



EXPRESSION OF INTEREST (EOI) DOCUMENT

FEASIBILITY STUDY FOR ENTERPRISE DEVELOPMENT UNDER MegLIFE

EOI No. MegLIFE/2023/399

Dated: 16 May 2023

Issued by:

**O/o Additional Project Director,
MegLIFE & Executive Director,
Meghalaya Basin Development
Authority (MBDA)**

**MegLIFE Office, 2nd Floor, Shalom
Building, Lower Laichumere**

Shillong - 793001

EOI Advertisement:

Meghalaya Livelihood Improvement Through Forest Enhancement (MegLIFE), MBDA	
Request for Expression of Interest (EOI) for Feasibility Study for Enterprise Development under MegLIFE	
Date of issue	16 May 2023
Last date of submission of EOI	Upto 3 PM IST of 12 June 2023
How to get copy of EOI document	Details of EOI can be downloaded from https://mbda.gov.in , https://meglife.in/ “Corrigendum, Addendum” if any, would appear only on the said web sites and not to be published in any News Paper
Contact information	O/o Executive Director, Meghalaya Basin Development Authority (MBDA) MegLIFE Office, 2nd Floor, Shalom Building, Lower Laichumere, Shillong - 793001 Mail ID: mbdaprocurement@gmail.com
Contact person	Shri Gunanka DB, IFS APD, MegLIFE & Executive Director, MBDA

1. Notice Inviting Expression of Interest (EOI)

MBDA(MegLIFE) invites Expression of Interest (EoI) from experienced and eligible firms/consulting firms for feasibility study to help identify various feasible enterprises and develop comprehensive strategy and implementation plan for each of the identified enterprises at village or cluster (or higher) level in the Project area.

2. Important information and dates:

EoI No	MegLIFE/2023/399
Name of the Work	Feasibility Study for Enterprise Development under MegLIFE
Brief Scope of Work	<ul style="list-style-type: none">➤ Identify various feasible enterprises➤ Situation Analysis for enterprise development➤ Value Chain analysis of selected potential products➤ Market assessment and potential market linkages➤ Legal and regulatory requirements for identified enterprises➤ Assess the opportunities for convergence/ linkages/ partnerships for setting up the enterprises➤ Develop strategy and implementation plan for identified enterprises
Date of Issue of EOI	16 May 2023
Last date for submission of clarification queries	25 May 2023 before 3 PM IST
Pre-bid Meeting	30 May 2023, 11 AM IST O/o APD, MegLIFE & Executive Director, Meghalaya Basin Development Authority (MBDA) MegLIFE Office, 2nd Floor, Shalom Building, Lower Laichumere, Shillong - 793001 OR Bidders can attend the virtual meeting. Interested bidders will have to mail mbdaprocurement@gmail.com for the link request
Last date & time of submission of EOI	12 June 2023 before 3 PM IST
Date & Time of Opening of EOI applications	12 June 2023 at 3:30 PM IST
Address for communication/ submission of EOI	O/o APD, MegLIFE & Executive Director, Meghalaya Basin Development Authority (MBDA) MegLIFE Office, 2nd Floor, Shalom Building, Lower Laichumere, Shillong - 793001 Mail ID: mbdaprocurement@gmail.com
Proposal Submission	The EoI should be submitted in a sealed envelope with: 1. One original copy and one duplicate copy

	<p>2. Only short-listed firms will be invited to submit their technical and financial proposal (RFP)</p> <p>3. The potential enterprises will be in three broad categories – farm based, off-farm or non-farm based and forest based – that the Project is targeting for enterprise development. The EoI may indicate the sector(s) of interest to them.</p>
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3. Introduction to the project

Meghalaya Basin Development Authority (MBDA) is implementing the ‘Project for Community-based Forest Management and Livelihood Improvement in Meghalaya (MegLIFE)’ - a JICA aided project - in all twelve districts of Meghalaya. The project aims to “restore and conserve natural resources within the villages by sustainable forest management, livelihood improvement, and institutional strengthening, thereby contributing to conservation of environment, biodiversity, and uplifting of socio-economic conditions of people in the State of Meghalaya”. The project duration is ten years from 2019-20 to 2029-30

The project has three components:

