



# **NATIONAL JUTE BOARD**

*(A Statutory Body constituted by subsuming Jute Manufactures Development Council  
and National Centre for Jute Diversification)*

**Ministry of Textiles, Govt. of India**

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## **INVITATION OF BID**

*NIT No. 1/NJB/FAO-Proj. on Global Value Chain/2018-19*

*Date : 30/05/2018*

### **ASSESSMENT FOR 'THE INDIAN JUTE INDUSTRY AND ITS LINKAGES WITH THE GLOBAL VALUE CHAIN'**

National Jute Board (NJB), set up under National Jute Board Act, 2008 [No. 12 of 2009] is statutorily mandated for development of the cultivation, manufacture and marketing of jute & jute products and for matters connected therewith and incidental thereto. In consonance with the mandate, NJB undertake measures relating to promote or undertake surveys or studies aimed at collection and formulation of statistics regarding raw jute and jute products.

#### **1. INVITATION OF BID:**

The Secretary, National Jute Board, Kolkata, India invites sealed offers from reputed Govt. consultancy organizations / Govt. business management institutes, having proven multi-disciplinary competence and international presence, for undertaking a comprehensive project on the Indian jute industry and its linkages with the global value chain.

#### **2. THE ACTIVITY WILL NECESSARILY INCLUDE**

##### **TERMS OF REFERENCE (TOR):**

- a. Map the different players involved in the Indian Jute Industry, their roles and issues and challenges they face, using a value chain approach,
- b. Provide an overview of the current situation and future directions of Jute natural fibre in India with special reference to the agro-textiles industry linkages,
- c. Discuss the effective participation of the Indian jute industry in Global Value Chain (GVC) and highlight challenges, constraints and barriers faced in connecting, moving up and establishing production and service value chains and analyze how these constraints are being addressed,

- d. Identify public and private actions along the value chain that can promote sustainability (economic/social/environmental) within the Jute value chain,
- e. Make policy recommendations on the way forward to sustain product and market diversification in the industry and strengthen linkages with the GVC.

**3. BASIC QUALIFICATIONS OF THE BIDDERS:**

Technically qualified and financially sound reputed Govt. Consultancy Organisations / Govt. Business management institutes, having wide experience in handling and completing similar consultancy assignment, with international presence may apply. “Similar consultancy” would mean consultancy assignments *in the fields of market survey and analysis and / or related areas like strategy planning for market expansion, supply chain analysis etc.* The bidder will have to submit credentials and documents in support of their experience. Only agencies having international presence or resources with professional experience and an office in either Delhi or Kolkata, should submit proposal.

**4. TIME-FRAME AND DELIVERABLES:**

The project duration is for **6 months from the date of placement** of the work-order. The field survey and the study part of the assignment are spread over the first 3 months of the project. The selected agency would be required to submit:

1 <sup>st</sup> draft of the Report	:	By end of the 3 <sup>rd</sup> month from date of assignment	Project covering the detail component of the Terms of Reference with rationale
2 <sup>nd</sup> draft of the Report	:	By end of the 4 <sup>th</sup> month from date of assignment	They will have to attend / make presentation in the International dialogue meeting
Draft of the Final Report	:	By end of the 5 <sup>th</sup> month from date of assignment	
Final Report and recommendations after details discussion with the NJB.	:	By end of the 6 <sup>th</sup> month from date of assignment	5 copies each of the final report – hard copies in bound form and sub-copies in electronic format (CD/DVD/Flash drive, etc.) shall be submitted by the agency at the end of the project.

## **5. SCOPE:**

(A)The activities under the assignment are as under –

***Objective 1: Map the different players involved in the Indian Jute Industry, their roles and issues and challenges they face, using a value chain approach.***

This may broadly cover the industry starting from jute agriculture - farmers, productivity of raw jute, jute mills – workers, production process, socio economic conditions, MSME units engaged in production of jute diversified products, workers, product profile, problems being faced by the industry, SWOT analyses, marketing strategy, export prospects, value chain approach, also highlight various component of value chain (upstream & downstream).

