

গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
স্মলহোল্ডার এগ্রিকালচারাল কম্পিটিটিভনেস প্রজেক্ট (এসএসপি)
কৃষি বিপণন অধিদপ্তর
সেচ ভবন (৬ষ্ঠ তলা), ২২, মানিক মিয়া এভিনিউ
শেরেবাংলা নগর, ঢাকা – ১২১৫।
www.dam.gov.bd

স্মারকঃ ১২.০২.০০০০.৫৪১.৪১.০০১.১৯-

তারিখঃ ১০ এপ্রিল, ২০২২ খ্রিঃ

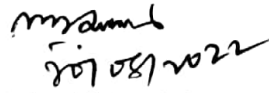
- প্রাপকঃ ১) ম্যানেজার (বিজ্ঞাপন শাখা)
দৈনিক জনকণ্ঠ
জনকণ্ঠ ভবন, ২৪/এ রাশেদ খান মেনন সড়ক,
নিউ ইস্কাটন, ঢাকা
- ২) ম্যানেজার (বিজ্ঞাপন শাখা)
দি নিউ এইজ
হামিদ প্রাজা (৫ম তলা)
৩০০/৫/এ/১, বীর উত্তম সি আর দত্ত রোড,
হাতিরপুর, ঢাকা – ১২০৫।

বিষয়ঃ প্রকল্পের আওতায় এক্সপোজার ডিজিট আয়োজন নিমিত্তে আউটসোর্সিং প্রতিষ্ঠান নিয়োগের জন্য পত্রিকায়
বিজ্ঞাপন প্রচার প্রসঙ্গে।

উপর্যুক্ত বিষয়ে কৃষি বিপণন অধিদপ্তর কর্তৃক বাস্তবায়নাধীন “স্মলহোল্ডার এগ্রিকালচারাল কম্পিটিটিভনেস প্রজেক্ট (এসএসপি)” শীর্ষক প্রকল্পের আওতায় আউটসোর্সিং প্রতিষ্ঠানের মাধ্যমে এক্সপোজার ডিজিট আয়োজন করার জন্য Expression of Interest (EOI) বিজ্ঞাপনটি আপনার বহল প্রচারিত দৈনিক পত্রিকায় অতীব জরুরী ভিত্তিতে প্রকাশের প্রয়োজনীয় ব্যবস্থা গ্রহণের জন্য অনুরোধ করা হলো।

উল্লেখ্য যে, বিজ্ঞাপনের ব্যয় সরকারী বিধি মোতাবেক পরিশোধ করা হবে।

সংযুক্তিঃ ০১ (এক) প্রস্থ বিজ্ঞপ্তি।


(ড. মোঃ আশরাফুজ্জামান)
উপ সচিব
কম্পোনেন্ট ডাইরেক্টর
স্মলহোল্ডার এগ্রিকালচারাল কম্পিটিটিভনেস
প্রজেক্ট (এসএসপি) (বিপণন অংশ)
কৃষি বিপণন অধিদপ্তর, ঢাকা।

সদয় অবগতির জন্য অনুলিপিঃ

- ১। মহাপরিচালক, কৃষি বিপণন অধিদপ্তর, খামারবাড়ি, ঢাকা – ১২১৫।
২। অফিস কপি।

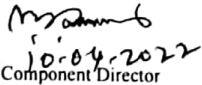
Government of the People's Republic of Bangladesh
Smallholder Agricultural Competitiveness Project (SACP)
Department of Agricultural Marketing
Sech Bhaban, (Level – 05), 22, Manik Miah Avenue
Dhaka – 1215.

**Request for Expression of Interest (REOI) for Arranging Exposure Visit on
“Technological Implication in Agricultural Products Marketing System”**

