

Expression of Interest (EoI) for research firms to conduct a research study to Assess the Impact on Agarbatti Industry of the Restriction Imposed by GoI on the Import of Agarbatti

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(Deemed to be University)

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1.0 Purpose of this EoI

The purpose of this Expression of Interest (EOI) is to select an agency to conduct the research study to assess the impact of existing trade policies on Agarbati clusters across India. The objective of the document is to provide indicative information on the scope of work, schedules, deliverables, application modalities and required qualifying criteria for selection of the survey agency.

2.0 About IIFT

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organization to help professionalize the country's foreign trade management and increase exports by developing human resources, analysing and disseminating data and conducting research. The Institute visualizes its future role as:

- A catalyst for new ideas, concepts and skills for the internationalization of the Indian economy
- The primary provider of training and research-based consultancy in the areas of international business, both for the corporate sector, Government and the students community
- An institution with proven capability to continuously upgrade its knowledge base with a view to servicing the requirements of the Government, trade and industry through both sponsored and non-sponsored research and consultancy assignments

3.0 Background of study

The KVIC is a nodal agency under MSME Ministry for implementing interventions for driving the growth of hand made products in India including khadi, agarbatti, soaps and personal care, etc. The agarbatti industry depends on imports to a large extent – whether the raw stick or the rolled stick and in some cases even the fragrances. It is understood that unrestricted imports of agarbatti and its raw materials may also be proving to be detrimental to the thousands of artisans and Micro enterprises engaged in the agarbatti manufacturing. Taking cognizance of the prevailing scenario, the GOI has been supportive of the Industry's need to create a positive external environment for these artisans and micro-enterprises and has undertaken multiple initiatives in this regard. GoI would like to now conduct an independent third party assessment through IIFT to know the impact of its policies on employment generation, enhancement of

micro units, and such others qualitatively and quantitatively, in the select agarbatti clusters of the country.

The end client of IIFT is KVIC and it is crucial for potential bidders understand not only the scope of work but the context and background to the afore-mentioned study.

4.0 Terms of Reference

4.1 Agency Qualification Criteria

Agencies registered with GOI through IT, RoC, GST, Niti Aayog only are eligible. Agencies are required to give self- certification that they are not blacklisted by any Government Authority. These 2 are filter criteria and agencies not meeting the same will be disqualified. Those agencies who score more than 70 marks as per the table below will be considered for price bid opening. The selection criterion are provided in the table below:

Criterion	Marks	Max Marks
Years in Business	Less than 3 years – 03 03-10 years – 05 10- 15 years – 07 More than 15 years – 10	10
Turnover (AVG for last 3 years without taxes)	Less than INR 100 L – 03 INR 100 L – 200 L – 05 INR 200 L – 300 L – 07 INR more than 300 L - 10	10
Experience in handicraft sector	Less than 5 projects – 05 marks More than 5 projects – 10 marks Working with Apex Bodies like KVIC, EPCH, NCDPD will merit additional 5 marks	15
Experience in Policy Research	Engaged by GOI agencies or Think tanks for policy research projects as assessed by IIFT on nature and number of assignments	10
Experience in Cluster Studies/MSME Studies	Conducted Studies in clusters – preferably handicraft clusters	10
Prior Experience in working for IIFT	Will be an advantage- need to give references of the Professors agencies worked for.	10
Quality of presentation	As assessed by IIFT	15

Quality of proposal	As assessed by IIFT	10
Experience of Team leader and qualifications of team	As assessed by IIFT	10
Total		100

4.2 Scope of work

Agencies are required to undertake survey in the select agarbatti clusters for undertaking impact assessment as well as collate general market perspectives. There search design entails study to be undertaken at 2-levels as mentioned below:

Level-1: Unit level scenario wherein the unit owner would share views on the employment generation level, growth, and individual contexts with respect to his/her own unit.

Level-2: Cluster level scenario wherein the same unit owner would share views on the employment generation level, policy impact, eco-system challenges etc. at the overall cluster level- for this some eco system players may additionally be covered.

