

**Department of AYUSH  
National Medicinal Plants Board  
Expression of Interest**

The National Medicinal Plants Board (NMPB), Dept. of AYUSH, Ministry of Health & Family Welfare 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 in India-in 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 for any one Sector at National or International level and having a minimum annual turnover of at least Rs One 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 One 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, Dept. Of AYUSH,  
AYUSH BHAWAN,  
Room No. 309, 3<sup>rd</sup> Floor, B-Block  
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:**

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. One 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 One 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. At this juncture they may also share their inputs/suggestions with NMPB for the proposed study for consideration of fine tuning/ of TOR, methodology etc.

Copies of the previous Demand & Supply study (Published in 2006) 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) *EOI is being published in National dailies viz. Hindustan Times, Economic Times and Times of India. For detailed advertisement together with Terms of Reference and Evaluation Criteria can be downloaded from the website of Department of AYUSH viz. <http://indianmedicine.nic.in>*

## Terms of Reference

The industrial demand for the medicinal plant resources has been on the rise due to the worldwide buoyancy in the herbal sector engaged in production of herbal health care 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.

Two studies on demand and supply were conducted in the past by CERPA & FRLHT in 2002 & 2006 respectively. The data given therein 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.

### 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:
  - Household demand/ Traditional Healers demand
  - Demand of Trade and industry including demand for Exports.
- 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 framework applicable to the Indian medicinal plant based industry in the context of domestic and international trade.
  - b. Capture major stakeholders in supply chain of medicinal plants, their strengths/ needs in the context of contemporary, business environment.
  - c. Make a SWOT analysis of Indian Traditional Medicine Industry and the Indian Medicinal Plants sector.

- d. Assess the current pricing structure including Local taxes/VAT/custom duty at various stages of Trade for certain selected species & trend Analysis of top 50 species.
- e. Suggest measures and modalities to capture a profile of the major traders/wholesalers and the prevalent trading practices in major medicinal plant mandis of India and make suggestions for up gradation of practices to improve quality of raw material supply.
- f. Gather inputs and make recommendations to rationalize/fine-tune HS Code nomenclature for Raw material in ASU Industry.

### **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:-

- I. Review of existing information resources & secondary information already available.
- II. 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 & supply of medicinal plant raw material and extracts, within the country and those exported & imported.
- III. Devising appropriate pilot formats/questionnaire for data collection commensurate with objectives and deliverables of the study.
- IV. 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
- V. Undertake pilot study for validation and finalization of the formats/ questionnaires to be used in the study.
- VI. 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.
- VII. 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.
- VIII. Analysis of data, findings and report compilation.

### **4. Agreement:**

The successful Consultant shall have to sign an Agreement with the NMPB, Department 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:**

- “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.
- “Consultant” should give details of qualification, experience of each of the professionals they propose to engage in the study.

## **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 ten months from the award of the study. 20 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. Penalty:**

In case the implementation agency is not able to conclude the work in stipulated period (as provided in Para 6 above) without any justification the implementing agency would be liable to forgo 1% of the fee (excluding taxes) per week, subject to a maximum of 10%.

## **8. Payment Terms:**

- 20% on submission of the inception report: Within five 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 20 copies & soft copy in the requisite format.

### **Other terms:**

- 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.
- The “Consultant” shall provide separate chapters for reports in respect of all Major deliverables.
- The report of study shall be presented to Government of India (NMPB, Department of AYUSH, Ministry of Health & Family Welfare) and it will be the property of NMPB. No portion of it shall be shared with any other agency/department or put to any other use by the consultant without explicit knowledge & written permission of the NMPB.

- The resource persons have to furnish an undertaking that they have duly satisfied themselves of actual availability of consultants whose CVs have been included in the proposal.
- The amount paid shall be recovered with penal interest, if it is found that:-
  - The report does not provide all required information.
  - The report is not based on actual filed work.
  - The data furnished is outdated/unrealistic or drawn from any old report.
 Documentary evidence shall have to be submitted to ascertain the actual exercise undertaken, along with the draft Report).

