

# **REQUEST FOR EXPRESSIONS OF INTEREST**

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

Loan No./Credit No./ Grant No.:\_IDA-56950

**Assignment Title: Consultancy services to undertake Training of Artisans in Product Development Cycle for International Market Linkages in Willow Wicker, Paper Mache, Crewel stitch embroidery and Wool in Jammu and Kashmir**

**Reference No. JFTRP/JK/IC/IML/C021/19**

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 centre.
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 undertaken is to initiate **training of Artisans associated Willow Wicker, Paper Mache, Crewel Stitch embroidery and Wool in Product Development Cycle for National and International Market Linkages.**
4. The Project Management Unit(PMU) of Jhelum Tawi Flood Recovery Project (JFTRP) is seeking an consultancy firm to carry establish marketing linkages for the artisans of the State particularly of those associated with the clusters of willow wicker, paper mache, crewel chainstitch and wool clusters where in end to end cluster development activities are being carried out. The objective of the consultancy is training of Artisans in Product Development Cycle for International Market Linkages in Willow Wicker, paper mache, crewel stitch embroidery and Wool of Jammu & Kashmir, including skill up gradation, design / product development, creating marketing linkages, building pipeline of orders for artisan institutions and facilitating participation in international marketing events.
5. The broad tasks involved in this exercise will be as follows:
  - Diagnostic Study and Intervention Plan
  - Skill Up-gradation and Capacity Building of the artisans
  - New Product Development and Training
  - Marketing Activities and support.
  - Facilitation in Production and infrastructure development with the cluster
  - Formation and development of sustainable business within the cluster

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(Annexure A). The shortlisting criteria are:
- At least 20 years of organizational experience in cluster development and promoting and marketing artisan products, preferably in natural fibre and wool based products.
  - Facilitated marketing of at least 5 million USD( 35.0 crores)worth of artisan products in last 10 financial years
  - Experience of working with at least 10000 artisans across the globe with specific experience of working in India as well as in other South Asian countries.
  - Proven track record in participating in major exhibitions nationally or internationally
  - Fair trade accreditation.
  - Prior experience of working with UNDP, ADB, World Bank, Ford Foundation, USAID or any other multilateral development agency supported/funded projects.
  - Prior experience of facilitate producer group participation in fairs such as New York Now, Santa Fe craft market, Ambiente etc.
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 [www.jktenders.gov.in](http://www.jktenders.gov.in) and will be also available on UN Development Business, DG Market and National Newspapers.
11. Expressions of Interest with all relevant information and documents must be uploaded online on e-procurement web site “[www.jktenders.gov.in](http://www.jktenders.gov.in) by not later than 17:00 hours on **25-03-2019**.”

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Annexure A

Project Management Unit JTFRP

**Expression of Interest (EOI)**

<b>Project Name</b>	
<b>Assignment</b>	

**i. Consulting Firm Information:**

<b>Consultant Name:</b> <b>Acronym:</b>	<b>Country and date of Incorporation:</b>
<b>EOI Submission Authorized by:</b>	<b>Position:</b>

**Associations (Joint Venture )**

Consultant	Acronym	Country and date of Incorporation	Joint Venture(JV)	EOI Submission Authorized by	Position

Present the rationale for and benefits of working in association (JV) with others rather than undertaking the assignment independently (as appropriate). Describe the proposed management and coordination approach of the association and the role of each firm.

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**I confirm that:**

- Documentation regarding our corporate structure including beneficial ownership has been attached.
- Written agreement to associate for the purpose of this Expression of Interest has been signed between the Joint Venture partners and has been attached.

**Once your team is shortlisted and invited for submission of the Proposal, it is not permissible to transfer the invitation to any other firm, such as Consultant’s parent companies, subsidiaries and affiliates.**

**ii. Assignment Specific Qualification and Experience.**

**A. Technical Competence**

Cross-referencing from your profile projects in Section D. Project References, highlight the technical qualifications of your entity/Joint Venture in undertaking similar assignments. Provide details of past experiences working with similar project authorities.

**B. Geographical Experience**

Cross-referencing from your profile projects in Section D. Project References, present experiences in similar geographic areas.

1. How will your firm/Joint Venture handle complaints concerning the performance of experts or quality of the reports submitted for this assignment? What internal controls are in place to address and resolve complaints?

2. How will you ensure the quality of your firm's/Joint Venture's performance over the life of this assignment?

3. Describe standard policies, procedures and practices that your firm has put in place to avoid changes/replacements of personnel and to ensure the continuity of professional services once contracted.

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4. Describes what social protection practise you have in place to safeguard the well-being of your proposed experts? Specifically describe arrangements you have in place for medical, accident, and life insurance coverage during the assignment.

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**C. Other Information (maximum of 500 words)**

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**D. Project References**

Please select most relevant projects to demonstrate the firm's technical qualifications and geographical experience (maximum 10 projects).

S.No	Project	Period	Client	Country	Cost of project	Value of Consultancy
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

**Project summary**

SN 1	
Project Title	
Country/ Region	
Start Date	
Completion Date	
Continuous	

/Intermittent	
Client	
Funding Source	
Description	(Indicate your role and input in person-months)

<b>SN 2</b>	
Project Title	
Country/ Region	
Start Date	
Completion Date	
Continuous /Intermittent	
Client	
Funding Source	
Description	(Indicate your role and input in person-months)

(Please insert more tables as necessary)

### III. EOI Attachments

SN	Description
1	Certificate of Incorporation of the lead member
2	Certificate of Incorporation of the JV member (for each member)
3	Certificate of Incorporation of the Sub-Consultant (for each member)
4	Letter of Association
5	Audited balance sheets of last three financial Years

(Please insert more rows as necessary)

### IV. Eligibility Declaration

We, the undersigned, certify to the best of our knowledge and belief:

- We have read the advertisement, including scope of work, for this assignment.
- Neither the consulting firm nor its JV member or sub-consultant or any of its experts prepared the scope of work for this activity.
- We confirm that the project references submitted as part of this EOI accurately reflect the experience of the specified firm/Joint Venture.
- The lead entity and JV member are not currently sanctioned by the Government of India or any state govt. or any semi-public agency of any state govt.
- JV member named in this EOI confirmed their interest in this activity in writing.
- JV member named in this EOI, authorized us in writing to represent them in expressing interest in this activity.

- We understand that any misrepresentation that knowingly or recklessly mislead, or attempt to mislead may lead to the automatic rejection of the proposal or cancellation of the contract, if awarded, and may result in further remedial action.
- We confirm our availability to commence work on the indicative commencement date specified in the consulting services recruitment notice for this assignment.



