



Terms of Reference (TOR)

Onboarding Consultant for “Advisory support & Capacity Building to review the Cold storage Business/Business Model to make them a profitable venture

Title	Advisory support & Capacity Building to review the 20nos Cold storage Business/Business Model to make a profitable venture
Timeline	03 Months
Expected area of expertise	<ul style="list-style-type: none">• Agri Business /Agri logistics/ Agri Infrastructure• Knowledge Team in Site Assessment and Problem statement• Agri Market linkages, Documentation and Report Making
Email and website	https://forms.gle/ghFByMgJdiLjZ4jv9 (Contact Procurement for Form Link)

About SELCO Foundation:

SELCO Foundation's mission is to create a platform of solutions that uses sustainable energy as a catalyst to link environmental sustainability and poverty alleviation. With holistic development as the primary focus, the organization strives to create equitable societies where all communities have access to essential services. SELCO Foundation's Agri & Allied program focuses on empowering farmers and rural communities through sustainable agriculture practices, thereby creating an impact in terms of improved energy-efficient technology, increased crop yields, enhanced livelihoods, and reduced carbon footprint. To know more about SELCO Foundation, visit www.selcofoundation.org.

1. Summary of the project:

In India, post-harvest losses amount to INR 1,52,970 Crores annually, highlighting the need for effective solutions. Reducing these losses is vital for improving food security, enhancing farmers' incomes, and reducing environmental waste. Cooling infrastructure, such as cold storage, plays a crucial role in extending the shelf life of perishable crops and preventing spoilage. By implementing efficient cooling systems at the farm gate, farmers can maintain the freshness of their produce, reduce waste, and ensure that their crops reach the market in optimal condition, ultimately enabling them to secure better prices for their harvest.

Recognizing the challenges posed by post-harvest losses, which have significant environmental and economic consequences, the SELCO Foundation emphasizes the importance of cooling infrastructure at the farm gate level. To help tackle key issues such as the perishability of produce and price fluctuations, SELCO Foundation supported the installation of solar-powered cold storage systems across 15 states. This initiative is designed to help farmers preserve the quality of their crops and reduce losses.

As of now nearly 127 units of Solar powered cold storages have been implemented with various partners across 15 states. Out of which some are needed to reorient their strategy and Business models to become viable. The proposal seeks assess the status on utilization, ongoing business models, market linkage to design tailored training solution. Through this, we intend to provide Agricultural Extension Services, including training and advisory support to farmers on cold storage, post-harvest management, and techniques to improve the quality, storage, and marketability of agricultural produce. Going ahead with the program, we look forward to carry out such activities with 20 units of Solar powered cold storages – their functioning and utilization pattern, in order to bring improvement in productivity levels, efficiency and value for the farmers by providing proper training and support on market linkage as per the end users requirement.

The program proposes to address the issues the end users are facing and to make every cold storage a profitable venture. It aims to identify the problem statement for the underperformance, develop a strategy for enhancing utilization and provide training to the end user or the group concerned and to support the end user with the market linkage (identifying the stakeholders in the vicinity, connecting with stakeholders to the end user and promotional activities).

To further engage stakeholders and ensure effective collaboration, SELCO Foundation is in the process of onboarding a consultant for the **“Training and Advisory support to farmers on cold storages, post-harvest management and marketability to make them a profitable venture”**.

2. Goals and Objectives

Goal

- To make the existing cold storage units work efficiently,
- To increase the utilization level of the existing cold storages.
- To develop them into Profitable ventures, so that the affordability for the technology increases and this reduces the post-harvest losses

Objective

The program seeks to make all the **20 cold storages** selected to be profitable ventures. It seeks to conduct a detailed assessment of the cold storages, identify the bottlenecks & problem statement for the underperformance (unique to each and every site), develop a detailed strategy for enhancing utilization, develop the training content and provide training to the end user or the group concerned and to support for the market linkage activities mainly identifying the existing stakeholders in the vicinity, connecting stakeholders to the end user and supporting for promotional activities etc.

