



## **Request for Proposal: Feasibility Study in Solan, Himachal Pradesh**

### **About the Mount Valley Development Association:**

Mount Valley Development Association (MVDA) is a civil society actor dedicated to improving the quality of life for rural populations through livelihood initiatives, early child care, and girl child education. Inspired by the Sarvodaya Movement and its Himalayan approach, MVDA began its work in the early 90s in response to poor economic conditions and slow development in the Bhilangna Valley of Tehri Garhwal district. Our vision is to be a catalyst of change, supporting local communities in eradicating poverty through sustainable livelihood initiatives and fostering a society rooted in social harmony, justice, and solidarity.

### **I. Introduction**

MVDA invites qualified and experienced individuals or firms to submit proposals for conducting a Feasibility Study in 20 villages of the Kandaghat block in Solan District, Himachal Pradesh, India. This study aims to:

- Assess current agricultural practices.
- Identify high-potential crops and vegetables with strong market potential.
- Pinpoint gaps in the supply chain and value chain that, if addressed, could lead to better price realization and easier marketing.
- Identify supply chain and value chain actors, local authorities, and potential collaborators from corporate or private businesses.
- Prepare business projections for each identified crop and vegetable.

### **II. Objectives**

**The primary objectives of this engagement are:**

- 1. Data Collection:** Gather comprehensive data from all 20 villages, covering every farmer. Key details to be collected include income, cultivated area, types of crops (flowers or vegetables), and current farm gate prices.
- 2. Agricultural Practices:** Analyze the total cultivation areas, cultivation practices, cropping calendar, and nature of farming in the region.
- 3. Supply Chain Analysis:** Examine the current supply chain of vegetables and flowers from the farm gate to local and national markets, and analyze price differentials.
- 4. Value Chain Assessment:** Study the value chain of vegetables and flowers, assessing the potential for local-level value addition.
- 5. Identification of High-Potential Crops:** Identify high-potential vegetables and flowers that, with marketing support, can enhance farmers' incomes.

**6. Business Projections:** Develop product-specific business projections, including projected sales and profit and loss forecasts.

**7. Stakeholder Assessment:** Identify and assess stakeholders, their roles, and responsibilities, and how they can affect project implementation.

### **III. Scope of Work**

**The selected individual or firm will undertake the following tasks:**

#### **1. Planning and Inception**

- Conduct initial meetings with MVDA to understand the project scope and objectives.
- Develop a detailed work plan and timeline for the study.

#### **2. Data Collection**

- Design and administer surveys to collect data from all 20 villages of 2 panchayats, Sakori & Jhajha, Block – Kandaghat, District – Solan, Himachal Pradesh.
- Ensure comprehensive data collection covering income, cultivated areas, crop types, and current farm gate prices.
- Conduct interviews and focus group discussions with farmers and key stakeholders.

#### **3. Agricultural Practices Analysis**

- Assess the total cultivation areas and the variety of crops grown.
- Document existing cultivation practices and cropping calendars.
- Evaluate the nature of farming (e.g., organic, conventional) in the region.

#### **4. Supply Chain and Value Chain Analysis**

- Map the current supply chain from the farm gate to local and national markets.
- Identify gaps and inefficiencies in the supply chain.
- Study the value chain of vegetables and flowers to assess the potential for local-level value addition.

#### **5. Market Potential and Crop Identification**

- Analyze market demand and potential for various crops and vegetables.
- Identify high-potential crops and vegetables that could benefit from targeted interventions and marketing support.

#### **6. Business Projections and Planning**

- Develop detailed business projections for identified crops and vegetables.
- Include projected sales, profit and loss forecasts, and financial viability assessments.

#### **7. Stakeholder Identification and Engagement**

- Identify key stakeholders, including supply chain and value chain actors, local authorities, and potential collaborators from corporate or private sectors.
- Assess their roles and potential impact on project implementation.

## **8. Reporting and Presentation**

- Compile and analyze the data collected.
- Prepare a comprehensive feasibility study report, including findings, analysis, and recommendations.
- Present the findings to MVDA and relevant stakeholders.

## **IV. Deliverables:**

1. Inception Report: Detailing the work plan, methodology, and timeline.
2. Data Collection Tools: Surveys, interview guides, and other instruments used for data collection.
3. Draft Report: Submission of draft report for feedback
4. Final Feasibility Study Report: Comprehensive report with findings, analysis, recommendations, and business projections.
5. Presentation: Summary of findings and recommendations presented to MVDA and stakeholders.

## **V. Qualifications and Requirements:**

1. Experienced in Agriculture study with a strong team of Agri experts
2. Experience in developing business projections for identified products and value chains
3. Experiencing in developing Market study and analysis, sales forecast, and operational excellence.

## **VI. Proposal Submission Guidelines:**

Interested parties are requested to submit their proposals by **30-6-2024**. Proposal should be sent to [contact@mvda.org.in](mailto:contact@mvda.org.in) The subject line of the email should read: "**Feasibility Study in 20 villages of Kandaghat block of District Solan, Himachal Pradesh, India – Your Name**"

### **The proposal should include:**

1. A detailed outline of the proposed study.
2. Proposed duration and timeline, and Budget details, including all costs associated with the study.

### **Evaluation Criteria:**

1. Relevance and comprehensiveness of the proposed study.
2. Budget details, including all costs associated.
3. Methodologies and materials.

### **Project Location: Kandaghat block, Solan, Himachal Pradesh.**

MVDA reserves the right to reject any or all proposals and to negotiate modifications with the selected contractor. This RFP does not commit MVDA to award a contract or to pay any costs incurred in the preparation of a proposal.

For inquiries, please write to [contact@mvda.org.in](mailto:contact@mvda.org.in)

Thank you for your interest in partnering with us.