/18 are submitted.
- iii. Minimum turn-over should be more than Rs. 2.5 Crore (Rupees two crore fifty lakh) per annum at least for last 3 consecutive financial years. (Auditors certificate to this effect is to be submitted as proof of financial turn-over)
- iv. Agency must have experience in working with any Government programme.

### B - Agency's Experience

List of assignments undertaken :	1. 2. 3. 4. 5.
Approx. value of the contract (in INR):	1. 2. 3. 4. 5.
Duration of assignment (months):	1. 2. 3. 4. 5.
Name of Client:	1. 2. 3. 4. 5.

***Form TECH-3: FOR SIMPLIFIED TECHNICAL PROPOSAL ONLY (STP)***

**DESCRIPTION OF ORGANIZATION AND STAFFING IN RESPONDING TO THE TERMS OF  
REFERENCE**

Form TECH-3: a description of the Organization and Staff Structure for performing the assignment,

Suggested structure of your Technical Proposal:

a) About the organization

b) Staffing

a) **Organization.**{Please describe about the organization, mission and key objectives}

b) **Staffing.**{Please describe the structure of your organization and staff composition including the list of the Key Experts, Non-Key Experts and relevant technical and administrative support staff.}

**Form TECH-4 (Continued): Curriculum Vitae (CV) for Proposed Professional Staff**

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**1. Proposed Position:**

**2. Name of Firm:**

**3. Name of Staff:**

**4. Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_

**5. Education:**

**6. Membership of Professional Associations:**

**7. Other Training:**

**8. Languages :**

**9. Employment Record**[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]: \_\_\_\_ To [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_

**10. Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any wilful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_ Date: \_\_\_\_\_

[Signature of staff member or authorized representative of the staff] *Day/Month/Year*

Full name of authorized representative: \_\_\_\_\_

### Section 3. Covering letter(Template)

To:  
Programme Director  
OPELIP  
Bhubaneswar

Respected Madam/Sir:

We, the undersigned, offer to provide the consulting services for [*Insert title of assignment*] in accordance with your Request for Proposal dated [*Insert Date*] and our Technical Proposal.

We understand, you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

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- 1 If applicable, replace this paragraph with: "No commissions or gratuities have been or are to be paid by us to agents relating to this Proposal and Contract execution."



## Form FIN-2: Summary of Costs

Consultancy services	*Monthly Consultancy charges (in INR)	Service Charges / Management cost (in INR)	Statutory dues as per Govt. Norms (in INR)	Total Cost (in INR)
A	B	C	D	E
Market Linkage(ML) & Income Generation Activity (IGA)- 2 no	Rs. 50,000.00			
Knowledge Management(KM)- 2 no	Rs. 50,000.00			

**\* If the PMU decides adequate manpower can be engaged by the organization/institution within the overall cost of contract.**

Name of the post	Qualification	Experience
A	B	C
Market Linkage(ML) & Income Generation Activity (IGA)- 2 no	Post Graduation in any discipline from reputed national institutions	
Knowledge Management (KM)- 2 no	Post Graduation in any discipline from reputed national institutions	

1. The statutory obligations shall be applicable as per rule and shall be the sole responsibility of the Organizations/Agencies/Firms. Amounts payable by the PMU to the Agency under the contract to be subject to local taxation.
2. The total cost of the project should be within Rs.30.00 Lakhs (Rupees Thirty Lakhs only) including all statutory dues and taxes. Bids quoted with abnormally low/ not reasonable service charges may not be considered.
3. The organization / institution should not put nominal service charge, which is not rational / sustaining in any business.
4. **Selection criteria for the agency :** The consultancy services to be provided to OPELIP shall be on fixed cost basis. The final selection of the proposals received from different organizations/ agencies/ academic institutions shall be based on the parameters as reflected in page no 20.

Signature of authorized person

Full Name:

Seal:

## Section 4. Terms of Reference

### PROVIDING CONSULTANCY SERVICE TO PROGRAMME MANAGEMENT UNIT OF THE ODISHA PARTICULARLY VULNERABLE TRIBAL GROUP EMPOWERMENT AND LIVELIHOODS IMPROVEMENT PROGRAMME (OPELIP)

#### Background and Brief description of the Project

The Odisha PVTG Empowerment and Livelihoods Improvement Programme's (OPELIP) goal is to achieve enhanced living conditions and reduced poverty of the Particularly Vulnerable Tribal groups (PVTG) and other poor communities. This is sought to be achieved through realizing the development objective of enabling improved livelihoods and food and nutrition security for a total of 62,356 households. Beneficiary households would comprise 32,090 PVTGs, 13,970 other Scheduled Tribe (ST) households, 5,486 Scheduled Caste households and 10,810 others.

