E&TW1-52425/2014 dated 27-01-2015

KERALA STATE FOREST DEVELOPMENT AGENCY

VAZHUTHACAUD, THIRUVANANTHAPURAM

(REG. No. T.734/2010)

APPLICATION FOR ENGAGING CONSULTANT FOR DEVELOPING MARKETING FOR VANASREE PRODUCTS

LAST DATE: 11-02-2015

Application fee: Rs 1000 plus KVAT @ 4 percent

NOTICE INVITING PROPOSAL FOR ENGAGING CONSULTANT FOR DEVELOPING MARKETING OF VANASREE PRODUCTS

1. **Background**

"Vanasree" is the brand of value added Non Timber Forest Produce (NTFP) marketed through Participatory Forest Management Institutions like VSS and EDCs. The Scheduled Tribes and other Traditional Forest Dwellers (Recognition of Forest Rights) Act 2006 commonly known as Forest Rights Act and Forest Rights Rules 2007 confer right of management including the access, collection and use of Non Timber Forest Produce (NTFP) on forest dependent Scheduled Tribes. In the State three tier system of Management of NTFP consisting of collection through Adivasi Vana Samrakshana Samithis, value addition and marketing has been set up. Marketing is done under the common name "Vanasree"

Presently Vanasree products are packed in locally made packing. SFDA proposes to promote "Vanasree" as a unique brand.

2. **SCOPE OF CONSULTANCY**
    1. Devising suitable packing for honey and other produces
    2. Developing packing for supply of parcel/ courier to national/international locations
    3. Registering "Vanasree" brand
    4. Development of unique layout, signage etc. of different sizes of Vanasree stall
    5. Identifying and standardizing the renowned providers of various packing materials and devising an acceptable procurement procedure in tune with government functioning.
    6. Training to the staff and VSS/EDC members in the processing Centre
    7. Organic certification of Vanasree products.
    8. Establishing strong links with the permanent sources of market at local, state and national level for various products.
    9. Establishing a fool proof e-sale method.
3. **Eligibility to Apply.**

    The person or firm applying for the consultancy should have /should have manpower with adequate academic qualifications and experience in developing branding for agricultural produce or natural products. The essential educational qualification in this case is MBA in Marketing for the person or principal investigator of the firm or associate investigator.
4. **How to Apply:**

    The persons/firms intending to provide service as Consultant for PFM related Training in the Format which is to be downloaded from the official website of Forest Department, www.forest.kerala.gov.in.

Cost of application form is Rs 1000/- (Rupees one thousand only) together with VAT @ 4 percent. This is to be paid in the form of demand draft drawn in favour of the Member Secretary, State Forest development Agency, Kerala on any nationalised or scheduled bank payable at Thiruvananthapuram. Application fee is non-refundable.

The application is in two parts. Part A consists of prequalification details and Part B consists of financial proposal. Part A and Part B will be filled, enclosed and sealed in separate covers super scribed as "Prequalification Bid" and "Financial Proposal" respectively. DD for application money is to be enclosed with part A. Then both covers are to be enclosed in another sealed cover with superscription "Proposal for Engaging Consultant for Developing Marketing for Vanasree Products" and addressed to

Additional Principal Chief Conservator of Forests (E&TW)&

Member Secretary, State Forest development Agency, Kerala

Forest Headquarters

Vazhthacaud

Thiruvananthapuram -14.

Applications will be received up to 1 pm on 11-02-2015. Late applications and applications which are in complete and which are not accompanied by application fee and not signed by authorised persons will not be accepted. Part A of the applications will be opened at 4.00pm on 11-02-2015 in presence of the applicants or their representatives present.

5. **Selection Procedure:**

Selection will be done in two stages.

Short listing:

Based on the capability of the person/organisation assessed based on previous experience as per the pre-qualification bid , a shortlist will be prepared by a Sub Committee of the Executive Committee of SFDA, Kerala . Shortlist will be published in the official website www.forest.kerala.gov.in on or before 20-02-2015.