***Objective 2: Provide an overview of the current situation and future directions of Jute natural fibre in India with special reference to the agro-textiles industry linkages.***

This may cover holistic overview of the status of jute industry and future prospects. This may also include existing product line of the industry, reducing dependence on sacking / hessian as the packaging materials and its way forward towards diversification, application of jute in various technical textiles including lifestyle jute products for mass consumption, jute geotextiles for solving various geotechnical problems, jute agro-textiles applications.

***Objective 3: Highlight the effective participation of the Indian jute industry in Global Value Chain (GVC) and highlight challenges, constraints and barriers faced in connecting, moving up and establishing production and service value chains and analyze how these constraints are being addressed.***

This may include the market needs assessment to improve intelligence of the international market for select jute products through a comprehensive understanding of the (potential) demand and related issues of performance, quality / specifications, logistics etc. of the products especially in the selected international regions. The discussion should also cover the world export – import scenario of jute products to understand the demand and supply chain. The study may provide an understanding of the demand pattern in more detail, acquiring facts, views, perceptions, opinions and reasons for current consumer behavior and current supply pattern with all the assessment, discuss the effective participation of the Indian jute industry in Global Value Chain and highlight challenges, constraints and barriers faced by Indian jute industry for establishment of production and service value chains. The study may also include the tariff and non-tariff barrier being imposed by the importing countries and challenges being faced to adopt this natural fibre among of their synthetic alternatives /

applications. This may also analyse / suggest how the constraints are to be addressed for effective participation in Global Value Chain.

***Objective 4: Identify public and private actions along the value chain that can promote sustainability (economic/social/environmental) within the Jute value chain.***

This may cover the positive contribution of jute. Jute and its social / economic / environmental impact. It may also discuss the proposed global value chain to promote sustainability for which identification of public and private actions to achieve the desired goal / objective. Impact / outcome of Mandatory Jute Packaging Act (compulsory use of jute materials in packaging of essential commodities), bilateral agreement between the countries on jute sector.

***Objective 5: Make policy recommendations on the way forward to sustain product and market diversification in the industry and strengthen linkages with the GVC.***

This is the concluding part which may cover the select jute products having export potential, recommendation on the way forward to sustain those selected product, diversification in the jute industry, strengthening market linkage with Global Value Chain, policy recommendation for various components of value chain associated in manufacturing consumer products and way forward.

- B. The selected agency will have to undertake a comprehensive study on jute industry and on the existing market of the specified jute product groups (in the international regions), estimate the market potential in the countries and recommend specific measures to be taken to exploit the market. A 'SWOT' analysis has to be undertaken by closely interacting with the National Jute Board, other related institutions in the jute sector such as the Office of the Jute Commissioner, the Indian Jute Mills Association, JPDEPC, DGCI&S, FIEO, FICCI other associations of jute mills, consumers / end-users, exporters, middle-men, manufacturing jute mills and research organizations both in India and abroad including review of the studies undertaken so far in the area.
- C. Analysis of the existing components of supply chain (upstream / downstream) and identifying measures to make it smooth and market-effective are integral parts of the exercise. Specific recommendations for improvement in supply chain are to be made, so that policies can create a competitive advantages.
- D. Since the project is time-bound, adherence to the implementation schedule is crucial.

E. Short CVs of the persons to be engaged for the project and credentials are to be submitted with the offer.

#### **6. SUBMISSION OF BIDS:**

Interested Govt. consultancy organizations / business management institutes shall submit three sealed covers containing Packets “A”, “B”, & “C”. All 3 envelopes should be put in a bigger envelope - duly sealed and clearly marked ‘**Bid for Consultancy Assignment for The Indian Jute Industry and its Linkages with the Global Value Chain**’ and submitted to: **The Secretary, National Jute Board, Ministry of Textiles, Government of India, 3A & 3B Park Plaza, Kolkata - 700016. Tel: 2249 3825** within **3:00 p.m. on 15<sup>th</sup> June, 2018** and opened on the same day at **4.00 pm** in presence of the bidders.