The project has 4 main components as follows:

**Component 1: Community Empowerment:** This component have two sub-components: (i) promotion of village development associations for the planning and execution of need-based activities of the community that cover natural resources management, community-based paralegal services, community-based health, hygiene and nutrition education and community infrastructure; and (ii) promotion of SHGs and rural finance services to enable social development of the SHG members through facilitating group savings and credit and through building their capacity.

#### **Component 2: Natural Resources Management and Livelihoods Enhancement:**

This component will have three sub-components: (i) NRM, (ii) Food and nutrition security and (iii) Livelihoods improvement. This component will also have facilities for vocational training for the PVTG youth and promoting PVTG culture and values.

**Component 3: Community Infrastructure and drudgery reduction:** Interventions under this component will include inter alia: building critical social infrastructure such as schools, health clinics, child-care centres (that are not included under any of the mainstream infrastructure development programmes), storage structures along with drying yards, threshing floors, provision of weighing scales, household storage bins for promoting value-addition and fair trade in villages, small market yards and aggregation centres, facilities for food and NTFP processing units including small rice hullers, upgrading village link roads, rural water

supply, supply of smokeless wood-stoves and support to operations and maintenance of village fuel-wood reserves.

**Component 4: Programme Management:** This component will have three sub-components as follows: (i) a Programme Management Unit (PMU) will be set up within the ST and SC Development Department, Government of Odisha in Bhubaneswar, (ii) the programme will strengthen the 17 existing MPAs with staff and facilities; and (iii) a Programme Monitoring and Evaluation and Knowledge Management unit to be housed within the PMU. The policy initiatives aspects of the programme will be part of PMU responsibilities.

OPELIP interventions is being implemented in all 17 Micro Project Agencies(MPAs) located in twelve districts of Odisha namely Malkangiri, Rayagada, Angul, Deogarh, Ganjam, Nuapada, Keonjhar, Sundergarh, Gajapati, Kandhamal, Kalahandi and Mayurbhanj. This covers 13 PVTGs living in some 542 villages within the MPA areas and another 477 villages outside the MPA jurisdiction but within the 89 MPA Gram Panchayats (GPs). The table below summarizes the district, block and MPA where OPELIP will be implemented:

No	District	Block	Name of Micro Project Agency
1	Mayurbhanj	Suliapada&Moroda	Lodha Development Agency, Moroda
2		Karanja&Jashipur	Hill Khadia&Mankirdia Development Agency
3	Sundargarh	Lahunipada	Paudi Bhuyan Development Agency, Khuntgaon
4	Angul	Pallahara	PaudiBhuyan Development Agency, Jamardihi
5	Deogarh	Barkote	Paudi Bhuyan Development Agency, Rugudakudar
6	Keonjhar	Banspal	Juang Development Agency, Gonasika
7	Kandhamal	Tumudibandha	Kutia Kandha Development Agency, Belghar
8	Kalahandi	Lanjigarh	Kutia Kandha Development Agency, Lanjigarh
9	Rayagada	BisamCuttack & Muniguda	Dangria Kandha Development Agency, Kurli, Chatikona
10		Kalyansingpur	Dangria Khanda Development Agency, Parsali
11		Gunupur	Lanjia Saora Development Agency, Puttsing
12	Gajapati	Mohana	Saora Development Agency, Chandragiri
13		Gumma	Lanjia Saora Development Agency, Seranga
14	Ganjam	Patrapur	Tumba Development Agency, Tumba
15	Malkanagiri	Khairaput	Banda Development Agency, Mudulipada
16		Kudumulguma & Khairput	Didayi Development Agency, Kudumulguma

17	Nuapada	Komna	Chuktia Bhujia Development Agency, Sunabeda
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### **Rationale:**

PVTGs in Odisha constitutes 13 tribes namely; Bonda, Didayi, Dongoria Kandha, Lanjia soura, Paudi Bhuyan, Soura, Chuktia Bhunjia, Juang, Kutia Kandha, Lodha, Hill Kharia, Mankirdia and Birhor. The economic life of the PVTGs revolves around the forest. Forest nurtures their life and the biotic components of forest ecology fulfil their socio-economic, bio-social, religious-cultural and psycho- social needs. Agriculture, shifting cultivation, collection of NTFP, wage earning, with supplementation from animal husbandry and handicrafts provides livelihoods for the PVTG communities. Cropping in the area is predominantly rain fed. PVTGs mostly practice single cropping and the production is dominated by upland crops like cereals and pulses. The majority of households are dependent on both shifting and settled cultivation. Those families who depend upon shifting cultivation (*podu*) are able to meet their food requirement for only 2-3 months from own cultivation.

