



**ASSISTANT DIRECTOR OF HORTICULTURE,  
DISTRICT DEOGARH  
INVITES EXPRESSION OF INTEREST**

**FOR**

**SELECTION OF PARTNER AGENCY FOR  
IMPLEMENTATION  
OF**

**STRENGTHENING OF LIVELIHOODS OF MISSION SHAKTI WSHG  
MEMBERS THROUGH**

**“PROMOTION OF AGRICULTURE PRODUCTION CLUSTER (APC) IN  
ODISHA”**

**UNDER STATE PLAN**

**IN  
DEOGHAR DISTRICT**

*12/8/2018*



Assistant Director Horticulture, Deogarh

E-mail- [adhdeoghar@gmail.com](mailto:adhdeoghar@gmail.com)

(EoI) Notice No. 248 /

Dated: 20/02/2024

1	Assistant Director of Horticulture, Deogarh on behalf of the Government of Odisha invites applications from interested NGOs/TRUSTs towards expression of Interest (EOI) to be involved in the “ <b>Strengthening of livelihoods of mission shakti WSHG members through ‘promotion of agriculture production cluster in Odisha’</b> as detailed in the scope work in this EoI.  The interested and eligible Agencies / Farms / Institutions / Organizations with valid Registration Certificate as a society / Trust/ Cooperative, as detailed in EoI, may participate in this EoI process for the same in OFF-LINE mode only. (For details visit <a href="http://deogarh.nic.in">deogarh.nic.in</a> / <a href="http://www.apcodisha.net">www.apcodisha.net</a> )		
4	Blocks where work will be executed	:-	Reamal and Tileibani block of Deogarh District in Odisha.
5	Availability of EoI on the website	:-	21 <sup>st</sup> February 2024
6	Last date of receipt of EOI Application	:-	07 <sup>th</sup> March 2024
7	Presentation	:-	12 <sup>th</sup> March 2024
8	Date of opening of EoI	:-	On 12.03.2024 (10.00 A.M.)
9	Mode of Receipt of EoI	:-	Through Speed Post/ Registered Post (India Post) and in no other means.

20/02/24

Assistant Director of Horticulture,  
Deogarh



**Table of contents:**

<b>Sl. No.</b>	<b>Particular</b>	<b>Page No.</b>
<b>1</b>	<b>About the Project:</b>	<b>1</b>
<b>2</b>	<b>Criteria for Selection:</b>	<b>3</b>
<b>3</b>	<b>Instruction to submit the EOI</b>	<b>4</b>
<b>4</b>	<b>Deliverables of Partner agency for one sample block</b>	<b>5</b>
<b>5</b>	<b>Process of Selection:</b>	<b>6</b>
<b>6</b>	<b>Annexure A:</b>	<b>7</b>
<b>7</b>	<b>Annexure B</b>	<b>13</b>





### About the Project:

Promotion of Agriculture Production Clusters (APCs) in tribal regions of Odisha project was launched on 6th November 2018 in presence of Honorable Chief Minister of Odisha. This is a collaborative initiative of Department of Agriculture and Farmers' Empowerment, Department of Mission Shakti, Odisha Livelihood Mission (OLM), Bharat Rural Livelihood Foundation (BRLF), Bill and Melinda Gates Foundation, Professional Assistance for Development Action (PRADAN).

APC project aims to

- Trigger growth in the farm sector with the objective of sustainably doubling the income of 1-Lakh small and marginal women farmers in the backward high-land regions of the State.
- Establish the model of Agriculture Production Cluster (APC) in 40 backward Blocks of the State, as an effective method to organize production systems and services of markets.

The project plans to secure livelihoods of one lakh small and marginal SHG women farmers in 40 selected blocks of 12 highland districts through promotion of horticultural and other high value crops, improved livestock rearing and creating sustainable livelihood assets by converging schemes from relevant departments. To make the intervention profitable and sustainable the project deploys a marketing and input supply mechanism at the ground level, which ensures technical as well as marketing support to the farmers.

