

**I nvitation of Applications f or the**

**A ppointment of Individual Consultants**

**TO**

**PROVIDE CONSULTANCY SERVICES ON MARKETING STRATEGIES TO BE ADOPTED FOR DOUBLING FARMER INCOME ETC., IN THE STATE OF ANDHRA PRADESH**

**SCHEDULE OF DATES**

**PROVIDE CONSULTANCY SERVICES ON MARKETING STRATEGIES TO BE ADOPTED FOR DOUBLING FARMER INCOME ETC., IN THE STATE OF ANDHRA PRADESH**

|  |  |  |  |
| --- | --- | --- | --- |
| **S. No** | **Description** | **Date** | **Time** |
| 1 | RFP downloadable from website  [**http://market.ap.nic.in**](http://market.ap.nic.in) | 21.10.2019 | 11.00 am |
| 2 | Last date for submission of queries through email on  [**seamap2019@gmail.com**](mailto:seamap2019@gmail.com) | 29.10.2019 | 11.00 am |
| 3 | Reply to Queries | 30.10.2019 | 5.00 pm |
| 4 | Last date for submission of Applications | 11.11.2019 | 4.00 pm |
| 5 | Short listing of applications | 12.11.2019 | 4.00 pm |
| 6 | Interview | 16.11.2019 | -- |

# Government of Andhra Pradesh

**Agricultural Marketing Department**

# PROVIDE CONSULTANCY SERVICES ON MARKETING STRATEGIES TO BE ADOPTED FOR DOUBLING FARMER INCOME ETC., IN THE STATE OF ANDHRA PRADESH

**Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (A.P).**

**Website:** [**http://market.ap.nic.in**](http://market.ap.nic.in) **/ email:** [**seamap2019@gmail.com**](mailto:seamap2019@gmail.com) **/ Cell: 9182361172**

## Notice for inviting Applications for appointment of Individual Consultants

The following consultants are to be engaged on contract basis in the Office of the Spl. Commissioner and Director of Agrl. Marketing, Govt. of A.P, Guntur on **PROVIDE CONSULTANCY SERVICES ON MARKETING STRATEGIES TO BE ADOPTED FOR DOUBLING FARMER INCOME ETC., IN THE STATE OF ANDHRA PRADESH**. The estimated Project period is of ***Three years***. The selected persons would initially be appointed, on contract, for a period of **One Year**. The contract may be renewed periodically subject to the performance of the consultant and the requirements of the project. The details of the Consultants to be appointed are as follows:

|  |  |  |
| --- | --- | --- |
| **Sr. No** | **Contractual position** | **No. of Posts** |
| 1 | Agribusiness Expert / Agriculture Economist / Agriculture Statistician | **3** |

Please visit website [**http://market.ap.nic.in**](http://market.ap.nic.in) for a brief of the project, application process, qualification, required experience, format of the application, selection criteria, selection process, and general terms and conditions for engagement of consultants. Applicants should submit their applications in PDF format, by email only, to **s**[**eamap2019@gmail.com**](mailto:eamap2019@gmail.com%20) , on or before **@4.00 PM Dt.11-11-2019.**

### Spl. Commissioner and Director of Agrl. Marketing.

**PROVIDE CONSULTANCY SERVICES ON MARKETING STRATEGIES TO BE ADOPTED FOR DOUBLING FARMER INCOME ETC., IN THE STATE OF ANDHRA PRADESH**

**Document for Invitation of applications for Individual Consultants**

1. **Introduction / Brief overview of the Project**

# The Agricultural Marketing Department, Government of Andhra Pradesh wishes to engage services of individual consultant to PROVIDE CONSULTANCY SERVICES ON MARKETING STRATEGIES TO BE ADOPTED FOR DOUBLING FARMER INCOME ETC., IN THE STATE OF ANDHRA PRADESH for a Period of Three Years from the date of signing of contract during FY-2019-20, FY 2020-21, and FY 2021-22.

