

**NATURE CONSERVANCY INDIA SOLUTIONS PRIVATE LIMITED**  
**REQUEST FOR PROPOSALS (RFP) TO IMPLEMENT THE PRANA PROJECT**

<b>Date of Issue of RFP</b>	<b>29<sup>th</sup> December 2021</b>
Sharing of full RFP document on request till	9 <sup>th</sup> January 2022
Last date for seeking clarifications	10 <sup>th</sup> January 2022
Date of Pre-Proposal Meeting (Via VC)	13 <sup>th</sup> January 2022
<b>Last date for Submission of RFP</b>	<b>20<sup>th</sup> January 2022</b>
Date of opening of technical proposals	21 <sup>st</sup> January 2022
Technical Evaluations Completed by	28 <sup>th</sup> January 2022
Opening of Financial Proposals	To be informed one day in advance

**INTRODUCTION**

The Nature Conservancy (TNC) is a leading conservation organization working to make a positive impact around the world in more than 70 countries. Founded in 1951, the mission of TNC is to conserve the lands and waters on which all life depends. One of our core values is our commitment to diversity. Therefore, we are committed to a globally diverse and culturally competent workforce. Visit [www.nature.org/aboutus](http://www.nature.org/aboutus) to learn more.

**Nature Conservancy India Solutions Private Limited (NCIS)** is a private limited company and is a wholly owned Indian subsidiary of The Nature Conservancy. The company currently provides technical consultancy and other related services in the domain of conservation and environment. The company has the required registrations under the relevant Indian laws to provide such services in India.

**PURPOSE**

The purpose of the Contract(s) to be issued under the Request for Proposals (RFP) is for prospective experienced Implementation Partners (Ips) to provide all necessary staff, equipment, supplies and support to implement the field activities of TNC's project on Promoting Regenerative and No-Burn Agriculture (PRANA) in Punjab. Contracts will be signed with minimum of two IPs for one package each. Each package includes a High Intensive Activity Cluster (HIAC) working with 2500 farmers in a district (FOR ONLY ONE YEAR) and a Multiple Component Implementation Approach Cluster (MCIA) working with 75000 farmers in 5 districts in year 1 and scaling up to minimum 375000 farmers in 8 or 9 districts during year 2 and 3. This will involve undertaking multiple project activities on ground, at various intensity of resource engagement in accordance with the project design, as described in **detailed RFP document**.

PRANA field implementation will span a period of three years starting on May 2021. The selected Core Implementing Partner(s) will also participate in a co-design phase starting on February 2021.

**KEY OBJECTIVES**

PRANA seeks to achieve the following objectives:

1. The elimination of burning on 1 million hectares of cropland
2. At least 250,000 farmers adopt zero-burning cropping systems

3. At least 6 million metric tons of CO<sub>2</sub>e mitigation
4. 500 billion liters of water saved from enhanced soil health and agronomy
5. Pilot of financial instrument that incentivizes farmers to adopt no-burn practices to reduce greenhouse gas emissions

#### PLACE AND PERIOD FOR PERFORMANCE

Place: Punjab state

- **Two High Intensity Activity Cluster (HIAC)**, one in each of the following districts Moga and Patiala, with a cluster of 2500 farmers each.
- **Two Multiple Component Implementation Approach Cluster (MCIA)**, each one with five (5) districts in the first year and 8 or 9 districts in years 2 and 3.
- The Punjab districts not included in the project are Pathankot, Hoshiarpur, Rupnagar (Ropar), SAS Nagar (Mohali), SBS Nagar and newly created Malerkotla

Period: On-ground Project PRANA will operate from May 2022 through April 2025. This is to be preceded by the design phase starting from February 2022.

The main deliverables for each of the IP(s) work include, 125000 successfully adopting farmers of zero-burning practices, and elimination of burning in 500000 hectares of cropland in the clusters under its implementation area.