The project taps resources from existing schemes of Directorate of Horticulture, Agriculture, OLM, Mission Shakti, Animal Resource Development Dept, ST&SC Development Dept, Odisha Lift Irrigation Corporation, Odisha Agro Industries Corporation and APICOL for the purpose of institution and capacity building, creation of sustainable productive assets (such as irrigation, farm mechanization, storage and other infrastructures) and promotion of Agri- entrepreneurs.

Under APC around 100-150 women SHG farmers are organized into Producer Groups (PG) and are facilitated to practice synchronized production of identified crops especially horticultural crops covering around 40 acres in a contiguous manner. Season 2-3 crops per PG are being selected looking at market attractiveness, smallholder suitability, and Agro ecological compatibility. Further, PGs are aggregated at the block/multi-block level to form a Producer Company (PC) to build an ecosystem around input, production, and market for the establishment of APC model. As a sustainable measure non pesticide management (NPM) practice is promoted in 40% of the areas. Further, livelihood infrastructures in cluster manner around irrigation, orchard, farm mechanization etc are being created to intensify the livelihood interventions. Besides, to augment the livelihoods of the farmers, livestock rearing (Goat, Sheep and BYP rearing) is also taken up with a target to cover 40% of the families in these clusters. Local youths are groomed as Agri-



Entrepreneurs to provide various farm-based services.

**In the year 2020**, the ST&SC Development Department formally partnered with APC project under the Mission Jeevika initiative in 28 APC blocks. In June 2020, Mission Shakti partnered with APC project to support 363 Producer Group (PG), 30 Producer Company (PC) promotion and capacity building of 1 lakh women farmers.

**In March 2021**, MoU was signed with the district administration of Angul and Sundargarh for expansion of the project to 5 and 7 blocks of the districts under DMF, respectively. MoU to expand the APC project was signed in July 2021 for 8 blocks of Keonjhar and 1 block of Jharsuguda with respective districts under DMF. In the financial year 2021-22, another 10 blocks were included under the support of DMF, Sundargarh. Further, the special SLCC for expansion of APC project in Kashipur block of Rayagada under BRLF support is also approved. DMF Jharsuguda is also supporting in expansion of APC project to Jharsuguda block.

Currently APC project is implemented in **73 blocks in 14 Districts of Odisha targeting to cover 2,19,000 women SHG farmers.**

In 2019, the project bagged the SKOCH Governance Gold award. The APC project of Keonjhar district also received the SKOCH Governance Gold award in 2022. Along with this in 2021, APC project was among the top 14 contenders of the all-Asian projects for people's choice award in the AVPN constellation awards 2021. These awards and recognition foster the uniqueness of APC project as a pioneer multi stakeholder initiative by Govt. of Odisha.

Considering the focus of the state to diversify the crops, establishing market linkages and impacting the livelihoods of women SHG members; APC project can contribute significantly to the above dimensions.

In the above background, Govt. of Odisha expressed its interest to expand the APC project to more number blocks of the State by converting the project as a State plan scheme. By design, APC project reaches to 3000 small and marginal women farmers in a contiguous patch of a block, with higher ST and SC population. These considerations will help to multiply the farm income of small and marginal farmers of the difficult geographies of the state. In accordance with the approval for the scheme, Director of Horticulture, DA & FE vide letter no DHO-SEC III- FPO-0002-2023 987, on date 31.01.2024, **ADH, Deogarh** under the scheme is inviting eligible and interested Non-Government Organization (NGOs) for the role of "Facilitating Agency". Selection will be done by District level selection committee for APC under the Chairmanship of Collector Cum District Magistrate.





### **Criteria for Selection:**

The mandatory criteria of the NGO to be selected as a partner agency are mentioned below:

