



डा. हरिबाबु तिवारी  
कार्यक्रम निर्देशक

## Terms of Reference (TOR) for Consulting Services on "Master Plan of Agri. Marketing in Western and Mid-Western Development Region, Nepal"

Contract ID No.: ABPMDD/CS/QCBS- 01

### 1. Background

Master plan of agricultural marketing development consists of a plan of actions on agricultural marketing infrastructures and other support services. It is a data base and analysis to depict the current situation and future needs as well as potentials. Master plan identifies a set of feasible locations for construction and development of market infrastructures, in one hand and other cost effective initiatives on the other.

Keeping in this in view Agri. Business Promotion and Marketing Development Directorate (ABPMDD) has approved a program of Preparation of Master Plan of agri. marketing in Western and Mid-Western development region of Nepal for the fiscal year 2072/73. Accordingly, it is also planned to prepare master plan through consultancy service according to the related acts and rules of Nepal.

### 2. Problem Statement

With the increasing commercialization of development of agricultural marketing has been given high priority by many development agencies including government, non-government, private and donor agencies. But, a consolidated paper on the outline of government vision and plans on agricultural marketing has not been prepared so far. Various agencies are promoting agricultural marketing differently.

This master plan will develop a comprehensive paper covering outline of appropriate agricultural marketing strategies and actions for future based on potentials and constraints. It will help respective public and private sectors for planning on marketing infrastructures and other services in feasible and appropriate manner. It will also help various donors and non-government agencies to support the agriculture sector.

### 3. Objectives of Master Plan

The general objective of this master plan is to suggest plan, short-term and long-term policies for agricultural marketing of agricultural products specific objectives are:

1. To assess the present situation and future trends on production and marketing of agricultural products;
2. To suggest locations of marketing infrastructures (wholesale markets and collection centers) for agricultural products and resource required;
3. To assess and suggest feasible processing plants for vegetables and fruits;
4. To prepare strategies for processing industries and marketing of fruits and vegetables in the study areas;





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#### 4. Brief Description of the Program

According to the approved annual program of ABPMDD for 2072/73, it is targeted to prepare a comprehensive master plan on agricultural marketing development of all districts of Western and Mid-Western development regions in Nepal.

#### 5. Scope of Master Plan

- 5.1. Analyze national policies and strategies on processing and marketing development;
- 5.2. Review of literatures on agricultural marketing practices, marketing models & marketing incentives to farmers and traders at national and regional (Asian and South Asian context) levels;
- 5.3. For each district under Western and Mid-Western development regions:
  1. Analyze present production situation of major agricultural products such as vegetables, fruits, spices, and other high value crops (at least 7 commodities according to district potentials);
  2. Forecast the production and marketable surplus of major agricultural commodities as mentioned above for coming 20 years;
  3. Prepare the list of agricultural marketing infrastructures in the district level (Wholesale market, Collection center, vegetable & fruit processing plants, and Cold store);
  4. Prepare maps showing existing market infrastructure (Wholesale market, Collection center, and Cold store) of the district;
  5. Suggest the appropriate locations of agricultural marketing infrastructures (Wholesale, Collection Centre, processing plants, and cold store) to be developed in the district covering all production areas;
  6. Prepare district maps showing suggested new marketing infrastructures to be developed in the future;
  7. Explore cross-cutting issues and derive respective policies for improving marketing systems and processing industries for specified commodities;
  8. Derive alternative marketing measures that minimize the marketing channels and minimize marketing costs;
  9. Prepare a standard design with estimate of wholesale market, Collection Centre, processing plants, and Cold store for each three ecological region;
  10. Prepare strategies for fruit & vegetable industries in each ecological region;
  11. Suggest appropriate support strategies and actions for developing other services such as agricultural marketing information, regulation, institutional development, cooperative/group marketing, marketing training, reduction of high price spread, agricultural marketing transport services, cold chain etc;
- 5.4 The master plan need to be based on review of literature and potentials of the respective region & districts;
- 5.5 The Master Plan has to be in line with National Agriculture Policy-2061, Agribusiness Promotion Policy-2063, and Agricultural Development Strategy (ADS).





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## 6. Methodology and Approaches

### 6.1 Methodology

1. Data source: Primary and secondary;
2. Use appropriate tools, models, and approaches to collect and analyze the data;
3. The methodology should be clearly mentioned.