#### 9. **Supervision:**

Overall supervision of the assignments will be evaluated by a committee appointed by NMPB, Dept of Ayush, Govt. of India.

#### 10. **Other information to be provided with the proposal:**

- **Team Qualification:** Curriculum Vitae of team members from the agency's own organization or external experts who will be a part of team. International experience if any may be highlighted.
- **Expertise of the firm:** Relevant assignments undertaken may be highlighted here by providing, title of the assignment, client for whom the assignment was carried out, cost of assignment, timelines, and team strength, documentary evidence of having carried out the assignment successfully.
- **Approach for the proposed assignment:** Steps to carry out the proposed assignment may be described.
- **Schedule/Timelines:** Gantt chart with clear milestone, to be provided.

#### **The Proposal should comprise of the following:**

- Technical proposal containing detailed methodology for the deliverables mentioned above (should include suggested sample size, selection criteria and selection process of the samples).
- A separate sealed Financial Proposal (containing details of professional fees, travel, other expected costs etc.)
- EMD (Earnest money deposit) amount of Rs 5 lakhs in a separate sealed cover drawn in favour of Pay & Accounts Officer (Sectt.), Ministry of Health & Family Welfare, Nirman Bhawan, New Delhi.

All the three above should be enclosed in separate sealed covers, indicating the content of each cover. All three covers should be put into a single larger cover and submitted to the NMPB within the stipulated timeframe.

#### 11. **Indicative criteria for assessment would include:**

- Credentials of the organization with respect to its Core business, experience, constitution and technical & managerial capability.
- Performance record of the organization.
- Methodology and work programme for the proposed assignment, and

- Experience in the field of assignment and qualification of key team members to be deployed (full time and part time separately).
- Quality of Proposal and
- Quality of presentation

The interested organizations shall submit their proposals as per above. It may be noted that conditional offers will not be accepted.

The NMPB reserves the right to accept or reject any or all the tenders without assigning any reason(s) thereof.

Any unsatisfactory work or any undue delay at any stage at the part of consultant in various milestones to be achieved after signing of the agreement may result in termination & forfeiture of Bank guarantee (BG).

**12. Limitation of the study:**

If any may be clearly spelled out in the methodology to be adopted for the study.

## **EVALUATION CRITERIA**

### **1. METHOD OF SELECTION OF THE CONSULTANT:**

#### **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 EMD envelope, shall be put in a bigger envelope which shall be duly sealed. In case, any bidder submits more than one bid, his bids will be summarily rejected without assigning any reason. Further, each page of the technical and financial bids should be numbered.

#### **1.1 (A) THE TECHNICAL BID SHALL CONTAIN:**

- (i) Detailed methodology for the deliverables mentioned in TOR including suggested study design, sample size, selection, selection process of the samples, methodology of collection of data, field team composition, work plan, etc.
- (ii) Details of the experience of the applicant consultant/consortium including–
  - a. Credentials of the organization with respect to its Core business, experience, constitution and technical, managerial capability in relation to the current assignment.
  - b. Performance record and key highlights bringing out the core professional value and strength of the organization including Audited Financial Statement for the last three years with year-wise turnover and Net Profit/Loss (PAT).
  - c. Methodology and work programme for the proposed assignment, along with reasons/justifications for proposed approach and demonstrating that how it is well reasoned and thought through limitation if any may be clearly spelt out.
  - d. Substantive past experience in the related field of assignment and qualification of key team members and consultants to be deployed (full time and part time separately), including their short CVs.
  - e. List of major completed assignments undertaken in previous years, along with documentary evidence for having done so to a good satisfaction level of their clients.



- f. Location of branches/establishment of the consultation in other part of the country which can be leveraged for field work of this assignment.
- g. Degree of outreach that the organization can demonstrate among various stakeholders for the purpose of this study.
- h. Level of expertise/familiarities with medicinal plant use and taxonomy system of AYUSH/ folk medicine, processing, trade export of medicinal plants and their products.
- i. Any other relevant information.