Presentation:

Shortlisted persons will be invited for an interview along with short presentation. Based on the interview and presentation, final short list will be prepared and published on or before 04-03-2015.Financial proposal of the finally shortlisted persons/firms will be opened at 3.00 pm on 09-03-2015 and then the Consultant will be selected on the basis of the financial proposal only. Final selection will be announced on 10-03-2015.

6. **Agreement:**

The selected person will enter in to an agreement with the Member Secretary, SFDA, Kerala on stamp paper worth Rs 100/- in a prescribed format. A security for the due fulfillment of

service @ 10 percent of the consultancy charges quoted will be paid in the form of bank guarantee from a nationalised or scheduled bank. The security deposit will be released after satisfactory completion of the service.

7. Contract period will be four months from the date of agreement.
8. **Payment Terms:**
    1. 15% of the consultancy charges will be paid on completion of items 1 and 2 in the scope of consultancy and getting approval for the same by the Executive Committee.
    2. 20% of the consultancy charges will be paid on completion of items 3, 4 and 5 in the scope of consultancy.
    3. 30% of the consultancy charges will be paid on completion of items 6 and 7 in the scope of consultancy.
    4. 25 % of the consultancy charges will be paid on completion of item 8 and 9 in the scope of consultancy.
    5. Balance 10% on completion of evaluation the Executive Committee.

9. **Service tax.**

The selected person/firm should have valid registration of service tax for becoming eligible for claiming service tax. It should be clearly indicated in the price bid together with the tax claimed.

10. **Disputes Redressal.**

Any dispute arising out of this service contract will be referred to the Chairman of the Executive Committee of SFDA, Kerala, and the decision of the Chairman will be final.

Member Secretary, SFDA, Kerala.

From

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.....(Address of applicant)

To

The Addl. Principal Chief Conservator of Forests (E&TW) &

Member Secretary, SFSA, Kerala

Forest Headquarters

Vazhuthacaud, Thiruvananthapuram-14

Sir,

I/my firm/our organisation am/is willing to offer services as Consultant for Developing Marketing for Vanasree Products

I/we hereby undertake to abide by the terms and conditions of engagement contained in this application.

Application fee of Rs 1000/- is enclosed as DD in favour Member Secretary, SFDA, Kerala

Yours faithfully

Authorised signatory

Consultant for Developing marketing of Vanasree Products

APPLICATION FORM

PART-A-PREQUALIFICATION FORM

1	Name of the Applicant/firm	
2	Nature of the firm: Company/partnership firm/NGO etc	
3	Date of registration of the firm (Copy of the registration certificate to be enclosed)	
4	Contact Address	
5	Telephone (i). Land line (ii). Mobile (iii). Fax (iv) e-mail.	
6	(i). PAN number (ii). Service tax Registration number (iii). VAT registration Number	
6	Qualification of the Principal Investigator of the firm.	
6.1	Basic qualification	
6.2	Professional qualification	
6.3	Experience	
7	Qualification of Associate Persons	
7.1	Basic qualification 1. 2 3	
7.2	Professional Qualification	

	1. 2. 3.	
7.3	Experience 1. 2. 3	
8	Works of similar nature carried out during the last three years.(authentication letter from the client to be produced)	

	Name of client organisation	Nature of work in brief	Contract amount (Rs lakhs)
8.1			
8.2			
8.3			
8.4			
8.5			

9	Details of bank account (i). Name of Bank (ii) Name and address of branch (iii). Nature of account (iv). Account number (v). IFS code	
10	Income tax return for the last three years (To be enclosed)	
11	Signature	
12	Date	

Declaration:

I ,..... hereby declare that the information given above are true. I am not related to any officer connected with the ***affairs of State Forest development Agency, Kerala***

Signature

Name and Designation

Consultant for Developing marketing of Vanasree Products.

APPLICATION FORM

PART-B- FINANCIAL PROPOSAL

Name of applicant/firm.....

Details of application money

(i). Draft number

(ii). Name of bank and Branch

(iii). Amount; Rs .....

Name of service	Professional fee claimed		Service Tax		Total	
	In figures	In words	In figures	In words	In figures	In words
Providing professional service as Consultant for Developing Marketing for Vanasree Products						

Signature

Name and address

Date