3. Scope of Work

Cold storages were implemented with various partners and various ownership models like few are with individual farmers, **FPO's, FPC's, FIG's, SHG's** etc. This activity involves conducting a detailed analysis of the site and identifying the bottlenecks, reasons for underperformance, develop a detailed strategy (unique to each site) for enhancing utilization by considering the ownership model, develop training content suitable to the site based on detailed assessment and provide training on both tech and non tech aspects to the end users or the groups concerned.

The program expects the agency to support the end users in terms of market linkage activities like identifying the stakeholders in the locality, connect potential stakeholders to the end user, this helps to enhance utilization and help them in promotional activities.

Providing training on enhancing utilization and making every site a profitable venture will have multi fold benefits to the small and marginal farmers in the locality.

3.a. Cold Storage Site Locations:

S.No	State	No of Sites
1	Karnataka	10
2	Maharashtra	4
3	Jharkhand	5
4	Tamil Nadu	1
Total No of Sites		20

Detail link of site location attached below : [Annexure 1](#)

3.b. Detail Key tasks are as follows:

S.No	Activity planned	Details	Expected deliverables
1	Identification of the problem statement	<ul style="list-style-type: none"> • Conduct detailed assessment of each site – “participatory” • Identify the reasons for underperformance 	<p>Detailed report on problem statement or the reasons for the underperformance site wise for all the 20 sites.</p> <p>It should identify the lacune in</p> <ol style="list-style-type: none"> 1) Management issue 2) Strategic location 3) Business Model 4) End user Awareness 5) Commodity storage pattern 6) Other, if any <ul style="list-style-type: none"> • Problem statement PPT for each cold storage • Video Bite with end user about his issues.
2	Strategy development for enhancing utilization	<ul style="list-style-type: none"> • Develop a detailed strategy based on site assessment. • Develop/identify the training content for enhancing the utilization • Provide capacity building on both tech and non-tech aspects to the end user or the group concerned. 	<ol style="list-style-type: none"> a) Provide detailed strategy developed site wise for enhancing utilization of the cold storages - 1 PPT for each cold storage. b) Develop the Strategic Document (3 pages) for the end user or group concerned. Strategy to reorient the business. It should be detailed document with amended Business Model/ approach by following the SMART principle. Hard copy should be provided to end user. c) List of actionable

3	Support for market linkage activities	<ul style="list-style-type: none"> • Identifying the existing stakeholders in the vicinity, • Connecting with nearly 3 stakeholders to the end user • Promotional activities. 	<ul style="list-style-type: none"> a) Provide a long list of identified stakeholders in the vicinity. b) Details on the connected stakeholder to the end user or the group concerned and also details on promotional activities. c) Document on Linkages.
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4. Deliverable

The deliverables for the partner Agencies/ Companies/ Organizations will be structured as a series of tasks. The deliverables are as follows:

Sl. No	Deliverables	Description	No of Document
1.	Detailed report	Detailed report on problem statement or the reasons for the underperformance site wise for all the 20 sites.	The 20 sites – 20 reports in PPT format for each cold storage
2.	Video Documentation	Video Bite with end user about their issues	20 units (Video duration: 2-3 minutes)
3.	Photographs Documents	Photographs of Capacity Building activities –	100 Photos (least 5 photos of each site)
4.	Strategy Documents	A Detailed strategy document in the site wise, including list of actionable for enhancing utilization of all cold storages	20 documents in each cold storage
5.	Report for problem solutions	Develop training modules for the end user or group concerned. Develop and print the modules for end user – (provide Attendance sheets)	2-3 pages (Develop and print)
6.	List of stakeholders	Long list of identified stakeholders in the vicinity – market players, Agri startups, agencies, progressive farmers / FPOs with whom contact can be	In locality wise

		established with existing cold storage owner for better utilization.	
7.	Report on the connections	Report on the connections of after established linkages between the farmers and other stakeholder.	1–2-page report in each cold storage
Estimated comprehensive timelines			3 Months

5. Requirements:

- Agency only can apply in this project
- Agencies with experience in Training Module Development and conducting the Training
- Proven experience of 2-3 years in Agri and allied business development activities with active market linkage.
- Technical knowledge and familiarity with Agri-Business and Agri Logistics etc.
- Having efficient team for problem statement, Video, Photographs and MS Office for documentation
- Fluency in English and knowledge of other local languages
- Strong knowledge in Agri allied market, capacity building and accessible for various stakeholders such as end users, Agri startups, farmers/FPOs, NGOs etc
- Those interested may apply with the following information:
 1. The candidate CV, Portfolio with evidence of relevant work experience and education
 2. Portfolio showcasing relevant work in farmers/FPOs research, Market linkages, business model development
 3. Financial quote with costs against the deliverables with more detail and breakup

