

Request for Proposal

(ONLY THROUGH E-TENDERING MODE)

FOR UNDERTAKING STUDIES

ON

1. SUPPORT TO CENTRAL INSTITUTES/DOE
2. SUPPORT TO STATE EXTENSION PROGRAMMES
FOR EXTENSION REFORMS
3. MASS-MEDIA SUPPORT TO AGRICULTURAL
EXTENSION



DIRECTORATE OF EXTENSION, PUSA, NEW DELHI-110012

MINISTRY OF AGRICULTURE & FARMERS WELFARE DEPARTMENT OF
AGRICULTURE, COOPERATION & FARMERS WELFARE
GOVERNMENT OF INDIA

(2017)

Key Dates

1	Start date for issue of RFP	30/05/2017
2	Pre-bid consultation	4.00 PM on 07/06/2017
3	Last date of receipt of proposals	3.00 PM on 14/06/2017
4	Date & Time of opening of proposals 1. Technical proposal 2. Financial proposal	3.30 PM on 15/06/2017 3.00 PM on 19/06/2017
5	Presentation by the shortlisted agency/ ies at Syndicate Room Krishi Vistar Sadan, Pusa, New Delhi -110012	11. 00 AM on 21/06/2017

Note:

1. Technical and Financial bids will be opened as per details given above. The venue for opening shall however be put on our website (www.agricoop.nic.in & <http://krishivistar.nic.in> well in advance
2. Date of opening of Financial Bids of technically eligible bidders (after evaluation of the Technical Bids) shall be intimated later.
3. Notwithstanding anything else contained to the contrary in this Tender Document, the DOE reserves the right to cancel/withdraw/ modify fully or partially the 'Invitation for Bids' or to reject one or more of the bids without assigning any reason and shall bear no liability whatsoever consequent upon such a decision.

TABLE OF CONTENTS

Sl. No.	Description	Page No.
1	Disclaimer	4
2	Section 1 Letter of Invitation	5-6
3	Section 2 Instructions to the consultant	7-21
4	Section 3 Technical Proposal Forms	22-29
5	Section 4 Financial Proposal Forms	30-32
6	Section 5 Terms of Reference	33-62
	1. Support to Central Institutes/DOE	34-47
	2. Support to States for Extension Reforms (ATMA)	48-54
	3. Mass Media Support to Agricultural Extension	55-62
7	Section 6 Form of Contract (Agreement)	63-72
8	Section 7 Other Terms and Conditions	73-75

DISCLAIMER

The information contained in the Request for Proposal (RFP) document or subsequently provided to bidders/applicants, whether verbally or in documentary or any other form by or on behalf of the Government of India, Ministry of Agriculture & Farmers Welfare, Department of Agriculture, Cooperation & Farmers Welfare, Directorate of Extension is provided to Bidders/Applicants on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the DOE, DAC&FW, Ministry of Agriculture & Farmers Welfare to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested bidders/applicants with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. Information provided in this RFP to the bidders/applicants is on a wide range of matters, some of which depends upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

This Directorate also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. DOE may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that DOE is bound to select any Applicant or to appoint the Selected Applicant, as the case may be, for the study and DOE reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The bidder/applicant shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by DOE or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the bidder/applicant and DOE shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection process.

Section – 1

Letter of Invitation

F.No.13-42/2017-TCC
Ministry of Agriculture & Farmers Welfare
(Department of Agriculture, Cooperation & Farmers Welfare)
Directorate of Extension, Pusa

Krishi Vistar Bhawan
Dated:

To

All

Subject: Engagement of Agency/ies for conducting Evaluation and Impact Assessment Study/ies in respect of Schemes titled-

- (i) Support to Central Institutes/DOE**
- (ii) Support to States for Extension Reforms(ATMA)**
- (iii) Mass Media Support to Agricultural Extension**

Sir / Madam,

The Directorate of Extension (DOE), Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, (hereinafter called "Employer") requires services of an agency/ies for conducting above titled study/ies as per the Terms of Reference in this Request for Proposal (RFP) document.

The DOE shall select an agency as per the procedure described in the RFP document. Interested agencies/institutions, may submit their proposal online at <http://eprocure.gov.in/> and hard copies of the uploaded proposals may be sent in a sealed cover, addressed to **Sh. Sajith Kumar Kunhalath, Joint Director (Extension), Room No.213, Krishi Vistar Bhawan, Directorate of Extension, IASRI Campus, Pusa, New Delhi- 110012** on or before 3.00 PM on 14/06/2017 as per the attached RFP document.

Bidders/applicants may read detailed instructions at <http://eprocure.gov.in> before uploading the proposal online. The same RFP document can also be downloaded from <http://krishivistar.gov.in>. It is mandatory for all bidders/applicant/agencies to submit proposal online within stipulated time, failing which the proposal are liable to be rejected. DOE also reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,

(Sajith Kumar Kunhalath)
Joint Director (Extension)
Tele: 25848949

Encl: RFP

Section – 2

Instructions to Bidders (Part 1 & II)

Instructions to Bidders

Part I

1. Definitions

(a) “Employer” or DOE means the Directorate of Extension, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India who has invited the bids for conducting study with whom the selected Consultant signs the Contract for the services as per the terms and conditions and TOR of the contract.

(b) “Bidder” means any entity or person or associations of person who submit their proposals that may provide or provides the Services to the Employer under the Contract.

(c) “Contract” means the Contract /agreement signed by the Parties for this assignment.

(d) “Day” means calendar day.

(e) “Government” means the Government of India

(f) “Instructions to Bidders” means the document which provides short-listed Consultants with all information needed to prepare their proposals.

(g) “Personnel” means professionals and support staff provided by the bidder or by any Sub-bidder and assigned to perform the Services or any part thereof;

(h) “Proposal” means the Technical Proposal and the Financial Proposal.

(i) “Assignment / job” means the work to be performed by the Bidder pursuant to the Contract.

(j) “Sub-bidder” means any person or entity with whom the Bidder Sub-contracts any part of the Assignment/job. However, it is essential that the bid is submitted by the Lead Partner only.

(k) “Terms of Reference” (ToR) means the document included in the Tender document which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Consultant, and expected results and deliverables of the assignment/job.

2. Introduction

2.1 The bidders are invited to submit their proposals for conducting study/ies on –

- (i) Support to Central Institutes/DOE
- (i) Support to States for Extension Reforms(ATMA)
- (ii) Mass Media Support to Agricultural Extension

Detailed scope of the assignment /Job has been described in Terms of Reference (Section-5)

- 2.2 The Employer will select a consulting firm/organization (the Consultant) from the bidders.
- 2.3 Bidders should familiarize themselves with local conditions and take them into account in preparing their Proposals. To obtain first-hand information on the Assignment/job and Local conditions, Bidders may meet the Joint Director (Extension)(Employer's representative) in Room No.213, Krishi Vistar Bhawan, IASRI, Pusa, before submitting the bid and to attend a **Pre-Bid meeting**, if and when such a meeting is held after considering bidders' queries. Bidders should contact the Employer's representative to obtain additional information on the pre-bid meeting. Bidders should ensure that these representatives are advised of the visit to provide adequate time to allow them to make appropriate arrangements.
- 2.4 The Employer will provide at no cost to the Bidders, the inputs and facilities to assist the bidders in obtaining licenses and permits needed to carry out the Assignment, and make available relevant project data and reports.
- 2.5 Bidders shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any bids, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the bidders.

3. Eligible Bidders

In order to be eligible for Technical Bid being opened, a Bidder must fulfil the following conditions:

- (i) The Bidder should be a registered company or a firm with a valid Sales Tax registration certificate and / or Service Tax registration certificate.
- (ii) A consortium of companies duly backed up by an Agreement is also eligible to participate subject to the following two conditions and satisfaction of the Tender Evaluation Committee:
 - The bid should only be submitted by the lead partner of this consortium
 - The lead partner of this consortium shall be liable for adherence to all provisions of this Agreement.

The consortium will draw upon human, technical and other resources of all the members during implementation of the consultancy assignment. The Technical Bid shall include exact details in this regard, so that a consortium is not artificially created only to improve the score in the Technical Bid.

- (iii) The selected Consultant will not be allowed to substitute core staff without the consent of the DOE, DAC&FW. If it is established that the core staff were offered in the proposal without confirming their availability, the Consultant will be disqualified and alternative arrangements will be made at short-listed consultant's cost.

4. Clarification and Amendment of Tender Documents

- 4.1 Bidder may request a clarification on any clause of the Tender Document up to 7 days before the last date for the submission of bid. Any request for clarification must be sent in writing, or by standard electronic means to the Employer's address as indicated in para 2.3. The Employer/ her representative will respond in writing, or by standard electronic means and will send written copies of the response (including an explanation of the query but without identifying the source of inquiry) to all Bidders. Should the Employer deem it necessary to amend the RFP as a result of a clarification, it shall do so following the procedure under para 4.2 below.
- 4.2 At any time before the submission of proposals, the Employer may amend the Tender Document by issuing an addendum in writing or by standard electronic means. The addendum shall be sent to Bidders and will be binding on them. Bidders shall acknowledge receipt of all amendments. To give bidders reasonable time in which to take an amendment into account in their proposals the Employer may, if the amendment is substantial, extend the deadline for the submission of proposal.

5. Conflict of Interest

- 5.1 The Employer requires that Consultants provide professional objective and impartial advice and at all times hold the Employer's interests paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- 5.2 Without limitation on the generality of the foregoing, Consultants, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:

Conflicting Activities: A consultant or any it's affiliates selected to provide consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project, if the consultancy or any it's affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.

Conflicting Assignment/job: A Consultant (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Consultant to be executed for the same or for another Employer.

- 5.3 Conflicting Relationships:** A Consultant that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the Contract.

- 5.4 Consultants have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or

that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the Consultant fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Consultant during bidding process or the termination of its contract during execution of the assignment.

5.6. Unfair Advantage

If a shortlisted Consultant could derive a competitive advantage from having provided consultancy assignment/job related to the assignment /job in question and which is not defined as conflict of interest as per para above, the Employer shall make available to all short-listed Consultants together with the RFP all information that would in the respect give such Consultant any competitive advantage over competing Consultants.

6. Proposal

Each bidder shall submit only one proposal. If a Bidder submits or participates in more than one bid, such bids shall be disqualified.

7. Preparation of Bid/Proposal

- 7.1 The Bid as well as all related correspondence exchanged by the Bidders and the Employer shall be written in English language, unless specified otherwise. Each bidder shall indicate acceptance of terms and conditions of this documents in Form Annexure- A as part of the Technical Proposal.
- 7.2 In preparing their Bid, bidders are expected to examine in detail the documents comprising the Tender document. Material deficiencies in providing the information requested may result in rejection of a Bid.
- 7.3 While preparing the Technical Proposal, the Consultant must ensure that he proposes the minimum number and type of experts as needed and only one curriculum vitae (CV) may be submitted for each position mentioned.
- 7.4 Bidders are required to submit a Technical Proposal (TP) in forms provided in **Section-III**. The Technical Proposal shall provide the information indicated in the following paras from (a) to (d) using the attached Forms. Form Tech – I in Section-3 is a sample letter of technical proposal, which is to be submitted along with the technical proposal.
 - (a) A brief description of the consultant's organization and in the case of a Consortium/ Joint Venture, each partner, will be provided in **Form Tech-2**. In the same Form, the consultant and in the case of a Consortium/ Joint Venture, each partner will provide details of experience of assignments, which are similar to the proposed assignment/ job as per the terms of reference. For each Assignment/ job, Professional staff themselves in their CVs. Consultants should be prepared to substantiate the claimed experience along with the proposal and must submit letter of award / copy of contract for all the assignments mentioned in the proposal.

- (b) A description of the approach, methodology and work plan for performing the Assignment/job covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section of the Technical Proposals is provided under Form **TECH-3**. The work plan should be consistent with the Work Schedule (**Form TECH-6**) which will show in the form of a bar chart the timing proposed for each activity.
- (c) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks is to be provided in **Form TECH-4**.
- (d) CVs of the Professional staff as mentioned in para above signed by the staff themselves or by the authorized representative of the Professional Staff (**Form TECH-5**).
- (e) **FORM TECH-VI WORK SCHEDULE (TIME-LINE)**

7.5 The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non-responsive.

8. Financial Proposals:

- 7.1 The Financial Proposal shall be prepared using the prescribed Forms (**Section 4**). It shall list all costs associated with the assignment/job, including (a) remuneration for staff and (b) reimbursable expenses, indicated in the Sheet. If appropriate, these costs should be broken down by activity. The financial proposal shall be rejected summarily, if found not in the prescribed forms.
- 7.2 The Consultant shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the Contract. The consultant in the financial proposal must include all such duties and taxes.