Agriculture is largely dependent on availability of land and labour. Most PVTGs are late settlers and hence most of the low land suitable for cereal crop cultivation is generally in the hands of a few households. Most households are dependent on shifting cultivation. With the reduction in forest cover over years, supplies of collected food from the forest that used to help households to bridge the lean season gap have become inadequate. At the same time, families are shifting increasingly to other sources of income like wage labour and at times also borrowing from others. However, the livelihood systems of PVTGs vary greatly from one group to the other. STSCDD conducted a survey of the villages being serviced by the MPAs covering 542 villages. The major livelihood systems of each of various PVTGs are provided below:

**Table 1: Sources of Livelihoods and seasonality**

<b>Name of PVTG</b>	<b>Livelihood System</b>
Birhor	Food gathering, hunting and monkey catching, rope making and basket making and agriculture labour
Mankirdia	NTFP collection, monkey catching, rope and basket making, small stock rearing and agriculture labour
Bonda	Agriculture, shifting cultivation, collection of NTFP, settled cultivation, animal husbandry, wage earning, crafts, weaving and bead necklace making
Didayi	Food gathering, fishing, shifting cultivation, settled cultivation and wage earning
Hill Kharia	Collection of NTFP, food gathering, broom making, leaf plate making and mat making

Lanjia Saora	shifting cultivation, terrace cultivation and collection of NTFP and wood carving
Saora	Collection of NTFP, hunting, fishing, animal husbandry, terrace cultivation, shifting cultivation , wage earning and mulberry cultivation
Juang	Collection of NTFP, hunting, fishing, shifting cultivation, settled cultivation, wage earning, wood carving and comb making
Dongaria Kandha	Horticulture, shifting cultivation, settled cultivation and NTFP collection, comb making and wood carving
Kutia Kandha	NTFP collection, shifting cultivation, animal husbandry, horticulture and wage earning, broom making and leaf plate making
Lodha	Collection of NTFP, sabai rope making, , animal husbandry and small business
Paudi Bhuyan	Collection of NTFP, shifting cultivation, settled cultivation, horticulture, animal husbandry, mat and basket making, sericulture and wage earning
Chuktia Bhunjia	Collection of NTFP and food gathering

The focus of the cultivation undertaken by the PVTG households is to cultivate food grains mostly for self-consumption. PVTGs grow rice either on ancestral low lands or sharecropping farms as they are fertile and suitable to rice cultivation. Millets are grown on podu land using shifting cultivation practices. Rice and Millets are mostly consumed whereas pulses, oilseeds and fruits are mostly sold in the market or to the traders. Fruit trees (mango, citrus, jackfruit, banana, papaya, and cashew) are grown inside forests or on revenue land.

Forest plays major role in the PVTGs economic cycle. Food, feeder and fuel are the three most important requirements met from the forest. PVTGs collect wild fruits, roots, fibre, leaves and scrubs and use them as food. They also collect wood from the forest for construction of house and for manufacture of agricultural equipments. PVTGs also collect minor forest produces like siali leave, sal leaves, broom, honey, mahua seeds, mahua flowers, etc., for sale at the local market. Livestock is slowly becoming a part of the PVTG livelihood portfolio. PVTGs mostly rear goats, sheep, poultry and pig. In many cases livestock management is never considered a full time employment as in case of agriculture and wage labour. PVTGs often treat livestock as their investment for immediate need and also as saving.

In respect of PVTGs, Non forest timber products contribute to about 45% of their revenue stream. Agriculture and wage labour contribute to 25% and 20% respectively. The contribution from agriculture increases considerably in respect of PVTGs with settled agriculture.

Many of the PVTG communities inherited traditional skills which has become a supplementary occupation for some of PVTG households like arts, handicrafts etc.. Inadequate

skill development, market exposure and inability to use of modern tools and implements are the main reasons for the inability of PVTGs to sustain these skills for improving their livelihoods.