1	Ministry/Division	:	Ministry of Agriculture
2	Agency	:	Department of Agricultural Marketing
3	Name of Procuring Entity	:	Component Director, Smallholder Agricultural Competitiveness Project (DAM Part)
4	Invitation for	:	Exposure Visit on “Technological Implication in Agricultural Products Marketing System” in Malaysia and Australia
5	Invitation Reference	:	Memo No. 12.02.0000.541.41.001.19-552 dated 10/04/2022
6	Procurement Method	:	Quality and Cost Based Selection (QCBS)
7	Budget and Source of Fund	:	GoB and IFAD
8	Project Code	:	224263700
9	EOI Submission Last Date and Time	:	25/04/2022 at 14:00pm
10	Address of Receiving and Opening EOI	:	Office of Component Director, Smallholder Agricultural Competitiveness Project (SACP), Department of Agricultural Marketing, Sech Bhaban (Level-05), 22, Manik Miah Avenue, Dhaka– 1215.
11	Objectives of the Visit	:	The purpose of the exposure visit is: a) To know the marketing strategies in which developed countries become successful in agricultural product marketing b) To improve idea about working pattern by farmers, traders, and related agencies for sustainable and smooth supply chain management c) To observe the tech-based marketing process (production to selling) of small, medium, and large enterprises d) To discuss the policy formulation and implementation by government bodies related to agricultural marketing
12	Brief Description of the Assignment	:	The selected firm will be responsible for following tasks: a) To arrange the foreign exposure visit in agriculturally developed countries (Malaysia and Australia) i. VISA processing on behalf of the participants ii. Airport pick and drop in Bangladesh and touring countries. iii. Hotel accommodation and internal travel support during the visit in touring countries iv. Lunch arrangement for travel time v. Standard Air Ticket arrangement (business class and economy class) but the PE will pay the ticket cost directly to travel agent/airline vi. Visit to pioneer industries that practice technology based modern processing, packaging, marketing activities of HVCs. vii. Arrange in-house interactive discussion/ training/ knowledge sharing program. b) To organize and facilitate discussion on technology of agro-based food industry, value addition activities of agricultural products, marketing system of fresh-cut vegetables, visit to small, medium, and large industry of agri-processing, value chain study of HVC, etc. c) To arrange meeting with agri-business and agricultural marketing expert and relevant government officials
13	Eligibility of Firms	:	a) The firm must have commendable communication with different agricultural research institute, leading agricultural corporations and governmental bodies of touring countries b) At least 05 (five) foreign exposure visit experience in each program minimum involvement of BDT 15 (fifteen) lac. c) At least 02 (two) foreign exposure visit experience in Asia and Australia.
14	Other Details	:	- EOI must be duly signed on every page (One Original and One Photocopy) - The firm can submit EOI for one or more packages depending on its interest, capability, expertise, and convenience. - Terms of Reference (ToR) is available on Notice Board at www.dam.portal.gov.bd - Exposure Visits are sought in following package:

Package Description	
Exposure Visit on “Technological Implication in Agricultural Products Marketing System” in Malaysia and Australia	

15	Name and Contact Details of Procuring Entity	:	Dr. Md. Ashrauzzaman, Component Director, Smallholder Agricultural Competitiveness Project, Department of Agricultural Marketing, Sech Bhaban (Level-05), 22, Manik Miah Avenue, Dhaka– 1215.
16	Reserved Right	:	The procuring entity reserves the right to accept or reject any or all EOI
17	Procurement Rules	:	The tender will be performed according to the Public Procurement Rules – 2008


 10.04.2022
 Component Director
 Smallholder Agricultural Competitiveness Project (SACP)
 Department of Agricultural Marketing

Terms of Reference

Terms of Reference for Exposure Visit on “Technological Implication in Agricultural Products Marketing System” in agriculturally developed countries (Malaysia and Australia)

1. Introduction

Background: Bangladesh is a lower middle-income country with declining rates of poverty among its 160 million people. Sustained economic growth along with steady agricultural improvement has been fundamental to this reduction. Sustainability of growth, particularly agricultural growth, is however vulnerable to climate change. Given that the agriculture sector remains fundamentally important to the country’s prosperity and it utilizes three-quarters of the scarce land space of Bangladesh and supports the livelihoods of the majority of the population, it is passing through some immediate challenges in promoting sustainable development. The challenges include continuing to increased production and achieving recognizable quality standards despite loss of land to other uses and climate change.

Project Area: The project will be implemented in 11 districts covering 30 upazillas in the southern region of Bangladesh. 250 unions will be selected based on the targeting criteria.

Project Goal and Objective: The main goal of the project is to contribute to Bangladesh’s agriculture smallholders’ responsiveness and competitiveness in high value crops (HVC) production and marketing of fresh and/or processed products. The objective is to increase farmer income and livelihood through demand-led productivity growth, diversification, and marketing in a changing climatic condition. In order to achieve the goals and objectives of the project, different types of training, national and international research and foreign exposure visit are included in the Development Project Plan (DPP) to enhance the capacity of the management team.

Project Components: The project supports production enhancement, identifies market opportunities for both fresh and processed products, encourages value added post-harvest management, builds competitiveness of HVCs to move households from subsistence farming into commercial farming through three technical components supported by a project management component. They are:

Component 1 – Enhanced production of HVC and technology adoption

Component 2 – Processing and marketing of HVC

Component 3 – Climate resilient surface water management

2. Department of Agricultural Marketing

The Department of Agricultural Marketing (DAM) is mandated to oversee and develop the marketing system, which is dominated by the private traders. It operates under the Market Regulation Act – 1964 (amended in 1985). The vision of DAM is to contribute to national economy through the management of interrelated agricultural marketing system and the development of agricultural business environment with producers, traders, and consumers. In this project, DAM serves under the Component 2. This ‘terms of reference (TOR)’ is being prepared within component 2 for the arrangement of Exposure Visit to potential countries (i. China and Japan; ii. Malaysia and Australia) where DAM officials along with the officials of Ministry of Agriculture, Planning Commission (Crops wing and Program wing), and Implementation Monitoring and Evaluation Division (IMED) are the service recipients.