1.1 The Consultant is broadly expected to:

a) Price monitoring and price forecasting.

b) Give crop wise strategies on doubling farmer income by suitable Marketing side interventions.

c) Strategies for development / strengthening of FPO and integrate them with e-commerce, commodity market etc.,

d) Any other item which the PMU may seek advice broad purpose of analyzing the objective of RFP etc.,

1.2 Consultant should familiarize themselves with local conditions and take them into account in preparing their proposals. If any clarification is required on any clause/condition of the RFP, the same may be forwarded within the prescribed time period i.e. before the ‘last date for queries’.

1.3 Consultant shall bear all costs associated with the preparation and submission of their proposals and contract negotiation.

|  |  |  |
| --- | --- | --- |
| **Sr. No** | **Contractual position** | **No. of Posts** |
| 1 | Agribusiness Expert / Agriculture Economist / Agriculture Statistician | 3 |

### Application Process:

Interested applicants should study the consultant-wise job descriptions, qualifications and experience requirements given in Annexure-I. Applicants should submit application as per the application format given in Annexure-II along with a covering letter describing in brief how s/he is suitable for the said contractual engagement. The application must be submitted in the PDF format, by email only, to [seamap2019@gmail.com.](mailto:seamap2019@gmail.com.) **Applicants should ensure that their applications are submitted on or before @4.00PM Dt.11-11-2019.**

### Selection process:

The selection of consultants will be done by inviting applications from eligible applicants through newspaper advertisement and notice on the website [**http://market.ap.nic.in**](http://market.ap.nic.in). Consultants will be selected by a screening cum selection committee, constituted by Spl. Commissioner and Director of Agrl. Marketing, Govt. of A.P, Guntur for this purpose. Only shortlisted applicants will be called for the further selection process. Depending on the project requirements, the Spl. Commissioner and Director of Agrl. Marketing, Govt. of A.P, Guntur, reserves the right for modifying the requirement of post(s), to relax or modify the published eligibility criteria, and to modify / cancel the recruitment process without prior notice.

For the posts of Agribusiness expert and Agriculture Economist / Agriculture Statisticianmaximum permissible payment (all inclusive) towards the services of the selected consultant **will be upto Rs.30.00 Lakhs** per annuam. However, these limits are the maximum ceilings and the selection committee will finalize the actual payment to be made to individual consultant(s) based on the qualifications and experience of the applicant, and the assessment of the committee.

### Selection Criteria:

Applicants will be assessed on the basis of Qualification, previous experience and performance in the interview process. The successful applicant will be chosen based on the following Selection criteria.

|  |  |  |
| --- | --- | --- |
| **Sl. No.** | **Evaluation Criteria** | **Maximum marks** |
| **Part A** | **Evaluation Criteria for Short-listing of Applications** |  |
| a) | Educational Qualification | 30 |
| b) | Work experience (relevant field for 3 years) | 15 |
| c) | For every year of additional experience 2.5 marks per year (Max.10 marks) | 10 |
| d) | Experience of working in Agriculture / Agri Marketing sector in Government of Andhra Pradesh / Government of India / any other State Government / Government Undertaking / Government corporations / Multi lateral Agencies. | 15 |
| e) | Hand written essay of minimum 1000 words on problems of solutions to the structural issues in Agricultural Marketing in India including analysis of Government policies. | 10 |
| f) | Interview  i. Knowledge and appreciation of Indian Agricultural  practices.  ii. Communication skills and Leader ship attributes. | 20 |
|  | **Total** | **100** |