## 7. Expected outputs/deliverables

### 7.1 Expected outputs

The expected outputs of this master plan will contain:

1. Production and marketable surplus (current and projected)
2. Production projection of major products ( at least 7 products depending in district potential)
3. Current marketing infrastructures with maps
4. Recommend agri. marketing infrastructures with maps
5. Plan and strategies (short-term and long-term) with required budget for marketing and processing for fruit and vegetables;
6. Plan of action required and other support services ( 20 years)
7. Model design and estimate of wholesale market, collection center, hatbazer, retail market and cold store for each ecological region of Western and Mid-Western development regions.

### 7.2 Expected deliverables

The expected deliverables are:

1. Inception report with brief review of literature, checklist and work plan: Within 2 weeks from the date of contract signing.
2. Field work & reporting completed: Within about 1.5 months from the date of contract signing.
3. Draft report: Within about 2.5 months from the date of contract signing (Incorporating description of inception and of field data/information).
4. Meeting of stakeholders for feedback s: Within about 2.75 months from the date of contract signing.
5. Final report: Within about 3 months from the date of contract signing.
6. The progress report with outline of work output has to be given to ABPMDD monthly within first week of following month.





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## 8. Consultant's Qualifications

1. The Consulting firm should be able to demonstrate best capability to handle the assignment solely or in joint venture in relation to its human resource and past track record on conducting development studies/agricultural economics/training on agriculture marketing studies/research/planning
2. The consulting firm shall depute qualified and experienced Experts after orientation of proposed master plan ensuring quality of data and report.
3. The firms' should have experiences through its central and branch office that would help to conduct field works will be desirable.

## 9. Team Composition and Experience:

### 9.1 Team composition

Experts	Key Qualification	Number	Expected inputs(person - months)	Experience and Skills
1. Agri. Economist (Team Leader)	At least Master's degree with Agri. economics	1	About 3 months	At least 5 years of experience after Master's degree required. Ph D with Agri. Economics desirable.
2. Agri. Economist	At least Master's degree with Agri. economics	3	About 3 months	An experience of 5 years or more desirable
3. Agronomist	At least Master's degree with Agronomy	1	Two months	An experience of 5 years or more desirable
4. Horticulturist	At least Master's degree with Horticulture	1	Two months	An experience of 5 years or more desirable
5. Agri. Engineer/ Architect Engineer/ Civil Engineer	At least Bachelor's degree with Engineering	1	One month	An experience of 5 years or more desirable
6. GIS Expert	Bachelor's Degree and training or Bachelor's degree with GIS/GIS related subjects	1	One month	-

The letter of commitment signed by each expert has to be submitted with the EOI.

### 9.2 Experiences:

- Experience of the team leader should be on development studies/formulation of development plans/conducting studies on agri. economics/agri. marketing/planning/training on agriculture.
- Experiences of the experts other than team leader on development studies/formulation of development plans/conducting studies on agri. economics/agri. marketing/planning/training on agriculture are preferable.





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#### 10. Time Frame of the Assignment

The study period for this assignment is expected to be accomplished within about 3 months from the date of contract signing. The consulting firm is required to develop the work schedule reflecting the tasks of each of the study experts/members to meet the target. The consulting firm is required to strictly follow the timeline and go ahead into next milestone only after obtaining the approval from ABPMDD.

#### 11. Reporting

The consultant will have to submit the reports in the following time frame.

S. N.	Expected deliverables	Estimated time for completion
1	Inception report	Within 2 weeks from the date of contract signing
2	Field survey report	Within 1.5 months from the date of contract signing
4	Draft reports	Within about 2.5 months from the date of contract signing
5	Monthly report	Within 7 days of every month
6	Final reports	Within about 3 months from the date of contract signing

#### 12. Mode of Payment

**1<sup>st</sup> payment:** 20 (twenty) percent of the contract amount shall be paid upon submission and acceptance of inception report with policy outline, methodology, and checklists.

**2<sup>nd</sup> payment:** 40 (forty) percent of the contract amount shall be paid upon submission of draft report on master plan and acceptance by the *Client*.

**Final payment:** 40 (forty) percent of the contract price shall be paid upon submission of final report including all comments and suggestions and acceptance by the client.

#### 13. Facilities to the Client

The client will supply available previous study reports/ documents to the consulting firm. The consulting firm is required to manage all the arrangements in their own office premises with sufficient logistics, staff and infrastructure. No cost for such arrangements shall be borne by the client.

#### 14. Selection Method

The consulting firm shall be selected under Quality and Cost Based Selection (QCBS) methods as per the Public Procurement Act, 2007 and Public Procurement Regulations, 2007. Maximum of 6 firms shall be shortlisted based on the firm's qualification and experience and only to those shortlisted firms shall be requested to submit their technical and financial proposal. The short listed proposal will be asked to present (in power point presentation) of their technical proposal in selection process.