9. Earnest Money Deposit (EMD)

- I. An EMD of Rs. 25,000 per study (Rs. Twenty-five thousand only for each study), in the shape of bank draft/demand draft from a scheduled commercial bank in favour of Drawing & Disbursing Officer (DDO), DOE, Pusa, payable at New Delhi must be submitted along with the Proposal. The bank draft/DD should be valid for a period not less than 6 months with 30 days claim period.
- II. Proposals not accompanied by EMD shall be rejected as non-responsive.
- III. The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.
- IV. No interest shall be payable by the Employer for the sum deposited as EMD.

9.1 Forfeiture of EMD

The Employer in the following events shall forfeit the EMD:

- I. If the bidder indulges in any act or omissions which may be prejudicial to bid

process

- II. If the Bid/proposal is withdrawn during the validity period or any extension agreed by the consultant thereof.
- III. If the Bid is varied or modified in a manner not acceptable to the Employer after opening of Proposal during the validity period or any extension thereof.
- IV. If Bidder tries to influence the evaluation process.
- V. If the First ranked Bidder withdraws his proposal during negotiations, (failure to arrive at consensus by both the parties shall not be construed as Withdrawal bid by the Bidder).

10. Submission, Receipt, and Opening of Proposal

10.1 The original Bids, both technical and Financial Proposals shall contain no interlineations or overwriting, except as necessary to correct errors made by the Consultants themselves. The person who signed the proposal must initial such corrections. Submission letters for both Technical and Financial Proposals should respectively be in the format of TECH-1 of Section 3, and FIN-1 of Section 4.

10.2 An authorized representative of the bidder shall initial all pages of the original Technical and Financial Proposals. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been dully authorized to sign. The signed Technical and Financial Bids shall be marked "ORIGINAL".

10.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL FOR THE STUDY TITLED....." Similarly, the original Financial Proposal shall be placed in a sealed envelope clearly marked "FINANCIAL PROPOSAL FOR THE STUDY TITLED...." followed by the name of the Assignment/job. The envelopes containing the Technical Proposals, Financial Proposals and EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number be clearly marked "DO NOT OPEN, BEFORE [time and date of the opening indicated in the Data sheet]". The Employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This circumstance may be case for Proposal rejection. **If the Financial Proposal is not submitted in a separate sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.**

10.4 The Proposals must be sent to the address/addresses indicated in the Section I sheet and received by the Employer no later than the time and the date indicated in the Section I, or any extension to this date in accordance with **para 4.2** above. Any proposal received by the Employer after the deadline for submission shall be returned unopened.

11. Proposal Evaluation

11.1 From the time the Proposals are opened to the time the Contract is awarded, the bidder should not contact the Employer on any matter related to its Technical

and/or Financial Proposal. Any effort by Consultants to influence the Employer in the examination, evaluation, ranking of Proposals, and recommendation for award of Contract may result in the rejection of the bidders Proposal.

11.2 The following **Evaluation-cum-Monitoring Committee (EMC)** shall select the consultant/agency, supervise its work and take related decisions:

- Addl. Secretary (In-charge Extension), DAC & FW - Chairman
- Joint Secretary (Extension), DAC & FW - Member
- Director (Extension), DAC & FW - Member
- DG MANAGE, Hyderabad/(his representative) - Member
- Additional Commissioner (Extension) - Member
- Director (Administration),DOE, DAC & FW - Member
- Joint Director (SKK)/
- Joint Director concerned - Member Secretary
with the Study

11.3 **Evaluation of Technical Proposals:** The duly constituted committee for the evaluation purpose, while evaluating the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded and the competent authority accepts the recommendation.

11.4 The committee duly constituted with the approval of competent authority shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria, sub-criteria specified in the Data Sheet. In the first stage of evaluation, a Proposal shall be rejected if it is found deficient as per the requirement indicated in the Data Sheet for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the Technical Proposal will start first and at this stage the Financial Bid (proposal) will remain **unopened**. The evaluation criteria for the technical proposal have been given in Instructions to Bidders **(Part-II)**. Only applicants obtaining a total score of 70 (on a maximum of 100) or more based on criteria for evaluation given below would be declared technically qualified.

11.5 Financial proposals of only those bidders which are declared technically qualified shall be opened publicly on the date & time specified, in the presence of the Bidder's representatives who choose to attend. The name of the Bidder, their technical score (if required) and their financial proposal shall be read aloud.

11.6 **Method of Selection:**

In deciding the final selection of the agency, the technical quality of the proposal will be given a weightage of 70% on the basis of criteria for evaluation. The price bids of only those bidders who qualify technically will be opened. The proposal with the lowest cost will be given a financial score of 100 and the other proposal given financial scores that are inversely proportional to their prices. The financial proposal shall be allocated a weightage of 30%. For working out the combined score, the employer will use the following formula:

Total points: $(0.7 \times T(s)) + (0.3 \times 100 \times \text{LEC}/\text{EC})$, where T(s) stands for technical score, EC stands for Evaluation Cost of the Financial Proposal, LEC stands for Lowest Evaluated Cost of the Financial Proposal.

The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and will be called for negotiations, if required.

Example: if in response to this RFP, three proposals, A, B & C were received and the Evaluation Committee awarded them 75, 80 and 90 marks respectively, all the three proposals would be technically suitable. Further, if the quoted price of proposals A, B & C were Rs.120, 100 & 110 respectively, then the following points for financial proposals may be given:

A: $100/120 = 83$ points

B: $100/100 = 100$ points

A: $100/110 = 91$ points

In the combined evaluation, the process would be as follows:

Proposal A: $75 \times 0.7 + 83 \times 0.3 = 77.4$

Proposal B: $80 \times 0.7 + 100 \times 0.3 = 86$

Proposal C: $90 \times 0.7 + 91 \times 0.3 = 90.3$

Proposal C would be considered as H1 and would be recommended for negotiations, if considered necessary for approval. The short-listed bidder will be invited to present their proposals before the evaluation committee. The evaluation committee will correct any computation errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections the items described in the technical Proposals but not priced, shall be assumed included in the prices of other activities of items. In case an activity of line items is quantified in the Financial Proposal differently from technical proposal, no corrections will be allowed to the Financial Proposal. After opening of financial proposals, the consultant will be declared eligible for award of the contract. This selected consultant will then be invited for negotiations, if considered necessary.

12. Negotiations

12.1 Negotiations, if considered necessary, shall be held at the date, time and address intimated to the qualified and selected bidder i.e. H-1. The invited bidder will, as a pre-requisite for attendance at the negotiations, confirm availability of all Professional staff. Representative(s) conducting negotiations on behalf of the Consultant must have written authority to negotiate and conclude a Contract.

12.2 Technical negotiations: Negotiations will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the Consultant to improve the Terms of Reference. The Employer and the bidder/ consultants will finalize the Terms of Reference, staffing schedule, work schedule, logistics, and reporting. These documents will then be incorporated in the Contract as

“Description of Assignment/job”. Special attention will be paid to clearly defining the inputs and facilities required from the Employer to ensure satisfactory implementation of the Assignment/job. The Employer shall prepare minutes of negotiations which will be signed by the Employer and the bidder/Consultant.

- 12.3 Financial negotiations: After the technical negotiations are over, financial negotiations will be carried out in order to reflect any change in financials due to change in scope of work or due to clarification on any aspect of the technical proposal during the technical negotiations. Under no circumstance, the financial negotiation shall result in increase in the price originally quoted by the consultant.

13. Award of Contract

- 13.1 After completing negotiations the Employer shall issue a Letter of Intent to the selected Consultant and promptly notify all other Consultants who have submitted proposals about the decision taken.
- 13.2 The consultant will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of consultant), within 05 working days of issuance of the letter of intent. The Consultant is expected to commence the assignment/ job on the date specified in the Part II Data Sheet.

13.2 Performance Security:

Within 05 days of issue of Letter of intent or before the signing of the contract, the selected agency shall be required to furnish a Performance bank Guarantee equivalent to **15% of the contract value rounded off to the nearest thousand Indian Rupees** in the form of an unconditional and irrevocable bank guarantee from a scheduled commercial bank in India in favour of DDO, DoE payable at New Delhi for the period of contract with 60 days claim period beyond the completion of all contractual obligations. The proceeds of the Performance Security shall be payable to the DoE as compensation for any loss resulting from the Agency’s failure to compete its obligations under the terms and conditions of the work. The successful bidder has to renew the bank guarantee on same terms and conditions for the period up to contract including extension period, if any. Performance Guarantee would be returned only after successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable/payable from/by the Consultant on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned. The Performance Security regarding commencement of job/task will be discharged by DoE and returned to the company not later than 30 days following the date of completion of the company’s performance related obligations under the terms & conditions of the work.

14. Termination for Default:

The DOE may without prejudice to any other remedy for breach of terms and conditions (including forfeiture of Performance Security by written notice of default sent to the company, terminate the work/ task in whole or in part after sending a notice to the Company in this regard.

- a) If the Company fails to deliver or complete the job assigned in the terms and conditions within the time period (s) specified in the Tender Document.
- b) If the Company fails to perform any other obligations under the terms and conditions.

15. Confidentiality: Information relating to evaluation of Proposals and recommendations concerning awards shall not be disclosed to the Consultants who submitted the Proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Consultant of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer’s antifraud and corruption policy.

16. Payment Terms:

The mode of payment to be made in consideration of the work to be performed by the consultant/agency and submission of different reports shall be as follows:

40% of contract value	After unequivocal acceptance of Letter of Award and submission of inception report which is to be submitted within 07 days of award of contract. The date of issue of letter through which payment is sent to consultant will be treated as the start date.
30% of contract value	Submission of Intermediate Status Report within 45 days from the date of start of work.
30% of contract value	Submission of Final Report within 60 days from the date of start of work.

17. Duration

17.1 The study will have to be completed in 60 days. The time taken by the DAC & FW to give comments at various stages of work will not be counted towards this duration.

18. Penalty

18.1 Time over run may be liable to penalty @1% (one percent) of the total cost of the study for a delay of one week and so on to the total penalty of 10%of the total amount beyond which it will tantamount to breach of the contract and in that case the consultant/agency will have to refund the entire money paid to them along with an interest of 18% per annum.

19. Presentations

19.1 The consultant/agency may, as necessary, be required to make the following presentations:

- (a) On their proposal before Technical Evaluation is completed;
- (b) Before signing of contract and commencement of work;
- (c) On the inception report;
- (d) On the Intermediate Status Report; and
- (e) On the Draft final Report;

20. Submission of Report

20.1 All the reports shall be submitted in term of:

- Master copy in loose sheets with photographs, capable of yielding good photocopies;
- 10 bound hard copies, DTP produced of high quality;
- E-mail; and
- Loaded on CD of good quality

21. Additional Work

21.1 The consultant/agency may be invited by the DAC & FW to undertake work, which is either directly related to the above scope of work or is required by way of additional work for improving implementation of the extension initiatives supported under SMAE, on mutually agreed terms and conditions. The DAC & FW reserves the right to award additional work to another consultant/agency, as appropriate.

22. Legal Agreement

22.1 The legal agreement to be signed between DAC & FW and the selected consultant/agency is given in the Appendix. This is a standard text being followed in the DAC & FW and the blank space in the Appendix shall be filled in specific to this assignment

23. Facilities to be provided

23.1 The Extension Division/Directorate of Extension of the DAC & FW would use its good offices to assist the consultant/agency in obtaining requisite information from the offices concerned of the Govt. of India/ State Department of Agriculture and their field offices.

.....