- a) **Sustainable Forest Management:** Through this component, the Project aims to develop and improve the conditions of community/ private forests and bring them under systematic community-based management through zoning, mapping, demarcation, afforestation, conservation/ protection, regulation and introducing sustainable management practices
- b) **Community Development and Livelihood Improvement:** Through this component, the Project aims to promote inclusive community development through increased involvement of women in decision making and improve the livelihoods of villagers by supporting various types of enterprises at group, village and /or cluster level for improved income
- c) **Institutional Strengthening:** To build capacities for effective project implementation and monitoring. The Project is being implemented in 500 villages spread across 30 Blocks, 12 Districts and 3 ADC areas in the state of Meghalaya as provided.

The Project villages are divided into two categories:

- i) 450 Group 1 villages selected on the basis of forest degradation, vulnerability to soil erosion and socio-economic deprivation are grouped in about 100 clusters across 22 Blocks, and
- ii) 50 Group 2 villages, where the forests are in better condition are spread over 16 Blocks. For implementation purpose, the villages are divided into three batches.

The Project has adopted a participatory approach for implementation, and a Village Project Implementation Committee (VPIC) has been constituted in all the Project villages. The VPIC, with the assistance of project staff, prepares micro plans for various activities including for Income Generating Activities (IGAs) for implementation. Currently, the PLUP and micro plan for 175 villages from Batch 1 is in the process of completion. The Project plans to support various types of IGAs and micro-enterprises at village/ cluster level to begin with. Different types of community-level collectives are envisaged for managing these enterprises, including SHGs and Producer Groups at village level and Cooperatives (Farmer Producer Organizations) at the cluster level. In time, it is expected that some of the enterprises may be scaled up to District/ Block level. Given the Project’s aim to empower women, the focus of

IGAs and enterprise development shall be on women collectives and women-led enterprises, particularly those belonging to vulnerable sections such as landless and single mother headed households.

MBDA (MegLIFE) proposes to engage an Agency to conduct an end to end study to identify feasible enterprises in the Project area and develop enterprise-wise implementation plan.

4. Scope of Work:

4.1. Objective of the Study

The purpose of the study is to help identify various feasible enterprises and develop comprehensive strategy and implementation plan for each of the identified enterprise at village or cluster (or higher) level in the Project area. The specific objectives are:

- a) To carry out Situation Analysis with respect to potential products/ enterprises in the Project Blocks and Clusters for various farm based, forest-based, off-farm/ non-farm sector enterprises, including ecotourism
- b) To analyse the Value Chain of selected potential products for enterprise development and provide recommendations on viable micro-enterprises.
- c) To assess the market demand, market trend and potential for the proposed enterprise/ products, including major markets/ buyers and carry out competitor analysis.
- d) To assess the technical and financial feasibility of the proposed enterprises at village/ cluster/ Block or higher level
- e) To understand the legal and regulatory requirements for starting the selected enterprises.
- f) To identify and assess the existing opportunities for convergence/ linkages/ partnerships for technical, financial and market support for the enterprises
- g) To propose strategy and implementation plan for the recommended enterprises based on assessment of risks and challenges, and prepare bankable business proposals

4.2. Coverage of the Study

The study will cover villages/ clusters/ blocks located in twelve districts. This includes about 100 Clusters of Group-1 villages and about 20 villages/ clusters of Group-2.

Project Villages & Clusters

ADC	District	Block	Number of Group 1 Villages	Number of Group 2 Villages
Garo Hills ADC	East Garo Hills	Dambo Rongjeng	20	1
		Samanda	20	1
		Songsak	22	1
	North Garo Hills	Kharkutta	19	
		Resubelpara	22	1
	South Garo Hills	Baghmara	19	

ADC	District	Block	Number of Group 1 Villages	Number of Group 2 Villages
		Gasuapara	22	
		Rongara	18	
		Chokpot		12
	South West Garo Hills	Betasing	23	
		Zikzak	22	
	West Garo Hills	Dalu	22	
		Gambegre	19	
		Rongram	24	3
		Tikrikilla	21	1
		Demdemma		1
		Dadenggre		3
Selsella			7	
Jaintia Hills ADC	East Jaintia Hills	Saipung	18	2
		Khleihriat		1
	West Jaintia Hills	Thadlaskien	20	
		Laskien		10
Khasi Hills ADC	East Khasi Hills	Mawkynrew	21	
		Mawryngkneng	13	
		Pynursla		1
	Ri Bhoi	Umling	21	
		Umsning	20	2
	South West Khasi Hills	Mawkrywat	21	
	Eastern West Khasi Hills	Mairang	23	
	West Khasi Hills	Mawshynrut		3
	Total		450	50

