Government of Rajasthan
Rural Development Department
Project :- Rajasthan Grameen Aajivika Vikas Parishad
3rd Floor, Udyog Bhawan, C-Scheme, Jaipur – 302005, Tel : 0141-4259909

EOI INVITATION

Rajasthan Grameen Aajeevika Vikas Parishad (RGAVP) intends to outsource the services of consultant Non-farm for Six months as per ToR. EOI and ToR details can be downloaded from our website www.rgavp.org. Proposals must be submitted not later than 6:00 PM on April 25, 2016.

Date : 05/04/2016

GM(Procurement)
RGAVP
Rajasthan Grameen Aajeevika Vikas Parishad
(3rd Floor, R/F-Block, Udyog Bhawan, C-Scheme, Jaipur) Phone Nos. 2227011, 2227416, 5188112, Fax No. 2227723
F.15(46) RGAVP/Liv./IG/2015 |
Date 5/4/1

Invitation for expression of interest for hiring consultant for Non-Farm Development programme

1. **Context**

The Government of Rajasthan is implementation the Rural Livelihood Project (RRLP) NRLM and NRLP) through Rajasthan Grameen Aajeevika Vikas Parishad (RGAVP)

RGAVP implements community based development projects to enhance the economic opportunities and empowerment of the rural poor, with a focus on women and marginalized groups, in the entire state of Rajasthan. For other details please refer to our website www.rgavp.org

RGAVP proposes to initiate non-farm livelihood interventions among potential Self Help Groups as main facets of the mission to ensure income and employment security to poor women and their households. Therefore, RGAVP intends to hire a short term non-farm consultant to lead the Livelihood non farm initiative.

2. **Eligibility criteria for the consultants**

RGAVP invites eligible consultants to indicate their interest in providing the services. Interested candidates should provide information on their eligibility/required qualifications and relevant experience to perform the same services.

The Short Listing Criterion is as Follows:

1. **Consultant for Non-Farm**
   
   A. Qualification: Post Graduate with minimum of 15 to 20 years of experience.
   
   B. Experience in designing/creating and implementing income generation programs empowering traditional, low income artisans from rural areas
   
   C. Experience of mainstream retail and not for profit organizations.
   
   D. Knowledge about product development, merchandising and creating marketing linkages of non-farm handicrafts skill/ products through various marketing channels.
   
   E. Knowledge of preparing business plan/ costing, cost benefit analysis
   
   F. Specialization in marketing of traditional hand crafted textiles and lifestyle products.
   
   G. Conduct a rapid assessment of gaps in existing non-farm based livelihoods of rural poor in the project areas of RGAVP
   
   H. Identification of major areas of livelihoods to be strengthen through RGAVP and designing of livelihood projects
   
   I. Develop intervention strategy and implementation plan for strengthening of existing no-farm based rural livelihoods
   
   J. Assessment of capacity building needs, and other areas of business facilitation for rural producers groups in non-farm sectors.
K. Mobilization of rural poor women around non-farm livelihoods at village level in to producers group and non-profit organizations, prepare business plan/ budget for their sustainability, build/ design complete market facilitation project for their market readiness of local, national or international and handholding (this include backward and forward facilitation, promotion etc)

L. Identify required design, product development experts, technical agencies and organize product development workshops, skill-up gradation programme and other capacity building programmes for rural community in the project area of RGAVP

M. Organize and arrange market linkages through various channels like Melas, Exhibitions, buyers sellers meet, linkages with retail outlet, or opening up of outlets at suitable place.