INSTRUCTIONS TO BIDDERS

Part-II

Appendix I

The Technical Proposals submitted by the consultant would be evaluated on the following Parameters

Total Marks-100

S. No.	Parameter	Yard-stick	Marks
A.	Presentation by Agency		40
		Understanding of TORs and scope of work	14
		Work Plan, methodology and tools proposed for assessing various parameters under scope of work	10
		Organization and staff to be deployed for the study	06
		Appropriateness of time lines proposed for assessing various parameters under scope of work	10
B.	Evaluation of Consultancy Firms experience including Financial Stability		60
1.	Financial Stability (income from studies only) in the last 3 years i.e. 2014-15 to 2016-17		5
		Less than 100 lakh	2
		100-150 lakh	3.5
		Over 150 lakh	5.0
2.	Cost of the most relevant maximum 03 latest Project (Evaluation/Impact assessment of Agricultural Schemes etc.) only the first three will be considered for the purpose of evaluation.		5
		Less than 25 lakh	2
		25 -35 lakh	3.5
		More than 35 lakh	5
3	Experience of Agency in conducting evaluation/Impact Assessment studies. Only maximum latest 03 relevant projects will be considered for the purpose of evaluation.		5
		Less than 5 studies	2
		5-10 studies	3.5
		More than 10 studies	5
4	Experience of Agency in conducting study on Agriculture/Agricultural Extension.		5

	Only maximum latest 03 relevant projects will be considered for the purpose of evaluation.										
	Less than 5 studies										2
	5-10 studies										3.5
	More than 10 studies										5
6.	Qualification & experience										40
1.	Research Team	Qualification					Experience (years)				
		Phd	PG	Deg	Dip	Certificate	Less than 5	5-7	7-10	More than 10	
		5.0	3.0	2.0	1.0	0.5	0.5	1.0	1.5	2.0	
i)	Project Director										
ii)	Expert in Agriculture & allied areas										
iii)	Expert in Extension or Social Science or Rural development										
iv)	Expert in Agricultural Reforms										
v)	Others (Gender Studies/Women Studies)										

Section 3:

Technical Proposal - Forms

LETTER OF PROPOSAL SUBMISSION

To

The Director (Administration),
Directorate of Extension,
Department of Agriculture, Cooperation & Farmers Welfare
Krishi Vistar Bhawan, IASRI Campus, Pusa,
New Delhi

Sir/Madam,

We, the undersigned, offer to conduct the Study **titled.....** in accordance with Tender document dated..... We have uploaded our proposal online and hereby submitting hard copies of the same, which includes the Technical Proposal, and a Financial Proposal sealed under a separate envelope and requisite EMD and bid processing fees. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

2. If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

3. We understand you are not bound to accept any Proposal you receive.

4. I have carefully gone through the Terms & Conditions contained in the Tender Document regarding appointment of consultant for conducting the Study **titled.....** I declare that all the provisions of this Tender Document are acceptable to my Company. I further certify that I am an authorized signatory of my company and am, therefore, competent to make this declaration.

Yours sincerely,

Authorized Signature
[In full and initials]

Name & Title of Signatory:

Name of Firm:

Address & Phone:

ORGANIZATION AND EXPERIENCE OF CONSULTANCY AGENCY

A – Consultancy Agency

[Provide here a brief description of the background and organization of your firm/entity and each associate for this Assignment/job. The brief description should include ownership details, date and place of incorporation of the firm, objectives of the firm etc. Also if the consultant has formed a consortium, details of each of the member of the consortium, name of lead members etc shall be provided]

1. General Information

1.1 Information about the Consultancy (s)

- Name
- Address
- Telephone Number
- Fax Number
- Email Address

1.2 Size of the Consultancy(s)

Provide turnover figures and employee strength for the last three financial years (If applicable).

1.3 Geographic Presence

Provide geographical spread of your firm/entity, especially presence in different regions in India

B- Consultant's Experience: As per Appendix 1 (Instructions to Bidders Part II). Please cite only maximum latest 03 relevant projects. If more than 03 latest projects citations are provided, only the first three will be considered for the purpose of evaluation.

- Assignment Name:
- Value of the contract (In Indian Rupees) :
- Location
- Duration of assignment (months):
- Name of the Employer:
- Address:
- Start Date(month/year)
- Completion date (month/year):
- Name of associated Consultants, if any:
- Narrative description of Project (Description of actual services provided by your staff within the assignment):

**DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR
PERFORMING THE ASSIGNMENT/JOB**

Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:

- a) Technical Approach and Methodology for study titled.....

In this chapter you should explain your understanding of the objectives of the Assignment/job, approach to the Assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should also explain the methodologies you propose to adopt to assess the various parameters indicated in the TORs and highlight the compatibility of those methodologies with the proposed approach.

- b) Organization and Personnel to be deployed (study wise)

Staff to be deployed for the study, qualifications of the personnel and the task to be assigned to each person along with justification for assigning the task should be indicated.

- c) Work Plan (study wise)-

The consultant should prepare a work Plan for the various activities to be undertaken. The dates for submission of the reports specified in the ToR should be clearly indicated and adhered to.

**TEAM COMPOSITION AND TASK
ASSIGNMENT/JOBS**

Professional Staff (core Team)

Sr. No	Name of Staff	Position in Agency	Qualifications	Area of Expertise	Task to be assigned for this assignment

CURRICULUM VITAE (CV) FOR PROPOSED

PROFESSIONAL STAFF (Core & State Teams)

1. Proposed Position:

[For each position of key professional separate Form Tech-V will be prepared]:

2. Name of Firm:

[Insert name of firm proposing the staff]:

3. Name of Staff:

[Insert full name]:

4. Date of Birth:

5. Nationality:

6. Education:

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and Division/Marks obtained]:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

[List countries where staff has worked in the last ten years]:

10. Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:

11. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]: To [Year]:

Employer:

Positions held:

12. Detailed Tasks Assigned

[List all tasks to be performed under this Assignment/job]

Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned [Among the Assignment/jobs in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed in TORs.

Name of Assignment/job or project:

Year:

Location:

Employer:

Main project features:

Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date:

Place:

[Signature of staff member or authorized representative of the staff]

[Full name of authorized representative]:

WORK SCHEDULE (TIME-LINE)

S. No.

1.

2.

3.

4.

1. Indicate all main activities of the Assignment/job, including delivery of reports (e.g.: inception, interim, draft and final reports), and other benchmarks such as Employer approvals. For phased Assignment/jobs indicate activities, delivery of reports, and benchmarks separately for each phase.
2. Duration of activities shall be indicated in the form of a bar chart.

Section 4

FINANCIAL PROPOSAL FORMS

To,

The Director(Administration)
Directorate of Extension,
Department of Agriculture, Cooperation & Farmers Welfare
Krishi Vistar Bhawan, IASRI Campus, Pusa,
New Delhi

Dear Madam,

We, the undersigned, offer to carry out the Study **titled.....** in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive of the Domestic taxes. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in rejection of our financial proposal.

2. Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiry of the validity period of the Proposal i.e 6 months from the last date for submission of bids
3. We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature
[In full and initials]

Name and Title of Signatory:

Name of Firm:

Address:

SUMMARY OF COSTS

S. No	Particulars	Amount in Indian Rupees (in figures)	Amount in Indian Rupees (in words)
	Remuneration/ professional fees/ salaries		
	Travel Expenses		
	Boarding & lodging		
	Documentation		
	Stationary		
	Contingencies/ Miscellaneous expenses		
	Service Tax / Any other tax		
	Total		

Authorized Signature:.....

Name:

Designation

Name of firm:.....

Address:.....

Section – 5

TERMS OF REFERENCE

FOR THE STUDY ON

1. Support to Central Institutes/DOE
2. Support to State Extension Programmes for Extension Reforms
3. Mass Media Support to Agricultural Extension

TERMS OF REFERENCE

Evaluation and Impact Assessment of 'SUPPORT TO CENTRAL INSTITUTES/DOE' under Sub-Mission on Agricultural Extension (SMAE)

I. Introduction:

1.1 The Scheme **Extension Support to Central Institutes/DOE**, is a Central Sector component of Sub-Mission on Agricultural Extension (SMAE) of National Mission on Agriculture Extension and Technology (NMAET) under which support is provided to various National level institutions namely Directorate of Extension (DOE) and National Institute for Management of Agricultural Extension (MANAGE); Regional level Institutes viz. Extension Education Institutes (EIs)(4 in no.), State Level Institutes namely State Management & Extension Training Institutes (SAMETIs) for-

- (i) strengthening agricultural extension services and net-working of training infrastructure in the country;
- (ii) execution, review & monitoring of varied extension initiatives;
- (iii) facilitate building capacities and capabilities of senior and middle level extension functionaries across the country;
- (iv) Improving farm information and outreach to farmers through organization of/participation in various Exhibitions/ Fairs.

1.2 DIRECTORATE OF EXTENSION (DOE)

1.2.1 DOE is the nodal agency in the DAC&FW, MOA to strengthen agricultural extension services and net-working of training infrastructure in the country. Besides providing requisite technical support to the Extension Division, it facilitates and encourages the State Governments in organizing, maintaining and operating professional extension services.

1.2.2 The key functional areas of the DOE besides Administration are- **Extension Training (ET), Extension Management (EM), Farm Information & Outreach (FI), Extension Reforms, Mass Media** and **National Gender Resource Centre in Agriculture (NGRCA)**.

1.2.3 The **Extension Management segment** is responsible for strengthening of agricultural extension services in the country including all Monitoring & Evaluation (M&E) activities. Besides, the segment also coordinates matters related to Research-Extension linkages, particularly, with ICAR. This segment handles execution of Agri-Clinics and Agri-Business Centre Scheme and Kisan Call Centre Scheme

1.2.4 The **Extension Training segment** is responsible for all HRD, training and capacity building activities of senior and middle level extension functionaries taken up in the entire country through EIs, MANAGE and SAMETIs. It also handles components like Skill Training of Rural Youth

(STRY), Farmers Capacity Assessment and Certification (FCAC), Diploma in Agri-Extension Services for Input Dealers (DAESI). Besides this, in order to improve the professional competence of Subject Matter Specialists and Master Trainers working under State Agriculture Departments, this segment supports organization of Model Training Courses in different subject matter areas of Agriculture, Horticulture, Animal Husbandry and other allied fields through ICAR Institutes and various State Agriculture Universities.

1.2.5 The **Farm Information and Outreach segment** is to ensure mass scale dissemination of knowledge and information to farmers through electronic and print media, fairs/ exhibitions/ melas and other innovative methods.

1.2.6 The **Extension Reforms segment** is responsible for operationalization of agricultural extension reforms across the country so as to make extension system farmer-driven and farmer-accountable by way of new institutional arrangements for technology dissemination termed ATMA.

1.2.7 The **National Gender Resource Centre in Agriculture** serves as a focal point for convergence of all gender related issues within DAC, MOA and is to review, monitor and assess the gender contents and impact of various on-going programmes of DAC, MOA and make recommendations on appropriate improvements in their strategy and design.

1.2.8 In nutshell, all the extension initiatives of Sub Mission on Agricultural Extension (SMAE) are being overseen and monitored by DOE with the help of designated officers/officials

1.3 Extension Education Institutes (EIs)

1.3.1 The Ministry of Agriculture, GOI, had established four Extension Education Institutes (EIs) on Regional basis namely Nilokheri – 1958 (Haryana), Hyderabad – 1962 (A.P), Anand-1962 (Gujarat) and Jorhat – 1987 (Assam) to cater to the training needs of middle level field extension functionaries working under agriculture and allied departments. The sector-wise trainings undertaken by EIs include new approaches in Extension Management, Extension Methodologies, Communication Management, techniques of Monitoring & Evaluation, Farmer Led Participatory approaches, ICT & Extension, etc.

1.3.2 EIs take up various activities of training and capacity building initiatives through on-campus and off-campus training programmes, research studies/action research in critical thrust areas related to extension, consultancy services, monitoring & evaluation and facilitating implementation of various schemes and programmes of DAC&FW in States/UTs.

1.3.3 The area of operation of each EEI is given below:

EEI	States	States Covered
Nilokheri	10	Haryana, Punjab, H.P., J&K, U.P., Bihar, Delhi, Chandigarh, Uttarakhand and Jharkhand.
Hyderabad	8	A.P., Tamil Nadu, Karnataka, Kerala, Odisha, Andaman & Nicobar, Puducherry & Lakshadweep.
Anand	8	Gujarat, Maharashtra, Madhya Pradesh, Rajasthan, Goa, Dadar Nagar & Haveli, Daman & Diu and Chhattisgarh.
Jorhat	9	Assam, Arunachal Pradesh, Nagaland, Meghalaya, Manipur, Tripura, Sikkim, Mizoram & West Bengal.

