



National Jute Board | Ministry of Textiles | Govt. of India

NIT No:22/NJB/MD/Mid-NJDP/2024-25

Dated 19<sup>th</sup> November ,2024

NOTICE INVITING BIDS FROM CONSULTANCY ORGANISATIONS

FOR

Mid- term Evaluation Study of various Schemes under National Jute Development Programme ( NJDP ) being implemented by NJB during period 2021-22 to 2025-26 for Development and Promotion of Jute Sector

TENDER DOCUMENT

Tender Schedule

Sl. No.	Schedule	Date / Time
1.	Date of Issuing of Tender Notice.	<b>19/12/2024</b>
2.	Date of Publication of Tender Notice in Daily Newspapers	<b>20/12/2024</b>
3.	Application form may be downloaded from <a href="http://www.jute.com">www.jute.com</a>	<b>20/12/2024 - 31/12/2024</b>
4.	Last Date of submission of Tender Documents complete in all respect	<b>31/12/2024 15:00 hrs.</b>
5.	Date of opening of Tender packets at National Jute Board, Patsan Bhavan , 5 <sup>th</sup> & 6 <sup>th</sup> Floor , Newtown, Kolkata -700156	<b>31/12/2024 16:00 hrs.</b>
6.	Evaluation of Technical Bids	<b>01/01/2025 14:00 hrs.</b>
7.	Technical Presentation by selected Agencies at National Jute Board, Patsan Bhavan, Kolkata.( The selected Agencies will be intimated through official e-mail)	<b>3/01/2025</b>
8.	Date of opening of Financial Bid at National Jute Board, Patsan Bhavan , Kolkata .	<b>Will be intimated to the Agencies qualified in the Technical Bid.</b>



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NATIONAL JUTE BOARD  
Ministry of Textiles, Govt. of India  
Patsan Bhawan, 5<sup>th</sup> & 6<sup>th</sup> Floor, Street No. 175,  
CF-6/1, Action Area 1 , New Town , Kolkata - 700156  
E-mail: [jute@njbindia.in](mailto:jute@njbindia.in)

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### INVITATION OF BID

EVALUATION OF VARIOUS SCHEMES UNDER NATIONAL JUTE DEVELOPMENT PROGRAMME (NJDP) BEING IMPLEMENTED BY NATIONAL JUTE BOARD DURING 2021-22 TO 2025-26 FOR DEVELOPMENT AND PROMOTION OF JUTE SECTOR

#### 1. Invitation of Bid:

The Secretary, National Jute Board, Kolkata, India invites sealed offers from bonafide Consultancy Organizations / Govt. Institutes for evaluation of various Schemes being implemented under NJDP by National Jute Board for development and promotion of jute sector.

#### 2. Objectives

National Jute Board (NJB), set up under National Jute Board Act, 2008 [No. 12 of 2009] is statutorily mandated for development and promotion of jute cultivation, manufacture and marketing of jute & jute products and for matters connected therewith and incidental thereto.

#### A. Introduction - Jute Sector

Jute industry occupies a major position in the industrial economy of India . Raw Jute is the basic raw material for Jute industry. Major jute growing states are: West Bengal, Assam, Bihar, Odisha, Meghalaya, Andhra Pradesh and Tripura. During 2023-24, Production of Raw Jute was 9000 thousand bales(16.20 lakh M.Ton).Production of Jute Goods was 1257 thousand M.Tons. There are 114 composite jute mills located in 8 states: 85 in West Bengal,14 in Andhra Pradesh,3 in Uttar Pradesh, 4 in Bihar, 3 in Odisha, 2 in Assam, 2 in Chhattisgarh and 1 in Tripura .There are around 40 lakh Farm families, engaged in Jute agriculture, 2 lakh in Mills sector, 3 lakh in tertiary and 2 lakh in MSME -Jute Diversified Product (JDP) sector.

The product profile of Jute industry are: Hessian Cloth/ Bags, Sacking Cloth/Bags, Carpet Backing Cloth (CBC), Yarns(single/multiple) in the traditional product- line being produced by organized Mill sector. Besides, Food Grade Jute Cloth/Bags, Jute Technical Textiles including

Jute Geo Textiles (woven/non- woven) are for specialized end uses. On the other hand, the MSME – JDP sector units are engaged in production of Jute Floor Coverings(mats/mattings, rugs/durries, carpets), Hand and Shopping bags, Decorative fabrics, Novelties & gift items, Wall Hangings/Decors etc.