- 1) Should be legally registered and provide a self-attested copy of registration, PAN number, and self-attested copy of PAN card
- 2) Should not have been blacklisted by the Government of India, Government of Odisha, other state government agencies, or any Indian or international donor and furnish a self-declaration by the authorized representative of the organization to this effect.
- 3) Should have a minimum of 3 years of work experience in Odisha in agriculture with community organizations and/or Farmer Producer Organizations with the capacity of marketing around agricultural promotional activities. Additionally, experience in horticulture/vegetable production systems covering production, marketing, processing, and research will be counted upon.
- 4) Should commit to implementing the project deliverables as per the timelines in their respective blocks as mentioned in the EOI and further agreed upon in the MOA signed for the purpose
- 5) Date of signing of the MoA will be the beginning of the contract
- 6) Should have experience working with relevant community-based organizations for at least 3 years. NGOs have to submit the relevant documents about intervened CBOs by them.
- 7) Should submit the last 3 years' audited balance sheet and financial reports prepared by the concerned regulatory authority.
- 8) The chief functionary of the institution should not be a formal member of the political party and would furnish an undertaking to this effect.
- 9) The organization should have good governance practices on board, governed by independent persons with no more than one-third of persons in the Governing body related to one another.
- 10) Must have worked with any of the government programs related to agriculture, NRM, or farmer's organizations in a substantial manner. (not limited to awareness training or market linkage)
- 11) NGOs with experience in Livelihood promotion especially Agriculture, and livestock will be preferred.
- 12) NGOs with experience of livelihood projects in the district or other adjacent districts would be preferred.



### Instruction to submit the EOI:

The detailed format for submitting EOI is attached as Annexure-A

- 1) NGOs need to apply in the specified format only.
- 2) One NGO will fill only one "Expression of Interest" format
- 3) Information furnished with an "Expression of Interest" should be accompanied by facts and documents of any related activities implemented by the NGO within the state of Odisha.

Expression of interest is available on the district website <https://deogarh.nic.in> and in <https://www.apcodisha.net/> under the circular section.

Copies of the following documents need to be submitted along with the EoI form:

1. Registration certificate of NGO/TRUSTs
2. Previous 3 years Audited statement of accounts of 2020-21, 2021-22 and 2022-23
3. Fixed asset positioning including its present value and location
4. Total no of professional staff in the organization
5. Profile of staff supposed to be designated to the project
6. MoA/Agreement or any documentary evidence of working for Government projects or special projects or Government undertakings for implementing resilient agriculture activities.
7. Address of head offices and field offices
8. Previous 3 years Annual Report
9. All the pages of the filled EOI along with documents furnished should be duly signed by the authorized representative of the NGO to authenticate their claims.
10. Self-Declaration of Non-Blacklisted by any Govt./Semi Govt./Donor Agencies.

Filled Expression of Interest with all relevant documents in a sealed envelope superscribed in Capital letters "EOI FOR STRENGTHENING OF LIVELIHOODS OF MISSION SHAKTI WSHG MEMBERS THROUGH 'PROMOTION OF AGRICULTURE PRODUCTION CLUSTER IN ODISHA' UNDER STATE PLAN" shall be received by speed post/registered post and by no other means to the address: Office of Assistant Director of Horticulture Deogarh, At-Pradhanpat road, District- Deogarh, Odisha- 768108 on or before date **07/03/2024 by 5 PM.**

Interested NGOs may arrive with a copy of the filled EOI and PowerPoint presentation in the suggestive format available with NIC, and APC Odisha website (covering the aspects of EOI presentable in 20 min) at the office of **Horticulture farm, Deogarh**, on the **Date: 12/03/2024 at 10.00 AM** and register for presentation.

Assistant Director of Horticulture, Deogarh retains the right to withdraw the expression of interest or change the date of presentation at any point in time without citing an explanation to the notice.



### **Deliverables of Partner agency for one sample block**

- 3000 Smallholder SHG women farmers would be mobilized into Producer Groups (PG)
- At least 25 women PGs would be formed out of which 80% would meet Grade A & B category
- High value crops would be selected and would cover at least 1000 acres per block per year
- At least 20 Agriculture Entrepreneurs (AEs) would provide critical quality services
- 400 acres of area would be brought under irrigation
- 200 acres of area would be brought under new horticulture plantation
- Grading, Sorting & Packaging would be done at the PG level.
- Around 2100 farmers would have access to farm mechanization
- 40% of area would be covered under Non Pesticide Management (NPM) practices
- At least 1000 families would take up improved livestock rearing out of which 750 families would have sheds with intensive rearing
- Income would be doubled for 2100 families (70% of the total families)
- All the PG members will be linked with the existing/new FPC for strengthening the clusters.

Note: Additional components may be converged from other relevant sources as per the requirement.