Questionnaire

The questionnaire will jointly be prepared by external empaneled agency and IIFT based on Statistical frames pre-decided by them. The questionnaire will have a mix of objective data based questions on the unit level and qualitative questions where the industry/ cluster perspective is shared through depth interview.

Sample

400 Agarbatti manufacturing units will be covered in all on a PAN INDIA basis in 13 clusters. In addition, 50 value chain intermediaries will also be covered.

The agency will be given list of clusters and 1 nodal contact for the purpose of survey. However, doing a reasonable sample spread amongst micro and small units as per classification below will be required.

The classification of Agarbatti Manufacturers is as below:

- Micro units (1-5 machines)
- Small Units (6 – 20 machines)

- Medium Units (21- 50 machines)
- Large units (above 50 machines)

Agency is to ensure the right balance of micro/ small/ medium and large units within the cluster. Aside of Agarbatti manufacturers, the research is intended to cover other value chain intermediaries such as:

- Traders (distributors and wholesalers of Agarbatti)
- Perfumers
- Bamboo Stick Manufacturers

The clusters are provided below and mapped out on the next page:

Agarbatti units – 400

Value chain – 50 at least

Total Sample 450 – sample spread per cluster provided.

S.No	Zone	Name of state	Name of Cluster	Total Sample
1	North	Delhi	Islampur	03
		Uttar Pradesh	Kannauj	05
2	South	Karnataka	Mysore	50
			Bangalore	02
		Tamil Nadu	Madurai	50
3	East	Madhya Pradesh	Jabalpur	55
			Sagar	55
			Ujjain	55
		Bihar	Gaya	50
4	West	Gujarat	Ahmedabad,	59
		Maharashtra	Nagpur	60
5	North East	Assam	2 Clusters	06
Total				450

4.3 Study completion time Frames

The selected agency is expected to complete the survey exercise within 6 weeks from the date of issue of order. No extensions can be allowed under any circumstances.

4.4 Manpower selection and training of team

Agency will be responsible for competent team selection, training, logistic plan of the team to execute the work. Training of Field Enumerators and Supervisors is an important activity that needs continued attention of agency throughout the life span of the project. Basic concept and methodology adopted for conduct of study would be finalized by client. The Agency will be responsible for Training for enumerators and supervisors. Considering the COVID situation training through virtual platform will be allowed. Any other activity which is incidental to the successful completion of the survey would also form responsibility of the Agency.

4.5 Quality Assurance

Accuracy of the data and depth of interview will be the success factors of this project.

IIFT will be independently conducting back check on the data and therefore a casual approach should not be adopted for the conduct of survey.

Agency shall present detailed quality assurance formats to be implemented for the monitoring of project as well as service level agreements mentioning the acceptance and rejection norms of the surveys.

5.0 Deliverables

The selected agency shall submit the following to IIFT:

- All the filled hard copies of questionnaires
- Cleaned survey data in MS Excel format

6.0 Evaluation

Technical Scores on the basis of technical proposal will be assigned and will have a weightage of 70%. The Financial scores calculated based on the Financial Proposals will be allotted a weightage of 30%. The total score shall be obtained by weighing the technical and financial scores in the ratio of 70:30 and adding them up. Based on combined weighted technical and financial score, the bidder shall be ranked in terms of total score obtained. The proposal obtaining the highest total combined technical and financial score will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc.

7.0 How to apply

Interested agencies may submit technical and financial proposal **sealed separately in two different envelopes**, super scribing “Technical proposal” and “Financial Proposal”, as the case may be, and placed **in a duly sealed big single** envelop super scribing “**EOI to conduct the research study to assess the impact of existing trade policies on Agarbati clusters across India**” addressed to the Section officer (Gen. Admn.), Room No.522, Indian Institute of Foreign trade, B-21, IIFT Bhawan, Qutab Institutional Area, New Delhi – 110016 to be put up in the EOI Box at the Main Gate of IIFT and receipt of the EOI by hand not allowed. The bid to be submitted on or before **08th September 2021 by 5.PM** and bids later than this will not be accepted under any circumstance.

