

Developing a Culture of Sustainable Consumption and Lifestyle in the State of Rajasthan, India, with a Special Focus on Organic Consumption and Production (ProOrganic-II)

Invitation of Bids for Baseline Survey

Date of Issue: April 10, 2017

Date of close: April 20, 2017

General Requirements for the Bid

1. Background:

Consumer Unity & Trust Society (CUTS) in partnership with Swedish Society for Nature Conservation (SSNC) is implementing a four years project wef 1st April 2017 to 31st March, 2021 to develop a culture of sustainable consumption and lifestyle in the State of Rajasthan with a special focus on organic consumption and production. In short, it will be titled as 'ProOrganic II'.

The target districts are: Jaipur, Dausa, Udaipur, Chittorgarh, Pratapgarh, Kota, Sawaimadhopur, Jodhpur, Jhalawar and Bhilwara. There are total 99 blocks in these 10 selected districts having total 3185 panchayats, but for the project, we have selected only 2 Gram Panchayats from each block, so a total 198 gram panchayats will be covered under the project.

2. Objective

The project aims to create a culture of sustainable consumption in the state of Rajasthan thereby leading to sustainable development, which in turn will result in a healthy and safe environment for all generations (present and the future). One of the basic thoughts of the project is that promoting sustainable consumption and production are important aspects of sustainable lifestyles, which is largely consistent with environmental and social factors, education and empowerment of consumers. In this project, we are concentrating on the aspect of sustainable food and farming and plan to achieve it through promoting organic production of food grains, vegetables, fruits and other farm products on the one hand and on the other hand promote consumption of the same organic produce thereby leading to sustainable development in agriculture and the environmental sector as a whole.

3. Activity

Under the project, there is an activity component of action research. The purpose of the research is to collect evidences about ground realities of organic consumption and production in the state and also to gauge the level of awareness among consumers and farmers on sustainable consumption patterns. Total 2500 samples (640 farmers+ 1750 consumers+110 government officials as part of qualitative sampling) will be taken from 198 gram panchayats, which will capture the perception/experience from various stakeholders about awareness, capacity, challenges and suggestions etc. from 10 project districts. The breakup of this would be, 175 per district for consumers; 64 farmers per

districts and 10 officials per districts as part of qualitative survey. An additional 10 officials would be done at the state level to cover offices like National Institute of Agriculture Management (NIAM); State Institute of Agriculture Management (SIAM); Rajasthan Agriculture Research Institute (RARI) and Department of Agriculture of Government of Rajasthan. Thus the sampling would be around 75% of consumers and 25% farmers of the total samples collected. Besides, There is need to focus on gender perspective under the research in sampling and analysis. So out of 2500 total samples, at least 40% must be women.

So, total 2500 samples would be collected from 198 gram panchayats of 10 districts of Rajasthan.

Thus CUTS solicit bids for undertaking the action research from qualified professional agencies.

2. Following term and conditions before submission of formal bid:

2.1 Conditions of Bid:

- a. Registered consultancy service with VAT, TIN and registration certificate.
- b. Proposed firm for the work must have a proven experience on similar assignment. (Proof to be enclosed)
- c. Details of Technical/Finance/Administrative staff available with the agency to be submitted to ascertain staff capability with years of experience. The Contractor shall be responsible for the professional and technical competence of its employees.

2.2 Terms and Conditions for Services:

The survey consist of quantitative survey of consumers and farmers as well as to supplement also qualitative interviews with other stakeholders such as policy makers, concerned govt. agencies, subject experts other organizations/institutes working on organic farming and consumption issues in the state of Rajasthan.

- a. Bidding agency will have to conduct the survey, data entry, analysis of data and submission of narrative report.
- b. Questionnaires will be prepared by the bidder as per the objectives of the research which is required to be approved by the competent authority at CUTS. The project team involved will provide the basic structure of the same. The questionnaire will be developed in English but need to be rendered in Hindi and while doing the survey, the surveyors will ask the questions in a language well understandable by respondents.
- c. The whole assignment need to be conducted in two months of time from the date of signing the agreement. **Submission of full survey report will be by June 30, 2017.**
- d. In advance, bidding agency will have to provide the date and location of survey in the respective districts, so that CUTS representative (s) can monitor and/or evaluate quality and authenticity of survey.

- e. Notwithstanding anything, the proposals received against this bid would be valid for two months from the date of opening of bid.
- f. Payment will be released according to the agreed budget and time in three instalments, i.e. 30% on signing of agreement, 40% on submission of filled questionnaires (hard copy) and data entry (soft as well as hard copy) and remaining 30% on submission of final deliverable as mentioned above. Prior to this, the final product would be presented before CUTS authorities on a mutual decided date before giving it a final shape. Delay without proper justification will have significant impact on the budget.
- g. Output and outcome of the survey will be sole property of CUTS and not to be shared with any agency or person. Sharing the information outside CUTS will be treated as a breach of agreement and liable for legal action.
- h. CUTS reserves the right to terminate without cause this contract at any time upon 15 days prior written notice to the contractor with reimburse of reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- i. CUTS reserves the right to select or reject any bidder without clarifying any reason.

3. Submission of bid:

3.1 The bid shall consist of two parts—technical and financial. The technical bid contains the technical proposal/methodology and the financial bid contains price information.

Format and Content of the Bid

Bids should be not more than 10 pages and should include the following:

- a) **Motivation for applying:** How this work fits or aligns with the bidder's professional background and/or interests;
- b) **Relevant background:** Brief description of relevant experience/expertise in this area as described
- c) **Methodology:** Proposed methodological approach to carry out the work;
- d) Short institutional profile(s) and profiles of anticipated team members, including the main bidder, this should include information on collaborators, if any;
- e) Itemized budget;
- f) Contact details of the bidder including email and telephone number.

3.2 Bids shall be signed by the bidder or a person or persons duly authorized to bind the bidder to the contract. A bid shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the bidder, in which case such corrections shall be initialled by the person or persons signing the bid.

3.3 The bid should reach the office by April 20, 2017 at CUTS at given address clearly mentioning on an envelope "**Bid for Action Research under Developing a Culture of Sustainable Lifestyle in the State of Rajasthan through Organic Production and Consumption Project**" or '**ProOrganic II**'.

4. There shall be no individual presentation by or meeting with bidders until after the closing date. From the date of issue of this call to the final selection, contact with the

CUTS concerning the call process shall not be permitted, other than through the submission of queries, unless a presentation or meeting is initiated by the CUTS, in accordance with the terms of this call.

5. CUTS may, at any time before the closing date, for any reason, whether on its own initiative or in response to a clarification requested by a (prospective) bidder, modify the call by written amendment. Amendments could, inter alia, include modification of the project scope or requirements, the project timeline expectations and/or extension of the closing date for submission. All prospective bidders that have submitted a proposal with regard to the call will be notified in writing of all amendments to the call and will, where applicable, be invited to amend their proposal accordingly. CUTS may, at its discretion, ask any bidder for clarification of any part of its proposal. The request for clarification and the response shall be in writing.

For submission and any clarification/query bidders may contact at the following address:

Director,
Consumer Unity & Trust Society (CUTS)
D-218 A, Bhaskar Marg, Bani Park, Jaipur 302 016, India
Ph: 91.141.5133259; 2282062, 2282 823/2282 482
Fax: 91.141.4015395
Email: gc@cuts.org; cart@cuts.org