1.3.4 The GOI provides 100% grant-in-aid to EEIs for its functioning and the Directorate of Extension provides policy directives to these institutions and approves the Annual Action plan of EEIs for implementation. The EEIs plan their training activities in consultation with the states falling in its jurisdiction.

1.3.5 The Management Committee constituted at each Institute under the chairmanship of the Vice-Chancellor of the concerned State Agricultural Universities monitors the functioning of EEIs to improve the quality of the training programmes. The Memorandum of Understanding (MoU) is signed between the concerned SAU and Director Administration of DOE on annual basis for its execution.

1.4 Model Training Courses (MTC)

1.4.1 The Extension Training Segment of DOE arranges organization of Short duration trainings of 8 days duration through reputed National/Central Instt. (ICAR Institutes, State Agri. Universities (SAUs) etc. in specialized areas for capacity building of middle level extension functionaries working under States/UTs agriculture & allied departments

1.5 Diploma in Agricultural Extension Services for Input Dealers (DAESI)

1.5.1 The role of Agri-Input Dealers has been significantly recognized by the Govt. of India in providing input and advisory services to the farmers. However, most of the input dealers do not possess education in agriculture and allied sciences. In order to cater to the technical know-how of farmers, these Input Dealers are acting as para-extension professionals to provide improved knowledge and effective dissemination of technical information to the farmers.

1.5.2 The Directorate of Extension has been making concerted efforts towards up-gradation of the technical competence of input dealers for transforming them into para- extension workers and to enable them to provide effective and efficient extension services to the farmers. The DAESI programme under

implementation through MANAGE, Hyderabad/SAMETIs is benefitting the input dealers in up-grading their technical know-how in agriculture and allied sectors and enhanced the outreach of better extension delivery to the farmers.

1.5.3 The DAESI programme is spread over a period of 48 weeks, with 40 classroom sessions and 8 Field visits and is aimed at imparting training to input dealers on location-specific crop production technologies, efficient handling of inputs, laws pertaining to regulation of agricultural inputs.

1.5.4 DAESI is presently under implementation in the country through SAMETIs. The said programme is under progress in the States of A.P., Bihar, Chattisgarh, Jharkhand, Karnataka, Madhya Pradesh, Maharashtra, Odisha, Rajasthan, Tamil Nadu, Telangana, U.P. and West Bengal.

1.6 Skill Training of Rural Youth (STRY)

1.6.1 STRY under implementation since 2015-16 is aimed at imparting one week skill based training to rural youth and farmers in agriculture & allied areas to promote employment in rural areas & facilitate creation of skilled manpower to perform farm and non- farm operations.

1.6.2 STRY is under implementation through MANAGE Hyderabad in ten States of the country namely Arunachal Pradesh, Assam, Bihar, Chattisgarh, Jharkhand, Madhya Pradesh, Manipur, Mizoram, Orissa and Uttar Pradesh.

1.7 Farmer Capacity Assessment and Certification (FCAC)

1.7.1 FCAC is aimed at providing recognition to the farmers who have acquired desired skills in agriculture & allied areas but continue to be treated as unskilled, in absence of any Certification. Farmers above 18 years with minimum qualification up to 5th standard are being considered for Assessment & Certification. The farmers found 'Competent' are provided a certificate by duly identified accredited certifying body. FCAC is under implementation through MANAGE Hyderabad in ten States of the country namely Arunachal Pradesh, Assam, Bihar, Chattisgarh, Jharkhand, Madhya Pradesh, Manipur, Mizoram, Orissa and Uttar Pradesh.

1.8 Agriculture Fairs/ Exhibitions/ Events Supported/Organized

1.8.1 The Directorate of Extension, Ministry of Agriculture & FW participates and supports National, Regional and State level Exhibitions and fairs including International level Fairs & Exhibitions and Seminars on Agriculture and allied activities. Brief of the support are as under:

1.8.2 International events:

1.8.2.1 About 2-3 international exhibitions/fairs are held in a year either abroad or within the country through ITPO, Industry Associations, host countries which are

nominated by Indian Missions, IC Division of the Department of Agriculture, Cooperation & Farmers Welfare. These Exhibitions are generally held with the objective of highlighting the achievements of Indian Agriculture and to showcase its strengths/potentials so as to create markets for Agro-products at the international level. These Exhibitions/fairs are supported by the Farm Information Segment of DoE.

1.8.3 National/ State/ Ad-Hoc Events:

1.8.3.1 The Directorate of Extension participates in the following exhibitions/ fairs during a year.

- ✧ IITF at Pragati Maidan, New Delhi from 14-27 November every year through Agriculture Pavilion.
- ✧ CII organized Agro Tech at Chandigarh every alternate year subject to availability of funds/human-resource
- ✧ Adhoc exhibitions/ fairs in agricultural and allied sector organized by Government Departments, Industry, Trade and Research Associations and Private Sector related organizations (supported by respective State Governments) in the country.
- ✧ On an average 6-8 such exhibitions / fairs of 4-6 days duration are organized in a year.

1.8.4 Regional Agriculture Fairs (RAFs):

1.8.4.1 Regional Agriculture Fairs started in 2004-05 in the Country to promote exchange of ideas among various States/UTs of a particular Region in order to pave way for better transfer of technology applicable to the Region. Such fairs speed up the Public-Private-Participation and help in up-gradation of knowledge and skills of farmers keeping in view the successful organization of Regional Fairs since 2005, the activity is continued in the existing pattern. These Regional Agriculture Fair @ one in each Region namely north, South, East, West and North East through State Agriculture Universities/ICAR Institutes/Industry Associations during a year. A maximum of Rs. 15 lakh can be provided for each fair as Grant-in -Aid to the organizing agency of the RAF from 2014-15. The organizing agencies also mobilize funds from their own sources and/or by marketing of stalls. However, the organizing agencies normally provide free space to government agencies such as SAUs/ICAR Institutes and Organization under DAC & FW & FW, Government of India for their participation.

1.8.5 Permit Use Of The Name “Ministry Of Agriculture, GoI” Brochure And Other Publicity Material Of Events:

1.8.5.1 The DAC & FW may permit use of the name “Ministry of Agriculture & FW, Govt. of India, in the agriculture related events for printing of logo in the brochure and other publicity material of the event related to event.

1.8.6 Support For International, National And State Level Seminars/Workshops/Conferences:

1.8.6.1 The DOE/ DAC & FW has been supporting seminars/ Workshops / Conferences on a case to case basis. SAUs, ICAR Institutes, Industry, Association’, Agribusiness Firms, Farmers Associations have been requesting for financial assistance for organizing seminars/workshops/conferences on various agriculture related subject of topical interest and for the benefit of farmers. Financial support is provided only for the International and National events organized by the State Department / SAUs / ICAR Institutes / Federation Houses like CII, FICCI, ASSOCHAM and Institutes of repute like TERI, International and National events organized by the Farmers Associations, Farmers Producer Companies, Agri-preneurs and Agri-business firms which are supported by state Departments / SAUs/ICAR Institutes. Maximum funding support up to Rs.5 lakhs for the International events; up to Rs. 3 lakh for the National event and Rs.1.5 lakh for State level event can be provided by DAC & FW, with the approval of Secretary (A&C). A maximum of 5 events can be supported in a year depending on the budget availability @ one in each of the 5 Regions of the country on the pattern of Regional Fairs.

1.9 National Gender Resource Centre in Agriculture (NGRCA)

1.9.1 As per the Guidelines of the Scheme “**Support to Central Institutes/DOE**” of Sub-Mission on Agricultural Extension (SMAE), National Gender Resource Centre in Agriculture (NGRCA) serves as a focal point for convergence of all gender related issues within DAC&FW, MOA&FW and is mandated to review, monitor and assess the gender contents and impact of various on-going programmes of DAC&FW, MOA and make recommendations on appropriate improvements in their strategy and design.

Besides, the Centre has also been instrumental in adding gender dimensions to agricultural policies and programmes; encourage ‘pro-women initiatives’ as well as promote earmarking of funds, benefits and resources for women under all major beneficiaries oriented Schemes and Programmes of the Department . By virtue of being located in Extension Division, the Centre also facilitates and encourages State Governments to mainstream gender concern in agriculture through ATMA set up. Further, the Centre is to also handle the functions of Gender Budget Cell of DAC&FW.

2. Justification for taking up the Study

2.1 Agriculture sector has a significant share in the GDP and holds key importance in Indian economy. The production and productivity of field crops

largely depends upon the knowledge of farmers about improved farm practices disseminated to them through various extension interventions utilizing the expertise of field extension functionaries and para-extension workers, across the country.

2.2 Extension machinery in the States has been strengthened with strong manpower, infrastructure and activity support. There are dedicated extension related personnel in the States making dissemination of information and appropriate technologies more efficacious by way of physical outreach. The training and capacity building needs of field extension functionaries are addressed through the wide network of National, State and Regional level training institutions established in various Regions of the country. The new components introduced in the second half of the 12th Plan like STRY, FCAC, DAESI also seem to be quite promising

2.3 The success story on production of food grain, pulses, vegetables, and fruits during last 3 years is an eloquent testimony of the way extension machinery has worked in tandem with other programmatic interventions of the Department of Agriculture, Cooperation and Farmers Welfare (e.g. RKVY, NHM, NFSM, SMAM, NMSA etc.) and has succeeded in propagating technologies and providing timely information to farmers. This is an indication that gearing up of extension machinery during 12th Plan has proved beneficial. Continuous skill up-gradation of extension functionaries coupled with institutionalization of extension reforms through ATMA set up, with a blend of five tier publicity and information dissemination strategy involving Doordarshan, All India Radio and private TV channels (first tier), newspaper ads, pamphlets and leaflets(second tier)Exhibitions/fairs/mela(third tier), SMS / inward voice calls in Kisan Call Centres (fourth tier) and Internet & Common Service Centres (fifth tier) –all seem to have played their role. However, in order to assess the real effectiveness of these initiatives in the field situation and to suggest changes, if any in the strategic approach, it is proposed to take up an evaluation and impact assessment of various extension initiatives supported under SMAE in general and **Support to Central Institutes/DOE component** in particular.

3. Objectives & Scope of Work of Study:

3.1. Directorate of Extension

1. To analyze whether the Directorate of Extension supports the objective of building a strong and vibrant extension system in the country
2. To examine whether the extension strategies formulated by Directorate of Extension are meeting the needs of farmers.
3. To know the effectiveness and impact of scheme monitoring by the Extension personnel of Directorate of Extension.

4. To suggest changes, if required any, in the present day role and mandate of DOE vis-à-vis its strategy and strength.
5. To suggest changes, if required any in the key functional segments of DOE with clear enunciation of activities and mandate of each of its segments namely ET, EM, FI, ER, MM, NGRCA, Admn and TCC.

3.2 Extension Education Institutes (EIs)

1. To analyse the role and performance of EIs in implementation of programmatic activities in their area of jurisdiction and to assess their overall effectiveness in building the capacities and capabilities of extension functionaries.
2. To assess the impact of trainings in terms of physical and financial progress for preceding five years, as per mandate
3. To study the functional linkages of these institutions have been able to maintain with other National ,Regional and State level institutions;
4. To suggest changes, if required any their constitution, mandate, role and functioning to support effective and efficient HRD set up for middle level extension functionaries.

3.3 Model Training Courses (MTC)

1. To assess the usefulness of organising such courses viz a viz their utility in turn to farming community in knowledge and information gain;
2. To assess the and real time impact these have in up-gradation of knowledge and skills of middle level field functionaries in specialised areas of agriculture and allied sectors.
3. To analyse the change in their attitude and improvement in functional performance in technology transfer to the farmers.
4. To suggest changes, if required any in the overall strategy for organisation of these courses include their duration and the institutes where they are organised as well as funding support.