### **1.1 (B) THE FINANCIAL BID SHALL CONTAIN:**

- (i) Detailed break-up of the cost of the study; giving unit-wise break-up of the estimate under the following broad heads:

- (a) Meetings/Workshops, Literature research, initial mobilization etc.
- (b) Travel, field work, information and data collection
- (c) Information/Data analysis, presentations report writing and finalization
- (d) Overhead costs & contingencies
- (e) Any other

- (ii) The financial bid should include all liabilities including Tax, Service tax etc.

### **1.2 SELECTION PROCESS:**

- a) Bids will be opened in presence of bidders/representatives who choose to be present immediately after closing of bid time in the Department of AYUSH, AYUSH Bhawan, 'B' Block, GPO Complex, INA, New Delhi-110023.
- b) First the technical bids will be opened and their documents will be page numbered and signed by the Screening Committee Members.
- c) Financial bids of only the technically qualified agencies/organizations/institutions will be opened in presence of representatives of technically qualified agencies (who choose to be present) on the date and time to be intimated to them through Website/E-mail/Fax or Telephone (Details to be provided by bidders in their technical proposals).

- 1.2. (a) After opening of the financial bids of 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 weightage 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:

$$A: 100 / 120 = 83 \text{ points}$$

$$B: 100 / 100 = 100 \text{ points}$$

$$C: 100 / 110 = 91 \text{ points}$$

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

$$\text{Proposal A: } 75 \times 0.70 + 83 \times 0.30 = 76.6 \text{ points.}$$

$$\text{Proposal B: } 80 \times 0.70 + 100 \times 0.30 = 84 \text{ points}$$

$$\text{Proposal C: } 90 \times 0.70 + 91 \times 0.30 = 90.3 \text{ points.}$$

The three proposals in the combined technical and financial evaluation were ranked as under:

$$\text{Proposal A: } 76.6 \text{ points} \quad : \text{H3}$$

$$\text{Proposal B: } 84 \text{ points} \quad : \text{H2}$$

Proposal C: 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.

1.2. (b) Financial bids should not have any negotiation clause or condition else , it will be summarily rejected. Discount etc. must be specifically indicated in clear terms, if any financial bids will be returned for those who don't qualify technically

**1.2 (c) The Marks allocated for technical bid is as follows:**

<b>Items</b>	<b>Maximum Marks</b>
<b>1. Experience of Firm/Consortium</b> (Past Experience like relevant completed assignments, degree of outreach, branches, etc.)	<b>Maximum Marks 5</b>  The organization's credential/professional/ previous experience in the context of the proposed assignment.
2. Degree of outreach that the applicant organization's/consortium can demonstrate amongst medicinal plant key stakeholders who need to be contacted during the course of study.	<b>Maximum Marks 5</b>
<b>3. Methodology</b>	<b>Maximum Marks 20</b>
Design of the survey	5
Sampling framework	5
Data collection approach	5
Data Analysis	5
(Coverage, sample technique, primary/secondary data source, software/tools used)	

### 1.2.(d) Team Leader/Key personnel/Consultants - Maximum Marks-35

<b>Team Leader</b>	<b>Maximum Marks-10</b>
Qualifications	4marks
Experience in the related field: Plant Taxonomy	3 marks
R&D on Medicinal Plants/ Market Research/Trade	3 marks
<b>Key Personnel</b>	<b>Maximum Marks-15</b>
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
<b>Part Time Consultant</b>	<b>Maximum Marks-10</b>
No of Consultants	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 for this 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)

**1.2. (e) Presentation by the consultant before the evaluation committee/experts- Maximum Marks 35**

<ul style="list-style-type: none"><li>• Quality &amp; coherence of presentation</li><li>• Communication</li></ul>	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, D/O AYUSH reserves the right to accept/reject any offer received without assigning any reason whatsoever.**