### **Process of Selection:**

- Stage 1: Presentation by NGOs before the District Level Selection Committee (DLSC) under the Chairmanship of the Collector / Representative of the Collector & District Magistrate, through Walk-in-interview as per the terms in the EOI
- Stage 2: One NGO per block will be selected as a Partner agency for the block. CSOs with no block or at max one block under the existing APC Programme in the District are eligible to apply.
- Stage 3: Shortlisted NGOs will submit all relevant documents. Submitted documents will be verified by DLSC.
- Stage 4: After due verification of the documents submitted by NGOs and qualifying in the selection process, an MOU will be signed between ADH and the selected NGO for partnering in the implementation of the program in the respective block.



Annexure A:

**Expression of interest for NGOs to partner in strengthening of livelihoods of Mission Shakti WSHG members through 'promotion of agriculture production cluster (APC) in Odisha' under state plan**

1. Introduction

- a. Name of the Organization
  - b. Acronym of the Organization, If any:
  - c. Address of the Organization
    - i. Mailing/Correspondence office
    - ii. Visiting office
  - d. Contact Person
    - i. Name
    - ii. Designation/Title
    - iii. Telephone no
- Landline  
Mobile  
Email

2. Identity/Legal status

- a. Is the Organization registered- Yes  No
- b. If yes, Under the Society Act/Trust Act Yes  No
- Company Act(Sec.8/Sec.25) Yes  No

If any other, Specify

- c. Year of registration:
- d. Since how long it is operational,(No of years)
- e. Operational area of the Organization-  
State/s(Indicate Numbers) District/s  
Block/s  
Village/s
- f. Whether Organization registered under FCRA-  
Yes  No
- g. Whether it is registered under Income tax  
Yes  No
- h. Was the Organization blacklisted anytime by Government of India, Government of Odisha, other state governments, agencies, any Indian or international donor? If yes, provide the details along with its effective dates.



3. Governance of the Organization-

a. Vision, Mission, Goal of the Organization—Attach Annual reports for the previous 3 years 2020-21, 2021-22, 2022-23

b. Sources of funds for the Organization-

Corpus  Endowment  Donation

Govt. Grant  Donor's grant

Others specify-(Foreign)

4. Management/Administration:

a. Briefly mention the administrative set up below the Chief Executive-  
(Flowchart)

b. Are roles and responsibilities of staff clearly defined? Yes  No

c. Are the records of human resources properly maintained including their appointment letters/Contracts? Yes  No

5. Financial Management

a. Whether accounts are audited by an external auditor annually. Yes  No

b. Do you have a system of internal control? Yes,  No

c. If yes, specify

d. What financial statements are prepared for the Organization?

Balance sheet  Receipt & Payment  Income and Expenditure

Cash flow statement  Fund flow statement  others

Financial particulars of the agency

Financial year*	Turnover from Professional services	Turnover from other activities	Total turnover	Income tax return filed(yes/no)
2020-21				
2021-22				
2022-23				

\*Attach copies of receipt and payments, Income and expenditure, and Balance Sheet for these years

\*\*Please attach the concerned assessment year's Income tax receipts





**Audited balance sheet**

Financial year	Audit of balance sheet (yes/no)	Remarks
2020-21		
2021-22		
2022-23		

**6. Personnel/ Staff(Current status)**

- a. Total number of staff-
- b. No. of permanent staff-
- c. No. of temporary staff-
- d. No. of technical/professional staff (M/F) please specify

**Details of staff to be appointed for the APC project**

Name	Position	Engaged Since (Year)	Qualification

**7. Work experience**

- a. District and blocks where NGO have been functional in last 5years

District Name	Block Name	No of GP	No of Villages

- b. Key areas of work of the organization in Odisha:  
(Main 4 areas relevant to this program/EOI)

District Name	Block Name	Key areas	No of years (experience of working in the block)	Coverage (No. of HHs)	Partner/Donor agency name/Govt. dept.

- c. Previous experiences in working with Government departments in the state\*  
(add rows for relevant experiences):

District Name	Block Name	Department	Project Name	No. of years of experience	Coverage in acres	Coverage (No of HHs)



\*Please provide relevant verifiable supporting documents (MOU/Agreement/project evaluation report/ Project Assessment report/ Annual report/ UC/ similar any other applicable documents etc.)