3.4 Diploma in Agricultural Extension Services for Input Dealers (DAESI)

1. To evaluate the impact of knowledge gained by Input Dealers **trained under DAESI and the benefits which actually flow to** farming community through trained input dealers.
2. To assess the contribution of DAESI programme in strengthening agricultural extension services.
3. To study the importance of DAESI to supplement the importance of Public Extension System.
4. To suggest changes, if any required in the overall strategy, funding system etc for effective organisation of DAESI Programmes

3.5 Skill Training of Rural Youth (STRY)

1. To evaluate the impact of STRY in inculcation of vocational skills among rural youth and farmers in agriculture and allied areas.
2. To assess the usefulness of the skills so imparted in getting opportunities for wage / self-employment in rural areas.
3. To suggest changes, if any required in the overall design and strategy of this component in skilling youth in agriculture and allied areas for self – employment/ start-ups.

3.6 Farmer Capacity Assessment and Certification (FCAC)

1. To study the usefulness of this kind of certification and the overall strategy being followed for award of such certificates;
2. To assess the impact of FCAC in providing recognition to farmers.
3. To study the benefits of certification to the farmers in improving their performance and up-grading their socio-economic status;
4. To suggest changes, if any required, in the overall strategy and process of recognition of prior learning and its certification

3.7 Agriculture Fairs/ Exhibitions/ Events Supported/Organised

1. To study the effectiveness of Agricultural Fairs/Exhibitions/Melas as a source of mass scale information dissemination and knowledge up gradation among the farming community;
2. To get feedback from the farmers/ visiting villagers and exhibitors in terms of their satisfaction from the event;
3. To assess the utility of such fairs/exhibitions in terms of providing better opportunities for Marketing of Agriculture products, availability of inputs viz. seeds, new technologies, credit avenues machinery, understanding of Govt. support through available and ongoing schemes and projects in the larger interest of farming community at single window solutions
4. To assess the level of convergence of and interaction between farmers Scientists and exhibitors
5. To ascertain the level and extant of synergy in showcasing latest developments and techniques at one platform
6. To suggest changes if any, in the manner of organisation of these fairs/exhibitions including the funding support available for them.

3.8 NGRCA

The key objective of the impact evaluation study is to ascertain effectiveness of NGRCA in promoting gender addressal in agriculture. It is expected that the study would reveal -

- (i) the initiatives and efforts of NGRCA towards gender mainstreaming in agriculture w.r.t their adequacy and approach;

- (ii) the extent to which NGRCA has been instrumental in adding gender dimensions to policies and programmes of DAC & FW
- (iii) whether the Centre's intervention has positively impacted participation of women in agriculture and allied sectors in terms of improving their visibility, say in decision making process and their access to resources. If yes, to what extent and if not, reasons there for.
- (iv) the utility of gender specific studies & publications brought out by the Centre.
- (v) NGRCA's efforts towards creation of gender dis-aggregate data base in agriculture.
- (vi) any other effort of NGRCA aimed at promoting gender concerns in agriculture

In nutshell, the study would throw light on the overall performance of NGRCA within the given manpower and budgetary resources and suggest mid-course corrections if required, any in its strategy and approach towards achieving its key objectives. Further, the study may also provide roadmap for future actions of the Centre including suggesting innovative mechanisms for gender mainstreaming in agriculture.

4. Coverage and Methodology:

4.1 DOE

1. Directorate of Extension is one establishment with functions at three locations namely Krishi Vistar Bhavan, and Krishi Vistar Sadan in Pusa and Krishi Bhawan in Central Secretariat, New Delhi.
2. Data may be collected through pre-tested structured schedules concerning qualitative and quantitative aspects about the role, mandate and functioning of DOE. The interviews and focused discussions could also form a part of the strategy

4.2 Extension Education Institutes (EEIs)

1. The study would be undertaken in four regions of the country covering at least 2-3 States in each region covered by the respective EEI.
2. Sample for the study would be selected based on secondary data collected from various sources and institutions located in the study area.
3. Methodology/sampling design/ technical approach, work schedule and other related tasks to be undertaken by the agency.
4. Study would cover the beneficiaries having attended the training programmes conducted by EEIs, ongoing trainings at the time of study as well as the beneficiary farmers who have been benefitted by the trained functionaries

4.3 Model Training Courses (MTC)

1. The study would be undertaken in at least 4-5 States of the country covering the host training institutions (such as ICAR Institutes, SAUs, national institutes etc.) to whom the MTCs were sponsored by DOE; the trainees having been trained through such MTCs during last 3-5 years as well as through some ongoing programmes during the course of study; and the selected beneficiaries having been benefitted through functionaries trained under MTCs.
2. Sample for the study would be selected based on secondary data collected from various sources and training institutions located in the study area.
3. Methodology/sampling design/ technical approach, work schedule and other related tasks to be undertaken by the agency undertaking the study.

4.4 Diploma in Agricultural Extension Services for Input Dealers (DAESI)

1. The evaluation study shall be conducted in atleast 4 States, where DAESI programme has been implemented.
2. The respondents shall be the Input Dealers trained under DAESI programme and beneficiary farmers, who got advice from the trained Input Dealers.
3. Minimum 10% of the Input Dealers trained in each of the 4 States under DAESI and 3 farmers per Input Dealer will be considered for study.

4.5 Skill Training of Rural Youth (STRY)

1. The evaluation study shall be conducted in at least 3-4 States, where STRY is successfully implemented.
2. The respondents shall be the beneficiaries trained under STRY programme and shall be selected @20% of trained beneficiaries in a State to be represented from 25% districts in a State and 25% Blocks in a District.

4.6 Farmer Capacity Assessment and Certification (FCAC)

1. The evaluation study shall be conducted in at least 3-4 States, where FCAC is successfully implemented.
2. The respondents shall be the beneficiaries certified under FCAC programme and shall be selected @20% of trained beneficiaries in a State to be represented from 25% districts in a State and 25% Blocks in a District.

4.7 Agriculture Fairs/ Exhibitions/ Events Supported/Organised

1. The study will be conducted to assess the farmers/visitors/ exhibitor's satisfaction who participated in such exhibitions. The methodology may include primary and secondary data collection
2. Both quantitative and qualitative data will be collected through a specially designed questionnaire.

3. 10% of the fairs conducted in last 3 years and 1-2 on going fairs will be selected for coverage.

4. The feedback will be obtained from all stakeholders viz, organisers, host institutes, partner institutes, participating agencies, farmers, functionaries etc

5. The information /feedback shall broadly be on following areas

- ✧ Expectations from organizer with respect to their participation in exhibitions at different places in the country.
- ✧ Relevance of the events to the farmers
- ✧ Grievances of farmers if any;
- ✧ Relevance of ministry's Events (Fairs)/exhibitions
- ✧ Expectations from ministry's Exhibitions/Fair
- ✧ Benefits of Participation in Exhibitions
- ✧ Support Services Provided by organizer
- ✧ Event(s) organized were of relevance to ministry mandate
- ✧ Events were appropriate to agriculture background.
- ✧ Marketing agri- products and services/ enhancing sales
- ✧ Explore new market opportunities – Joint Ventures etc.
- ✧ Increase know-how of best farm practices/interventions and strategies
- ✧ Exchange information with competitiveness
- ✧ introduce/publicize farmers products at the fair
- ✧ Explore export market opportunities
- ✧ Understand farmers requirements
- ✧ Responding to queries
- ✧ Resolving issues
- ✧ Courtesy and politeness of staff
- ✧ Providing timely and accurate information
- ✧ Support services/facilities provided by organizers/exhibitors before and during the exhibitions;

In addition to the above structured part there may be a section in the questionnaire where the respondents are expected to record their views/opinions regarding:

- ✧ any grievances/problems faced by them,
- ✧ suggestions for improvement, and
- ✧ any other remarks or suggestions for making these fairs /exhibitions more effective.

4.8 NGRCA

1. The study would assess the efforts put in by NGRCA in adding gender dimensions to policies and programmes, revising MIS & reporting formats, undertaking micro level studies etc. through focused discussions with NGRCA team, GBC members and other subject matter divisions of DAC&FW

5. Expected Output

5.1 Directorate of Extension

5.1.1 The finding of impact evaluation study shall provide a roadmap to Directorate of Extension for enhancing its effectiveness and to meet its intended goals in an efficient manner; to revise or amend on the existing working nature or staff pattern or staff strength for better performance and result oriented activities.

5.2 Extension Education Institutes (EEIs)

5.2.1 The report of impact evaluation study shall facilitate the DOE to make revision in the policies and guidelines for effective operationalization of EEIs. It would help to document the impact of trainings in terms of their content, methodology and outcome and assess the training requirements of field extension functionaries in terms of priorities of agriculture and allied departments in the present context.

5.2.2 The findings of the study may reveal the impact of trainings from the perspective of improving performance of extension functionaries vis-à-vis their contribution in dissemination of improved techniques to the farmers leading to overall agricultural development and improved functioning of EEIs.

5.3 Model Training Courses (MTC)

5.3.1 The outcome of the study shall provide the impetus to know the effectiveness of Model Training Courses in bringing improvement in knowledge, skills and attitude of extension functionaries working in agriculture & allied departments and may suggest changes if required any in the organisation of and support for MTCs.

5.4 Diploma in Agricultural Extension Services for Input Dealers (DAESI)

5.4.1 The Study may analyse the impact of DAESI Programme in bringing improvement in terms of knowledge, attitude and skill of Input Dealers and its effective application in the field. It would further suggest measures for the involvement of State Govts., Agri Business Companies, SAUs and other stakeholders in promotion of DAESI programme across the country. The findings of the study would facilitate to understand DAESI as an effective channel to reach out to farmers with regard to government investment in supporting it.

5.5 Skill Training of Rural Youth (STRY)

5.5.1 The Study would be able to analyse the impact of Skill trainings (STRY) in bringing improvement in terms of knowledge and skill of rural youth and farmers in farm and non-farm operations and extent of providing employment opportunities to them.

5.6 Farmer Capacity Assessment and Certification (FCAC)

5.6.1 The Study would be able to analyse the importance of prior learning and assess the impact of recognition and certification of farmers in up-grading their status in the community.

5.7 Agriculture Fairs/ Exhibitions/ Events Supported/Organised

5.7.1 It is expected that this evaluation study shall serve as a platform to promote significant changes in the guidelines, especially in the context of organizing /supporting National Level exhibitions/Fairs for better service delivery to the farm sector and the farming community.

5.8 NGRCA

5.8.1 It is expected that the outcome of the study would help in better understanding of gender issues in agriculture along with suggesting new and innovative methods and strategies for bringing women into the mainstream agriculture

.....

Terms of Reference (ToR)

Evaluation and Impact Assessment of Centrally Sponsored Scheme “SUPPORT TO STATE EXTENSION PROGRAMMES FOR EXTENSION REFORMS

1. INTRODUCTION:

1.1 The scheme “Support to State Extension Programmes for Extension Reforms” popularly known as Agricultural Technology Management Agency (ATMA) is the main scheme to operationalise agricultural extension reforms across the country. Under the scheme funding support is provided to the States/UTs for undertaking extension reforms. Complying with its key areas/norms, and operated on the basis of State Extension Work Plans (SEWPs) prepared by them.

2. OBJECTIVE OF THE SCHEME:

2.1 The objective of the Scheme “Support to State Extension Programmes for Extension Reforms” is to make extension system farmer-driven and farmer-accountable by way of new institutional arrangements for technology dissemination. This objective was proposed to be achieved by promoting, Inter-alia, the following key reforms:-

- **New Institutional Arrangements:** Providing innovative restructured autonomous bodies at the district/ block level, which are flexible, promote bottom up and participatory approaches, are farmer driven and facilitate public- private partnership.
- **Convergence of line departments’** programmes and operating on gap filling mode by formulating Strategic Research and Extension Plan (SREP) and Annual Work Plans.
- Encouraging **Multi Agency Extension Strategies** involving inter-alia public/ private extension service providers.
- Moving towards integrated, **broad-based extension delivery** in line with farming systems approach.
- Adopting **Group Approach to Extension** (Operating through Farmer Interest Groups (FIGs) & Self Help Groups (SHGs).
- Addressing **gender concerns** (mobilizing farm women into groups, capacity building etc.).
- Moving towards **sustainability of extension services** (e.g. through beneficiary contribution).

3. PRESENT STATUS OF THE SCHEME:

3.1 The scheme “Support to State Extension Programmes of Extension Reforms” was launched on 7th May, 2005, Modified in 2010 and strengthened in mission mode in 2014.

