

**OFFICE OF THE PRINCIPAL CHIEF CONSERVATOR OF FORESTS,  
MADHYA PRADESH, SATPURA BHAWAN, BHOPAL (M.P.)**

**EXPRESSION OF INTEREST (EOI)**

For short-listing of consultant agencies/firms/organizations/institutions for Development and Implementation of Bio-resource (forests) based Business Plans for Small and Medium size Enterprise (SME) in five districts of Madhya Pradesh

1. The State Forest Department, Government of Madhya Pradesh (GoMP) is implementing a project titled **“Integrated land and Eco-System Management to Combat Land Degradation and Deforestation in Madhya Pradesh”**. Madhya Pradesh State Forest Department being the implementing agency supported by Global Environment Facility (GEF) and United Nations Development Program (UNDP). The project focuses on reversing the land degradation process to provide regional and global benefits by improving the health of the Ecosystem in the districts of Betul, Chindwara, Umaria, Sidhi and Singrauli in Madhya Pradesh.

2. One of the key outcomes of the project is to explore possibilities to enhance the community based livelihoods in the forest fringe villages in the five districts.

3. The interest offer is for Development and Implementation of Bio-resources (forests) based Business Plans for Small and Medium sized Enterprise (SME) in the five districts. The consultancy in this direction has to develop participatory bankable bio-resources (forest) based Small and Medium size Enterprise Plans covering a maximum of 20 Joint Forest Management Committees (hereafter referred to as JFMCs) per district.

**4. The business plan(s) will be prepared adhering to the following process.**

- The consultant will propose the specific commodities to be covered, the no. of JFMCs and an indicator volume of produce to be managed in the business plan. This will be done on the basis of initial field visits and interactions with the communities, Forest Department, local bodies and the trading networks.

- The proposal will be presented to the review committee constituted for the activity. The review committee will approve the selection of the commodity and the area on the basis of initial viability of the proposal.

- The consultant then will develop a detailed business plan on the basis of a thorough understanding of :-

a) the nature of market of the commodity which includes mapping the value chain, or alternative value chains, identifying the significant nodes in each value chain, analyzing the relationship between the nodes of each value chain, measuring the volumes and prices in each value chain including the variations across time and space, identifying the functions of each node in the value chain.

b) In accordance with the spatial spread of the markets for the commodity the consultant will identify the significant market nodes which may be located in other districts or even in other states. The consultant will then select a sub set of these locations and study market linkages of the target districts with these locations.

c) The consultant will extensively interact with local communities (collectors) and the Forest Department to design the interventions.

d) As part of the business plan the consultant will have to specify:-

i) the institutional form of intervention

ii) the functions to be performed by the intervention

iii) the resources required to perform these functions

iv) the strategies to ensure that they are viable and are able to compete with other market players

v) and plan to ensure the economic and ecological viability of the intervention.

- e) The consultant will present the business plan to the review committee for approval.
- f) The consultant will then proceed to implement the plan.

The consultant will be required to build capacity of community groups to execute the SME plans so developed, including overseeing pilot implementation of the plan approved for the district. The consultant will be expected to continuously gather information on the market for the specific commodities and assist the community groups to modify the strategy in interventions where it is required. This support is crucial to ensure the viability of the community based enterprises.

- g) The assignment is tentatively scheduled to begin in April/May 2011. The consultant is expected to submit the draft plan in four months to the review committee. The consultant will need to support the business plan for two years. This implies that the consultant will need to study the market conditions, build capacities of the communities and provide business support services to the target communities over a period of two years after approval of the business plan.

**5. A consultant may apply for one, more than one or for all the districts. Each consultant is expected to submit separate proposals for each district that they want to cover.**

6. The consulting agencies that are interested in being short listed for this assignment should fulfill the following criteria:

- a) Should have experience of at least 5 years in running/promoting/managing such project requirements especially in Madhya Pradesh or Chattisgarh.
- b) The firm should in its experience be empanelled/worked with international donor organizations, state government (preferably externally aided projects) and national level implementation organizations for natural resource management forestry/rural development training in field level processes, training design preparation etc.
- c) The organization should have experienced and competent persons, who are ready to work closely with government organizations, non-government organizations, JFMCs and community based organizations, in identifying the strategic needs and to undertake different set of technically related project activities on concurrent basis.
- d) Should have competence to handle Hindi and English, as documentation language for interactive abilities at the grass root level.

7. The interested consultant agencies/firms/organizations must furnish the following details with the expression of interest:

- i. Profile and complete contact details of the consultants and or the agency- name, address, facsimile and email address.
- ii. Ownership and the organization structure of the agency
- iii. Name and brief CV's of the principle team member (s) expected to be engaged in the consultancy along with their consent.
- iv. Audited financial statement (s) for the last three years.
- v. Description of assignments undertaken in the past five years of a similar nature on Bio-Resource based SMEs and forest based communities with a brief write up on the nature of task performed (so as to assess the suitability of consultant firm/ organization for the proposed task) and the results achieved.

The information would be used for short-listing. Any missing or incomplete information may adversely affect their selection for short-listing.

**8. Cost towards making proposal and participation in subsequent steps:-**

The cost towards making proposal and also the subsequent steps till the award of the final contract will be borne by the applicants. Project Unit will not, in anyway, be responsible for the cost incurred whether the proposal is accepted or not.

**9. How to apply:-**

Completed Expression of Interest along with relevant document is to be submitted in a **Sealed Envelope** superscribed as “EOI FOR DEVELOPMENT AND IMPLEMENTATION OF BIO-RESOURCE (FORESTS) BASED BUSINESS PLANS FOR SMALL AND MEDIUM SIZE ENTERPRISE (SME)” to –

**The Addl. Principal Chief Conservator of Forests & Project Director, UNDP-GEF Project, Satpura Bhavan (Upper Basement), Bhopal, Madhya Pradesh PIN: 462004  
Ph: 91-755-2557003, Fax: 91-755-2674343 Email: [mpcfm\\_forest@rediffmail.com](mailto:mpcfm_forest@rediffmail.com)**

**Last Date of receipt of EOI is 25<sup>th</sup> March 2011 17:00 Hrs.**

10. Please note that this is not a request for proposals. After a review of the Expression of interests, short list will be prepared and short listed consultants/firm/organization/institution will be invited to submit their proposals through a letter of Invitation (LOI), which would include specific Terms of Reference (TOR) and other details as per the project guidelines.

11. The Project Unit reserves the right to accept or reject any application without assigning any reason there to.

**A.P.C.C.F & Project Director  
UNDP-GEF Project  
Satpura Bhavan (Upper Basement)  
Bhopal, Madhya Pradesh**