The three sealed covers within the main cover should contain:

- (a) Qualification, Credentials and Earnest Money Deposit clearly super scribed “**Packet A**”
- (b) Technical bid clearly superscribed “**Packet B**” and
- (c) Financial bid clearly superscribed “**Packet C**”.

#### **7. THE PACKET ‘A’ SHOULD CONTAIN –**

- (a) Details of the Bidder, Contact Address, email, phone, Fax, Name of Contact person for this project.
- (b) Documents in support of the eligibility criteria for this bid.
- (c) Copies of credentials.
- (d) The interested agencies shall, in Packet A, deposit Earnest Money of Rs.60,000/- in the form of Demand Draft drawn in favour of National Jute Board, Kolkata along with their application. The Earnest Money Deposit of the bidders will be refunded by National Jute Board. The successful bidder has to deposit 5% of the quoted amount in the Financial Bid as security deposit in the form of Bank Guarantee in favour of National Jute Board.
- (e) Copies of PAN Card, GST Registration, etc.
- (f) Unabridged annual reports or audited financial accounts for the last three years

(g) A covering statement as follows:

1.	Name of the Bidder		
	Address		
	e-mail address, Telephone /Fax,		
	Contact Person: with Mobile no.		
2.	Details of Earnest Money Deposit:		Enclosed
	DD. NoDt..... Drawn on.....		
3	PAN Card Details		Copy attached
4	Experience in similar consultancy		Documents attached
5	Details of International presence / Partnership		Documents attached
6	Details of Consortium:		
	Name & details of the lead partner		
	Names & details of the other partners		
7	Copies of credentials & documents in support of the eligibility criteria	1. 2. 3. ....	Attached

*Note: All the documents submitted should be given page number and signed by the authorized representative of the agency.*

**8. THE PACKET 'B' SHOULD CONTAIN**the Technical Proposal, which should give following Information:-

1. Brief Profile of the Organization with special reference to their international network
2. Experience of conducting similar studies
3. Experience of conducting studies in Jute and/or Textiles sector
4. Detailed technical approach and methodology to be followed for conducting the study;
5. Time-plan for executing the study
6. Manpower deployment with indicative outline of the qualifications of the personnel deployed
7. International Travel Plan, if any.

*Note: (i) All the documents submitted should be given page number and signed by the authorized representative of the agency.*

*(ii) Packet-B of the agency will be opened after ascertaining the basic eligibility of the bidder assubmitted in Packet-A. Packed-B will be evaluated by the Technical Evaluation Committee and total score for Technical Bid is 100. Minimum qualifying marks is 60%.*

**9. FINANCIAL PROPOSAL (PACKET C)**

The financial proposal should quote the professional fee and expenses as detailed below:

		Rs.
1.	Total professional fees and expenses for the project	
2.	Plus taxes	
	Total	
	(Rupees.....)	

*Note: (i) All the documents submitted should be given page number and signed by the authorized representative of the agency.*

*(ii) Packet-C of the agency will be opened after securing minimum qualifying mark in the Technical Evaluation. Total score for Financial Bid is 40.*

#### **10. PAYMENT SCHEDULE:**

- 30% - on awarding of the assignment;
- 20% - on submission of the 1<sup>st</sup> draft of the final report;
- 30% - on submission of the 2<sup>nd</sup> draft of the final report;
- 20% - on acceptance of the final report.

#### **11. RIGHTS OF NATIONAL JUTE BOARD:**

The National Jute Board reserves the right to accept / reject the offers received, or call for any additional information / clarification, or modify / cancel the bidding process, if so required, without assigning any reasons whatsoever.