**Purpose & Objective of Assignment:**

- i. The purpose of the assignment is to ensure access to fair markets for the PVTGs by expanding income generating opportunities and developing marketing collectives & income security. The PVTGs should be financially literate in order to access the facilities available for rural finance.
- ii. The objective is to enhance the knowledge and skills of PVTG households with regard to traditional home based income generating activities, expand the scale and scope of these activities, create sustainable service and support systems for these activities, enhance the value of the NTFPs collected by the PVTGs, establish viable collectives to realise fair prices for NTFPs and create opportunities for employment in the urban industrial economy.

## **Objective of the Consultancy**

The overall objective of OPELIP is to ensure systematic Livelihood Plan for income generation and improvement of quality of life.

### **The specific objectives are:**

#### **Market Linkage & Income Generation Activity:**

- i. To assess and analyse the macro level market environment i.e. state and higher level market scenario with respect to forest/tribal/rural/SHG products.
- ii. To suggest area & cluster based options for income generating activities for PVTGs, forest dependent and other poor communities in the area.
- iii. To assess and analyse the field situations with respect to resources i.e. natural, human, social, physical, and financial along with current and potential market demand in the context of existing and potential forest/tribal/rural/SHG products with assistance of partner-NGOs and staff of MPA working at project operational units.
- iv. To provide a final shortlist of potential IGA options for different Micro Project Areas for the enhancement of livelihoods of PVTGs and poor communities.
- v. To explore possibilities in market linkage in liaisoning with TDCCOL, OLM, NAFED, MARKFED, Export Promoting Agencies.
- vi. To promote brand value of tribal products, ensure participation in various exhibitions, melas etc.
- vii. Field visits to carry out comprehensive value chain analysis of these key commodities/options for IGA through surveys and stakeholder interactions.
- viii. Conducting macro-level analysis of markets of the commodities/options for IGA selected.
- ix. Assessing and analyzing field level situations with respect to livelihoods improvement and IGA with assistance from NGOs working in the project (VDA level Village Development Plan, already prepared in the project, can also be referred to).
- x. Identifying the institutional obstacles, social processes, vulnerabilities and risks impeding the PVTG, forest dependent poor and tribal from benefiting adequately from the IGAs selected.
- xi. Identifying the infrastructure availability, institutional arrangements, feasibility and viability of the selected IGAs and also a brief SWOT analysis.
- xii. Screening the list of IGAs selected on the limitations and potentials as found above and drawing up of a draft-final list of MPA-wise IGAs.
- xiii. Identifying potential critical intervention points with respect to these draft-final lists

of IGAs (along the value chain) for effective livelihood improvement of the PVTG and other poor communities

- xiv. Develop cluster level mapping for bulk production, marketing of bi products & value addition.
- xv. Delineating desired institutional set up at different project levels (group-village-MPA-state) for implementation of these draft-final list of IGAs in the existing framework of the project along with prescriptions and working arrangement for convergence.
- xvi. To ensure market linkage in liaisoning with TDCCOL, OLM, NAFED, MARKFED, Export Promoting Agencies and other local/outside traders.
- xvii. To promote brand value of tribal products, ensure participation in various exhibitions, melas etc.
- xviii. Business plan development and coordination with stakeholders.
- xix. Closely monitor the implementation of livelihood activities to timely identify any problems that may affect the achievement of intended outputs and results; by pragmatically and constructively dealing with them early enough.
- xx. Overall supervision and guidance for the agriculture/ horticulture/ forestry activities at MPA level including preparation of the work plan and budget.
- xxi. Capacity Building of MPA staff and NGO level staff in developmental activities particularly on Integrated Natural Resource Management, sustainable livelihoods linked to income generation activities.
- xxii. Facilitate up-scaling of the good practices under Agriculture and Horticulture Development in the programme areas through convergence.
- xxiii. Liaising with the Agriculture, Horticulture, Forest and other line department to ensure inter-agency coordination for Programme interventions as well as extension services.
- xxiv. Provide guidance to field staff for preparation of business development plans and convergence with line departments.
- xxv. Overall supervision and guidance for the livelihoods & Convergence activities at MPA level including preparation of the work plan and budget.
- xxvi. Develop necessary training manuals on livelihoods and convergence; and necessary guidelines for livelihoods strategies and implementation.
- xxvii. Facilitate MPA & NGO for implementation of MGNREGS and subsequent documentation of outcome.
- xxviii. Setting up of livestock based livelihoods such as poultry, goat rearing, piggery, etc. in programme areas.



- xxix. Facilitate farm, off farm and non farm based sustainable livelihoods with end to end linkage.
- xxx. Facilitate the Procurement of livestock & birds and arranging their health management including insurance and market linkage in a systematic manner.
- xxxi. Prepare strategy for feeds and fodder development and management.
- xxxii. Arrange convergence of funds of fishery & ARD Dept. to implement in programme areas.
- xxxiii. Facilitate the officials of MPAs and FNGOs for promotion of integrated livelihoods based on integrated farming system (such as agriculture/ horticulture/ livestock/ home gardens/ fishery in the community tanks and farm ponds) for economic and nutrition development of the communities in programme areas.
- xxxiv. Prepare a strategy paper covering different possible models (suited to the condition of OPELIP areas) for integrated livelihoods based on integrated farming in consultation with OUAT and other institutes.
- xxxv. In coordination with Manager (MIS and M&E) to develop appropriate M&E indicators for the sector; perform regular data collection, review, validation, analysis and evaluation that will feed to the project M&E system.
- xxxvi. Any other task as may be assigned by the Programme Director.

### **Financial Inclusion :**

- i. Overall supervision and guidance for the community institution and rural finance activities in the programme areas including preparation of the work plan and budget.
- ii. Capacity building of staff of MPAs and NGOs in developmental activities.
- iii. Prepare necessary guidelines and manuals for capacity building die institution building and rural finance, etc..
- iv. Coordinate with programme Staff for promotion/strengthening of SHG/federation /apex institutions.
- v. Develop rural finance guideline/training module/report return/SHG software and monitoring of SHG management/federation/apex institutions.
- vi. Provide guidance to field staff for preparation of business development plans and convergence with line departments.
- vii. Responsible for implementation of various institution building & social mobilization measures for strengthening CBOs taken or to be taken in the programme from time to time.
- viii. Assist in the implementation of capacity building activities for strengthening of community institutions and Community Mobilizers/Community Service Providers,

- etc.
- ix. Work closely with all programme officers and particularly with Manager (MIS and M&E) for identifying appropriate M&E indicators and thereafter for efficient data collection, validation, analysis and evaluation relating to community institution and rural finance.
  - x. Facilitate in identification of SHG/Individuals for taking up IGA.
  - xi. Facilitate in preparation of Business Development Plan (BDP).
  - xii. Identify the agencies for value addition of the products produced by the communities for enhancing their livelihoods.
  - xiii. Facilitate in installation of processing unit with proper guidance in backward & forward linkage.
  - xiv. Identify the right agencies for proper marketing of the processed products of the communities.
  - xv. Any other tasks as may be assigned by Programme Director.

### **Knowledge Management:**

- i. Analyse and document progress / changes and disseminate findings, information on best practices and lessons learnt.
- ii. Prepare presentation and written documents for sharing at various level of programme of operations.
- iii. Support the process of Monthly Progress Report preparation.
- iv. Be the custodian of all the reports and studies for reference and sharing at decision making forum.
- v. Cull-out critical pieces of information from reports for advocacy.
- vi. Contribute to the introduction of innovative knowledge management interventions at different levels, including the development of project Intra-net.
- vii. Contribute to knowledge management capacity development activities at state, regional and district levels.
- viii. Responsible for organizing and jointly implementing research on selected knowledge management interventions in consultation with operations team.
- ix. Responsible for synthesizing knowledge management research and development results in different formats for communication to policy and decision makers, and other users.
- x. Responsible for internal project communications and communications with key stakeholders using electronic newsletters and social media.
- xi. Responsible for public information management, including report launches and

special public events, awareness and information campaigns, the management of media relations, and content development.

- xii. Set up and maintain an information database and a photo library at project office that can be accessed by programme and project staff to better communicate the work done under the project.
- xiii. Support the consolidation and packaging of information so as to better communicate the impact of project works to departments, media and beneficiaries.
- xiv. Responsible for production of short videos that clearly illustrate the work of the project in different thematic areas.
- xv. Contribute to the regular consolidation of reports highlighting achievements, results and impact .
- xvi. Organize the creation, updating and dissemination of project specific products such as leaflets and publications to most the appropriate recipients/audience.
- xvii. Support the Team in the drafting of press releases and media advisories to support key launches, milestones and events.
- xviii. Any other tasks as may be assigned by Programme Director.

### **General Roles & Responsibilities of the Agency:**

In addition to the above mentioned scope of work the general roles & responsibilities of the agency will include the followings:

1. The involvement of the agency will start from the time of signing the contract with PMU and is valid for one year only.
2. The agency will make sure that all PMU Information used or held by the professionals engaged by it during the period of the Agreement shall be and remain at all times property of OPELIP. Upon the termination or expiration of the Agreement, the agency shall promptly deliver to OPELIP all such tangible items related to this agreement, which is in its possession or control of the agency and which either belong to OPELIP or contain information related to this agreement.
3. The agency will ensure that the professionals engaged by it shall not disclose or use or cause to be disclosed or use, at any time during or subsequent to the Agreement, any secret or confidential information of OPELIP and keep all the information collected during the study strictly confidential.
4. The agency is required to extend the necessary cooperation to the monitoring personnel from OPELIP and other collaborating agencies.
5. The agency shall provide information on the progress of the work to PMU on fortnightly basis that will include the details about the work completed, work in progress, future plan etc. with respect to the scheduled work plan.
6. OPELIP has engaged teams from facilitating NGOs at MPA level & CRP at VDA level to assist field level project implementation. The agency shall ensure professionals to work in close coordination with PMU, MPA & facilitating NGOs.

7. Any other tasks as may be required by the Authority. Authority means Office of the Programme Director, OPELIP.
8. The above roles and responsibilities are tentative and specific assignment will delineated as required by the project.

### **Expected Outcome:**

1. Well structured market linkage with collective marketing strategy in programme areas.
2. Up scaling of cluster marketing with the buyers evaluating availability of products/produces in the MPA jurisdiction, planning, value addition and International and National market linkage.
3. At least 75% of the SHGs are A graded, financially literate and linkage with financial institutions undertakes group based activity with use of programme fund under OPELIP/OLM/ any other institutions.
4. Regularization of an institutional culture of learning and sharing knowledge.
5. Practice of sustainable livelihoods through various IGA options.
6. Well defined Comprehensive Value Chain Analysis with respect to these IGA options (commodities or services/skill).
7. Any other outputs as required by the Authority time to time.

### **Timeframe of services**

The agency/organization shall provide consultancy service in the areas as listed once selected within 7 days .

### **Reporting**

The Consultant will be required to submit the following:

- 1) Fortnight Report on the assignments performed
- 2) Monthly Progress Report
- 3) Documentation of best practices/case studies
- 4) Any other report as required by the authority.

## Selection criteria for the Agency

The Agency will be required to submit a full technical proposal as per the information in the Instruction to the agency in the Request for Proposal at page-2, section-1.

<b>Selection Criteria of NGOs/ Agencies/ Academic Institutions</b>				
<b>Sl. No.</b>	<b>Parameter</b>	<b>Range</b>	<b>Marks</b>	<b>Maximum Marks</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Annual average turn-over for last 3 years	Rs. 10 -50 lakhs	2	10
		Rs.50 lakhs – 1 crore	3	
		Rs.1 – 2 crore	4	
		Rs.2 – 4 crore	5	
		>Rs.4 crore	10	
2	<b>Infrastructure (Office premises)</b>			10
	National Level	Yes/No	5/0	
	State Capital, Odisha	Yes / No	10/ 0	
3	Number of existing experienced Professional Staff	No. of experienced staff available	0	10
		Market Linkage Experts less than 10 years of experience (<2 persons)	5	
		Market linkage experts more than 10 years of experience (>2 persons)	10	
4	Experience of implementing Livelihood, market linkage of NTFP and agri-horti. produces	0 - 5 years	0	20
		6 – 10 years	4	
		10-15 years	10	
		15- 20 years	14	
		> 25 years	20	
5	Experience of implementing knowledge management and documentation projects	0 - 5 years	0	20
		6 – 10 years	4	
		10-15 years	10	
		15- 20 years	14	
		> 25 years	20	
6	Presentation by the Agency (On Relevant experience and Proposed plan of action for the project. The format will be given by OPELIP)			30
	<b>Total</b>			<b>100</b>

**N.B. :** The minimum qualifying marks for an organization / institution is 50