



Govt. of Bihar
Animal & Fisheries Resources Department, Bihar

Expression of Interest (EOI) of Hiring technical support agency for formation, facilitation and management of Poultry value chain in Kosi region of Bihar under Bihar Kosi Basin Development Project

Country: India Name of Project: Bihar Kosi Basin Development Project

Loan No. : IDA56960

Assignment Title: *Hiring Technical Support Agency for formation, facilitation and management of Poultry Value Chain in Kosi Region of Bihar*

Reference No. : AFRD/CONSULTANCY-04

Bihar Kosi Basin Development Project for India is to enhance resilience to floods and increase agricultural production and productivity in the targeted districts in the Kosi river basin, and to enhance Bihar's capacity to respond promptly and effectively to an eligible crisis or emergency. The component which is to be covered under this EOI is enhancing agricultural productivity and competitiveness will work with organized farmers to increase agricultural production (which includes livestock, and fisheries) and productivity by expanding their access to and adoption of innovative and climate-resilient farm technologies and practices and extending their linkages to market infrastructure.

A holistic development plan is being taken up by the Govt. of Bihar with the help of World Bank, covering all the sectors like-Animal Husbandry, Building Construction, Water Resources, Health, Power etc.

The assignment will be for a period of 36 months, which is subject to extension and is open for both individual firm as well as association of agencies/ joint ventures. Interested agencies/association of agencies must provide the information's substantiating that they are qualified to perform the services including - organizational profile/brochures, structure of the firm/organization, Name, address (Local & Nodal), facsimile number and email/website link of the Agency.

The Consultants can download the Draft ToR for furnishing the above information from www.ahd.bih.nic.in and can obtain further information at the address given below between 10:00 to 17:00 hrs.

The attention of interested Consultants is drawn to paragraph 1.9 of The World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers (January 2011 – Revised July 2014) ("Consultant Guidelines") setting forth the World Bank's policy on conflict of interest. A consultant will be selected in accordance with the Quality & Cost Based Selection Method (QCBS) set out in Consultants Guidelines.

The short-listing criteria are as follows.

1. As a part of legal requirements, the agency should be a registered body under the relevant law and is active and operational since last 3 years on the date of application. It should have maintained its records and have them properly audited. Annual statement of income and expenditure should have been prepared. *[Submit proof of Registration Certificate, Articles and Memorandum of Association].*
2. The agency must have Income Tax and GST Registration. *[Submit relevant documents]*
3. The agency should not be blacklisted by any government (Union and/or State), Ministry/Department/Organization/NABARD/CAPART/Multinational donor agency/etc. or any other donor/partner organization in the past. *[Self declaration certificate to be submitted]*
4. Average annual turnover of the Agency/Institution must be more than Rs. 75 lakh in the last three years. *[Submit relevant documents]*
5. The agency/s should have working experience of Broiler/Poultry development activities in Bihar or other states having similar conditions. *[Submit relevant documents]*
6. The agency/s should have promoted/supported at least **20** Producer Organizations of Broiler / Poultry (preferably Farmer Producer Company) for any Govt., International or Bilateral funded Project in the past with membership not less than **500** in each. *[Submit relevant documents]*
7. The agency/s must have experience in training, capacity building and module development of FPOs in

Broiler/Poultry sub sector in similar areas. *[Enclose list]*

8. The agency/s may be preferably empanelled with SFAC, New Delhi for formation of Farmers Producers Companies. *[Submit relevant documents]*
9. The agency should have conducted at least 2 initiative related to improved livestock practices, handholding support and capacity building of community and community professionals with any government or in any multi lateral donor supported project. *[Submit relevant documents]*

Expressions of interest for providing technical services should be delivered in sealed envelope clearly marked **Expressions of Interest for "Hiring technical support agency for formation, facilitation and management of Poultry Value Chain in Kosi Region of Bihar"** in two copies (Hard Copy) along with all necessary supporting documents to the address below in person within 21 days from the date of advertisement in newspaper on or before 16:00 Hrs. on the below mentioned address