### General Conditions for selection and engagement of consultants

* 1. **Basis and Period of engagement:** All the individual consultants will be engaged purely on contractual basis. In all the cases, the contract with individual consultant will be initially for a period of ***One Year***. The individual consultant may be reappointed from time to time depending upon the requirements of the Project and the performance of the consultant. The contractual engagement, unless reappointed, shall be terminated automatically at the end of contractual period. In no case the contract shall be extended beyond the closure of the project. Contractual engagement shall not imply permanency in Government Service in any way.
  2. **Place of work / Headquarter:** Selected consultant has to work in the office of ***Spl. Commissioner and Director of Agrl. Marketing Govt. of A.P, Guntur*** and ***District Head quarters of A.P*** whenever required. However, the Headquarter and / or the place of working of the consultant may be changed to any other location in Andhra Pradesh by Spl. Commissioner and Director of Agrl. Marketing as per the project requirement during the contractual engagement period.
  3. **Reporting and other information:** Selected Consultant will have to work under the overall control of the Spl. Commissioner and Director of Agrl. Marketing, and or under the direct control of any other officer as directed by the Spl. Commissioner and Director of Agrl. Marketing. The selected consultant is expected to support the project preparation process and engage in project implementation, contingent upon successful negotiation of the project.
  4. **Office time, working hours and leaves:** The Office time, Working hours, holidays and applicable leave will be as per norms of Government of Andhra Pradesh.
  5. **Scope of Duties:** In case of exigencies of work, the consultant will be required to attend office on holidays e.g. Saturdays/ Sundays, office holidays and beyond office hours also, as and when required. If the duties assigned requires visiting outside station, the consultant may have to travel to other locations in India according to the directions given by the Spl. Commissioner and Director of Agrl. Marketing or designated Reporting Officer. ***During such travel the consultant will be entitled to reimbursement of Travel expenses, Daily Allowances and Travelling Allowances as per the rates approved by the Spl. Commissioner and Director of Agrl. Marketing***.
  6. **Any other Private assignments:** As this is a full time assignment, the consultant will not be allowed to take up any other private assignment and he shall devote her / his full attention to the contractual duties and responsibilities during the effective contractual period.
  7. **Confidentiality and office decorum:** She/he shall maintain the confidentiality of all the official information to which s/he has the access during the period of contractual engagement and thereafter. She/he will be required at all times to maintain discipline, punctuality, absolute integrity and devotion of duty as per the rules and regulations of Spl. Commissioner and Director of Agrl. Marketing.
  8. **Contractual Payments:** The selected Consultants will be paid consolidated Contractual payment per month as approved by Spl. Commissioner and Director of Agrl. Marketing after deducting at source the income tax and any other taxes as per prevailing rules of Government of Andhra Pradesh.
  9. **Termination of Contract:** Contractual Engagement as Consultant may be terminated without assigning any reason thereof by giving 30 days prior notice or in lieu thereof, contractual payment for one month prevailing on the date of termination. Upon termination of contract, the consultant shall return all the files, documents, articles, and software / email access codes in his possession at that time to the Spl. Commissioner and Director of Agrl. Marketing or his authorized representative.
  10. **Contractual Agreement:** Selected Consultant has to sign a Contractual Agreement with Spl. Commissioner and Director of Agrl. Marketing or his authorized representative before joining contractual duties on a Stamp Paper, which will include all applicable Contractual Terms and Conditions.

**Annexure I**

**J ob Descriptions, Qualifications and Experience Requirement of Consultants**

|  |  |  |
| --- | --- | --- |
| **1** | **Agribusiness Expert / Agriculture Economist / Agriculture Statistician** | |
|  | **No. of Posts** | **3** |
|  | **Job Description** | a) Price monitoring and price forecasting.  b) Give crop wise strategies on doubling farmer income by suitable Marketing side interventions.  c) Strategies for development / strengthening of FPO and integrate them with e-commerce, commodity market etc.,  d) Any other item which the PMU may seek advice broad purpose of analyzing the objective of RFP etc., |
|  | **Qualification** | ***Post Graduate in MBA / Agribusiness Management from IIMs***. |
|  | **Experience** | * Should have minimum 3 years experience in agri-business, value chain promotion & agriculture marketing experience after post graduate degree * The applicant should be well versed with using computers and MS Office and be able to draft good quality reports; * Applicants with experience of working in a World Bank or international bi/multilateral funded project will be preferred. * Experience in government sector would be desirable. * Should be willing to work in rural areas involving extensive touring. * Applicants should have good interpersonal and communication skills |