- d. Experience working with community-based organizations (CBOs) in the state\*
- Has the organization worked with eligible CBOs in the past (Yes/ No) (Please see Annexure B for eligibility of CBOs)
  - If yes, provide verifiable documents in Annexure
  - Briefly describe your work with Community organizations (Refer to Annexure –B)

District Name	Block Name	Name of CBO	Year since promoting	Activities	Coverage (No of Households)	Financial turnover

\*Please provide relevant verifiable supporting documents (MOU/ Agreement/ Project evaluation report/ Project Assessment report/Annual report/UC/similar any other applicable documents, etc.)

- e. Do you have any similar livelihood projects (around agriculture and livestock) in the State? Explain about the product and technology used.

--

- f. Experience working in agriculture/horticulture in the last five years\*.

District Name	Block Name	Years of engagement	Project	Crops	Coverage In acres	No. of HHs

\*Please provide relevant verifiable supporting documents (MOU/Agreement/project evaluation report/ Project Assessment report/ Annual report /UC/similar any other applicable documents etc.)



g. Experience of awareness campaign in agriculture/ horticulture in last five years\*.

District Name	Block Name	Name of themes	Content	No. of Events	No. of participants

\*Please provide relevant verifiable supporting documents (MOU/Agreement/project evaluation report/ Project Assessment report/Annual report/UC/similar any other applicable documents etc.)

h. Briefly describe areas of work in agriculture/horticulture in the last five years by your organization (Please add a table for giving details of more than one block)\*

**Name of the Block:**

**Name of the District:**

Sl no	Component	Year	Activity	Coverage in no	Coverage (No of HHs)
1	Pre-production management		Experience on working on Seed Conservation/ Commercial nursery (more than 250sqmeter)/Seed Production/Participatory Varietal Selection/Seed Bank formation/ Animal breed conservation or improvement	(No of such units)	
		2022			
		2021			
		2020			
		2019			
		2018			





2	Production		Promotion of any prominent agronomic practices (Single-line trellis/ mulching/ micro irrigation/ shed net cultivation/poly green house cultivation/ SRI/ Line transplantation or any other) in Vegetables/Pulses/ Millets/Rice/etc.(at least 500 acres)	(Acres)	
		2022			
		2021			
		2020			
		2019			
3	Processing		Setting up Vegetables/Pulses/ Rice/Millet//processing(cold storage/cold room/drying unit/Pack house (sorting-grading)/de-huller/de-stoner/grader/cleaner/de-seeders/sorting) unit and promotion of processing in the state or management of cold Chain or veterinary services system setting	(No of such units)	
		2022			
		2021			
		2020			
		2019			
4	Marketing		Experience of marketing &value addition of Vegetable/Pulses/ Rice/ Millet/ through registered private agencies/ORMAS/any other Agencies or experience in marketing of livestock	(Sales turnover in Rs)	
		2022			
		2021			
		2020			
		2019			
		2018			

\*Please provide relevant verifiable supporting documents (MOU/ Agreement/project evaluation report/ Project Assessment report/ Annual report/ UC/ similar any other applicable documents etc.)



Please give 3 reasons why your organization is the best organization for taking up APC program in the proposed block

### **Annexure B**

**Following are the criteria for reporting of CBOs (For filling up in 7D-iii).**

1. CBO must be functional for a minimum of 2 years. In the case of recently formed FPOs/ Federations/ Cooperatives, member CBOs should be functional.
2. CBO must not have defaulted loans from any governmental or non-governmental sources such as OLM, OTELP, NABARD, Micro Finance Agency, etc.
3. CBO should have a President and Secretary who must have minimum literacy skills. Signatories of the CBO must possess reading and writing skills in Odia. Reading and writing skills in Hindi and English will be an added advantage. They should be able to sign on the bank passbook.
4. CBO must have a history of conducting regular meetings with documented minutes.
5. CBO meetings should have happened at least once in every quarter.
6. CBO members (at least 10 members) or half of the membership whichever is less) must have been collectively involved in either inter-lending or some business or production-related activity.
7. CBO must have maintained books and accounts and related registers.
8. CBO must have done transactions worth at least Rs10,000 till now.