Animal & Fisheries Resources Department

SPIU, BKBDP, AFRD, 1st Floor, RJ Heritage,
Jagdev Path Phulwari Road, Patna – 800 014
Tel: 91-612-2217543 (Secretary Cell), 9431081724
Website: www.ahd.bih.nic.in

Terms of Reference

Technical Support Agency for formation, facilitation and management of Poultry Value Chain in Kosi Region of Bihar

A. Background

The flood of Kosi in the year 2008 was one of the most disastrous natural calamities in the recent history of Bihar. A breach in the Kosi embankment near the Indo-Nepal border (at Kusaha VDC, [Sunsari](#) district, [Nepal](#)) occurred suddenly on the 18th August 2008. The river changed its course and inundated new areas which hadn't experienced floods during past decades. This flood affected more than 3.3 million people in the northern part of Bihar. About 500 people lost their lives and about 3 million left their houses to save their souls. More than 300,000 houses were gutted in roaring flood streams and at least 340,000 hectares (840,000 acres) of standing crops were swept away. With no food to eat and no water to drink, entire humanity was crying in thirst, hunger and diseases. The worst hit was the Supaul district, where surging flood waters swamped 1,000 square kilometers (2, 47,000 acres) of farmlands, leaving no crop.

The state of Bihar presents a fertile opportunity for promotion of community owned rural poultry enterprises owing to its large non vegetarian population. The rise in absolute incomes over the years has also contributed to increased demands and consumption. Therefore, it has been proposed to set up the 900 poultry farm in the Kosi region of Bihar under the World bank assisted Bihar Kosi Basin Development Project for augment the income of poor. The present management practice not able to give a good return to the family because of-

- a) Most of the farmers are not aware about the scientific package of practices of broiler rearing and they are guided by middle man about application of different medicine and protection measures which is not systematic as well as scientific. Most of the farmers never receive any structured training regarding broiler farming
- b) Cost input materials like DOC, feed and medicine is very high and all farmers are dependent on the middle man for their inputs and the present market scenario is exploitative in nature
- c) Although a good number of farmer is producing broiler birds but, they do not follow any production schedule because of this reasons there significant market fluctuation and competition for output market for the farmers although average market demand is always high.
- d) Farmers do not have any support mechanism when they face any problem related to disease and mortality due to lake to resource person who knows modern broiler firming

- e) Most of the farmers do not keep any record systematically about the income and expenditure related to broiler farming or other information
- f) There is no such platform for the broiler poultry producers for discussing their issues and solve their problem collectively.

B. Objective of the assignments

The objectives of the assignment to support the Animal Husbandry Department to achieves its objectives of enhancing agricultural productivity and competitiveness by working with farmers to increase poultry production and productivity by expanding their access to and adoption of innovative and climate-resilient technologies and practices and extending their linkages to market infrastructure.

The project will be implemented in the five districts of Saharsa, Madhepura, Supaul, Araria and Purnea with 57 CD blocks which will become the catchment for formation of Producer Groups (PGs). PG of farmers from a village will be supported with backward linkages and technical support services. These Producer Groups would be federated to form Producer Organizations for better market access and interface.

The key objectives of the assignment would be as follows:

- a. To strengthen and standardize the package of practice of 900 small holder boiler poultry producers in 5 district of Kosi region.
- b. To Provide technical assistance to enable the poultry farmers so that each farmer can earn INR 150,000/ per annum from the Broiler farming by improving on following parameters –

Parameter	Indicator	Present Scenario	Expected outcome
Cost of DOC	Rs/unit	46	30
FCR		2.2	1.7
Cost of Feed	Rs./Kg	43	38
Medicine and Vaccination	Rs/Bird	2	5
Litter and Misc	Rs./bird	8	5
Mortality	%	15-20%	5%

- c. To build capacity of and community service provider (CSP) towards sustainable practices and marketing through concept sharing, workshops, skill up gradation

training and exposure visits and accompaniment support

- d. To develop backward and forward linkage for sourcing of input materials and marketing their products and ensuring sustainability of the activity
- e. To formation & build capacity of the 2 producer group (one each in Kosi & Purnia Division) and then organise them into Producer Organisation (PO) and provide support to develop system for the PO

