



EXPRESSION OF INTEREST (EOI)

FOR

EMPANELMENT OF
CONSULTANCY ORGANISATION TO UNDERTAKE A DETAILED
STUDY CUM SURVEY TO ASSESS THE DEMAND & SUPPLY OF
MEDICINAL PLANTS AND THEIR RAW MATERIAL AT NATIONAL
AND INTERNATIONAL PERSPECTIVE



NATIONAL MEDICINAL PLANTS BOARD
MINISTRY OF AYUSH
GOVERNMENT OF INDIA

Issued by:
Assistant advisor
National medicinal Plants Board
Room No.309, 3rd Floor,
Ayush Bhawan, B Block, GPO Complex, INA Market,
New Delhi-110023
Telephone: 011-24651827
E-mail: info-nmpb@nic.in



National Medicinal Plants Board
Ministry of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homoeopathy (AYUSH)
Room No.309, 3rd Floor,
Ayush Bhawan, B Block, GPO Complex, INA
New Delhi- 110023

1st Call INVITING REQUEST FOR PROPOSAL (RFP) TO ENGAGE A CONSULTANCY ORGANISATION TO UNDERTAKE A DETAILED STUDY CUM SURVEY TO ASSESS THE DEMAND & SUPPLY OF MEDICINAL PLANTS AND THEIR RAW MATERIAL AT NATIONAL AND INTERNATIONAL PERSPECTIVE

The National Medicinal Plants Board (NMPB), Ministry of AYUSH, Govt. of India intends to engage a nationally reputed consultancy organization/Marketing Research Institution/Consortium to undertake a detailed study cum survey to assess the demand & supply of Medicinal Plants and their raw material in India according to the national perspective as well as in respect of the International Market.

Reputed organizations/Marketing Research institutions/consortia who can demonstrate successful experience of carrying out at least one such study at National or International level and having a minimum annual turnover of at least Rs. five crore during last 3 years will be eligible for participating in the Expression of Interest (EOI). Government Research Institutions & purely philanthropic organizations are exempted from the eligibility condition regarding minimum annual turnover of Rs. five crore. Interested parties may collect the draft Terms of Reference (TOR) and submit the EOI to the following:

Assistant Advisor (Botany)
National Medicinal Plants Board, Ministry Of AYUSH,
Room No. 309, 3rd Floor, B-Block,
Ayush Bhawan, GPO Complex, INA, New Delhi -110023.
Tel. 011-24651821

The EOI may be submitted within 03 (three) weeks of publication of this advertisement (in newspapers) at the above address. Proposal so submitted should include the organization's mandate, its past experience and credentials (with relevant documentation) and with justification as to why it should be considered as a suitable organization for undertaking such a study. The details should specifically include:

Full particulars of the constitution, ownership, organizational structure, and main activities including details of full time professionals of the prospective consultant, organization/s.

- Unabridged annual reports or audited financial accounts for the last three years.

- Names and short CVs of the key professionals/researchers proposed to be involved in the work (the names of only such professionals should be furnished who are in a position to make a commitment of availability of their time and service for the assignment).

- Details of major assignments of a similar nature and magnitude undertaken by the consultant including methodology, time span, outcome etc.

Eligibility Criteria:

To select and choose the most competent and reputed organizations/Marketing Research institutions/consortia having an experience of atleast 5 years in conducting such studies and a minimum annual turnover of atleast Rs. five crore during the last three years will be eligible. Government Research Institutions & purely philanthropic organizations exempted from the eligibility condition regarding minimum annual turnover of Rs five crore.

Due consideration will be given to organizations with professionals having relevant background expertise in plant taxonomy in relation to the medicinal plants.

Interested parties who submit their EOI proposal as per above would be invited for a pre-bid conference to make presentation of their proposals covering their strengths, proposed approach and methodology, time span, IT interventions, limitations etc. and to substantiate their eligibility and capability to carry out such a study sharing salient outcomes of similar studies conducted earlier by them for various sectors.

Copies of the previous Demand & Supply study (Published earlier 2017) available with NMPB will be provided only to the consultant finally selected for the assignment.

Note:

1)NMPB reserves the right to interpret all clauses of this advertisement in a manner it deems fit in the interest of the core objective for which applications of EOI are being invited and reject all or any of the proposals without assigning any reason.

2)The detailed advertisement together with Terms of Reference and Evaluation Criteria can be downloaded from the website of National Medicinal Plants Board, viz. www.nmpb.nic.in and Ministry of AYUSH viz. www.indianmedicine.nic.in.