B. NJB implements various Schemes / Initiatives for the development and promotion of jute sector under NJDP since 2021-22 . Following NJDP Schemes need to be evaluated / assessed w.r.t their objectives and targets:

1. Agriculture (Farmers' Welfare) :

- Jute – ICARE (Improved Cultivation and Advanced Retting Exercise) Programme for improvement in quality and productivity of Jute cultivation.

2. Jute Diversification:

- JRCPC (Jute Resource Cum Production Centre) Scheme providing basic, advance and design development training programmes on Jute Diversified Products to Jute Artisans, Rural Youths and WSHGs .
- JRMB (Jute Raw Material Bank) Scheme supplying jute raw materials to MSME –JDP Units / WSHGs at mill gate price for manufacturing jute diversified products.
- JRO(Jute Retail Outlets) Scheme facilitating the jute entrepreneurs / exporters to display and ensure availability of jute diversified products in the showrooms / outlets for sale & mass consumption .
- JDRC (Jute Design Resource Centre) Scheme for development of innovative and market worthy jute products and helping the jute artisans / jute entrepreneurs / jute exporters for prototype developments .
- Product Diversification (R&D) Studies/ Projects to explore possibilities of Jute in both textile & non-textile applications and Promotion of Jute Geo Textiles / Agro Textiles.
- PLI(Production Linked Incentive) Scheme providing assistance @5% of the cost of Jute Raw Materials used in exported Jute Diversified Products limited to @3% of FOB Value realized to the registered jute exporters on manufacturing and exporting jute diversified products .

3. Machinery Modernization & Investment:

- CSAPM (Capital Subsidy for Acquisition of Plant &Machinery) Scheme providing assistance @30 % of the cost of the machineries for manufacturing Jute Diversified Products to Jute Mills and MSME- JDP Units .

4. Market Development & Promotion (MDPS) Scheme:

- Organization of Domestic & International exhibitions/ fairs facilitating participation of jute artisans and entrepreneurs for creating awareness , promotion and sale of jute products .
- EMPA (Export Market Promotion Assistance) facilitating participation of registered jute exporters in International Trade Fairs / Export Promotion Events for boosting export of jute products .

- JMIL ( Jute Mark India Logo Initiative ) to ensure quality compliance of jute products being manufactured by Jute Mills & MSME JDP Units .
5. Workers' Welfare Activities – Jute Mills & MSME-JDP Units:
- Scholarship / Incentive Scheme for the Girl Children of the Workers of Jute Mills and JDP-MSMEs @Rs.5000/- and Rs10000/- on passing out Secondary and Higher Secondary Examinations respectively .

Details of the schemes along with Operational Guidelines are available in NJB website [www.jute.com](http://www.jute.com) (Scheme Initiative  $\longrightarrow$  Current Scheme  $\longrightarrow$  Schemes)

### 3. Terms of Reference of the proposed Mid- term Evaluation Study :

- a. To study scheme wise physical and financial achievement and determine the extent to which the objectives as defined in the Scheme document have been achieved and assess the likelihood of achieving to meet the overall target set.
- b. The evaluation may cover the various facets namely efficiency, effectiveness and relevance followed by issues and challenges faced and suggestions & recommendations.
- c. Impact assessment of each scheme through stakeholders' consultation as per outcome envisaged in the scheme guideline. Stakeholders/Beneficiaries (Jute Farmers, Jute Mills, Jute Mills' workers, Entrepreneurs, Jute MSMEs, Artisans, WSHGs, NGOs, Exporters, Traders, Schemes' Collaborating Agencies etc.) are spread over different states/locations, the details of which may be obtained from NJB.
- d. SWOT analysis of the specified schemes.
- e. Identify potential options / avenues for improving the outcome of the schemes.

### 4. Eligibility Criteria for selection

The Consultancy Organisations / Govt. Institutes having sound track records with at least five years of experience of working with similar type of assignments may submit bid for this evaluation study . The evaluation shall require sound and updated information / knowledge of various government policies / programs which may benefit the jute sector. The Agency should have proven & demonstrable experience, expertise and resources in conducting evaluation for Govt. schemes and marketing study and should have work experience with reputed National and International Firms.

### 5. Method of Selection

Based on the technical proposal, the proposal of only those bidders will be considered who

have sound knowledge/expertise in the given field. The overall assessment will be based on quality of the technical proposal and the rationality of the proposed financial budget. Lower financial offer may not necessarily attract the selection. Scoring pattern for selection of the Agency will be-

Final Score = 70% Technical Score + 30% Financial Score

## 6. Deliverables and Timeline

These Terms of Reference are directed at carrying out the evaluation of the schemes, keeping in view the objectives and physical and financial performance. The task includes providing feedback and recommendations against each scheme to the National Jute Board.