3. Exposure Visit

As per the Development Project Plan (DPP), there is a provision of exposure visit to any agriculturally developed country for the officials related to project and relevant government bodies. The purpose of the exposure visit is:

- To know the marketing strategies in which developed countries become successful in agricultural product marketing
- To improve idea about working pattern by farmers, traders, and related agencies for sustainable and smooth supply chain management
- To observe the tech-based marketing process (production to selling) of small, medium, and large enterprises
- To discuss the policy formulation and implementation by government bodies related to agricultural marketing

4. Participants of the Visit

There will be 08 (eight) participants in the exposure visit among which 04 (four) will belong to Department of Agricultural Marketing (DAM), 01 (one) from Ministry of Agriculture, 01 (one) from Planning Commission (Crops wing), 01 (one) from Planning Commission (Programming wing), and 01 (one) from Implementation Monitoring and Evaluation Division (IMED)/ Economic Relations Division (ERD). The names of the participants will be provided after approval from concerned regulatory bodies.

5. Scope of Work

The selected firm will be responsible for following tasks:

- a) To arrange the foreign exposure visit in agriculturally developed countries (Malaysia and Australia)
 - i. VISA processing on behalf of the participants
 - ii. Airport pick-and-drop in Bangladesh and touring countries.
 - iii. Hotel accommodation and internal travel support during the visit in touring countries
 - iv. Lunch arrangement for travel time
 - v. Standard Air Ticket arrangement (business class and economy class).
 - vi. Visit to pioneer industries that practice technology based modern processing, packaging, marketing activities of HVCs.
 - vii. Arrange in-house interactive discussion/ training/ knowledge sharing program.
- b) To organize and facilitate discussion on technology of agro-based food industry, value addition activities of agricultural products, marketing system of fresh-cut vegetables, visit to small, medium, and large industry of agri-processing, value chain study of HVC, etc.
- c) To arrange meeting with agri-business and agricultural marketing expert and relevant government officials

6. Eligibility Criteria

- a. The firm must have commendable communication with different agricultural research institute, leading agricultural corporations, and governmental bodies of touring countries
- b. At least 05 (five) foreign exposure visit experience in each program minimum involvement of BDT 15 (fifteen) lac.
- c. At least 02 (two) foreign exposure visit experience in Asia and Australia.

7. Exposure Visit Supervision and Quality Control

In order to ensure smooth and uninterrupted service delivery during exposure visit, the firm will ensure overall supervision and internal quality control. The firm may assign local representative in visiting country or accompany its representative throughout the tour at its own cost. For any sort of trouble during the visit, the firm will act immediately to resolve the issues in favor of the officials. The contact person on behalf of the firm will have to be responsive as and when needed.

8. Output/Deliverables

The firm will ensure certificates for the visiting officials, by name and designation, from the major universities, institutes, industries, or offices during the exposure visit both in Malaysia and Australia, where applicable.

9. Tentative Timeframe

The exposure visit will be for 08 (eight) days excluding the travel time. Program may be arranged in June, 2022.

10. Income Tax and VAT and Release of Fund

- a) All VAT, taxes, duties, fees, etc., as may be levied under the applicable law, will be deducted at the source.
- b) The firm will not be responsible for the cost of air ticket and per diem, which will be at actual, but the firm will assist in the arrangement of air ticket. Procuring entity pays the per diem to the participants and air ticket bill to the travel agent/airline company.
- c) 100% of the approved budget shall be paid before the completion of the exposure visit in exchange of bank guarantee or performance security.

11. Communication

The Component Director, SACP (DAM part) will be the contact person for all aspects relating to this assignment:

Dr. Md. Ashrafuzzaman

Component Director

SACP (DAM part)

Sech Bhaban, Dhaka-1215

Tel: 02-488110226

E-mail: cdsacpdam@gmail.com

12. General Terms and Conditions

All reports, pictures, documentaries, videos, and documents captured and prepared during the visit shall be treated as the property of the Department of Agricultural Marketing (DAM). The reports/documents or any part, therefore, cannot be sold, used, and reproduced in any manner without prior written approval of DAM. The firm shall be solely responsible for any type of unexpected/misrepresentation of any information.