6. Selection Criteria:

The technical proposal will be evaluated based on the following general areas:

- All relevant files, including editable versions of the deliverables, need to be provided by the Agency / Consultant.
- Ability to bring innovative and effective approaches to training module development, ensuring engagement and knowledge retention.

- A clear and comprehensive proposal that outlines the approach, methodology and deliverables for each module.
- Provide references from previous clients or partners, along with testimonials that speak to the quality and impact of the training modules developed.
- The Agency / Consultant should have experience handling similar projects, assignments, contracts & challenges.
- The proposals submitted by the Agency / Consultant will be evaluated and examined by an expert in-house committee. The final selection will rest with the competent authority of the SELCO Foundation.
- Kindly mention your name, address, contact information along with correct bank details and signature in the proposal and quotation.
- The financial proposal will be evaluated based on expertise, cost, lead-time and proposed payment terms.

7. Timelines:

The Consultant will be Onboarded for this project period of **03 months**, during which the Consultant is required to complete and deliver all the assigned tasks. The period mentioned is subject to changes based on the project's complexity and scope of the work.

SL No	Activities/Sub Activities	Timeline
1	Submission of Detailed Work Plan	3 days after signing the contract
2	Identification of Problem statement & Strategy development for each cold storage.	1 st Month
3	Training Module Development for each cold storage & identifying the list of Market players, Agri startups that would be contacted for market linkage – this to be done for each cold storage	2 nd Month
3	Completion of Training and Market Linkage activities at all 20 sites	3 rd Month

8. Financial Proposal:

- The financial quote should include costs for all the Deliverables
- Kindly mention your name, address, contact information along with correct bank details and signature in the agreement quotation.
- Please note that the prices quoted by the consultant are firm, final, and binding and not subject to variation on any account.

8.a. Sample Format for Submit Financial proposal:

Financial Proposal Breakup				
S.No	Budget Specific as per Deliverables	No of Document	Unit Cost	Total Cost
1	Identification of the problem statement			
2	Strategy development and Capacity Building activity			
3	Support for market linkage activities			
4	Videos, Photos and capacity building Modules			
5	Travel and Logistics			
6	Tax (if Applicable)			
	Total			

9. Payment Terms:

The consultancy fee would be paid against the deliverables submitted. There will be 3 total payment instalments as follows:

40% - First payment installment	Invoice to be submitted Against Signing of contract
30% - Second payment installment	Invoice to be submitted based on report of problem statement, Report of Strategy development, and Capacity Building activity.
30% - Third payment installment	Invoice to be submitted based on Completion of All deliverables and Approval by SELCO Team.

Note:

- Deliverable based payment release.
- The quotation is inclusive of all necessary taxes and applicable costs.
- Other than the proposed amount, no additional amounts will be paid for fuel, phone charges, etc.
- Deliverables need to be submitted as per the given timeline or before the expected date.
- Consultancy fees must showcase all inclusions and exclusions.

10. To apply

Interested individuals, with relevant experience (please include portfolio and links of relevant work) are requested to reach out with a Statement of Purpose giving a brief on how the opportunity aligns with their goals, including budgets (with break-ups and explanation), timelines and milestones and submit the same to the google form <https://forms.gle/ghFByMgJdiLjZ4jv9> on **before 26th December, 2024.**

Any further queries please write to procurement@selcofoundation.org with a subject line: **Onboarding Consultant for “Advisory support &Capacity Building to review the Cold storage Business/Business Model to make them a profitable venture”**

Note: The application will be evaluated on a rolling basis.