3.1 The progress of implementation by the states is regularly being reviewed at the level of senior officers of DAC&FW through the VC/meetings/workshops/ Zonal Conferences which facilitates the states in furtherance of the reform process by way of sharing of experiences amongst all states.

Based on the experience and feedback from the states/ Implementing Agencies, the Cafeteria of activities has been revised during 12th Plan **(Annexure – II).**

3.2 Achievements: as reported by the States & compiled

- State level sanctioning Committee(SLSC) constituted under RKVY Scheme approve SEWP
- Inter Departmental Working Group (IDWG) under Chairpersonship of Agriculture Production Commissioner/ Principal Secretary/ Secretary (Agriculture) has been constituted in all the States.
- 29 States and 3 UTs have identified State Level HRD Institutions (SAMETIs).
- 29 States and 03 UTs have established ATMA in 652 districts for implementation of the scheme.
- Over 3.97 crore farmers (including 26.60% farm women) benefitted through farmer oriented extension activities – exposure visit, training, demonstration, kisan melas/ goshties since inception to February 2017.
- As against the B.E. of Rs.2525.50 Crore, a sum of Rs. 2332.66 crore released to implementing states during 12th plan period upto 31.03.2017

3.3 Monitoring & Evaluation of Implementation:

Project activities at **district** level are monitored by the ATMA Governing Board at periodic intervals. At **State** level, the project is monitored through a mechanism similar to those existing in ATMA, i.e., an Inter Departmental Working Group (IDWG) functioning under Chairmanship of APC or Secretary (Agriculture) of the state. The monitoring mechanisms include quarterly reports, field inspections, workshops, etc. The Cafeteria specifically provides for third party Monitoring and Evaluation to be organized as a state level activity.

4. OBJECTIVE & SCOPE OF WORK FOR EVALUATION & IMPACT ASSESSMENT:

A. Evaluation:

4.1 Objective

4.1.1 The objective of Evaluation is to provide information on quantitative and qualitative performance of implementation of approved extension activities under the scheme and also the functioning of various institutions concerned.

4.2 Scope of Work

4.2.1 To examine implementation of each category of activities mentioned in the Cafeteria on the following parameters:

- a) Physical achievement vis-a-vis targets as approved by GB of ATMA
- b) Financial achievement vis-a-vis targets as approved by GB of ATMA and also as compared to cost norms prescribed in the cafeteria **(Guidelines 2014)**
- c) Manpower Deployment status as against targets.
- d) Implementation of Processes followed vis-à-vis processes prescribed under the scheme
- e) Quality of implementation.
- f) Online reporting through ERMS portal status
- g) Utility of Pico Projectors & Hand Held Devices
- h) Number of farmers benefited sector wise – separately for agriculture, horticulture, Sericulture, AHD&F, etc and category wise Women, SC, ST, OBC etc..
- i) Category wise number of farmers benefitted – women, SC, ST, OBC, Small, marginal and large.
- j) Additional income earned by beneficiaries as a result of implemented activities.
- k) Average delay, if any, in starting implementation
- l) Average time overrun, if any, in completing implementation.
- m) Impact of decisions for changed funds routing mechanism from directly to Project Implementing Agencies (PIAs) instead of State treasury and reduction in centre share from 90% to 60% for General States.

4.2.2 To assess achievement in respect of the following parameters:

- a) Creating awareness about ATMA institutions.
- b) Extent of involvement of non-governmental sector
- c) Percentage of resources on recurring activities at district level utilized for women farmers as against prescribed 30% and extent of benefits accrued to women farmers.
- d) Extent of mobilization of funds from non-governmental sector.
- e) Extent of utilization of resources under four categories of activities at the district level farmer oriented activities, Farm Information Dissemination, Agricultural Refinement & Validation, Admn. &

Capital Expenses of District/ Block level as compared to the scheme provisions.

- f) Processes followed in preparation of District and State Extension Work Plans as compared to the processes prescribed for the purposes.
- g) Extent of Public-Private-Partnership (PPP)- Quality of partnership including the amount of Private investment.
- h) Innovative extension activities.
- i) Impact of CRS

4.2.3 To assess the efficacy and effectiveness of the following institutions as per the mandate given to them under the scheme:

- a) GB ,AMC and DFAC at District level
- b) BTT and BFAC at Block level
- c) SAMETI & SNC at State level
- d) KVK, SAUs and other Research institutions
- e) Line Departments and IDWG
- f) Women's Representative in different Committees
- g) Farmer's Representative in different Committees
- h) Other non-officials in different Committees.
- i) Fund flow mechanism.
- j) Financial powers of key functionaries.

4.2.4 Conclusion to be based on quantitative data and it should cover both positive and negative features. Baseline would be the 'Control Block' as per the data available in SREP.

4.2.5 The selected agency to make suitable recommendations for improving implementation.

4.3 Coverage

4.3.1 The evaluation study is proposed to be taken up in ten states @ 2 states from each region, North, South, East, West and North -East with 5% coverage of Districts (minimum one) in each selected state; 10% coverage of blocks(minimum one) in each selected district; 10% coverage of villages (minimum 2) in each selected block and 10% coverage (minimum 5)of total beneficiaries in each selected village. However, the names of the States/ Districts will be decided in consultaion with Directorate of Extension/Extension Division

4.3.2 Minimum one activity of each kind from out of state level activities should be covered for field visit and/or personal interview in such a manner that they constitute at **least 20%** of approved **budget of State level activities.**

- 4.3.3 Minimum one activity of each kind from out of district level activities should be covered for field visit and/or personal interview in such a manner that they constitute at least 20% of approved budget of district level activities of selected districts.
- 4.3.4 Minimum one activity of each kind from out of block level activities should be covered for field visit and/ or personal interview in such a manner that they constitute at least 20% of approved budget of block level activities of selected blocks.
- 4.3.5 All dominant farming systems in the district are to be covered.
- 4.3.6 Baseline would be the data available in SREP.

4.4 Output

4.4.1 The Report should contain:

- a) Executive Summary for the entire State
- b) The findings of the study on aforesaid parameters will have to be analyzed and put up both- district wise as well in totality for the states along with final outcome both district wise and total.

4.4.2 The report should be sent to JS (Extension), DAC&FW.

4.4.3 To get the feedback and the real perspective of implementation of the scheme, the selected agency/ Consultant shall also participate in minimum one state level, two district level and two block level activities (in any one of the selected districts and block in each of the 10 states).

B. Impact Assessment:

5. The objective of Impact Assessment is to assess the extent of success achieved in meeting the objectives of the Scheme and the extents of benefits of the scheme that have actually accrued to the beneficiaries.

5.1 Scope of Work

5.1.1 To assess project impact on the target beneficiaries in respect of the following parameters:

- a) Number of farmers benefited (separately for Small, Marginal and large farmers and overall)
- b) Number of women/SC/ST farmers benefited

- c) Change in KASA (Knowledge, Aptitude, Skill and Adoption) levels of the targeted beneficiaries in areas of agriculture, allied sectors, Marketing, Value addition, Post Harvest Management including grading, packaging, value addition etc.
- d) Extent of cultivable area covered
- e) Additional area brought under cultivation
- f) Changes in cropping pattern
- g) Introduction of new crops or new farm activities /enterprises
- h) Increase in cropping intensity
- i) Coverage of activities in Allied Sector (sector-wise)
- j) Adoption of new and/or sustainable technologies
- k) Increase in productivity / production as compared to the potential
- l) Increase in value addition
- m) Assistance in marketing of agriculture produce
- n) Increase in prices realization.
- o) Per hectare increase in income of farm household (separately for marginal, small and large farmers and overall).
- p) Increase in income of farm household – sector-wise i.e., separately for agriculture and each of allied sectors.
- q) Diversification

5.1.2 To assess the project impact in reforming the extension system in respect of the following processes:

- a) Formation and effectiveness of commodity based Farmers' Interest Groups/ Farmer Producer Groups.
- b) Bottom up planning
- c) Decentralized and flexible decision making
- d) Decentralized, multi-agency and flexible implementation system
- e) Farmers' empowerment, i.e., in planning, decision-making, implementation, etc.
- f) Farmer to farmer extension
- g) Coverage of women farmers
- h) Research–Extension–Farmer linkages
- i) Group approach to extension
- j) Farming systems approach
- k) Convergence/dovetailing of extension activities and assessment of 'funding gap' for extension activities
- l) Public private partnership (PPP)
- m) Sustainability of extension services
- n) Implementation of innovative activities
- o) Involvement of local NGOs

5.1.3 To make suitable recommendations for improving impact of the scheme.

5.2 The coverage and output for impact assessment shall be same as indicated for evaluation under item no.4.3 & 4.4

TERMS OF REFERENCE

Evaluation and Impact Assessment of 'MASS MEDIA SUPPORT TO AGRICULTURAL EXTENSION under Sub-Mission on Agricultural Extension (SMAE)

1. Background & Introduction

Effective use of Mass Media is an important component of strategy recognized for revitalization of agricultural extension system. The Department of Agriculture Cooperation & Farmers Welfare (DAC&FW) is currently implementing a scheme titled "Mass Media Support to Agriculture Extension". The scheme utilizes infrastructure of Doordarshan and All India Radio to broadcast 30 minutes programme on Agriculture five/six days a week from the following Stations/Kendras:

- ❖ Kisan Vani Programmes on 96 FM Stations of All India Radio
- ❖ Krishi Darshan Programmes on 180 High/Low power transmitters of Doordarshan
- ❖ Krishi Darshan Programmes on 18 Regional Kendras of Doordarshan
- ❖ Krishi Darshan Programmes on DD National

In addition, Focused Publicity and Awareness Campaign are also conducted through Print, Electronic Media and Outdoor Publicity.

Doordarshan Programmes:-

1. Doordarshan through its countrywide network of transmitters is the only agency in the country which is presently running the terrestrial transmission at National & Regional levels and has facility to narrowcast locality-specific programmes for the farming community through its various high and low power transmitters (HPTs/LPTs). The overall outreach of Doordarshan is to 98% of the population of the country. Doordarshan also covers most regional languages of the country, which is highly significant for the use of Mass Media in Agriculture. With the availability of Narrowcasting facilities in Doordarshan Centres, it is possible to provide extension services that meet the needs of that particular agro climatic zone. Further, specific problems of the agriculturist residing in that area can be addressed in a specific manner by taking help of the local and nearest available agriculture research station, as each transmitter operates as a stand along station.
2. Under the scheme, half an hour of programme is to be telecast by 180 HPTs/LPTs of Doordarshan, five days a week, with five transmitters, on an average, sharing the same programme. Thus, w.e.f 1.4.2005, under the scheme, 36 DD Stations are producing one-hour fresh programme

every week and taking remaining from the stock, are transmitting these programmes through various transmitters covered under respective narrowcasting clusters.

3. The scheme also envisages providing 30 minutes of regional agricultural programmes five days a week, back to back with Krishi Darshan Programme of Doordarshan, through the eighteen Regional Kendras of Doordarshan. These programmes are repeated during the next morning through respective regional Satellite Channels of Doordarshan. Further, a 30 min. national agricultural programme for 6 days a week is telecast on DD National Channel in the morning.
4. This approach has several advantages. The programmes are telecast in terrestrial mode. The regional programmes are in local languages. The National/Regional Channels of Doordarshan are mandatory for cable operators. These are also being carried on the Direct-to-Home (DTH) platform of Doordarshan. Thus, this approach provides the maximum outreach to the farming community.
5. Production and transmission of regional programmes has commenced from 2nd May, 2005 and that of the National Programme through CPC of Doordarshan from 16th May, 2005.

B. All India Radio Programmes:-

1. Till now, All India Radio has been using the existing MW and SW network for broadcasting agriculture-based programmes. The emerging technology is in the form of FM transmission. This has the capacity to provide high quality output and also deliver local content in the area of its range. As the infrastructure for the FM transmission is widely available with the All India Radio, the locality-specific agricultural programme can reach to farmers in rural area in their local language/dialect through FM Radio transmission by the Stations covering rural areas without much capital cost.
2. At present, 96 FM stations of All India Radio are catering to the rural areas. The scheme envisages that all 96 FM transmitters will produce separate locality-specific programmes for the farming community. Under Revised Scheme w.e.f. 1st April, 2005, the Kisan Vani programmes from 96 Rural Area FM Stations are being broadcast for half an hour duration daily, 6 days a week, with each station producing a separate programme, half fresh and half from the stock.

