



## U.S. - PAKISTAN PARTNERSHIP FOR AGRICULTURAL MARKET DEVELOPMENT

### Request for Proposals (RFP)

**RFP Number:** AMD-037

**Issuance Date:** May 17, 2018

**Deadline for Questions:** May 22, 2018

**Deadline for Offers:** June 5, 2018

**Description:** Capacity Building of Mango Farmers/ Processors in Marketing of Mango (Local and Exports)

**For:** U.S. Pakistan Partnership for Agricultural Market Development (AMD)

**Funded By:** United States Agency for International Development (USAID),  
Contract no. AID-391-C-15-00003

**Implemented By:** CNFA

**Point of Contact:** AMD Procurement Department

### **Section 1: Instructions to Offerors**

#### **1.1 Introduction**

The U.S.-Pakistan Partnership for Agricultural Market Development (AMD) is a USAID funded project which aims to improve the ability of Pakistan's commercial agriculture and livestock sectors to compete in international and national markets in the four target product lines; meat, high value and off-season vegetables, mangoes and citrus. AMD will act as a catalyst for development and investment in target product lines by actively promoting cooperation and coordination amongst the value chain actors and ancillary service providers. AMD's implementation strategy is underpinned by a strictly commercial and market driven approach with a clear focus on strengthening market access for its partner organizations, and support international marketing and sales efforts. The objective of the AMD project is to encourage investments in the four target product lines through matching grants and technical assistance, and empower stakeholders by developing synergies among them to accomplish together what they cannot do alone. AMD will support upgrading, streamline supply chains, provide technical assistance to optimize profit margins, increase participation of women entrepreneurs, and ultimately help make Pakistani meat, high value and off season vegetables, mangoes and citrus become more profitable and competitive.

With an annual production of almost 2 million tons, Pakistan is the 5th largest mango producer in the world. Pakistan's mango sector came into limelight during this decade as a highly promising area for economic growth, and with significant impact on net market prospects. However, continued constraints with penetrating new export markets and expanding existing markets continue to plague the industry. Constraints limiting the profitability of the mango sector in Pakistan include:

- a) Manual handling, sorting, and packing of fruit;
- b) Compliance issues with international and higher-end markets;
- c) Access to relevant markets;
- d) High airfreight costs and availability of space.

To address these issues, and to strengthen the supply chains on a sustainable basis with high potential of replication, AMD is supporting critical trainings in the packing process to improve quality, extend shelf life, reduce export costs, increase market share, and function as a catalyst with attracting investments from other industry players.

The purpose to this RFP is to solicit proposals for a business service provider to design and deliver these trainings.

#### **1.2 Offer Deadline and Protocol**



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Separate technical and financial proposals must be submitted. Technical and Financial Proposals in **hard or soft copies** should be submitted no later than **June 5, 2018** by **4 PM local time with RFP Number and Name on the envelope "RFP-AMD-037" to AMD:**

### **Procurement Department**

Agricultural Market Development  
Office No. 83-A/E-1, 5<sup>th</sup> Floor  
Main Boulevard, Gulberg III,  
Lahore, Pakistan

**Electronic submissions must be sent to the following email address quoting "RFP AMD-037" along with the title of the RFP in the subject line:**

[solicitations@pakistan-amd.org](mailto:solicitations@pakistan-amd.org)

Please reference the RFP number in any response to this RFP. Offers received after the specified time and date will be considered late and will be considered only at the discretion of CNFA.

**Questions:** Questions regarding the technical or administrative requirements of this RFP may be submitted no later than **4 PM local Lahore time on May 22, 2018** by email to [Procurement@pakistan-amd.org](mailto:Procurement@pakistan-amd.org). Questions and requests for clarification—and the responses thereto—that CNFA believes may be of interest to other offerors will be circulated to all RFP recipients who have indicated an interest in bidding.

Only the written answers issued by CNFA will be considered official and carry weight in the RFP process and subsequent evaluation.

### **1.3 Technical Proposal**

The Technical Proposal must be specific, complete, and concise, describing the offeror's proposed plan to complete the scope of work (SOW) and deliverables found in Section 3. It should demonstrate a clear understanding of the work to be undertaken and the responsibilities of all parties involved. The Technical Proposal should respond to all requirements as per Section 3 and ensure compliance with 100% of the required technical specifications.

### **1.4 Financial Proposal**

The Financial Proposal is used to establish the best value among proposals, and serves as a basis of negotiation for the signing of the subcontract. The Financial Proposal must include a detailed budget, as well as a budget narrative which explains the basis for the estimate of each budget element (where required). Supporting information should be provided in sufficient detail to allow a complete analysis of each cost element. Cost must be expressed in Pakistani Rupees.

The anticipated contract type for this procurement will be a firm fixed subcontract. The successful offeror will be required to adhere to the terms of the fixed price subcontract with AMD.