4.3. Scope of Work

The study could be divided into four phases: In phase 1, the focus would be on survey for area-specific situation analysis, which will lead to identification of various potential products/ enterprises; In phase 2, product-specific value chain analysis would be taken up for selected products, wherever required, in order to better understand the stage and scale of intervention through enterprise development. In phase 3, market assessment and feasibility analysis of selected enterprises/ products would be undertaken. In phase 4, the enterprise-specific detailed strategy and implementation plan would be developed.

The potential enterprises that can be visualized include, but not limited to the following:

- **NTFP and forest based:** Broom Grass (*Thysanolaena maxima*), Honey, Mushroom, Wild Vegetables, Fruits & Flowers, Orchid, Bamboo, Medicinal and Aromatic plants, Wild Pepper, *Cinnamomum tamala*, *Eurya acuminata*, Piper

khasianum, Flemingia vestita, Ornamental plants, Gum, Resin, Latex, Lichen, Timber and wood-based enterprises etc.

- **Farm based:** Ginger, Chilli, Turmeric, Black pepper, Pineapple, Jackfruit, Plum, Pear, Blackberry, Mango, Lemon, Lime, Arecanut, Coconut, Banana, Guava, Cashew, Floriculture etc
- **Off-farm/ Non-farm/ Skill based:** Dairy, Goatery, Piggery, Poultry, Pisciculture. Sericulture Apiculture, Nursery/ Seedling production, Vermicomposting, (bamboo & cane) handicraft, pottery, handloom weaving, ecotourism etc

The above-mentioned list is only indicative, and not in any way limiting to the numbers and types of enterprises.

Given below is an indicative list of topics to be covered for analysis and assessment. The Agency will further add to these:

- a) Situation Analysis at Block/ Cluster level with respect to enterprise development: All Blocks will be covered
- b) Value Chain Analysis of selected high-potential products covering all the three categories of products
- c) Market Assessment for selected high potential products and scope for linkages in secondary and terminal markets
- d) Technical Feasibility Analysis of short-listed enterprises
- e) Financial Feasibility Analysis of short-listed enterprises:
- f) Legal and Regulatory Requirements for short-listed enterprises

Based on the analysis of the market, technical, financial, legal and regulatory factors, the Agency will provide recommendations on whether the enterprises are feasible and viable and at what size/ scale. It would provide recommendations on potential strategies to overcome any challenges that are identified and propose a detailed implementation plan for each enterprise, including developing bankable business proposal for each of the proposed enterprises.

The Agency will be expected to undertake various tasks related to the assignment including the following:

- 1) Develop a study proposal that clearly defines the methodologies for sampling, data collection, analysis and report writing with cost
- 2) Develop appropriate data collection tools for both qualitative and quantitative data on the following parameters
 - Situation analysis of district/ block for enterprise development
 - Value Chain analysis of high-potential products
 - Identification/ Shortlisting of potential enterprises at village/ cluster level
 - Market assessment
 - Technical and financial feasibility assessment for proposed scale/ size of enterprise
 - Linkages for technical support, credit support and marketing support
- 3) Recruit the experts and train the supervisors and surveyors supervise and manage data collection
- 4) Organize and implement the study
- 5) Compile and collate the data collected, both qualitative and quantitative

- 6) Develop draft study reports and submit to MegLIFE for feedback
- 7) Produce final reports incorporating feedbacks
- 8) In addition, the Agency is expected to provide a monthly progress report

4.4. Deliverables:

The Agency will submit the following reports at different stages of the study:

- 1) **Inception Report:** The Inception Report shall include the details of the methods and tools to be adopted for sampling, data collection and analysis of all the relevant information set finalized after testing of the tools and based on discussions with the Project. It should provide the schedule of various activities for implementing the study and preparing the Report. It should provide a structure of the Study Report that will be finalized after discussion with the Client
- 2) **Monthly Progress Report:** Detailing the activities undertaken, progress made and interim findings made during the month as well as plan for the next month
- 3) **Draft Study Report:** To be submitted after field data collection is completed containing the major findings and observations. The study report would contain the following:
 - a) **Executive Summary:** A concise summary of the study's objectives, methodology, findings, and recommendations.
 - b) **Situation analysis:** either for District/ Block with a profile of the cluster(s) including details of crops grown, spices and fruit crops, NTFPs collected, service sector, existing enterprises, skills profile of villagers marketing arrangements, financial and non-final support etc
 - c) **Value Chain Analysis:** for identified high-potential products to identify enterprise and intervention strategy
 - d) **Market Analysis:** A detailed report on the market conditions, including market (buyer) characteristics, demand analysis, and competitor analysis for high-potential enterprises.
 - e) **Technical Feasibility:** A report on the production process, equipment, materials, and potential risks for high potential enterprises.
 - f) **Financial Feasibility:** A report on the financial projections, start-up costs, financing options, and revenue streams for high potential enterprises.
 - g) **Legal and Regulatory Requirements:** A report on the legal and regulatory requirements, necessary permits and licenses, and potential risks and liabilities for high potential enterprises.
 - h) **Enterprise Development Strategy & Implementation Plan:** A report on potential strategies to overcome any challenges identified during the study and Implementation plan including linkages for support and bankable business proposal.
 - i) **Details of Major market and buyers, service providers, existing schemes** for linkages
- 4) **Final Study Report:** Within 15 days of the receipt of comments on the Draft Report, the Agency shall submit the Final Study Report after incorporating all the inputs received from the Client and sharing the findings in a workshop

The Agency/Firm is expected to submit the deliverables to the Project as per the time schedule indicated in the following table:

No.	Deliverable	Quantity	Timeline
1	Inception Report	2 Hard Copies along with electronic file	15 days from signing of Contract
2	Monthly Progress Report	Electronic file	Every month till the Draft Report is submitted
3	Draft Study Report	2 Hard Copies along with electronic file	Five months after acceptance of Inception Report
4	Survey Data in excel format	Electronic file	Five months after acceptance of Inception Report
5	Final Study Report (along with cleaned survey data)	2 Hard Copies along with electronic file	15 days from receipt of comments on Draft Report i.e., six months from start of contract

****All Primary data collected and database used for analysis will be the property of MegLIFE**

4.5. Duration of the Assignment

Six months from the contract signature date, and may be extended based on need, performance and with mutual agreement. In case the Agency thinks less or more time may be needed, they can propose a different timeline with proper justification

4.6. Qualifications and experience requirement of the Experts

The Agency will propose a team for carrying out the study and ensuring quality deliverables. The team details provided below is indicative and the Agency may propose a different team composition given their understanding of the study objectives and requirements. It would be ideal if all the team members are placed in Shillong for the duration of the study

Sl. No.	Position	Numbers	Experience	Qualification	Role
1	Team Leader (TL) cum Enterprise Specialist	1	Minimum 10 years of experience in Rural Development / Marketing sector with experience in design and management of conducting similar studies Experience in community enterprise development or value chain development or Cluster Development would be a plus	MBA/ PGDM with specialization in Agri-business/ Marketing/ Livelihood/ Rural Development/ Agriculture/ Natural Resource Management related fields	<ul style="list-style-type: none"> • Overall design and guidance of study and liaison with Client. • Responsible for the preparation of the Inception Report, Interim Report and Final Report and associated documents and outputs of desired quality and in line with the defined time schedule • Design survey tools and indicators and FGD and others are required. • Should devote at least 50% of his/her time in field visits to participate in