C. Monitoring and Support Activities: -

1. Under the scheme funds have been provided to be utilized, as needed, for action research, concurrent feedback, training, capacity building,

travel cost, hand holding, professional services, publicity, monitoring, impact evaluation etc.

2. The component for action research has been included for conducting research on an on-going basis to determine the information and knowledge requirements of the farming community so as to provide inputs for programme production. A component has been provided for impact assessment to determine the effect of the scheme on farm level practices and farmer incomes. To meet the requirement of trained human resource, which is needed in the operation of the channels, a component for training has also been provided. To spread awareness about the availability of this channel, a component for advertising in the print and electronic media has also been provided for.

D. Monitoring Committees: -

1. The success of the scheme depends considerably on the extent the programme is relevant to the selected audience. A three-tier system has, therefore, been set up for content monitoring. A high level Apex Committee at the Centres is headed by the Hon'ble Union Minister of Agriculture, the State Level Committees are headed by the concerned APCs/State Agriculture Secretaries and the District Level Committees are headed by the concerned District Collectors/ Deputy Commissioners. The State and District Level Committees are represented by the officers of the Agriculture & allied department, officers of Doordarshan & AIR, State Agricultural Universities, KVKs, NGOs, Banks, farmers' representatives, etc. These committees are to meet regularly to provide required guidelines, experts support and overall director for content generation and to review schedules of the programmes telecast/broadcast through DD/AIR for bringing in further improvements, keeping the feedback received in mind. A Monitoring Committee has also been constituted in the Ministry under the Chairmanship of the Additional Secretary (Extn.) for ensuring coordination between various departments/agencies involved and overseeing the implementation of the schemes.

E. Feedback Collection: -

1. In order to plan for improvements in the content and quality of programmes being telecast/broadcast through DD/AIR, feedback on the programme is essential. A multi-pronged strategy has been established for getting such feedback. The Audience Research Units of Doordarshan and All India Radio have been commissioned to collect the feedback from the audience about the narrowcasting and regional TV programmes and Kisan Vani Radio Programmes respectively. These reports are being sent to the respective programme producing Centres. District Level Committees, State Level Committees and DAC &FW for necessary improvements in future contents.

2. Many Technical Officers have also been assigned the task of watching National Programme and to give feedback. The feedback is being compiled on a monthly basis in the Ministry and sent to Central Production Centre of Doordarshan for appropriate action. Doordarshan Kendras are directly getting feedback on their programmes through letters, phone calls, etc. from the audience. A suitable format has been developed to collect the details of such feedback from them including the suggestions & comments of the audience on weekly basis. The weekly reports being received in the Ministry in this regard are being compiled on a monthly basis and sent to the concerned Divisional Heads of the Ministry for information and appropriate action.

2. Objectives & Scope of Work

- 2.1 The objective of the assignment is to conduct comprehensive evaluation of different aspects of implementation of the scheme and also to assess the impact of programmes telecast/ broadcast under the scheme
- 2.2 Under the Mass Media Scheme, information / technology is being disseminated to the farming community with the ultimate objective of increasing productivity/ income. However, dissemination of information/ technology and adoption of technology by the farmers is a long-term process involving awareness generation, creation of interest, trial by the farmers and finally adoption leading to increase in productivity/ income. The study should also assess, how much information / knowledge imparted through the programmes actually was absorbed & retained by the individual farmers and to what extent this was actually used in the field. The scope of work includes the following:

3. Coverage:

- 3.1 States:** The evaluation study is proposed to be taken up in **ten states @ 2** States in each region viz. North, South, East, West & North-East,. However, the names of the States/ Districts will be decided in consultaion with Directorate of Extension/Extension Division.

The coverage of Districts will be as per details given below

- 3.2 Districts:** In order to select 5 districts in each state (1 for DD Regional Kendras, 1 DD Narrowcasting Centres) and 1 AIR FM Station and 08 districts for Krishi Darshan on DD national the categorization of districts has been done on the basis of presence of Narrowcasting, FM and both Narrowcasting & FM Stations. The State-wise list and number of districts to be covered will be decided in consultation with DOE/Extension Division:

3.2.2 To assess the coverage of these programmes with respect to farmers belonging, inter-alia, to SC, ST, hill and isolated areas and speaking different languages throughout the country and to make recommendations to achieve optimum coverage under the scheme bearing in mind Government policies/ approaches for coverage of SC, ST, women and other groups.

3.3 Coverage of programme: Minimum 10% of one year's programmes may be examined to review content, quality and other similar parameters, by both media & subject matter experts.

3.4 Period of coverage: The programmes telecast / broadcast during the last *six months* i.e. 1st October, 2016 to 31st March 2017, may be considered for the coverage of the programmes. If archived programmes are not available, content/quality etc. analysis should be done on the basis of live programmes. On air programme may also be included separately for assessing the current programme.

3.5 Coverage of stakeholders:

(i) The questionnaires are to be mailed to all the institutional stakeholders (for cent percent coverage)

(ii) All the other stakeholders at the National level and the stakeholders of selected States / Districts, including input dealers, may be covered

3.6 Review of Timings, Content & Quality: To review timing of broadcast of these programmes from different Kendra analyze different options and suggest one or more most suitable timings in order of priority.

3.6.1 To assess relevance, accuracy and adequacy of content broadcast under these programmes and make recommendations to improve the same on a continuous basis.

3.6.2 Quality: To assess the quality of programmes broadcast under the scheme and make recommendations to improve the same on a continuous **basis. In** doing so, aspects such as shooting location; anchoring; format; simplicity of language; use of technical terms; captions; text; scroll; graphics; music; visuals; synchronization of audio and video; involvement of farmers/ experts in delivery of information; relevance of the information proper coverage of different steps of the farming practice; quality of transmission should be covered.

3.6.3 Viewership & Listenership: To assess the *viewership and Listenership* of these programmes and make recommendations to increase the

viewership and Listenership on a continuous basis. The *viewership and Listenership* may also be assessed with reference to agriculture programmes being broadcast by other public and private sector organizations. Viewers/listeners should be selected in such a way that has at least 200 viewers of TV programmes and 200 listeners of Radio programmes in each state.

3.6.4 Innovations: To assess the instructiveness of innovative programmes viz. phone in programme, viewers letters, crop seminar, Kisan Clubs, Quiz, scrolling of information, etc. and give recommendations to improve the same.

3.6.5 Services: To assess the effectiveness of Agri-News, Mandi Bhav, in providing service related information and make recommendations to improve the same.

4. Impact: To assess the impact of the scheme, keeping in mind the inherent characteristics of the scheme as briefly mentioned in para 4.2 above and to make recommendations to increase impact of the programme to be broadcast under the scheme. Further, how much information / knowledge imparted through the programmes was actually absorbed & retained by the individual farmers & to what extent this was actually used in the field may also be assessed.

4.1 Action Research: To assess steps taken to ascertain information needs of farmers to be fulfilled through programmes under the scheme and make suitable recommendations in this regard.

4.2 Capacity Building: To assess steps take to provide training and capacity building of functionaries of DD, AIR, Governments and other organizations and technical experts and make suitable recommendations in this regard.

4.3 Feedback: To assess steps taken to obtain feedback of farmers and others through ARU of DD and AIR and others and to make suitable recommendations for setting up a system of obtaining such feedback.

4.4 Action taken of feedback: To assess action take by DD and AIR on feedback received from different sources and to make recommendations for proper utilization of this feedback in improving content and quality of programmes.

4.5 Publicity: To assess the steps taken to publicize programmes being broadcast under the scheme and make suitable recommendations in this regard.

5 Monitoring : To assess actions taken to monitor different aspects of implementation of the scheme at National, State and District levels by

Central /State Governments, Doordarshan and AIR and to make recommendations for improving the current system of monitoring the scheme.

- 6 **Focused Advertisement campaign:** To collect the feedback of the farmers of the 'Focused Advertisement Campaign' through news paper advertisement and private TV Channels launched by DAC &FW in July 2010.

7. Expected Output

- 7.1 The output of the assignment will be an Evaluation Report covering all aspects as stated in the Objective & Scope of Work as mentioned in section 4 above. It shall contain Executive Summary and pictorial documentation.

Section – 6

Form of Contract (Agreement)

Section 6

Form of Contract (Agreement)

This Agreement made on this _____ day of _____ Two Thousand and _____ between the President of India acting through the Director, Directorate of Extension, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India, New Delhi (hereinafter called the 'Client', which expression, unless excluded or the context otherwise required, shall include its successors and assigns) on the one hand and _____ having its registered office at _____, an Organization/ Limited Company/Partnership Firm/Sole Proprietorship concern/ Individual /established /incorporated under (the Act/Law, if any) through its duly authorized signatory (hereinafter called 'the Agency', which expression, unless excluded or the context otherwise required, (shall include its administrators, successors and permitted assigns) on the other hand'.

WITNESSETH:

- A. WHEREAS the Client has decided to conduct a study/an assignment titled '.....' Based on the Terms of Reference (TOR) given in Annexure – I, as amplified by particulars given in Annexure – II.
- B. AND WHEREAS the Client is desirous of engaging the services of the Agency for the above purpose, in accordance with this Agreement (hereinafter referred to as Services).
- C. AND WHEREAS the Agency has agreed to render such Services.

NOW, THEREFORE IT IS HEREBY AGREED between both parties to the Agreement as follows:

- 1. The Agency shall adhere to the objectives, scope, tasks, outputs, methodology, completion schedule and various other terms and conditions laid down in this Agreement and Annexure- I & II to this Agreement for rendering the Services.
- 2. The Agency shall render the services to the total satisfaction of the Client and as per the technical specifications given in Annexure-I & II. The decision of the Client about satisfactory rendering of the services including various related items will be final and shall not be challenged by the Agency on any ground whatsoever.
- 3. For violation, if any, of Intellectual Property Rights (IPR) of any body, the Agency is liable for compensation and the Agency shall be responsible to keep indemnified the Client and shall be required to pay license fee to the other party and any other payment required to square up the matter regarding any infringement of IPR of any third Party (ies).

4. The Agency would draw up a Project Inception Report (PIR) within one fortnight indicating the proposed field arrangements and the detailed logistics to conduct the study/complete the assignment. The Agency would make a presentation on PIR before the Client and also modify the PIR in accordance with suggestions of the Client before starting the work.
5. The Schedules I, II and the ToRs given in Annexure I & II attached to this Agreement shall be deemed to be an integral part of this Agreement.
6. The date of commencement of services shall be as specified in **Schedule-I** of this Agreement.
7. The date of satisfactory completion of services shall be the date which the Client accepts by issuing an appropriate certificate of satisfactory completion of services, subject to such date being on or before the **completion date** given in Schedule I and other terms and conditions of this Agreement.
8. The consideration payable by the Client to the Agency for satisfactory completion of the service shall be as stated below (and also given in **Schedule-II**) which will be strictly adhered to and the Agency is answerable to the Client for the amount paid at every stage as under:
 - a. Ist Instalment: (The amount and the stage on which payment is to be made, to be specified)
 - b. IInd Instalment: (The amount and the stage on which payment is to be made, to be specified)
 - c. IIIrd & Final Instalment : : (The amount and the stage on which payment is to be made, to be specified)
 - d. Total amount to be paid to the Agency = Rs._____ (in words also)
9. If the terms of payment defined in **Schedule-II** relate to phase-wise progress of rendering the services, each such phase shall be deemed to have been completed subject to such conditions, as contained therein, if any, on issue of a letter acknowledging receipt, such letter being duly signed by an authority authorized on this behalf by Client.
10. If the terms of payment contemplate payment to the Agency of any advance, such arrangement shall be subject to the Agency securing the agreed amount of the advance by an unconditional and irrevocable bank guarantee in favour of Client, from a Nationalized Indian Bank. Such bank guarantee shall be valid up to six months beyond the entire period allowed by the Client to the Agency to complete the relevant stage of the work to the full satisfaction of the Client.
11. Client shall have full rights to monitor the progress of services being rendered by the Agency at all stages and to give suitable instructions and directions as deemed fit by the Client within the purview of the Annexure I & II. The Agency shall implement such modifications unconditionally.
12. Client shall have right at all times to enter the premises and work area of the Agency for the purposes of inspection of the progress of the services.