Offers must remain valid for not less than one hundred eighty (180) calendar days after the offer deadline. Offerors are requested to provide proposals on official letterhead or format.

Note: The AMD Project is exempt from cooperating country taxes, duties, and VAT. Exemption certificates will be provided under the "Exempt Regime".

### **1.5 Eligibility**

By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. In accordance with Federal Acquisition Regulation Clause 52.209-6, —Protecting the Government's Interest When Subcontracting with Contractors Debarred, Suspended, or Proposed for Debarment, (OCT 2015), CNFA will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government. Only firms that are locally registered or Pakistani nationals will be considered eligible offerors to respond to this RFP. Offerors must submit a copy of their business registration or license.



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The offerors are expected to meet the following minimum requirements. If an offeror fails meeting one or more of these requirements, the offer will be disqualified from consideration.

- Provide technical specifications requested in this RFP. The offeror will explain in their technical proposal how they intend to meet the requirements (benefits) as described in Section 3.

### 1.6 Evaluation and Award

The award will be made to a responsible offeror whose offer follows the RFP instructions, meets the eligibility requirements, and is determined via a trade-off analysis to be the best value based on application of the following evaluation criteria. The relative importance of each individual criterion is indicated by the number of points below:

- Technical: **80 points**
- Financial: **20 points**
- Total: **100**

Technical points breakdown is as follows:

- Company profile and experience of the service provider: **15 points**
- Technical Competency and Methodology of the Training: **20 points**
- Experience of Key Personnel (CVs to be attached): **30 points**
- Past performance of the service provider (examples of completed trainings to be provided): **15 points**

Please note that if there are significant deficiencies regarding responsiveness to the requirements of this RFP, an offer may be deemed “non-responsive” and thereby disqualified from consideration. CNFA reserves the right to waive immaterial deficiencies at its discretion.

Best-offer proposals are requested. It is anticipated that award will be made solely on the basis of these original proposals. However, CNFA reserves the right to conduct any of the following:

- CNFA may conduct negotiations with and/or request clarifications from any offeror prior to award.
- While preference will be given to offerors who can address the full technical requirements for all three facilities mentioned in this RFP, CNFA may issue a partial award or split the award among various offerors, if in the best interest of the AMD Project.
- CNFA may cancel this RFP at any time.

Please note that in submitting a response to this RFP, the offeror understands that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented—in writing with full explanations—to the AMD Project for consideration, as USAID will not consider protests regarding procurements carried out by implementing partners. CNFA, at its sole discretion, will make a final decision on the protest for this procurement.

### 1.7 Terms and Conditions

This is a Request for Proposal only. Issuance of this RFP does not in any way obligate CNFA, the AMD Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer.

This solicitation is subject to CNFA's standard terms and conditions. Any resultant award will be governed by these terms and conditions. Please note that payment will only be issued to the entity submitting the offer in response to this RFP and identified in the resulting award; payment will not be issued to a third party.

### 1.8 Language

Offerors shall provide all responses in English. Additionally, a basic requirement for all offerors to be considered responsive is the ability to communicate proficiently in English while providing said services to the AMD project.



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### **Section 2: Offer Checklist**

To assist offerors in preparation of proposals, the following checklist summarizes the documentation to include an offer in response to this RFP:

- Cover letter**, signed by an authorized representative of the offeror (see Section 4 for template)
- Technical Proposal** consisting of:
  - Company Profile
  - Technical approach, methodology and design of training program
  - CVs of Key Personnel
  - Detail of trainings delivered in the past
- Financial Proposal**
- Mandatory annexes** such as NTN, Registrations Certificates(s).



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### **Section 3: Scope of Work**

#### **Objective of the Technical Assistance**

- The prime objective of the technical assistance is to assist the Pakistani mango growers/ processors and exporters, in marketing and value addition of their produce and increasing the profits. Moreover, the following will be the targets to be achieved from this assistance:
- To provide onsite technical assistance to staff of selected grantees in Multan, Rahimyar Khan and Hyderabad.
- To Build capacity of mango growers / processor and exporters for proper marketing of their produce
- To increase effectiveness of communication between growers, processors and exporter for increased profits

#### **Scope of Work:**

The Business Service Provider's (BSP) tasks will include but not be limited to:

- a) The selected BSP will provide onsite trainings on selected locations
- b) Develop work plan for field practices with a rational of time line for each practice in relevance to plant growth and development.
- c) Training of field staff designated by processor to develop the capacity of program manager, field officer, trained tractor drivers, field assistants and equipment operators;
- d) Provide recommendations for field practices to improve the quality of produce.
- e) Develop the booklets for all field practices & on site video recordings for future use by the project.
- f) Training module should impact the skill enhancement, capacity building and knowledge upgradation of the nominated trainees by the selected grantees.
- g) All Intellectual property rights will be designated to USAID AMD project.
- h) Any other tasks assigned by the Senior Technical Advisor relating to design and development of interventions for the Mango sector.