Sl. No.	Position	Numbers	Experience	Qualification	Role
					interviews, familiarize with local conditions for situation analysis and provide hands on supervision and guidance to study team.
2	Marketing Expert cum Deputy Team Leader	1	Minimum 07 years of experience in Rural Marketing/ Marketing sector Experience in marketing of Ecotourism and Tourism would be a plus	MBA / PGDM with specialization in Marketing and related fields	<ul style="list-style-type: none"> • Market assessment of identified products/ enterprises • Should devote at least 50% of his/her time in field for data collection
3	Value/ Supply Chain Expert	1	Minimum 05 years of experience in Rural Enterprise/ Community Enterprise Development/ Agri-business	MBA/ PGDM with specialization in Agri-business / Rural Development/ Agriculture/ related fields	<ul style="list-style-type: none"> • Value Chain analysis for farm/ horticulture products • Technical and financial feasibility of farm-based enterprises
4	Data Analyst	1	Minimum 03 years of experience in research study/survey. Strong analytical and programming skills. Good knowledge of statistical tools and software.	Post Graduate in IT / Data Science / Statistics or similar related field	<ul style="list-style-type: none"> • Assist TL/DTL and work as per the directions and scope of TOR • Use statistical tools for data analysis • Perform other technical tasks related to data management, programming, etc.
5	Supervisors	3	Minimum 04 years of experience in conducting assessment surveys. Familiarity with rural conditions in Meghalaya and fluency in local languages/ dialects	Post Graduate/ Graduate in Business Studies/ Rural Development/ Agriculture/ NRM or related fields	<ul style="list-style-type: none"> • Collection of information from all secondary sources and survey tools • Guide and motivate the surveyors and also administer the work by taking stock of daily progress and allocate daily targets for field work. • Be present in the field and direct

Sl. No.	Position	Numbers	Experience	Qualification	Role
					activates by staying in the villages/ clusters/ blocks.
6	Surveyors	9	Minimum 02 years of experience in conducting assessment surveys. Familiarity with rural conditions in Meghalaya and fluency in local languages/ dialects	Graduate in Rural Development/ Agriculture/ NRM or related fields	<ul style="list-style-type: none"> • Interview respondents using survey tools. • Report to supervisor about daily work. • Work closely with supervisor and complete the task as per schedule

5. Eligibility Criteria

Interested Agencies/Firms should provide information demonstrating that they have the required qualifications and relevant experience to deliver the services. The eligibility criteria are listed below:

Sl. No.	Eligibility Criteria	Documentary proofs to be submitted
1.	The Agency must be incorporated & registered in India, under the Indian Companies Act /Societies Registration Act/Trust Act /any other Act in India and should be in operations in India for minimum of 5 years	Certificate of Incorporation /Registration certificate/ Firm registration certificate along with PAN, GST registration certificate
2.	The Agency/Firms should have an average annual turnover of INR 3 Crores in the last three years (FY 2019 - 20;2020 - 2021 and 2021 - 2022 to be enclosed)	CA audited statements of last three financial years
3.	The Agency should have prior experience of either working on community-based enterprises or conducting similar studies on value chain and market; conducting sectoral analysis for agricultural/ horticulture/ forest products; or being involved in helping to set up successful enterprises in sectors of interest to the project	Copy of Work Orders to be enclosed At least one sample of the report on related topic produced by the firm in recent past
4.	Experience of working with Central or State Governments, or UN or Multilateral Development Banks or Donor funded projects on similar aspects	Relevant contracts or work orders to be enclosed
5.	The Agency/Firm should have an expertise to develop and handle the data collection tools for both qualitative and quantitative data for such feasibility studies, value chain/ supply chain studies or market studies	The firm should produce catalogue of credentials regarding the methodology/ tools used in previous projects A two-page note outlining the approach and methodology for proposed study to be enclosed
6.	The Agency/Firm should not have unsatisfactory track record resulting in adverse action taken by Central/ State Governments in India	An undertaking must be submitted

7.	The Agency/Firm should not have been black listed by central government/state government/institutes/agencies in India or abroad (concealing of which will result in immediate disqualification)	An undertaking must be submitted
8.	Portfolio of the manpower resources as per Pt. 4.6	Maximum two-page CV of the resource persons. The document should be limited to relevant projects only.