13. If during the course of monitoring the work of the Agency, Client is satisfied that the services being rendered are not to its complete satisfaction, then, Client shall have the right to cancel the Agreement after giving a notice of 15 days and have the work completed by any other body at the sole risk and cost to the Agency. This shall be without prejudice to Client's right to call back advance, invoke bank guarantee and impose such recoveries, penalties and sanctions as it deems fit.
14. In case the Client finds it necessary to abandon the work and terminate the services of the Agency before the completion of the work, at any stage, for reasons which are not wholly attributable to the Agency, it may be done after making payments to the Agency for the services actually rendered for carrying out the work till the date of termination and the Agency shall provide the Client with any report or part thereof or any other information and documentation gathered under this Agreement prior to the date of such termination. The total amount of advance paid to the Agency but unutilized at the time of such termination shall be returned by the Agency to the Client.
15. The Agency will hire such Subject Matter Consultants, as required by them who will ensure technical soundness of the subject leading to the satisfactory completion of work.
16. Any consultant, workman/officer/employee or agent etc. engaged by the Agency for the purpose of rendering services under this Agreement shall always be and continue to be the employee or agent of only the Agency and not of Client, and Client shall not be liable or responsible for any loss, accident, damage suffered by the Agency, any employee or agent of the Agency or any person claiming under the Agency, arising in or out of the execution of this work in any manner whatsoever.
17. If at any point of time it is necessary to make amendment to the Provisions in Schedule I or II, such revisions, if accepted by both parties, shall be included by appropriate amendment to this Agreement duly signed by both the parties.
18. The time for completion being essence of this Agreement, if the Agency delays, fails or defaults, the Client may, without prejudice to the other rights to the Client to recover from the Agency the damages for breach of contract, may recover from the Agency as agreed Liquidated damages (and not by way of penalty) a sum equivalent to 1% of the contract value for each week or a part thereof, for delay beyond the stipulated date of completion given in Schedule-I, subject to a maximum of 10% of the contract value. Any delay beyond ten weeks of the agreed time frame, the Client, will have the option to encash the Bank Guarantee, without any notice to the Agency.
19. In case of any dispute between the Client and the Agency arising out of or in relation to the Agreement, the dispute shall be referred to arbitration of a sole arbitrator to be appointed by the Secretary, Department of Agriculture & Cooperation, Ministry of Agriculture; Government of India in consultation with the Law Secretary, Department of Legal Affairs, Government of India. The Arbitration and

Conciliation Act, 1996 shall be applicable to arbitration under this clause. The award of the arbitrator shall be binding on the parties to the dispute provided; however, any party aggrieved by such award may make a further reference for setting aside or revision of the award to the Law Secretary or any other officer when so authorized by the Law Secretary, whose decision shall bind the parties finally and conclusively. The place of arbitration shall ordinarily be at New Delhi but may be changed by the arbitrator for sufficient reasons.

20. The Agency shall fully indemnify the Client against all liability arising out of action, demands, and proceedings resulting from negligence or breach attributable solely to the Agency. Similarly, the Client shall fully indemnify, the Agency against all liability arising out of action, demands, proceedings resulting from negligence or breach attributable solely to the Client. This Clause shall survive the termination or expiration of the Agreement executed by the parties provided that there shall be no indemnity on either side in cases of indirect, remote or consequential damages including loss of profit or loss of business, by the other party.
21. Without prejudice to the Agency's liability towards the workmen, employees and agents, the Agency will be responsible to purchase and keep in force appropriate insurance coverage with regard to the liabilities stated under Clause 20 above. The Agency shall maintain workers' compensation, employment liability insurance for their staff on the assignment. The Agency shall also maintain comprehensive general liability insurance, including contractual liability coverage adequate to cover the indemnity of obligation against all damages, costs and charges and expenses for injury to any person or damage to any property arising out of, or in connection with, the services which result from the fault of the Agency or its staff. The Agency shall provide the Client with certification thereof upon demand.
22. The Agency shall be liable to pay the taxes, duties, fee, levies and other impositions levied under the Applicable Law for the conduct of the Study or to carry out the assignment.
23. The Agency undertakes to conduct the study/carry out the assignment in accordance with the highest standards of professional and ethical competence and integrity, having due regard to the nature and purpose of the assignment, and to ensure that the staff assigned to perform the services under this Agreement, will conduct themselves in a manner consistent herewith.
24. The Agency is required to undertake the Tasks in a manner as in schedule I & II. The Agency shall submit the reports to the Client in the quantity and numbers as specified under item. 20.1 of Section- 2.
25. The Authorized signatory of the Agency is required to submit the letter of Authorization issued by the Board of Directors/ Governing Body or any other authentic Governing body of Agency as the case may be.

26. (i) **Force Majeure** shall include un-predictable, un-foreseen, catastrophic and Natural calamities or acts of God, beyond the control of both the parties and not brought about at the instance of the Party claiming to be affected by such event or which, if anticipated or foreseeable, could not be avoided or provided for and which has caused the non-performance or delay in performance, such as earthquake, flood, land slide, epidemic, drought, hail storm, high variation in temperature, fire, war, curfew, riots, existing on or after the effective date of this Agreement which prevent totally or partially the fulfilment of the obligations of one or both the parties.
- (ii) The party invoking Force Majeure shall provide to the other party confirmation of the existence of facts constituting Force Majeure. Such evidence shall consist of a statement of certificate of any Governmental Department or Agency. If such a statement or certificate cannot reasonably be obtained, the party claiming Force Majeure may, as a substitute therefore, make a notarial statement describing in detail the facts claimed to constitute Force Majeure and the reasons, why such a certificate or statement confirming the existence of such facts cannot reasonably be obtained.
- (iii) During the period that the performance by one of the parties of its obligations under this Agreement has been suspended by an event of Force Majeure, the other party may likewise suspend the performance of all or part of its obligations hereunder, except for payment of any amounts then already due and payable.
- (iv) Should the period of Force Majeure continue for more than two calendar months, either party may terminate this Agreement without liability to the other party, except for payments due as of the termination date, upon giving written notice and recovery of advance payment including invoking of Bank Guarantees.
27. All notices required or allowed to be given hereunder shall be made by either:
- a. Delivery in person with signed receipt.
 - b. Telex/Fax properly transmitted to the parties, or
 - b. Registered mail
28. All notices shall be addressed to the parties respectively as follows: -
- For Agency:-
- For Client: -
- Joint Director (Extension), Directorate of Extension, DAC&FW,
Ministry of Agriculture & Farmers Welfare,
New Delhi.

Or to such other address or telex/Fax number as either party may from time to time specify by written notice to the other party on notices and communications sent by registered mail in accordance with Clause 27 and 28 shall be deemed to have been received by the addressee in the ordinary course even if returned with remarks such as 'not found', 'left without address', 'premises locked', 'refused', or any similar remark.

29. The Agency hereby warrants that the services rendered to Client shall be of highest quality and shall be in full compliance of the Specifications laid down in Annexure I & II to this Agreement.
30. All final plans, drawings, specifications, designs, reports and other documents or software submitted by the Agency in the performance of the services shall become and remain the property of the Client. The Agency may retain a copy of such documents, but shall not use them for purposes unrelated to this contract without the prior written approval of the Client. The Intellectual Property Right, if any, in the study/assignment shall exclusively vest in the Client.
31. The Agency also agree that all knowledge and information not within the public domain which may be acquired during the carrying out of this Agreement, shall be for all time and for all purposes, regarded as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed to any person whatsoever, except with the Client's written permission.
32. The Management and Monitoring Committee would be the Competent Authority for condoning any delay on account of reasons not attributable to or beyond control of the agency.
33. Nothing contained in this Agreement shall be construed as establishing or creating between the Parties a relationship of master and servant or principal and agent.
34. Neither this Agreement nor any rights under it may be assigned, transferred or sub-let by any party without the prior written consent of the Party.
35. Delay or omissions to take any action under this Agreement shall not constitute waiver. No waiver by any Party of any one or more obligations or defaults by any other Party in the performance of this Agreement shall operate or be construed as a waiver of any other obligations or defaults whether of a like or of a different character.
36. The Agency shall at all time indemnify Client against any claims in respect of any damages or compensation payable in consequences of any accident or injury sustained or suffered by its (the Agency's) employees or agents or by the Client's employees, agents or property any other third Party resulting from or by any operation conducted by or on behalf of the Agency.
37. The Agency shall notify the Client of any material change in their status, shareholding or that of any Guarantor of the Agency, in particular, where such change is likely to have impact on performance of obligations under this Agreement.

38. This Agreement shall not be amended, modified, varied or supplemented in any respect except by an instrument in writing signed by all the Parties, which shall state the date from which the amendment or modification shall become effective.
39. Subject to Clause 19, the Courts at Delhi shall alone have jurisdiction in the matters arising out of or in respect of this Agreement.

IN WITNESS WHEREOF, the Parties have hereunto set their hands and have executed these presents this _____ day of _____.

For Client

For Agency

(Authorized signatory)
Signed for and on behalf of the
President of India

(Authorized signatory)
Signed for and on behalf
of XYZ Agency

By: _____
In presence of _____

Duly authorized vide Resolution
No. _____ dated _____
of its Board of Directors/ Board
of Governing Body

By: _____
In the presence of _____

SCHEDULE - I

Date of commencement :

Date of completion :

For Client

For Agency

(Authorized signatory)

(Authorized signatory)

For and on behalf of the President of
India

Duly authorized vide
Resolution No. _____
dated _____ of its Board
of Directors/Board of
Governing Body

SCHEDULE – II

Payments to the Agency will be made in stages as under:

- a) Ist Instalment: (The amount and the stage on which payment is to be made, to be specified)
- b) IInd Instalment: (The amount and the stage on which payment is to be made, to be specified)
- c) IIIrd & Final Instalment: (The amount and the stage on which payment is to be made, to be specified)

For Client

For Agency

(Authorized signatory)

(Authorized signatory)

For and on behalf of
the President of India

Duly authorized vide
Resolution No. _____
dated _____ of
its Board of Directors/
Board of Governing Body

Section 7

Other Terms and Conditions

Other Terms and Conditions

The DoE reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation / enquiry proceedings have been initiated by Government investigating Agencies / Vigilance Cell.

2. The DoE is not bound to accept the lowest bidder or to assign any reason for non-acceptance. The DOE reserves the right to accept the bid in part or in full. Conditional bids will be rejected outright.

3. The DOE reserves the right to summarily reject an offer received from any agency (ies), without any intimation to the bidder(s).

4. The DOE, DAC & FW reserves the right to withdraw / cancel the bid document at any stage.

5. Termination by default: DOE reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to affected bidder(s) or any obligation to inform the affected bidder(s) of the grounds for DAC& FW's action.

6. Arbitration: In case of any dispute, DOE may appoint an arbitrator, which would be accepted by the agency / firm/entity. The decision of the arbitrator would be final and binding on both the parties. The jurisdiction of the court would be New Delhi.

7. Indemnification Clause: That the selected agency shall keep DoE indemnified and harmless against all claims, damages, dues, payments, fines, penalties, compensations, liabilities other losses etc. which may incur on account of non-compliance or violation by the selected agency or otherwise.

8. Jurisdiction: The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and applicable for the time being for this contract. Case will be settled in Delhi Court, if required.

9. Validity of the contract: The contract shall remain valid with effect from date of award of the contract till the acceptance of final report of the study.

10. The Government shall not pay any extra amount for any escalation in the cost of the assignment / beyond the stipulated period of time.

11. The total fee for the study as agreed with the organization will include service tax and other tax, if any, and the liability of payment of tax will be of the organization conducting the study.

12. During the study, Government may modify the TOR and other terms and conditions of the assignment, if necessary, in order to strengthen / deepen its scope / coverage.

13. The draft / final reports and the contents thereof would be the intellectual property of the Government and would not be published by the organization concerned without prior approval of the Government.

14. In case of change of consultant / team leader during the study, the new consultant /team leader may be appointed by the organization concerned with the prior approval of the Ministry.

15. The raw data / processed data findings should not be disclosed by the organization to any third party without prior approval of the Government.