EVALUATION CRITERIA

1. METHOD OF SELECTION OF THE CONSULTANCY ORGANISATION/ AGENCY/ CONSORTIUM:

1.1 SUBMISSION OF PROPOSALS: The bids should be submitted in two separate sealed envelopes (one containing the technical bid and other the financial bid indicating on the top of the sealed cover of each whether it is a financial or technical bid) and these two envelopes, together with the EMO envelope and Demand Draft of EMD money shall be put in a larger envelope which shall be duly sealed.

1.1.1 THE TECHNICAL BID SHALL CONTAIN:

1.1.1.1 Detailed methodology for the deliverables mentioned in TOR including suggested study design, sample size, selection, selection process of the samples, methodology work plan etc.

1.1.1.2 Details of the experience of the applicant consultant/ consortium including level of expertise/familiarities with herbal trade sector.

1.1.2 THE FINANCIAL BID SHALL CONTAIN:

1.1.2.1 Detailed break-up of the cost of the consultancy.

1.1.2.2 The financial bid should include all liabilities including GST, Tax, Service tax etc.

1.2 SELECTION PROCESS:

1.2.1 Bids will be opened in presence of bidders/ representatives who chosen to be present immediately after closing of bid time in the Ministry of AYUSH, Ayush Bhawan, 'B' Block, GPO Complex, INA New Delhi- 110023.

1.2.2 First the technical bids will be opened and their documents will be page numbered and signed by the Screening Committee Members.

1.2.3 Financial bids of only the technically qualified agencies/ organizations/ institutions will be opened in presence of representative of technically qualified agencies (who choose to be present) on the suitable date and time that will be inform later by telephone and e mail.

1.2.4 After opening of the financial bid so eligible firms Evaluation Committee will again meet and final scores will be arrived as per **Combined Quality Cum Cost Based System (CQCCBS)** method as explained below:

CQCCBS: 70% weightage will be given to technical bids and 30% to the financial bids. For evaluation of financial proposals, the Proposal with the lowest cost will be given a financial score of 100 and other proposals given financial scores inversely proportional to their prices. The total score of both the technical and the financial bid shall be obtained by weighing the quality scores and cost scores and combining them.

The highest score obtained shall be considered for award of the contract as illustrated below:

Highest points basis: Subject to an applicant/consultant being responsive to the prerequisites laid

out in the EOI / TOR etc., the bidder with the highest combined score of technical & financial bids will be ranked as H1, followed by H-2, H-3, H-4 etc.

As an example, the following procedure can be followed. In a particular case of selection of consultant, it was decided to have minimum qualifying marks for technical qualifications as 75 and the weight age of the technical bids and financial bids was kept as 70:30. In response to the EOI, 4 proposals A, B, C & D were received. The technical evaluation committee awarded them 75, 80, 90 & 70 marks respectively. The minimum qualifying marks were 75. Therefore D would be disqualified to participate in evaluation process and other 3 proposals were, therefore, found technically suitable and their financial proposals were opened after notifying the date and time of bid opening to the successful participants. The price evaluation committee examined the financial proposals and evaluated the quoted prices as under:

Proposal	Evaluated cost
A	Rs.120.
B	Rs.100.
C	Rs.110.

Using the formula LEC/EC , where LEC stands for lowest evaluated cost and EC stands for evaluated cost, the committee gave them the following points for financial proposals:

A	100/120	83 point
B	100/100	100 point
C	100/110	91 point

In the combined evaluation, thereafter, the evaluation committee calculated the combined technical and financial score as under:

A	$75 \times 0.70 + 83 \times 0.30$	76.6 points	H3
B	$80 \times 0.70 + 100 \times 0.30$	84 points	H2
C	$90 \times 0.70 + 91 \times 0.30$	90.3 points	H1

Proposal C at the evaluated cost of Rs.110 was, therefore, declared Successful and recommended for negotiations/approval, to the competent authority.

1.3 The Marks allocated for technical bid is as follows:

Items	Maximum Marks
1. Experience of Firm/Consortium (Past Experience like relevant completed assignments, degree of outreach, branches etc.)	Maximum Marks 5 The organization's credential / professional /previous experience in the context of the proposed assignment.