The selected BSP will specifically for the following module of Marketing and Value Addition of Mango.

#### **Marketing (Local and Export) and Value addition**

- a. Marker comparative studies
- b. Customer communication and networking
- c. Shipment preparation for export
- d. Department of plant protection requirements
- e. Pre-Shipment inspections
- f. Branding and Marketing tools
- g. Supply chain management
- h. Freight forwarding process
- i. Marketing for B and C grade fruits
- j. Budgeting and margins calculation

#### **Modus Operandi**

The business service provider (BSP) will make all the necessary logistical arrangements and deliver these trainings. The training would be 5 days in length with 40% theoretical and 60% hands on training.

- a) Presentations and lectures
- b) Hands-on training (60%)
- c) Minimum one day for onsite field visit/market visit/demo farm visit for all participants
- d) Group discussions and team work / assignments
- e) Role play and interactive games covering training contents
- f) Case studies & problem solving
- g) Feedback from participants / Q&A sessions

#### **Place of Performance and participants**

- Three Locations (a. Multan, b. Rahimyar Khan, c. Hyderabad)
- Each session will attended by up to 25 participants



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- One training session at each location

### Deliverables:

- a) Develop a detailed work plan (within 5 days of assignment commencement);
- b) Finalize working model, programmatic budget, implementing strategy for field practices with an implementation timetable;
- c) Provide programmatic fixed and working capital budget
- d) Submit report on pre-activity analysis and activity timeline developed on the proposed activities of providing TA and conducting onsite trainings.
- e) Submit final report(s) on all Technical Assistance (TA) given with power point presentation(s) using the AMD template within 5 business days of completion of the assignment along with other deliverables listed in this section for review.



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**Section 4: Offer Cover Letter**

*The following cover letter must be placed on letterhead and completed/signed/stamped by a representative authorized to sign on behalf of the offeror:*

To: AMD Project

Reference: **RFP AMD-037 – Capacity Building of Mango Farmers/ Processors in Marketing of Mango (Local and Exports)**

To Whom It May Concern:

We, the undersigned, hereby provide the attached offer to perform all work required to complete the activities and requirements as described in the above-referenced RFP. Please find our offer attached.

We hereby acknowledge and agree to all terms, conditions, special provisions, and instructions included in the above-referenced RFP. We further certify that the below-named firm—as well as the firm’s principal officers and all services offered in response to this RFP—are eligible to participate in this procurement under the terms of this solicitation and under USAID regulations.

Furthermore, we hereby certify that, to the best of our knowledge and belief:

- We have no close, familial, or financial relationships with any CNFA or AMD project staff members;
- We have no close, familial, or financial relationships with any other offerors submitting proposals in response to the above-referenced RFP; and
- The prices in our offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- All information in our proposal and all supporting documentation is authentic and accurate.
- We understand and agree to CNFA’s prohibitions against fraud, bribery, and kickbacks.
- We understand and agree to CNFA’s prohibition against funding or associating with individuals or organizations engaged in terrorism or trafficking in persons activities.

We hereby certify that the enclosed representations, certifications, and other statements are accurate, current, and complete.

Authorized Signature: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company Telephone, Website: \_\_\_\_\_

Company Email address: \_\_\_\_\_

Company Registration or Taxpayer ID Number: \_\_\_\_\_

Does the company have an active bank account (Yes/No)? \_\_\_\_\_

Official name associated with bank account (for payment): \_\_\_\_\_



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### **Section 5: CNFA Terms and Conditions**

**5.1 Ethical and Business Conduct Requirements:** CNFA is committed to integrity in procurement, and only selects suppliers based on objective business criteria such as price and technical merit.

CNFA does not tolerate fraud, collusion among offerors, falsified proposals/bids, bribery, or kickbacks. Any firm or individual violating these standards will be disqualified from this procurement, barred from future procurement opportunities, and may be reported to both USAID and the Office of the Inspector General.

Employees and agents of CNFA are strictly prohibited from asking for or accepting any money, fee, commission, credit, gift, gratuity, object of value or compensation from current or potential vendors or suppliers in exchange for or as a reward for business. Employees and agents engaging in this conduct are subject to termination and will be reported to USAID and the Office of the Inspector General. In addition, CNFA will inform USAID and the Office of the Inspector General of any supplier offers of money, fee, commission, credit, gift, gratuity, object of value or compensation to obtain business.