The key milestones to be achieved as part of the project implementation, include

#### Year 0 (March 2022 – May 2022): Prep for HIAC and MCIA:

Activity/ Deliverable	Cluster	Deadline
Share Covid-19 Mitigation Plan	Both	May 15, 2022
Share Implementation work plan that covers agreed outcomes of the co-design phase, the IP's methodology for implementation, contextual analysis, and detailed set of activities	Both	June 1, 2022
Initiate deployment of field officers	Both	May 1, 2022
Develop package of GAP	Both	June 1, 2022
Initiate field activities	Both	June1, 2022
Attend meetings with TNC team members	Both	Once every 2 weeks over project duration

#### Year 1 (May 2022 – April 2023)

- o **HIACs:** 2 districts (Moga and Patiala), 104 villages, 5000 enrolled farmers
- o **MCIA:** 10 districts, ~1600 villages, ~150000 enrolled farmers

**One implementing partner can bid for maximum of 2500 farmers in one district under HIAC and maximum of 5 districts under scale up multiple component approach either as individual entity or a consortium of multiple agencies.**

Activity/ Deliverable	Cluster	Date
Share map of service providers, equipment available, geographic location, and mobilization plan	HIAC + MCIA	June 15, 2022
Develop comprehensive model for collaboration with the local stakeholders	HIAC + MCIA	Jun 15, 2022

Mobilize farmers for KVK trainings and conduct trainings in association with KVKs	HIAC + MCIA	Jul 1, 2022
Share anonymized list of enrolled farmers with geo location of farms and socio-economic profile	HIAC	Aug 1, 2022
Share anonymized list of outreached farmers with geo location of farms and socio-economic profile	MCIA	Aug 1, 2022
Onboard farmers to digital app	HIAC + MCIA	Aug 1, 2022
Onboard FSPs, ESPs, FPOs and other stakeholders to digital app	HIAC + MCIA	Aug 1, 2022
Assist farmers to treat their land with no-burn CRM technology	HIAC + MCIA	October 1 to Dec 1, 2022
Share a database of service providers with details of usage of no-burn CRM technologies (in terms of number of machines deployed, number of farmers and acreage covered)	HIAC + MCIA	Dec 15, 2022
Submission of final report including performance on key project metrics as well as challenges and areas of improvement for project design during scale up	HIAC + MCIA	May 31, 2023
Share database consisting of all enrolled farmers with details of cost of cultivation, yield and profit	HIAC + MCIA	Jun 1, 2023
Facilitate disbursement of incentives to SPs	HIAC	Jun 15, 2023
Share implementation work plan for scale-up	MCIA	Apr 1, 2023
Share M&E MIS reports	All	Monthly
Attend meetings with TNC team members	All	Once every 2 weeks over project duration

### Year 2-3 (May 2023 – April 2025)

Scale-up: 17 districts, ~ 9000 villages (including 2500 villages in Year1), 225000 successfully adoptive farmers

Activity/ Deliverable	Cluster	Date
Develop Review and adjust as needed the comprehensive model for collaboration with local Stakeholders, including new districts	MCIA	Jun 15, 2023
Deploy field officers and commence field activities in new districts	MCIA	Jun 30, 2023
Mobilize farmers for KVK trainings and conduct trainings in association with KVKs	MCIA	Jul 1, 2023
Share anonymized list of outreached farmers with geo location of farms and socio-economic profile	MCIA	Aug 1, 2023
Onboard farmers to digital app	MCIA	Aug 1, 2023
Onboard FSPs, ESPs, FPOs and other stakeholders to digital app	MCIA	Aug 1, 2023
Assist farmers to treat their land with no-burn CRM technologies	MCIA	October 1 to Dec 1, 2023 October 1 to Dec 1, 2024
Share a database of service providers with details of usage of no-burn CRM technologies (in terms of number of machines	MCIA	Dec 15, 2023 Dec 15, 2024

deployed, number of farmers, acreage covered, operating costs and profit)		
Submission of final report including performance on key project metrics as well as challenges and areas of improvement for overall project	MCIA	May 31, 2025
Share M&E MIS reports	MCIA	Monthly
Attend meetings with TNC team members	MCIA	Once every 2 weeks over the project duration

It is expected that Implementing Partners will deliver not less 15% of successful adoption by the farmers after one year of association with the farmers and not less than 20% adopting farmers in subsequent years of association with the farmers culminating successful adoption by 270K farmers in total.

