

## **REQUEST FOR EXPRESSIONS OF INTEREST**

### **JHELUM TAWI FLOOD RECOVERY PROJECT (JFTRP)**

Loan No. /Credit No./ Grant No: IDA-56950

**Assignment Title: Consultancy services to develop e-Commerce Strategy and Actionable Business Plan; Design, Build, Maintain and Manage e-Commerce Operations**

Reference No. JFTRP/JK/IC/HD/C001/16

1. The Government of Jammu and Kashmir through Government of India has applied for financing from the World Bank toward the cost of the Jhelum Tawi Flood Recovery Project (JFTRP).
2. The state government, over the years, has, undertaken various projects to build artisan capacity, improve linkages and spur development of the sector.. Unfortunately, 2014 floods resulted in damage to infrastructure and assets such as workshops, stores, tools, raw material and finished product stocks which severely impacted non-farm livelihoods in urban centers
3. After the 2014 floods, the state government, with the support of the World Bank has embarked on several initiatives in J&K's handloom and handicrafts sector, given the traditional importance of this sector and its significant economic potential. Along with restoring critical infrastructure, the project also aims to restore and strengthen non-farm livelihoods of those affected by the 2014 floods One such initiative that is being explored is to develop, design, implement and maintain an e-commerce portal to market J&K's handicrafts products.
4. The Project Management Unit(PMU) of Jhelum Tawi Flood Recovery Project (JFTRP) is seeking an consultancy firm to develop e-Commerce Strategy and Actionable Business Plan The objective of the consultancy is to assess J&K's handicrafts and handloom sectors' existing supply chain and retail operations, undertake a cost-benefit analysis of various e-commerce options, develop a comprehensive e-commerce strategy including a detailed, actionable business plan, design and develop a fully functional e-commerce portal, and manage e-commerce operations for a period of 3 years
5. The broad tasks involved in this exercise will be as follows:
  - Conduct a detail assessment of existing regional handicrafts supply chain and retail operations
  - Prepare a realistic e-commerce strategy
  - Prepare a comprehensive Business plan

- Design and develop a fully functional E-commerce portal
  - Host and maintain the portal and manage e-commerce operations for a period of 3 years, subject to a performance review at the end of every year.
6. PMU now invites eligible consultancy firms to indicate their interest in providing the Services. Interested consultancy firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the tasks. The shortlisting criteria are:
- Key team members must possess qualifications and experience as detailed in the Annexure 1.
  - At least 5 years of proven experience in establishing /creating successful B2B B2C,-e-commerce portals of National and International repute (preferably craft based), e-commerce logistics and other related areas.
  - Experience and knowledge in the craft and textiles of J&K will be given additional weightage while shortlisting.
  - The agency must have an average annual turnover of Rs 4.50 crore or above for the last 3 years.
7. The attention of interested consultancy firms is drawn to paragraph 1.9 of the World Bank's [Guidelines: Selection and Employment of Consultants \[under IBRD Loans and IDA Credits & Grants\] by World Bank Borrowers, January 2011 modified in July 2014](#) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. The Guidelines are available at [www.worldbank.org/procure](http://www.worldbank.org/procure)
8. Consultancy firms may associate with other firms in the form of a joint venture to enhance their qualifications. However formation of consortium among firms/consultancies is not accepted. Further lead partner should at least satisfy 50% and JV partner should satisfy at least 25% of the average annual turnover and overall the lead and joint venture should satisfy 100% of the requisite turnover for the last 3 years.
9. Consultants/Firms will be selected in accordance with the **Quality and Cost Based Selection Method (QCBS)** set out in hiring of the Consultant Guidelines.
10. Further information can be obtained at the address below during office hours from 10.00 – 17.00 hours (IST) on all working days. This notice for Expression of Interest has also been posted online on e-procurement website "[jktenders.gov.in](http://jktenders.gov.in)" and will be also available on Local/National Newspapers as well as on "[www.jtfrp.in](http://www.jtfrp.in)"
11. Expressions of Interest with all relevant information and documents must be uploaded online on e-procurement web site "[jktenders.gov.in](http://jktenders.gov.in)" by not later than 17:00 hours on 25 .04.2017. Besides the hard copy must be submitted/superscripted "**EoI for engagement of consultants to develop e-Commerce Strategy and Actionable Business Plan; Design, Build And Maintain e-Commerce Portal; and manage e-Commerce Operations**" on top of a sealed envelope to the address below by not later than 26– 04-2017 up to 17:00 hours (IST). In

event this last date being declared as holiday by the State Government, due date for submission of above EoI will be the next working day at the same appointed time.

Director Technical  
Project Management Unit, JTFRP  
38 A/B, Gandhi Nagar, Jammu  
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## Annexure: 1

Team Members	Qualification and Experience
<b>Key Experts</b>	
Team Leader cum Senior Business Analyst	<p>Post-graduation in Business Administration,</p> <p>More than 15 years of experience in the craft based retail sector, product development, craft based ecommerce portals, supply chain management and other relevant areas. Will be responsible for providing overall direction and guidance to the team. Will interface with government officials and other key stakeholders</p>
Financial Specialist	<p>Post-Graduation in Finance/Business Administration(Finance)</p> <p>More than 10 years of experience in evaluating financial and legal/taxation requirements for investment/business proposals. Proven experience in e-commerce sector, preferably the handicrafts or related sectors. Will be responsible for financial projections, cost-benefit analyses and business plan development and setting up the legal framework including for statutory compliances.</p>
Merchandise/Branding Specialist	<p>Graduation in Design/Merchandising/Retailing/Branding</p> <p>At least 5 years of experience in merchandising / logistics / supply chain activities of e-commerce businesses in the related craft businesses.</p>
Lead Programmer	<p>Post-Graduation, Software/Computer Engineering/Application</p> <p>Minimum 5 years of experience in development and maintenance of e-commerce and related applications</p>
Programmers	<p>Graduation (Bsc, Msc), Software/Computer Engineering/Application</p> <p>Minimum 3 years of experience in development and maintenance of e-commerce and related applications</p>
Marketing Consultant	<p>Post-Graduation in Business Administration</p> <p>More than 5 years of experience in developing business plans, marketing value chain development and implementation in the segment of E-Commerce with focus in the craft products segments</p>
Web /Graphic Designer	<p>Graduation in Graphic Design/New media design/Animation Design</p> <p>At least 5 years of experience in designing web sites and new media</p>