N. Take up the ongoing projects or initiatives of RGAVP under Non-farm Sector.

2. Further information can be obtained from the address mentioned below during office hours.

3. Expression of interest with Terms of Reference given at the website (www.rgavp.org) should be submitted in a sealed envelope clearly superscripted as “Expression of Interest for Consultant Non-Farm” as the case may be till April 25, 2016, 6.00 pm

4. The submission can be made during office hours as all working days i.e Monday to Friday to the undersigned.

(Jaipal Singh kaushik)
Chief Operating Manager
RGAVP

Mailing Address:
Chief Operating Manager
Rajasthan Grameen Aajeevika Vikas Parishad,
1st Floor ,RF Block , Udhyog Bhawan , Tilak Marg , C-Scheme ,Jaipur Rajasthan
Phone: 2227011,2227416,Fax:2227723, email:rajeevika@rgavp.org.
### ToR for engaging Non-farm Livelihood Consultant in RGAVP

<table>
<thead>
<tr>
<th>Summary of the Assignment</th>
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<tbody>
<tr>
<td><strong>Name of the Assignment</strong></td>
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<td><strong>Level of posting</strong></td>
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<td><strong>Qualification &amp; Experience</strong></td>
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<tr>
<th>Honorarium (Rs.)</th>
<th>Rs. 70,000/- per month</th>
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<td><strong>Taxes as applicable will have to be borne by the Consultant.</strong></td>
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<td><strong>TA/DA would be as per RGAVP norms.</strong></td>
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<th>Duration</th>
<th>Six Months</th>
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<td><strong>Job Description</strong></td>
<td>The purpose of the consultancy is to provide key technical backstopping support to develop three non-farm (especially crafts) clusters in the RRLP project areas.</td>
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• Represent the initiative at various platform
• Required to travel in rural areas covered under project areas, potential market places etc.
• Take up any task related to development of non-farm livelihoods and make it sustainable
• Work in close coordination with related district team

Reporting:
• Weekly/ periodic and Monthly reporting is mandatory
• Reporting or work in close coordination with Senior Specialist Livelihood, Project Director and State Mission Director, RGAVP

Scope of work:

1. Female SHG group members mobilised under RGAVP will be the focus for any Non-farm livelihood interventions based on potential of intervention and skill of SHG members.

2. 3 major areas of interventions have been identified by RGAVP so far includes Tie and Dye, Leather work, Stone and Jari work in Churu, Dausa, and Bikaner respectively. These to be taken further by forming their producer groups, and their market based capacity building includes skill assessment, skill up-gradation, product development. Scaling up the same all over Rajasthan in the blocks where RGAVP is operational.

3. In addition to the above new interventions under non-farm areas to be identified and mobilisation of female SHG members in to producers groups.

4. Consultant will develop a brief rationale for intervention in these clusters includes (a) number of artisans (currently engaged in economic activity, as well those possessing skill but not engaged in economic activity) (b) existing organizations in the cluster if any (c) current product mix state of equipment / technology access to finance, market exposure and integration human development indicators various agencies (business development, financial / marketing institutions, NGOs etc.) that work with these artisan / weaver clusters.

5. Implement plan and ensure the sustainability of the livelihood interventions by;
   a. Develop Project Implementation Plan for above identified/ newly identified interventions includes brief analysis of existing gaps in the product mix and supply chain; with recommendations for specific interventions needed to address these gaps along with an indicative budget.
   b. Formation of producer collective in the form of a Producer Company for each sector/ clusters.

Mon, July 17, 2016
c. Consultation with stakeholders in concerned blocks/ districts/ clusters
d. To identify potential partner organizations for promotion of the Producer Companies in the respective clusters, who are capable of providing technical inputs in areas such as design and product development, packaging, marketing etc.
e. Build market linkage with at-least 2 buyers for each interventions
f. Facilitate partnership and ensure achieving desired result

6. Ongoing assistance to RGAVP team in monitoring implementation

The consultant will provide key backstopping and technical assistance to the RGAVP livelihoods team to operationalize and monitor the artisan cluster development plans in selected locations.

1. Deliverables and Timeline
   a) Prepare plan for identified non farm activity including preparation of TOR for hiring external agency and selection of agency: 40 Days
   b) Identify new potential non-farm interventions with field visits and feasibility: 30 days
   c) Implement the interventions as per plan: Ongoing till contract period
   d) Market linkage- tie up with atleast 2 buyers: Within contract period
   e) Periodic Monitoring: Ongoing