The checklist for technical proposal is presented below:

S.No	Item	Submitted by bidder
1	Letter of interest	
2	Detailed Technical note entailing agency details, study methodology along with details of Team Leader and experience of similar assignments	
3	Copy of PAN Card	
4	Copy of GST Certificate	
5	Copy of Registration/ Incorporation Certificate	
6	Balance sheet & CA Certificate for net-worth, profitability & turnover	
7	Copy of Work Orders/ MoUs/ Completion Certificates	
8	Self-Certification by the Authorized Signatory as proof of not be barred by any Central/State/ Agency	
9	Quality assurance plan	

The checklist for financial proposal is presented below:

S.No	Item	Submitted by bidder
1	Covering letter	
2	Professional fee with break-up	

8.0 Proposal Submission

Agencies are required to submit the proposal in hard copy by

Price Bids will be opened only for agencies who score more than 70 in technical bid.

Due to time limitations of an urgent tender, EMD is not being demanded at this stage.

Name of the contact person, email id, and mobile should be mentioned clearly.

Other Terms and Conditions:

1. Survey should be completed within six weeks from the date of award of work.
2. Deploy requisite number of manpower for survey equipped with survey skills
3. Ensure reliability and accuracy in the information gathering process.
4. Provide IIFT complete weekly plan of the entire survey within 10 days of the award of the work. Prior intimation (At least 7 days before the visit) to the contact person at IIFT about the complete program of the survey teams at notified places (Place and dates of interviews, FGD etc.) along with the full details of the personnel visiting. Indicate Start Date, In-Process Dates and End Date for Each Cluster.
5. Apprise IIFT contact person of the progress on weekly basis and changes in the entire survey if any.
6. IIFT can any time cross check the authenticity of the surveys either already carried out or are under process.
7. Organisations awarded surveys are fully responsible for any kind of human risk as a result of survey carried out for IIFT.
8. Delay in submission will attract 0.5 percent penalty per week or part thereof subject to maximum of 10% percent, towards Liquidated Damages.
9. Delay beyond reasonable time may lead to cancellation of order at the discretion of Director IIFT.
10. **Arbitration:** Any dispute or difference, whatsoever arising between the firms out of or relating to the Tender shall be referred to the Director IIFT for referral of such disputes to a sole arbitrator, to be appointed by mutual consent of the parties to the contract. The arbitrator shall give reason(s) for the award. Subject to the above, the provisions of Arbitration Act, 1996 and the Rules made there under shall be deemed to apply to the arbitration proceedings under this clause. The venue of arbitration shall be in IIFT New Delhi.

11. **Effect and Jurisdiction:** The law applicable to this Tender shall be the laws in force in India. The courts in New Delhi, shall have exclusive jurisdiction in all matters arising under and on account of this Tender.
12. **Force Majeure:** If the performance of the obligation of either party is rendered commercially impossible by any of the events hereafter mentioned that party shall be under obligation to perform the agreement under order after giving notice 15 days from the date of such an event in writing to the order party, and the events referred to are as follow:
 - Any law, statute of ordinance, or action or regulations of the Government of India.
 - Any kind of natural disaster.
 - Strike acts of the public enemy, war, insurrections, riots, lockouts sabotage.
13. **Termination of the Contract:** The contract can be terminated by IIFT by giving three-month notice. However, IIFT reserves the right to terminate the contract without giving any notice in case the Contractor commits breach of any of the terms of the contract. IIFT's decision in such a situation shall and binding on the contractor.
14. The successful agency should give declaration mentioning that no part of the survey information will be forwarded to any other party other than IIFT.
15. The successful agency should provide indemnity bond "The information provided in our report is comprehensive / authentic and if anything is proved wrong at a later stage then we will be responsible not the IIFT. We comprehensively indemnify the the IIFT for the Comprehensiveness / authenticity / correctness of the information provided in our report"
16. **Payment Terms:**
 1. 100% percent payment will be released after getting and acceptance of the survey data and information.
 2. The successful agency should provide PAN, TIN, GSTN, and other relevant details.
 3. The PAN No and GST No. of the agency should match