Refer Terms and Condition:

- 1. Sub-contracting:** In the event that the Consultant requires the services of subcontractors to perform any obligations under the Contract, the Consultant shall obtain the prior written approval of the Foundation. Any rejection or non-performance of the subcontractor shall not, in and of itself, entitle the Consultant to claim any delays in the performance, or to assert any excuses for the non-performance, of any of its obligations under the Contract, and the Consultant shall be solely responsible for all services, obligations and deliverables performed by its subcontractors
- 2. Quality Assurance**
The data submitted to Selco Foundation should be accurate, complete, reliable and relevant. Consulting agency shall establish additional layers for data cleaning and submission.
- 3. Financials & Reporting**
TDS will be deducted on the fixed amount as per Income Tax Act and Rate of Percentage. In accordance with the Central Board of Direct Taxes circular No. 7 of 2022 dated 30th March, 2022 in relation to the clarifications with respect to Section 114AAA of the Income-tax Rules, 1962, failure to link Aadhar number to the PAN card and/or failure by any person, who falls within the income tax bracket or otherwise, to file tax returns in relation to payment of TDS for any service (in accordance with Section 206AB and 206AA) and/or an inoperative PAN card will result in a 20% tax deduction.
- 4. Indemnification**
Both parties shall indemnify and hold its Trustees, Directors and representative officers, employees, agents harmless from and against any and all claims, demands, actions, losses, liabilities, charges, damages, costs and expenses (including but not limited to reasonable attorney's fees) arising out of or resulting from (1) any claims arising in connection with activities undertaken by both parties in connection with the project or (2) Consultant's gross negligence or willful misconduct or breach of any undertaking, covenant, representation or warranty contained in this agreement and/ or the actual infringement of any patent, trademark, copyrights, trade secret or any other intellectual property right of the third party.

5. Patent, Copyright and other Proprietary Rights

- (i) Except as is otherwise expressly provided in writing in the Contract, the Foundation shall be entitled to all intellectual property and other proprietary rights including, but not limited to, patents, copyrights, and trademarks, with regard to products, processes, inventions, ideas, know-how, or documents and other materials which the Consultant has developed for the Foundation under the Contract and which bear a direct relation to or are produced or prepared or collected in consequence of, or during the course of, the performance of the Contract. The Contractor acknowledges and agrees that such products, documents and other materials constitute works made for hire for the Foundation.
- (ii) Subject to the foregoing provisions, all documents, reports, recommendations, documents, and all other data compiled by or received by the Consultant under the Contract shall be the property of the Foundation, shall be made available for use or inspection by the Foundation at reasonable times and in reasonable places, shall be treated as confidential, and shall be delivered only to the Foundation's authorized officials on completion of work under the Contract
- (iii) The Consultant will treat all information given to him/her as information with proprietary value and will not disclose the same to competitors or any outsiders. The Consultant will not at any time, except under legal process, divulge any trade or business secret relating to the Foundation or any customer or agent of the Foundation, which may become known to him by virtue of his position as consultant, save in so far as such disclosure shall be necessary in the interest and for the benefit of the said Foundation and will be true and faithful to the Foundation in all dealings and transactions whatsoever relating to the said Foundation.
- (iv) Reports or other data that are developed specifically for the performance of this Contract shall be the property of the Foundation and the Consultant shall deliver reports and data to the Foundation as per the milestones. Dissemination of the reports and any information from the said contracts shall be done with written approval from the Foundation.

6. Publicity, use of name & Logo of the Foundation: The Consultant shall not advertise or otherwise make public for purposes of commercial advantage or goodwill that it has a contractual relationship with the Foundation, nor shall the Consultant, in any manner whatsoever use the name, emblem, logo or official seal of the Foundation or that of SELCO in connection with its business or otherwise without the written permission of the Foundation.

7. Observance of Law:

- (i) The Consultant shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the Contract.
- (ii) The Consultant represents and warrants that neither it, its parent entities, partners or subcontractors nor any of its subsidiary or affiliated entities (if any) is engaged in any practice inconsistent with the rights set forth in the *Child Labour (Prohibition and Regulation) Act of 1986*, which, *inter alia*, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral, or social development.
- (iii) The Consultant represents and warrants that it shall adhere to the mandates prescribed under the *Sexual Harassment of Women (Prevention, Prohibition & Redressal) Act, 2013*, which requires all workplaces to have a Policy and Internal Committee to address complaints of sexual harassment that women may face at the workplace