C. Need for technical support agency

The project requires Technical Support Agency (TSA) to support the project in the development of Producer Institutions both at the village and higher level in the selected Blocks and Districts. The agency will have to depute professionals who will build the capacities of Bihar Kosi Basin Development Project (BKBDP) Team to create a pool of resource persons and master resource persons at the Block and District level. These pools will form, develop and nurture the Producer Institutions (PGs and POs) of poultry with handholding support from the TSA. The Technical Service Provider will form will support in Formation, Facilitation and Management of Value Chain for Poultry

The technical support agency will bring in its expertise for both promoting sustainable PG and Producers organizations of farmers involved in poultry as well as support in bringing in innovative market based extension solutions, new technology; and will also build capacity of the field cadre through the designated BKBDP team.

D. Scope of the Assignment

The proposed assignment will cover directly 900 farmers in 57 selected blocks of 5 Districts for the period of 3 years. The initial contract period will be for a period of three years (36months), commencing from the date of signing of the contract.

The contract can further be extended for further scale-up and support based upon satisfactory performance of the TSA.

Following would be the scope of work for the selected TSA-

As part of the assignment, the consultant is required to explore each of existing and potential end market to determine which offers the greatest benefits (profit margins, embedded services, competitive advantages, etc.) and risks (competition, sizeable investment, fleeting business relationships, etc.) for each actor in the value chain of identified products.

Some of the key activities, but not limited to, that are expected to be undertaken by the consultant are listed below –

Scope of Work	Tasks	Expected deliverable
Baseline data collection of broiler poultry producer and farmers profiling of project beneficiaries'	<p>Development of Baseline data collection format & farmers profiling format</p> <p>Analysis of Baseline data and prepare baseline report</p> <p>Compilation of farmers profiling data</p>	Baseline report of present broiler farming scenario in the project district.
Technical Protocol and IEC materials development	<p>Develop technical protocol in consultation with poultry producer and local veterinary college and department</p> <p>Develop IEC materials specifically -farmers handbook on scientific poultry rearing</p>	<p>Technical Protocol on scientific package of practices of broiler poultry rearing</p> <p>Farmers handbook in local language on scientific broiler poultry rearing</p>
Development of MIS system	<p>Development of poultry farmers card to record their primary data</p> <p>Develop MIS system for feeding data from the farmers card to MIS system</p>	<p>One standard broiler poultry farmers card that capture adoption of package of practice and farm economics</p> <p>MIS system to capture and summarize the data from farmers card</p>
Capacity building of Community Service Providers (CSPs)	<p>Training of community service providers on package of practices</p> <p>Exposure visit to CSPs to organised broiler farming system</p> <p>On field capacity building support</p>	<p>Organise training programme and exposure visit for CSP</p> <p>Provide infield capacity building support to CSP</p>
Capacity building of broiler poultry producers	Training of all project farmers on scientific package of practices	Organise training programme for scientific package of practices and

	<p>Training of farmers on disease management</p> <p>Regular on field support to project farmers</p>	<p>disease management for all project farmers</p> <p>On field support to farmers to adopt the scientific package of practices</p>
<p>Backward and forward linkages for input and output</p>	<p>Identify wholesaler or distributor for supplying input like DOC, feed and medicines</p> <p>Negotiate and fix best price with supplier for supplying input and make arrangement for bulk procurement</p> <p>Schedule for production and output linkage development</p>	<p>Identify quality input material suppliers and negotiate with them for best price</p> <p>Organise bulk procurement system for input materials</p> <p>Identification of market for output marketing and develop production schedule</p>
<p>Formation of Poultry Producer Company</p>	<p>Organise all the broiler farmer under one broiler poultry producers company including registration</p>	<p>Organise the broiler poultry producers under one producer company including registration.</p>
<p>Capacity building of Producer Group and Producer Company</p>	<p>Training of PG leader on organisation management</p> <p>Training and handholding of Board of Directors on systems and processes for Producer Company</p>	<p>Training of PG leader on organisation management</p> <p>Training and handholding of Board of Directors on systems and processes for Producer Company</p>

The progress of the TSA will be monitored by the coordination committee will be formed at the State level consisting of the following members

The scope of services could be modified based on mutual agreement between the client and consultant with a view to achieve the overall objectives.