**The detailed RFP document will be shared upon request at [pranatncindia@tnc.org](mailto:pranatncindia@tnc.org)**

#### **CONTRACT TYPE AND CONTRACT SERVICES**

TNC will entertain under this, RFP Cost-Plus Fixed Fee (CPFF) completion type contract(s) and Fixed Price contracts. The Bidder should select and clearly state its selection of either option when submitting its proposal.

#### **TOTAL OR PARTIAL BIDS**

We welcome bids from bidders for one package of a HIAC covering 2500 farmers in one (1) district and one MCIA covering 75000 farmers in five (5) districts in year one and scaling it up to minimum 375000 farmers in 8-9 districts in years 2 and 3. The HIACs will be implemented for only one year and the learnings from it will be incorporated in MCIA in years 2 and 3.

**TNC reserves the right to postpone or cancel the bidding process for one or more clusters with no prior notice.**

#### **ESTIMATED COSTS**

The costs allowable will be limited to reasonable, allocable, and necessary costs.

#### **PRE-BID QUERIES AND CLARIFICATIONS ON RFP**

To clarify technical queries on RFP, Bidders must submit questions via email to [pranatncindia@tnc.org](mailto:pranatncindia@tnc.org) by no later than **11:59pm IST, January 10th, 2021**. TNC will make every effort to answer questions by **January 12<sup>th</sup> January 2022** one day before the scheduled pre-proposal meeting on 13<sup>th</sup> January 2022. Answers to all questions will be shared with all Bidders.

#### **SUBMISSION OF PROPOSAL**

Proposal should comprise of two separate parts – (1) Technical Proposal; and (2) Financial Proposal.

1. The Technical Proposal shall contain the following details and be limited to 20 pages long (without attachments):
  - a. IPs institutional approach towards enabling adoption of GAPs
  - b. Proposed methodology and work plan for implementation
  - c. Comments/suggestions on any aspect of the proposed project and its design
  - d. Approach towards on-ground farmer/SP data collection and analysis
  - e. Profile of core team members who will execute this project
  - f. Organogram of team proposed for this project

- g. Proposed approach to maintain continuity and quality of resources on ground
  - h. Profile and/or sample JD for field officers
  - i. Detailed profile of the Firm
  - j. Descriptions of past projects
2. The Financial Proposal shall contain the following details:
- a. Legal status of the firm along with registration certificate
  - b. Details of beneficiary interest holder – Major Shareholder and Directors
  - c. Copy of PAN & GST registration certificate
  - d. FCRA registration number and validity, if available - not compulsory.
  - e. Tax Return and Audited Accounts of last 3 years
  - f. Brief details of similar project executed in last 3 years in similar geography
  - g. Standard margin/fee charged by the IP for cost plus fee contracts.
  - h. Cost estimate with complete break-up
  - i. Proposed terms of payment (payment schedule)

Last date for submission of proposal is **January 20<sup>th</sup> January 2022** by 11:59pm IST.

Technical and Financial Proposals are required in soft copy only. The subject line of the email submission should state **“PRANA Project Bid from organization XX”** and will be shared at:

- Financial Bid: [rajeeb.dash@tnc.org](mailto:rajeeb.dash@tnc.org)**
- Technical Bid: [pranatncindia@tnc.org](mailto:pranatncindia@tnc.org)**

Submission of the proposal to any other individual will result in the disqualification of the proposal. Bidder can submit only one bid. Submitting multiple bids under different name will result in automatic disqualification.