NOTE: *There should be an INDEX page, where relevant sections should be highlighted with proper page numbering.*

6. Instruction to the Bidders

- a) Firms/Agencies who are selected in EoI process will only be allowed to participate in RFP/Tender process for feasibility study for enterprise development under MegLIFE, MBDA
- b) The Bidders are required to bid strictly as per terms and conditions given in the Notice Inviting EOI documents and not to stipulate any deviations.
- c) The bidders are advised to submit complete details with their Proposals as Pre-qualification Bid Evaluation will be done on the basis of documents submitted by the bidders
- d) Proposals with Incomplete / Ambiguous information will be rejected
- e) The bidders are advised in their own interest to submit their proposal well in advance from last date/time of submission of proposals so as to avoid problems which the bidders may face in submission at last moment
- f) Bidder has to submit copies of all the documents. If the bidder is found ineligible after opening of bid, the bid shall become invalid
- g) Notwithstanding anything stated above, MBDA reserves the right to assess the capabilities and capacity of the bidders, in the overall interest of MBDA. In case, bidder's capabilities and capacities are not found satisfactory, MBDA reserves the right to reject the bid
- h) Submission of Queries: The bidders(s) if required, may submit queries, if any, through e-mail to mbdaprocurement@gmail.com before the date and time mention in the document. MBDA will reply only those queries which are essentially required for submission of proposals. Queries received after date specified will neither be entertained nor replied
- i) **Rejection of Proposals:** MBDA reserves the right to reject any or all proposals or cancel/withdraw the invitation of EOI without assigning any reasons whatsoever thereof. The applicants are cautioned that not giving complete information called for in the EoI or not giving it in clear terms or making any change in the prescribed forms or deliberately suppressing the information may result in the applicant being rejected. Applications made by telegram or telex, E-mail, and those received late will not be entertained. Overwriting should be avoided. Correction, if any, should be made by neatly crossing out, initialling, dating and rewriting. Pages of the pre-qualification documents should number. They should be submitted in a proper order as per the details mentioned in the index.

- j) References, information and certificates from the respective clients certifying suitability, technical knowhow or capability of the applicant should be signed by an officer not below the rank of Executive Engineer/Project Manager or equivalent for Govt./Semi Govt./ PSUs/ autonomous bodies Works and Director/Sole Proprietor/Partner of the Company or Firm as the case may be for private clients
- k) The applicant may furnish any additional information which he thinks is necessary to establish his capabilities to successfully complete the works. The applicants are however, advised not to furnish superfluous information. No information shall be entertained after submission of pre-qualification documents unless it is called for by MBDA
- l) Canvassing in connection with the Notice Inviting EOI is strictly prohibited, and such canvassed Proposals submitted by the bidder will be liable to be rejected
- m) **Final Decision-Making Authority:** MBDA reserve the right to modify the eligibility criteria, to decide on cut-off date of implementation, to accept or reject any application, to annul the Pre-Qualification process, to reject all applications or accept new applications at any time, without assigning any reason or incurring any liability to the applicants. It also reserves the right to change the coverage and scope of the study by dividing the study across sectors and geographical regions and to allocate work to different agencies for different sectors and geographical regions.

7. General Information, Financial, Similar Work Experience & Expert Details

EoI For:

MANDATORY INFORMATION DOCUMENTS:

a) General Information of the Bidder:

1	Name of Applicant/Company	
2	Address for correspondence	
3	Official e-mail for communication	
4	Contact Person: Telephone Nos.Fax Nos. Mobile	
5	Type of Organization:	
6	Place and Year of Incorporation	
7	Name of Directors/Partners in the organization	
8	Name(s) and Designation of the persons, who is authorized to deal with MBDA (Attach copy of power of Attorney)	

b) **Turn Over Details:**

Financial Year 2019-2020	Financial Year 2020-21	Financial Year 2021-22	Average Annual Turnover

c) **Similar Work Experience Details:**

Sl. No	Name of the work	Date & Ref. no. of completion certificate (If available)	Project value (Rs.)	Reference document (Work Order/ Work Completion Certificate) to be attached, mention page no.

d) **Relevant Expertise Available:**

Sl. No	Name of Employee/ Expert available with the Firm	Educational Qualification	No. of Years of association with the firm	Years of experience in Enterprise Development aspects	Relevant assignments taken up (Maximum 5)

e) Short CVs (maximum two page) of key resource persons/ experts

f) Two-page note outlining the approach, methodology and tools used for similar studies and/or enterprise development undertaken by the firm