E. Duration of the Project

The Services of TSA will be hired initially for a period of 36 months. The duration may be subsequently extended based on the performance of the TSA (and availability of funds), for another three years. Further, the consulting firms are required to submit a quarterly report highlighting progress made during the quarter.

F. Key Personnel and Team Composition

The list of key personnel and support Staff required for the Assignment is as under -

S No	Key Professionals		No. of Persons	Total Man Months
	Designation	Minimum Qualification and Experience		
1	Team Leader	<p>Should be a post graduate in agribusiness management/rural management/marketing with bachelor's degree in veterinary sciences/poultry/agriculture from a recognized university/institute With at least 10 years of experience in a senior management role in value chain development/market linkage for rural produce</p> <p>Candidate should also have minimum 2 years of experience of working on FPOs/ PEs agriculture value chains and managing supply chains</p> <p>S(h)e should have experience in managing a team of professionals. Candidate handling 1 major agriculture project in any state would be preferred.</p>	1	36
2	Poultry-Technical Expert	<p>Should be a post graduate in veterinary sciences from a recognized university/institute</p> <p>With at least 8 years of experience in a senior management role in poultry sub sector in managing poultry development</p> <p>S(h)e should have experience in managing a team of professionals. Candidate handling 1 major agriculture project and working with large number of farmers.</p>	1	36

Key Professionals				
S No	Designation	Minimum Qualification and Experience	No. of Persons	Total Man Months
3	Market Linkage Expert	<p>MBA / PG in Marketing/ Agri Business/ Rural Management / Rural Marketing from a recognized University.</p> <p>Minimum Experience required 3 years of experience in agri-business, value chain promotion & market linkage for FPCs/ FPOs.</p> <p>Experience in providing incubation for agribusiness sector (Agriculture/ Livestock/ NTFP) shall be preferred.</p>	1	36
4	Value Chain Expert	<p>MBA / PG in Agri business – specialization in Value Chain Development</p> <p>Minimum Experience required 4 years of experience in agri-business, value chain promotion & market linkage for FPCs/ FPOs.</p> <p>Experience in providing incubation for agribusiness sector (Agriculture/ Livestock/ NTFP) shall be preferred</p>	1	36
5	Social Mobilizers	<p>Graduate /Post Graduate in Rural/Social development</p> <p>Minimum Experience required 3 years of experience in Mobilization and Rural & Social Development</p>	10	36

G. The agency applying for TSA should qualify for the following requisites:

- i. The agency/s must be registered under Society Registration ,Companies Act/ Trust Act
- ii. The agency/s must have Income Tax Registration (PAN) and service Tax Registration.
- iii. The agency/s should have local registration/working experience and sufficient professionals' strength to be deputed in the locations within one month of contract award.
- iv. The agency/s must have experience of working in formation of Producers Groups and Producers companies in similar areas or in similar conditions in other states.
- v. The agency/s should have experience of working Broiler/Poultry in Bihar or in similar conditions in other states.
- vi. The agency/s must have experience in training, capacity building and module development of FPOs and in Broiler/Poultry sub sector /similar areas.
- vii. The agency/s should have promoted/supported at least 20 Producer Organizations (preferably Farmer Producer Company) in the past with membership not less than 500 in each.
- viii. The agency/s should have undertaken at least 4 assignments of supporting Producer Organizations for any Government, International or Bilateral funded project.
- ix. The agency/s should have experience of working in Bihar or in a state with similar conditions.
- x. The agency/s should have adequate knowledge resources on Producer Organization Promotion for e.g. SOP, Training Manuals and Materials, IEC Materials etc.
- xi. The agency/s may be preferably empanelled with SFAC, New Delhi for formation of Farmers Producers Companies.
- xii. The agency/s must have experience in undertaking assignments on capacity building, modules development in formation of Farmers producers' organization.
- xiii. The agency/s must have experience of working in development of Poultry production system, hatchery and marketing in Bihar or similar situations.
- xiv. The agency/s must have undertaken assignment / supported enterprise on Poultry in the last 2 years.
- xv. The average annual turnover of the bidder/agencies for the last three financial years ending on March 31st 2018 should be equal to or greater than Rs. 75 lakhs.
- xvi. The above eligibility criteria can be available with one firm or consortium. Joint Venture & Association Arrangements with other firms are permitted for this assignment.