The selected Agency shall make available adequate number of experts specialized in specific fields: Technical, Marketing, Financial & Social/Welfare related Schemes, keeping in view the objective of the schemes to carry out the scheme-wise evaluation as soon as possible after the selection procedure has been completed. The experts are expected to work in close cooperation with the National Jute Board and various stakeholders. The experts would be required to attend the interim meetings in NJB during the Period of evaluation of the schemes.

The evaluation of the schemes must cover the progress of implementation till March 2025 and the draft report submitted by 30<sup>th</sup> April 2025. The final report should be submitted within 15 days from the date of the approval of draft report which will be considered and approved by NJB.

## 7. Security Deposit

The selected Agency must deposit security amount (being 10% of the approved amount) in the form of Demand Draft drawn in favour of National Jute Board which will be refunded to the Agency without interest after submission and acceptance of final report and while releasing final payment.

## 8. Mode of payment

The payment will be made as per the following schedule:

- i. On submission and acceptance of the Inception Report - 20% of the total approved amount

(List of experts, Approach paper incorporating comprehensive scheme-wise detailed evaluation criteria and Methodology)

- ii. On submission & acceptance of the Draft Report - 20% of the total approved amount.

iii. On submission & acceptance of the Final Report - 60% of the total approved amount.

## 9. Terms and conditions

National Jute Board reserves the right, without any obligation or liability, to accept or reject any or all the EOIs at any stage of the process, to cancel or modify the process or any part thereof, or to modify any of the terms and conditions at any time, without assigning any reasons whatsoever. Selection will be based on the technical credential of the consultancy organization /institution (Bidder) as well as the rationality of the proposed financial offer . Lower financial budget may not necessarily attract the selection. Responses received after the stipulated time period or not in accordance with the specified format will be summarily rejected. Submission of the bid along with necessary documents at the given address will be the sole responsibility of the responding Agency. The responding Agency shall bear all costs associated with the preparation and submission of the proposal. National Jute Board will, in no case, be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation. The proposal shall remain valid for 90 days from the date of submission or acceptance of the proposal, whichever is earlier. No data collected during this project work can be published or utilized in other work without prior approval of the National Jute Board.

## 10. Submission & Evaluation of Proposals

The Interested Agencies will submit bid in an Envelope clearly superscribing: “Proposal for Evaluation of NJDP Schemes.”

The main Envelope should contain following three sealed covers:

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

Note: All the documents submitted in the packets should be given page number and signed by the authorized representative of the Agency.

### (i) The Packet ‘A’ should contain -

- (a) Details of the Bidder, Contact Address [with proof of address], email, phone, Fax, Authorized Contact person [Name, Photograph, Photo Id Proof] for this Evaluation.
- (b) Documents in support of the eligibility criteria for this bid.
- (c) EMD in the form of Demand Draft drawn in favour of National Jute Board for an amount

of Rs.10,000/-. Bids not supported with EMD shall be summarily rejected.

(d) Copies of PAN Card, GST Registration, PF/ESI Registration, etc.

After scrutiny of the documents ( As mentioned in Packet A) , Technical bids of eligible bidders will only be opened.

(ii) The Technical Bid (Packet 'B') should contain -

Technical Proposal:

Following sets of documents need to be submitted under Technical Proposal

A. About the project

1. Detailed Evaluation criteria and methodology to be followed for conducting the assignment.
2. Stepwise time-plan for executing the assignment.
3. Deliverables.
4. Photograph & CV of the proposed Chief coordinator, Key Personnel & other professionals engaged exclusively for the project duly certified by the Agency
5. An analysis of reasons and obstacles in case, the Evaluation outcomes have not been satisfactory.

B. About the Agency / Organization :

1. Brief Profile of the Organization.
2. Experience of conducting similar studies for Govt./Public Sector/International Bodies, Copies of Work order, Certificate of completion etc – These are subject to verification.
3. Experience of conducting study in Jute and/or Textiles sector and their outcomes, sample base and size on study undertaken.
4. Unabridged Annual Reports or audited financial accounts for the last 3 years.

Note : Any document, during scrutiny, if found to be false / incorrect, shall be seriously viewed and the Agency will be debarred / black listed from participation in any NJB's future tender process for the next 5 years and Earnest Money shall be forfeited.