2. Degree of outreach that the applicant Organizations / Consortium can demonstrate amongst medicinal plant key stakeholders who need to be contacted during the course of study.	Maximum Marks 5
3. Methodology	Maximum Marks 20
Design of the survey	5
Sampling frame work	5
Data collection approach	5
Data Analysis	5
(Coverage, sample technique, primary/ secondary data source, software/ tools used)	

1.4 Team Larder/ Key personnel/Consultant-Maximum Marks-35

Team Leader	Maximum Marks - 10
Qualifications	4 Marks
Experience in the related field: Plant Taxonomy	3 Marks
R&D on Medicinal Plants/ Market Research/ Trade	3 Marks
Key Personnel	Maximum Marks-15
No of key personnel with relevant experience employed full time	5 marks
Qualification of key personnel	5 marks
Experience of key personnel in the related field	5 marks
Part Time Consultant	Maximum Marks-10
No of Consultant	2 marks
Qualifications	3 marks
Experience in the related field	5 marks

Note: The details of each personnel should be furnished in a separate sheet.

Commitment of availability of key person for all the key" resource person whose bio data is furnished for this assignment a written commitment of their availability forth is assignment should be available with the consultant/consortium, so that the same would be furnished to NMPB, if required on a short notice (within 5 working days).

1.5 Presentation by the consultant before the evaluation committee/experts-Maximum Marks 35

Quality & coherence of presentation Communication	20 marks
Satisfactory Responses rendered to queries and clarifications raised during the course of presentation	15 marks

** Presentation to be made on the proposal including their strengths, proposed approach, methodology, time span, proposed IT interventions, limitations etc. and to substantiate their eligibility to carry out such a study. Salient outcomes of similar studies conducted earlier by them for various sectors should be shared.*

Note: 1 Firms/ organization/ consortium securing a minimum of 75% of the marks allocated for the technical bid will be eligible for participation in the financial bid. For any firms scoring less than 75% in the technical evaluation, the financial bid will be returned unopened.

NMPB, M/O AYUSH reserves the right to accept/reject any offer received without assigning any reason whatsoever.

Terms of Reference (TOR)

The industrial demand for the medicinal plant resources has been on the rise due to the world wide buoyancy in the herbal sector engaged in production of herbal healthcare formulations, herbal based cosmetic products and herbal nutritional supplements. Various studies have been carried out in the country on Medicinal plants, their medicinal uses, geographical spread etc. However, limited information is available on the production demand/consumption and Supply quantum of the medicinal plants. The information already available needs to be systematically updated and built upon.

Different points in the time studies were conducted on demand and supply. The data given in the study reports needs to be updated and hence there is a need to conduct a fresh study to determine the demand and supply of Indian medicinal plants both domestically and in international trade. This present study is being planned as an important step to address such a need.

1. Objective:

The Prime objective of the study is to assess the overall demand & supply of Medicinal Plants in the country along with supply chain and the price fixation factor.

2. Expected Outcome/Deliverables of the study:

- i. Assessment of the current supply of Medicinal Plant raw materials of various species in India from different sources including:
 - Wild sources and wastelands
 - Cultivation.
 - Import from other countries
- ii. Determination of the demand of Medicinal Plant raw materials of various species from various quarters including:
 - Traditional Healers demand
 - Demand of Trade and industry including demand for Exports.
 - The agency will cover Extract Industries, ASU Manufacturing Units, nutraceutical and cosmeceutical industries to determine demand and supply of MPs
- iii. In addition to the above, during the proposed course of the study the consultant is also expected to undertake the following activities:
 - a. Carry out an analysis to recapitulate the current regulatory frame work applicable to the Indian medicinal plant based industry in the context of domestic and international trade.

- b. Capture stakeholders in supply chain of medicinal plants, the difference in price in the market and what producers/collector get Gaps in supply chain and recommend measures to minimize these gaps.
- c. Make a SWOT analysis of the Indian Medicinal Plants sector.
- d. Assess the current pricing structure including Local taxes/VAT/custom duty/GST at various stages of Trade for high demanded species & Trend Analysis of all selected species.
- e. For upgradation of practices to improve quality of raw material management & supply, collector/farmer/grower point of view, terms & condition to be added.
- f. Suggest guidelines for contract farming, Minimum Support Price (MSP), setting up of Special Economic Zone (SEZ) and promotion of export of medicinal plants.
- g. The agency will provide the separate list of Trader with addresses, Phone number, their herbal raw material consumption and price.
- h. The agency should focus on folk healer/practitioners who belong to tribal and who reside nearby forest area.
- i. The agency should cover main competitors of Indian medicinal plants products- country and company wise.

