



EXPRESSION OF INTEREST (EOI) FOR DESIGNING, DEVELOPMENT AND COMMISSIONING OF AN END-TO-END TECHNOLOGY TO ENSURE TRACEABILITY OF THE ENTIRE VALUE CHAIN OF TEA TRADE

Tea Board intends to invite Expression of Interest (EOI) from the prospective bidders for designing, development and commissioning of an end-to-end technology to ensure traceability of the entire value chain of tea trade. Bidders selected through tender to be floated by Tea Board based on inputs received from the EOI, shall be awarded with the project of integrating various online systems for ensuring traceability.

About Tea Board:

Tea is one of the industries, which by an Act of Parliament comes under the control of the Union Govt. The genesis of the Tea Board India dates back to 1903 when the Indian Tea Cess Bill was passed. The Bill provided for levying a cess on tea exports - the proceeds of which were to be used for the promotion of Indian tea both within and outside India. The present Tea Board set up under section 4 of the Tea Act 1953 was constituted on 1st April 1954. It has succeeded the Central Tea Board and the Indian Tea Licensing Committee which functioned respectively under the Central Tea Board Act, 1949 and the Indian Tea Control Act, 1938 which were repealed. The activities of the two previous bodies had been confined largely to regulation of tea cultivation and export of tea as required by the International Tea Agreement then in force, and promotion of tea Consumption.

Background

The Tea Board of India under the controlled of Government of India is mandated to promote the cultivation, processing, and domestic trade as well as export of tea from India.

India is currently the world's second largest producer of tea in the world and the world's 4th largest exporter of tea. However, the Indian tea industry is encountering several challenges in terms of oversupply, quality concerns, low price realization, reducing global demand, non-remunerative prices for the small growers, etc.

To address the concerns of the tea industry, Tea Board has already taken few initiatives, both technological and non- technological, few of which to mention are auction platform, mobile application for small growers and manufacturers, etc. However, Board is now seeking inputs from concerned experts for amalgamation of the individual systems for making judicious use of the emerging technologies.

Scope of Work

The key objective of the proposal is to engage a consultancy firm to study, design, develop and implement end to end traceability mechanism for Indian origin Tea covering the following aspects:

1. Study of the following technology enabled applications already in existence/ to be deployed by Tea Board :
 - a. Chai-Sahyog application
 - b. Auction system of Tea Board
 - c. Jorhat Auction Platform
 - d. Private Marketing Channel (Secondary Market)
2. Propose a combination of latest/emerging technology (preferably blockchain technology) enabled solution (including mobile applications) for integrating the existing systems which shall convert the stand alone applications into a ring fenced **electronic environment** capturing the entire details of supply chain from procurement of raw materials by the manufacturers to the disposal of made teas to the primary buyers through auction. This integration will help the end consumers in traceability of the Indian origin teas (GI teas as the starting point) by virtue of digitisation of the Indian tea marketing channel and bringing the Indian tea industry into the mainstream of digital economy.
3. The integrated system shall create a transparent and free market structure to ensure level playing field for all stakeholders in the Indian tea market.
4. The integrated system shall be able to create visibility of the quality of Indian Origin tea to the consumers, thereby enhancing price realization for tea.
5. To provide tamperproof and auditable data to Tea Board pertaining to supply, demand and consumption of tea within India and abroad.

6. The integrated system shall provide adequate data for analysis by Tea Board (using data analytic tools), which in turn shall generate useful business insights for stakeholders.
7. Suggest feasible and sustainable data storing options (Cloud/on premises) in line with country's data localisation policies
8. To bring about quick resolution pertaining to quality of tea, etc. as and when highlighted by the consumers through the application.

Eligibility Criteria

The bidder shall have experience of at least 5 years in management consultancy services and shall have executed similar consultancy projects across reputed Private/Government/ Semi-Government, etc. organisations

Submission of EOI

Interested parties are required to submit information complete in all respects as per enclosed format (***Annexure-A***). Respondents are required to furnish past experience as per Annexure-B.

Prospective bidders may submit their 'Expression of Interest' duly signed by the authorized signatory along with relevant details as sought in the data sheets latest by **14th November, 2019 till 3.00 P M** in a sealed cover super scribing "Expression of Interest (EOI) for designing, development and commissioning of an end-to-end technology to ensure traceability of the entire value chain of tea trade".

**Secretary, Tea Board
14, B.T.M. Sarani,
2nd Floor
Kolkata-700001**

Subsequently, Tea Board shall notify through its website about the discussions /meeting with respect to this EOI. For any clarification, you are requested to send e-mails to clrfpqueries@gmail.com.

Disclaimer

- 1 Tea Board has issued this Expression of Interest with the best intention to invite inputs from interested parties and has no compulsions to enter into definitive contractual agreements. This EOI does not guarantee conversion of this EOI into any definite contractual agreements.
- 2 It is also informed that Tea Board at its sole discretion, may reject any and all proposals made by

respondent(s), may change the conditions relating to the EOI or cancel this EOI at any time without assigning any reason.

- 3 Prospective respondent(s) shall note that response to the EOI is purely voluntary action on their part and for any expenditure on this account shall be borne by the respondent(s).
- 4 Tea Board shall have no obligation or liability to the respondent(s) in the event of cancellation of EOI.

Note: Respondents are requested to keep themselves updated with the website www.teaboard.gov.in on regular basis for any addition / deletion / modification / clarification or notification in respect of this, at EOI stage. No separate notification shall be issued in any other media.

Annexure-A

Application Format

(To be submitted in company's letter head)

Sl. No.	Particular	Information to be filled by the applicant company
1	Name of the company	
2	Status of the Company	
3	Registered address of the company	
4	Head of the organization along with his designation, address, contact details and e-mail	
5	Name, address, phone no. and e-mail of contact	
6	Website of the company	
7	Name and address, e-mail & contact no of the Authorized Signatory along	
8	Annual Turn Over of the Company as on 31 st March,2019	
9	Detailed proposal of the company	To be enclosed separately, duly signed along with the application format

Seal & Signature

Place:

Date:

NAME

DESIGNATION

ON BEHALF OF

Expression of Interest (EOI) for designing, development and commissioning of an end-to-end technology to ensure traceability of the entire value chain of tea trade

Annexure –B

Experience Format

(To be submitted in company's letter head)

I/we enclose photo copies of certificates of our experience (project completion certificate and performance certificate of the concerned organizations, duly self-certified).

Sl. No.	Name and address of the Organization for which the work has been completed	Details of Work completed/ system developed	Order No. with Date	Value of the order	Date of completion of the order	Remarks

Seal & Signature

Place:

Date:

NAME DESIGNATION

ON BEHALF OF