#### **12. EVALUATION CRITERIA:**

A Techno-financial evaluation of the submitted proposals will be carried out on a relative basis. The details are as follows:-

- I. Packet A will be opened first for ascertaining the basic eligibility of the bidder. **The technical proposals bids (Packet B) of only those agencies whose basic qualification, as detailed in Packet A, meets the minimum standard will be opened.**
- II. Technical score will have a 60% weightage while financial offers will have a 40% weightage out of total 100 points each in deciding the final selection of the consultant. **The financial proposals bids (Packet C) of only those agencies who qualify technically will be opened.**
- III. The technical bid will be evaluated on the following parameters and the minimum qualification mark will be **60%** of the marks of technical score:
- IV. The Evaluation parameters and criteria for Technical Bid will be examined by a Technical Evaluation Committee to be constituted by the competent authority.

**Evaluation parameters and criteria for Technical Bid**

<b>Sl.</b>	<b>Description</b>	<b>weigh tage</b>	<b>Evaluation Methodology</b>
1	Approach and Methodology for the project with demonstration/presentation	60	Approach should be fitting with the scope and objectives. It should map properly and the proper resource requirement is identified with a probable working plan and deliverable schedule. The approach and methodology has to be explained before the evaluation committee and the committee's scoring decision would be final.
2	Number of Citations for Market Assessment including Global Market Assessment Project relevant to the Project	10	Brief synopsis of the projects undertaken has to be explained to the Evaluation Committee.
3	Prior Experience of Jute Related Projects and working with Jute organisations or similar project on value chain	20	Previous experience on Jute & Jute Products and working with different Jute organizations including National Jute Board has to be covered in the Technical presentation.
4	Key resource profile and deployment plan	10	CVs to be submitted for the following resources: <ul style="list-style-type: none"> <li>• Project Manager</li> <li>• Senior Expert</li> <li>• Research Assistants</li> </ul> (With no. of personnel proposed to be deployed)
		100	

**V. The financial proposals bids of only those agencies/ institutions / organisations who qualify technically will be opened.** The financial proposal shall be allocated weightage of 40%. The proposal with the lowest cost may be given a financial score of 40 and the other proposals will be given financial scores that are inversely proportionate to their offers in the following formula:

$$(Lowest\ financial\ quote / Agency's\ financial\ quote) \times 100$$

**VI. The combined score would be worked out as under:-**

**Final Score = [S(t)] + [S(f)] , where:**

S(t) = Technical Score X 60%

S(f) = Financial Score X 40%



### **13. OTHER TERMS AND CONDITIONS:**

1. Confidentiality of the data provided by NJB and various other government agencies to the agency should be maintained. In this connection the agency has to execute non-disclosure agreement to maintain strict confidentiality with NJB.
2. The report will be the sole property of the National Jute Board; any portion or part of the report should not be produced / published or sold to others.
3. The report would be treated as final only after its approval by National Jute Board.
4. All disputes/interpretation and other matters if any, concerning this agreement in any manner whatsoever shall be subject to final decision of the National Jute Board.
5. Governing Law and Jurisdiction: This agreement shall be governed by the laws in India.

### **14. FORCE MAJEURE:**

On selection of the agency and assignment of the work order by NJB, the agency has to strictly adhere to the TOR, scope, objectives, time schedule of the project. In case of non-compliance, NJB has right to take the decision ex parte to cancel the project and under penalty clause, encash the amount of Bank Guarantee deposited in NJB as security deposit.

### **15. AGREEMENT CANCELLATION:**

In the event of Consultant willfully not commencing the work within 30 working days after the stipulated period, the agreement shall stand cancelled and the Consultant shall refund the advance payments within 10 days along with a penal interest to be decided by the Secretary, NJB.

A pre-bid meeting will be held on 4<sup>th</sup> June 2018 in the Office of the National Jute Board, 3A Park Plaza, 71 Park Street, Kolkata at 2.00 p.m. Kindly note that participation in the pre-bid is not a pre-condition for participation in the bid.