3. Indicative Study Approach (Outline of task to be carried out):

An indicative study approach to achieve the objectives and expected outcomes are outlined below:

- (a) Review of existing information resource & secondary information already available.
- (b) Identification of appropriate parameters for primary data collection from Collectors/Cultivators/Pharmacies/ Manufactures of medicines of Ayurveda, Siddha, Unani and Homeopathy; *vaidyas, hakims, doctors* etc in various States/ UTs of India regarding demand and supply of medicinal plant raw material and extracts within the country and those exported & imported.
- (c) Devising appropriate pilot formats/questionnaire for data collection commensurate with objectives and deliverables of the study.
- (d) Proposed sampling design: The sampling design should cover all major stakeholders/users/producers of medicinal plants in proportion of the quantum of raw material consumed/produced
- (e) Undertake pilot study for validation and finalization of the formats/questionnaires to be used in the study.
- (f) Conducting systematic field visits/surveys/consultations/data collection etc., with dealers/traders and exporters of medicinal herbs; raw drugs, extracts, organizations engaged in procurement, trade and import-export of medicinal

- plants/herbs, extracts and medicaments and all other stakeholders to generate information to meet the objectives of study.
- (g) Conducting visits /surveys /discussions /consultations etc., with the departments of Forests, Agriculture, Horticulture, Commerce, Science and Technology, Health in Central/State/UT Government and Public sector units to collect the required information from among stakeholders engaged in collecting/cultivating & trading of medicinal plants.
 - (h) The sampling may be done so as capture the data of consumption of raw material in domestic ASU & H / herbal industries based on numbers of medicinal plants used by ASU & H industries in addition to the quantum and value of raw materials traded.
 - (i) Analysis of data, findings and report compilation.

4. Agreement:

The successful Consultant shall have to sign an Agreement with the NMPB, Ministry of AYUSH with regard to meeting of "Objectives, Terms of Reference and Conditions" of the consultancy. This agreement shall be registered and registration fee is to be borne by the Consultant.

5. Eligibility Criteria for the Consultants:

- a) "Consultant" should have experience of carrying out such surveys on a country wide basis in respect of agricultural/horticultural/ medicinal/ herbs commodities and the finished products.
- b) "Consultant" should have experience of carrying out such surveys on a country wide basis in respect of agricultural/horticultural/ medicinal/ herbs commodities and the finished products.
- c) "Consultant" should give details of qualification, experience of each of the professionals they propose to engage in the study
- d) The "Consultant" may have to undertake revised survey, etc, and submit the revised draft report if the information furnished is not found satisfactory to meet the objective and deliverables of the study.
- e) The "Consultant" shall provide separate chapters for reports in respect of all major deliverables.

6. Duration/Schedule of Assignment:

The expected duration of the study will be twelve months from the date of signing of agreement (extendable by the NMPB at its discretion). The consultant shall be required to make a presentation about the progress achieved at completion of each Phase of the study, and submit final "Draft Report" within 12 months from the award

of the study. 500 copies of final report shall have to be submitted with a self-contained executive summary along with soft copy within 15 days after finalization/approval of the final reports after incorporating necessary changes/additions etc.

NMPB reserves the right to reject any or all of the progress report received without assigning any reason.

7. Payment Terms:

- 20% on submission of the inception report: Within 8 weeks of signing of the agreement (against the stipulated Bank guarantee)
- 20% on submission and acceptance of first quarterly report
- 20% on Mid-Term appraisal- on submission and acceptance of second quarterly report
- 20% on submission of final draft report
- 20% on acceptance of final report & submission of 500 copies & soft copy in the requisite format.

8. Submission of Technical and Financial bids

The agency shall submit bid in two parts viz. Technical bid and financial bid as provided in the General Financial Rules. The Technical bid and the Financial bid should be sealed by the bidder in separate covers duly super scribed and both these sealed covers are to be put in bigger cover and the same should also be sealed and duly superscripted. The EMD of Rs. 5 lacs through demand draft in favor of Pay & Account Officer (Sectt.), Ministry of AYUSH, New Delhi, should be enclosed with the technical bid. The bids are to be addressed to Chief Executive Officer, National Medicinal Plants Board on its official address. The Technical bids shall be opened at the first instance and evaluated by the duly constituted Committee. The agencies submitting bids may also have to make necessary presentation before the Committee for which they shall be called by NMPB.

At the second stage, financial bids of only technically acceptable organizations shall be opened for further evaluation.

9. Technical Bids

Technical bid shall be supported with all technical details along with commercial terms and conditions. Information on the following and other aspects as felt appropriate by the agency shall be submitted:

- (a) Name and address of organization along with telephone, FAX, email etc.;