H. DATA SERVICES AND FACILITIES TO BE PROVIDED BY BKBDP

- The list of blocks and villages will be provided to the organization that will be selected in the procurement process. The member of the Village Organizations will jointly select the Community Professionals and the process will be facilitated by BKBDP Team.
- The village level Producer Group including sub group formation will be initiated by BKBDP through the resource pool developed by the TSA. Also, the guidance on formation, strengthening of the producer group and regular management and governance of the organization, annual activity plan, annual crop calendar, annual business plan etc will be facilitated by the TSA.
- The training cost of the farmers will be transferred to Producer Groups Bank Account. The training will be conducted by Community Professionals with the technical assistance of the TSA; BKBDP team will facilitate the process (however the training of Community Professionals will be the responsibility of the TSA and fund will be provided to TSA).
- The training material will be developed and prepared by the TSA in consultation with the BKBDP team; however the printing of the material will be the responsibility of BKBDP.
- BKBDP will facilitate the TSA the inter-domain coordination within BKBDP for cross cutting objectives and the effective completion of the assignment. The SPIU at the state will facilitate the coordination between the TSA and relevant domains as it would be imperative to understand the planning of the respective domains. The institutional strength of the Producer Organizations would be very critical to help them face the market challenges in a better manner.
- Proper linkages will be developed with other schemes and training programs of the State and district department , GoB

I. REPORTING REQUIREMENTS

- i. Inception Report (within 1 month of MOU done): One hard copy & one soft copy (MS Word, data in MS Excel & PDF file).
- ii. Quarterly Report (within one week of quarter end) : Three hard copies & One soft copy (MS Word, data in MS Excel & PDF file in CD)
- iii. Final Report (within 15 days of contract end): Five hard copies & one soft copy (MS Word, data in MS Excel & PDF file in CD), Soft Copy of the Training Module and Materials developed).

All the reports above should cover physical progress as per the ToR and milestones should also include the process adopted to achieve the progress, resources used, knowledge resources including the case studies, training materials etc. The report should also include the reports for the training, exposure and events conducted in the period. It should also highlight the key learning, challenges, measures taken to overcome, anticipated risk and mitigation measures for the forthcoming seasons, support required from Dept. of AHD & Fisheries, GoB.

J. MONITORING AND REVIEW ARRANGEMENTS:

The proposed assignment of Providing Capacity Building Support for Development and Strengthening of Producer Groups and Producer Organization would be measured through collective actions done by the Producer Institutions as a result of their effective governance and management. The assignment will be monitored by a review committee constituted by AFRD-BKBDP comprising the Secretary, Nodal Officer along with representatives of the SPIU on Quarterly Basis. This review committee will be constituted to interact with the consultant or agency, review and monitor the progress of the assignment on a regular basis.

K. PAYMENT TERMS:

10%	ON SUBMISSION OF INCEPTION REPORT
20%	ON PLACEMENT OF PROFESSIONAL AND FIELD STAFFS, DEVELOPING ALL KNOWLEDGE MATERIALS AND TRAINING STAFFS OF BKBDP AND MOTIVATORS AT FIELD LEVEL (UP TO DEVELOPMENT OF MIS, AS MENTIONED IN SCOPE OF WORK)
25%	ON FORMATION OF MUTUALLY TARGETED PGs AND REGISTRATION OF 5 FPOs
25%	DEVELOPING BUSINESS PLAN AND ON BACKWARD AND FORWARD LINKAGE WITH EACH FPO WITH AT LEAST TWO AGENCIES EACH
20%	ON MAKING FPOs OPERATIONALLY VIABLE AND SUBMISSION OF FINAL REPORT