Technical bids shall also contain related information / Documents in support of the Technical Criteria specified as below:

Sl. No.	Heading	Description	Criteria for point allotment	Points Allotted
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1	Firm's Experience	a. Years of Existence	<3 year = 1 3 to 10 year = 3 >10 year = 5	
		b. Proven and demonstrable experience, expertise and resources in providing consultancy in similar projects	Average turnover in similar projects during last 3 years <1.5 Crores = 1 1.5-5.00 Crores = 3 >5 Crores = 5	
		c. Turnover of the company	Average turnover during last 3 years <5 Crores = 1 5-10 Crores = 3 >10 Crores = 5	
		Sub-total		15
2	Experience of Key Personnel	a. Qualification & Experience of the Project Coordinator	MQ: PG/Dr. or Equivalent in the relevant field <5 similar studies= 10 <3 similar studies= 8 <1 similar study= 5	10
		b. Qualification & Experience of Key Professional Staff for the assignment	MQ: Graduate Degree or Equivalent in relevant field <5 similar studies= 15 <3 similar studies= 10 <1 similar study= 5	15
		Sub-total		25
3	Project Methodology & Approach	a. Technical Approach & Methodology	Subjective. Criteria is adequacy of the proposed methodology and work plan w.r.t. Terms of Reference	
		b. Work Plan & Schedule		
		c. Organisation & Staffing		
		Sub-total		30
Grand Total				70

NB. The copies of the credentials of the Agency, work orders/ certificates from previous employers and the CVs of the proposed team members should be submitted along with the bid.

Maximum Marks: 70

Minimum Qualifying Marks for the Technical Bids: 40.

(iii) The Financial Bid (Packet C) should contain-

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

		Rs.
1.	Total fees and expenses* for evaluation of specified NJDP Schemes of NJB	
2.	Applicable taxes	
	Total	
	(Rupees.....)	

\* 'Expenses' include all expenditure for domestic travel, board & lodging, communication, out of pocket expenses, etc.

Financial bids of those who are found qualified in technical bid, will only be opened. Financial bids of those bidders who did not qualify in Technical bid, will not be opened.

Full marks: 30 Marks. Bidder with the lowest quote will get the full marks. The marks of the higher quote will be awarded inversely proportionate marks to their offers in the given formula: (Lowest financial quote / Agency's financial quote) x 30.

The combined final score would be worked out as under:-

$$\text{Final Score} = [S(t)] + [S(f)]$$

$$S(t) = \text{Technical Score}$$

$$S(f) = \text{Financial Score}$$

11. Evaluation of the Bid

NJB will constitute Bid Opening Committee and Technical Evaluation Committee. On the recommendation of the Committee, NJB may request the bidders for a Technical Presentation.

After the evaluation of Eligibility criteria and Technical competence, NJB will intimate the Agencies whose proposals did not meet the minimum qualifying mark indicating that their financial proposals will not be opened.

NJB will simultaneously intimate those Agencies those have secured the minimum qualifying mark, and indicate the date and time set for opening the financial proposals. The Financial bids will be opened in the presence of representatives of the Agencies.

The names of the Agencies and the offered prices will be read aloud and recorded when the financial bids are opened, and a copy of this record will be retained.

Marks obtained in both Technical and Financial bids will be added for preparation of a list of panel. The Bidder who secured highest score will be considered as L1 and so on.

Agency considered as L1 would be awarded the assignment of “Evaluation Study of NJDP Schemes” subject to approval of the Competent Authority.

**12. Last date for submission and opening of Bid:**

**The last date of submission of the bids: 3.00 PM on 31/12/2024 in the NJB Office. Bids will be opened on 31/12/2024 at 4.00 PM in the address given below:**

National Jute Board  
Ministry of Textiles, Govt. of India  
Patsan Bhawan, 5th & 6th Floor, Street No. 175,  
CF-6/1, Action Area 1 , New Town , Kolkata - 700156  
Email :jute@njbindia.in  
Website : www.jute.com

**13. OTHER TERMS AND CONDITIONS:**

- Confidentiality of the data provided by the National Jute Board and various other government agencies to the selected Agency should be maintained.
- 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.
- The report would be treated as final only after its approval by National Jute Board.
- 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.
- 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 Evaluation Study. In case of non-compliance, NJB has right to take the decision ex-parte to cancel the assignment and under penalty clause, forfeit the Earnest Money / Security deposit amount deposited in NJB.

**15. AGREEMENT CANCELLATION:**

In the event of Agency not commencing the work within 10 working days after the date of assignment, the agreement shall stand cancelled and the Agency shall refund the advance payments if any, within 10 days along with a penal interest to be decided by the Secretary, NJB.

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