8. Termination:

Either party may terminate this contract by giving a notice in writing to the other party stating their intention to terminate the same on the expiration of Seven (7) days from the date of such notice. In addition, the Foundation may also terminate this contract forthwith in the event of any fraud, misconduct or neglect of duties on the part of the Consultant. Any notice to be given hereunder shall be sufficiently given to the Consultant if forwarded by registered post or by Courier Service to the last known postal address of the Consultant and shall be sufficiently given to the Foundation if similarly forwarded to the registered office. Upon the termination of this contract and payment of the said fees due up to such termination, and payment of all disbursements and out-of-pocket expenses incurred up to the date thereof (provided the same have been incurred after obtaining prior approval), the Consultant shall deliver all deeds, documents and paper in his possession relating to the business of the Foundation or as the Foundation shall direct, and shall continue to afford him all reasonable assistance for concluding pending matters at the date of such termination without making any charge thereof.

9. Force Majeure:

- (i) *Force majeure* as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar nature or force, *provided that* such acts arise from causes beyond the control and without the fault or negligence of the Consultant
- (ii) In the event of and as soon as possible after the occurrence of any cause constituting *force majeure*, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract. The affected Party shall also notify the other Party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. Not more than fifteen (15) days following the provision of such notice of *force majeure* or other changes in condition or occurrence, the affected Party shall also submit a statement to the other Party of estimated expenditures that will likely be incurred for the duration of the change in condition or the event of *force majeure*.
- (iii) On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting *force majeure* shall take such action as it reasonably considers to be appropriate or necessary in the circumstances, including the granting to the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.
- (iv) If the Consultant is rendered unable, wholly or in part, by reason of *force majeure* to perform its obligations and meet its responsibilities under the Contract, the Foundation shall have the right to suspend or terminate the Contract on the same terms and conditions as are provided for in this Contract.

10. Both the Foundation and the Consultant fully and freely intend to create an independent Contractor relationship under this Contract. Nothing herein shall be deemed to establish a partnership, joint venture, association or employment relationship between the parties. Both parties agree that the consultant has the right to sole and exclusive control over the manner and means employed in performing their activities under this Contract.

11. Settlement of disputes:

- (i) The Parties shall use their best efforts to amicably settle any dispute, controversy, or claim arising out of the Contract or the breach, termination, or invalidity thereof.

Any dispute, controversy, or claim between the Parties arising out of the Contract or the breach, termination, or invalidity thereof, unless settled amicably, within sixty (60) days after receipt by one Party of the other Party's written request for such amicable settlement, the matter shall be referred by either Party to arbitration in accordance with the Arbitration and Conciliation Act, 1996. The venue of the arbitration shall be at Bangalore. Likewise, the jurisdiction will vest with courts in Bangalore.

Annexure 01

Cold storages selected for training

Sl.No	State	District	Name of the end user	Ownership model
1	Karnataka	Tumkur	Kidi Lingappa	FPO
2	Karnataka	Anekal	Sidharaju	FPO
3	Karnataka	Belagavi	Shivananda	Individual
4	Karnataka	Raichur	Sharma	FPC
5	Karnataka	Bagalkote	Goudesh	Individual
6	Karnataka	Mysore	Rajesh	Individual
7	Karnataka	Bagalkote	Kantesh	Individual
8	Karnataka	Belagavi	Krishna	Individual
9	Karnataka	Uttara kannada	Dattatreya Someswar	FPO
10	Karnataka	Bagalkote	T C Algur	Individual
11	Maharashtra	Vikramgad	Ambar Kumar	Cooperative society
12	Maharashtra	Satara	Ganpat Jagtap	FPC
13	Maharashtra	Pune	Kishor nandre	Individual
14	Maharashtra	Nashik	Mahesh Ugale	FPC
15	Jharkhand	Khunti	Mohit -	FPC
16	Jharkhand	Hazaribagh	Kuldeep /Shivnath	FPC
17	Jharkhand	Giridih	Mr. Dinesh	FPC
18	Jharkhand	Giridih	Mr. satyendra	FPC
19	Jharkhand	Hazaribagh	Girdhari Mahto	FPC
20	Tamil Nadu	Karur	Karthika Laxmi	Individual