Offerors responding to this RFP must include the following as part of the proposal submission:

- Disclose any close, familial, or financial relationships with CNFA or project staff. For example, if an offeror's cousin is employed by the project, the offeror must state this.
- Disclose any family or financial relationship with other offerors submitting proposals. For example, if the offeror's father owns a company that is submitting another proposal, the offeror must state this.
- Certify that the prices in the offer have been arrived at independently, without any consultation, communication, or agreement with any other offeror or competitor for the purpose of restricting competition.
- Certify that all information in the proposal and all supporting documentation are authentic and accurate.
- Certify understanding and agreement to CNFA's prohibitions against fraud, bribery and kickbacks.

Please contact [PDickrell@cnfa.org](mailto:PDickrell@cnfa.org) with any questions or concerns regarding the above information or to report any potential violations. Potential violations may also be reported directly to CNFA at to [FraudHotline@cnfa.org](mailto:FraudHotline@cnfa.org).

**5.2 Terms and Conditions:** This solicitation is subject to CNFA's standard terms and conditions. Any resultant award will be governed by these terms and conditions; a copy of the full terms and conditions is available upon request. Please note the following terms and conditions will apply:

- (a) CNFA's standard payment terms are net 30 days after receipt and acceptance of any commodities or deliverables. Payment will only be issued to the entity submitting the offer in response to this RFP and identified in the resulting award; payment will not be issued to a third party.
- (b) No commodities or services may be supplied that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.
- (c) Any international air or ocean transportation or shipping carried out under any award resulting from this RFP must take place on U.S.-flag carriers/vessels.
- (d) United States law prohibits transactions with, and the provision of resources and support to, individuals and organizations associated with terrorism. The supplier under any award resulting from this RFP must ensure compliance with these laws.
- (e) United States law prohibits engaging in any activities related to Trafficking in Persons. The supplier under any award resulting from this RFP must ensure compliance with these laws.
- (f) The title to any goods supplied under any award resulting from this RFP shall pass to CNFA following delivery and acceptance of the goods by CNFA. Risk of loss, injury, or destruction of the goods shall be borne by the offeror until title passes to CNFA.

**5.3 Disclaimers:** This is a Request for Proposals only. Issuance of this RFP does not in any way obligate CNFA, the AMD Project, or USAID to make an award or pay for costs incurred by potential offerors in the preparation and submission of an offer. In addition:

- (a) CNFA may cancel RFP and not award;
- (b) CNFA may reject any or all responses received;
- (c) Issuance of RFP does not constitute award commitment by CNFA;
- (d) CNFA reserves the right to disqualify any offer based on offeror failure to follow RFP instructions;
- (e) CNFA will not compensate offerors for response to RFP;
- (f) CNFA reserves the right to issue award based on initial evaluation of offers without further discussion;
- (g) CNFA may negotiate with short-listed offerors for their best and final offer;
- (h) CNFA reserves the right to order additional quantities or units with the selected offeror;



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- (i) CNFA may reissue the solicitation or issue formal amendments revising the original RFP specifications and evaluation criteria before or after receipt of proposals;
- (j) CNFA may modify the specifications without issuing a formal notice to all offerors when the revisions are immaterial to the scope of the RFP;
- (k) CNFA may choose to award only part of the activities in the RFP, or issue multiple awards based on multiple RFP activities;
- (l) CNFA reserves the right to waive minor proposal deficiencies that can be corrected prior to award determination to promote competition;
- (m) CNFA will contact all offerors to confirm contact person, address, and that the bid was submitted for this RFP;
- (n) CNFA will contact all offerors to inform them whether or not they were selected for award;

In submitting a response to this RFP, offerors understand that USAID is not a party to this solicitation and the offeror agrees that any protest hereunder must be presented – in writing with full explanations – to the AMD Project for consideration. USAID will not consider protests regarding procurements carried out by implementing partners. CNFA, at its sole discretion, will make a final decision on any protest for this procurement.

**5.4 Source/Nationality/Manufacture:** All goods and services offered in response to this RFP or supplied under any resulting award must meet **USAID Geographic Code 937** in accordance with the United States Code of Federal Regulations (CFR), [22 CFR §228](#). The cooperating country for this RFP is Pakistan.

Offerors may **not** offer or supply any commodities or services that are manufactured or assembled in, shipped from, transported through, or otherwise involving any of the following countries: Cuba, Iran, North Korea, Syria.

**5.5 Taxes and General Sales Tax (GST):** As an organization that is implementing a project on behalf of USAID, CNFA is exempt from being charged GST (federal and provincial), customs duty or fee, excise tax, road tax, or any other form of tax or tariff for goods and services purchased for USAID funded activities. As such, offerors agree to exclude GST or any similar taxes or fees from its cost proposal.

**5.6 Eligibility:** By submitting an offer in response to this RFP, the offeror certifies that it and its principal officers are not debarred, suspended, or otherwise considered ineligible for an award by the U.S. Government. CNFA will not award a contract to any firm that is debarred, suspended, or considered to be ineligible by the U.S. Government.