

REQUEST FOR PROPOSALS

ASSESSMENT OF SCALE AND CAPACITY OF COMMERCIAL WHEAT MILLERS IN PAKISTAN

Issued by

The Global Alliance for Improved Nutrition (GAIN)

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I. PROJECT BACKGROUND AND SCOPE OF WORK

1. ABOUT GAIN AND HARVESTPLUS

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programmes, using a variety of flexible models and approaches. We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programmes to shape and influence the actions of others.

HarvestPlus improves nutrition and public health by developing and promoting biofortified food crops that are rich in vitamins and minerals while providing global leadership on evidence and technology. HarvestPlus is part of the CGIAR Research Program on Agriculture for Nutrition and Health (A4NH). CGIAR is a global agriculture research partnership for a food secure future. Its science is carried out by its 15 research centres in collaboration with hundreds of partner organizations. The HarvestPlus programme is headquartered at the International Food Policy Research Institute (IFPRI) in Washington, DC and collaborates with multiple CGIAR centres and partner organizations around the world.

GAIN and HarvestPlus share an ambition to expand coverage of biofortified nutrient dense foods to at least 200 million consumers by 2022, realizing a higher reach of up to three times this (600 million) from the initial investment by 2028. The current focus will be on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialisation at scale by the partnership. We define commercialisation – the priority delivery approach – as the process of introducing a product into commerce or making it available in the market, rather than producing solely for family consumption.

2. BACKGROUND

As part of this work, GAIN and HarvestPlus are jointly issuing this Request for Proposals (RFP). GAIN will be the administrative lead organisation for this RFP.

The purpose of this RFP is to engage services of a Service Provider to conduct an assessment of the scale and capacity of commercial wheat millers and the extent to which they can profitably increase the share of these varieties in Pakistan. The results of this assessment will be used to inform the design of the biofortified zinc wheat programme activities under the GAIN-HarvestPlus partnership to commercialise biofortified foods.

2.1. BIOFORTIFICATION IN PAKISTAN

Pakistan has a population of more than 207 million people, of which approximately 60 million do not consume adequate intakes of zinc. Wheat is a staple food in Pakistan with average daily wheat flour consumption in Pakistan among the highest in the world—at 124 kg per capita per year. It is one of the main agricultural crops

in Pakistan, with 80% of farmers growing it on an area of around nine million hectares. As a result, biofortified¹ varieties of wheat are potential food vehicles for increasing zinc intakes that could significantly reduce the prevalence of zinc deficiency in the Pakistan population.

Currently, there are two main varieties of zinc wheat in production in Pakistan. Zincol-2016, the most widely available variety, has been shown to compete on both yield and disease basis as evidenced by the steadily growing farmer adoption rate, but does not have a price advantage over analogue varieties. Additionally, a newer variety, Akbar-2019, has been available more recently and seed availability is increasing. At the same time, there are a number of constraints to the commercialisation of zinc wheat in Pakistan: 1) the government sets the minimum price of wheat; 2) challenges in developing and disseminating any new variety of biofortified zinc that can compete agronomically with existing wheat varieties; and 3) consumers may have little willingness to pay for more nutritious products.

GAIN and HarvestPlus are collaborating to support the commercialisation of biofortified zinc wheat in the province of Punjab, where major wheat flour cultivation and production hubs are found. The commercial milling sector is seen as a key element for developing a market for biofortified wheat; therefore, the aim is to identify and work with millers in selected areas who are ready and willing to switch use from analogue variety to biofortified zinc wheat varieties and have the capacity to increase the supply of biofortified zinc wheat in the market.

To date, draft implementation plans have been developed; however, additional information on the commercial milling sector is needed to finalize the programme designs. Considering this, GAIN and HarvestPlus are commissioning an assessment to collect this information, which will then be used to inform the design of the biofortified wheat programme activities under the GAIN-HarvestPlus partnership to commercialise biofortified foods.

3. OBJECTIVES

The main objective is to conduct an assessment of the scale and capacity of commercial wheat millers and the extent to which they can profitably increase the share of these varieties to identify opportunities for commercialisation of the biofortified zinc wheat in Pakistan.

The scope of the assessment will focus on five selected areas in the province of Punjab (i.e. Faisalabad, Multan, Khanewal, Bahawalpur, and Rahim Yar Khan).

The specific objectives are to:

1. Map the commercial millers in each of the five selected areas to ascertain their geographic locations, distribution/spread, and market access;
2. Collect information on the millers' wheat procurement, prices, flour or product markets, capacity, quality control, product portfolio, monthly volumes, traceability, expressed needs (branding, marketing, product positioning, incentives, other requirements), and interest in participating in digital marketplaces and the biofortification programme;
3. Determine the millers' readiness and capacity to participate in the biofortification programme procurement, sales, and promotion;

¹ Biofortification enhances the nutritional value of staple food crops by increasing the density of vitamins and minerals in a crop through conventional plant breeding, agronomic practices or biotechnology and is carried out in the agriculture sector.

4. Propose criteria that would facilitate the identification of 10 millers in each of the five selected areas that would most likely achieve the interrelated outcomes of commercialisation, profitability, and scale; and
5. For the selected millers:
 - identify their preferred suppliers and map the supply chain, i.e. farmers, aggregators/traders and who they sell to;
 - among the preferred suppliers, assess the segregation capacity, capabilities, and enablers to establish a segregation mechanism, and identify mitigation strategies to ensure integrity of the supply.

This information will be used by GAIN and HarvestPlus to identify commercial millers who are ready and willing to switch use from analogue variety to biofortified zinc wheat varieties. The assessment will also help identify trusted value chain actors that supply or retail miller products to support value chain integration.

The Service Provider should propose the methods for the assessment of the above-mentioned objectives based on their expertise, but it is expected to include first, a desk review of project documents and existing data sources followed by purposeful primary data collection (qualitative and/or quantitative) with value chain actors, as appropriate.

4. SCOPE OF WORK AND DELIVERABLES

4.1. SCOPE OF WORK

The successful applicant shall provide the following services:

- Develop a detailed study protocol (including detailed methodology and justification, sampling plan (where applicable), and data analysis plan) and data collection tools for review and approval by GAIN and HarvestPlus.
- Conduct desk review of project documents and secondary data sources as appropriate.
- Obtain relevant access and data collection permissions as appropriate, e.g. government.
- Carry out all aspects of primary data collection, quality assurance, and data entry, cleaning, management and analyses.
- For any primary data collected, provide GAIN and HarvestPlus with raw and clean datasets, accompanying codebooks, and syntax and output of all data analyses. If quantitative data are collected, data documentation must be provided using Nesstar².
- Develop final report outline for review and approval by GAIN and HarvestPlus.
- Draft full report, including literature review, methods, data collection activities, results and conclusions/recommendations.
- Revise and finalize report based on inputs from GAIN and HarvestPlus.

² A free editor developed in conjunction with the Norwegian Centre for Research Data (NSD)
<http://www.nesstar.com/software/publisher.html>

4.2. DELIVERABLES AND TIMELINE

The timeline for completion of all aspects of the Scope of Work and submission of deliverables is by end of June 2020 as outlined in the following table:

DELIVERABLE	DEADLINE
Deadline to submit any questions	23 March 2020
Proposal submission	30 March 2020
Final response regarding selection of Service Provider	13 April 2020
Contracting process finalized	27 April 2020
Methodology and tools finalized and presented to GAIN and HarvestPlus; approvals obtained	11 May 2020
Desk review, data collection, and data analyses completed	1 June 2020
Presentation of preliminary results to GAIN and HarvestPlus	8 June 2020
Draft report submitted	15 June 2020
Final report submitted	30 June 2020

II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

1. CONTACT

Key programme and technical staff from GAIN and HarvestPlus are part of the selection team of the organisation and will review the proposals. They will be available via email to respond to clarifications on this solicitation. Please direct all inquiries and other communications to rfp@gainhealth.org. Responses will not be confidential except in cases where proprietary information is involved.

2. BUDGET

Applicants are required to provide GAIN and HarvestPlus with a detailed budget in US Dollars, including fees/travel/accommodation and any other direct costs to be incurred in the delivery of the Scope of Work. Include a brief narrative justification for line items included. The budget must be inclusive of all taxes/VAT and indirect costs. The final budget amount will have to be approved by GAIN and HarvestPlus prior to starting the project.

3. FORMAT FOR PROPOSAL

The proposal needs to be formatted as two separate documents:

- Technical proposal outlining the research objectives and methods;
- Financial proposal outlining budget accompanied by a budget narrative.

4. SUBMISSION

Complete proposals should be submitted in electronic copy to: rfp@gainhealth.org

One hard signed copy of the proposal and an electronic copy containing the documents preferably in MS Word along with all the required information including the fee proposal should reach GAIN at the address mentioned below:

5. DEADLINE

Completed proposals should be submitted to rfp@gainhealth.org by **5:00 pm PKT on 30 March 2020**.

6. UNACCEPTABLE

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax or post.
- Incomplete proposals.
- Proposals that are not signed.

7. REVISIONS

Proposals may be revised by electronic mail and confirmed by hard copy provided such revision(s) are received before the deadline.

8. ACCEPTANCE

GAIN and HarvestPlus will not necessarily accept the lowest cost or any of the proposals submitted. Accordingly, eligibility requirements, evaluation criteria and mandatory requirements shall govern.

9. COMPLETION

- Proposals must be submitted on official letterhead of the lead organisation or firm and must be signed by a principal or authorising signatory of the lead firm or organisation.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact GAIN at rfp@gainhealth.org prior to making their submission before the deadline specified in the timeline above.
- While GAIN and HarvestPlus have used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN and HarvestPlus. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

10. RIGHTS OF REJECTION

GAIN and HarvestPlus reserve the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN and HarvestPlus will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

11. REFERENCES

GAIN and HarvestPlus reserve the right, before awarding the proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

12. RELEASE OF INFORMATION

After awarding the proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

III. TERMS AND CONDITIONS OF THIS SOLICITATION

1. NOTICE OF NON-BINDING SOLICITATION

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

2. CONFIDENTIALITY

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserve the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

4. EVALUATION CRITERIA

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work:
 - Proposal shall demonstrate a clear understanding of the project objective and deliverables as outlined in Section I.
- Demonstrate a clear understanding of the technical requirements of this RFP:
 - Providing detailed technical documentation of the proposed strategy.
 - Evidence of experience delivering solutions using the proposed information technology platform.
- The creative and methodological approaches required to implement each of the parts of the scope of work.
- Comprehensiveness of work plan and reasonableness of proposed time frame:
 - Proposal shall include a feasible work plan to ensure successful completion of deliverables.
 - The work plan details how activities will be coordinated.
- Detailed budget and cost-effectiveness of proposed approach:
 - Evidence of cost-effective approaches to undertaking the scope of work within the proposed budget.
 - Proposal shall identify possible challenges and include creative approaches to addressing them.
- Management and personnel plan:
 - The team members working on this project shall have the relevant qualifications and overall experience required to successfully implement the project.
 - Roles and responsibilities of each team member shall be clearly defined. GAIN and HarvestPlus shall each have one main contact person clearly identified in the proposal.
- A duly completed offer of services.

GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.

5. REVIEW PROCESS

The review process will involve a Review Panel with participants selected by GAIN and HarvestPlus.

6. LIMITATIONS WITH REGARD TO THIRD PARTIES

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

7. COMMUNICATION

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

8. FINAL ACCEPTANCE

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

9. VALIDITY PERIOD

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

10. INTELLECTUAL PROPERTY

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

11. SCOPE OF CHANGE

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

IV. OFFER OF SERVICES

1. Offer submitted by:

(Print or type business, corporate name and address)

2. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

- a. [to be completed]
- b. [to be completed]
- c. [to be completed]
- d. [to be completed]

3. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

4. I (We) herewith submit the following:

- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
- (b) A duly completed offer of services, subject to the terms herein.

OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.

Date this day of [add month and year] in [add location].

_____ [add title]

Signature (applicant)

_____ [add title]

Signature (applicant)