**Annexure II**

**Application Form**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ***NAME OF THE POST APPLIED*** | | **:** |  | | | |
| ***1.*** | ***GENERAL PARTICULARS*** |  |  | | | |
| ***NAME in Full (Block Letters)*** | **:** | First Name | Middle name | | Surname |
|  |  | |  |
| **Gender** | **:** |  | | | |
| **Date of Birth** | **:** |  | | | |
| **Age as on 31st October-2019** | **:** |  | | | |
| **Nationality** | **:** |  | | | |
| **Marital Status** | **:** |  | | | |
|  |  |  | | | |
| **2.** | **ADDRESS**  **Applicants Complete Address for Correspondence along with Pin code** | **:** |  | | | |
| **Contact Phone** | **:** | **(i) (ii)** | | | |
| **Mobile No.** | **:** |  | | | |
| **E-mail** | **:** |  | | | |
|  |  |  | | | |
| **3.** | **CURRENT PROFESSION** | **:** |  | | | |
|  | **Areas of specialization** |  |  | | | |
| **4.** | **YEARS OF EXPERIENCE** | **:** | **Total: From \_to** | | **Years Months** | |
| **Relevant to Post:** | | **Years Months** | |

1. **EDUCATIONAL QUALIFICATIONS :**

**{***Provide essential information as per the desired Qualification for the post applied for}*

[*Indicate college/university and other specialized education of applicant, giving names of institutions, degrees obtained, and month & year of passing]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S. No** | **Degree/ Course**  **Completed** | **Month & Year**  **of Passing** | **Name of Institute & University/**  **Board** | **Marks / Grades**  **Obtained** |
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1. **OTHER TRAININGS:** {Indicate significant trainings relevant to the post applied for} (i)

ii) (iii)

### Membership of Professional Associations: (If any)

(i)

(ii)

(iii)

1. **Languages** [*For each language indicate proficiency: good, fair, or poor in reading, writing and speaking,*]:

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Read** | **Write** | **Speak** |
|  |  |  |  |
|  |  |  |  |

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

### Repeat the description in the format below for each job.

|  |  |  |
| --- | --- | --- |
| From [Month/Year]: To [Month/Year]: | | |
| ***Employer*** | : |  |
| **Position held** | **:** |  |
| **Duties performed** |  | {Describe in brief the works handled / duties performed that Best Illustrate the Capability to handle the proposed tasks as per Job Description for the said post}               |

|  |  |  |
| --- | --- | --- |
| From [Month/Year]: To [Month/Year]: | | |
| ***Employer*** | : |  |
| **Position held** | **:** |  |
| **Duties performed** |  | {Describe in brief the works handled / duties performed that Best Illustrate the Capability to handle the proposed tasks as per Job Description for the said post}                 |

|  |  |  |
| --- | --- | --- |
| From [Month/Year]: To [Month/Year]: | | |
| ***Employer*** | : |  |
| **Position held** | **:** |  |
| **Duties performed** |  | {Describe in brief the works handled / duties performed that Best Illustrate the Capability to handle the proposed tasks as per Job Description for the said post}         |

|  |  |  |
| --- | --- | --- |
| From [Month/Year]: To [Month/Year]: | | |
| ***Employer*** | : |  |
| **Position held** | **:** |  |
| **Duties performed** |  | {Describe in brief the works handled / duties performed that Best Illustrate the Capability to handle the proposed tasks as per Job Description for the said post}               |

|  |  |  |
| --- | --- | --- |
| From [Month/Year]: To [Month/Year]: | | |
| ***Employer*** | : |  |
| **Position held** | **:** |  |
| **Duties performed** |  | {Describe in brief the works handled / duties performed that Best Illustrate the Capability to handle the proposed tasks as per Job Description for the said post}               |

**Repeat the description for each additional job in the above format if required.**

1. **Publications, if any**

### Write in brief (about 250 words): With the above qualifications and experience in the area of your specialization, how can you contribute in the project preparation stage.

1. **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 willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date: *Day/Month/Year*

Name of the Applicant: