



ARIAS SOCIETY

Assam Rural Infrastructure and Agricultural Services Society

(An Autonomous Body of the Govt. of Assam)

**Project Coordination Unit (PCU) of the World Bank financed
Assam Agribusiness and Rural Transformation Project (APART)**

Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)

Tel: +91 361-2332125; Fax: +91 361-2332564; email: spd@arias.in ; website: www.arias.in

No: ARIAS/APART/356/2018/78

Dated Guwahati the 08th January, 2019

From : Shri Vinod Seshan, IAS,
State Project Director, ARIAS Society

To : M/s Yes Bank Limited,
Food and Agribusiness Strategic Advisory & Research (FASAR),
D-12, South Extension-II, New Delhi-110049;
Email: communication@yesbank.in , pradeep.shrivastava@yesbank.in
[Attention: Mr. Nitin Puri, Senior President, Yes Bank Limited
Email: nitin.puri@yesbank.in]

Sub: : **World Bank financed Assam Agribusiness and Rural Transformation Project (APART):** Consultancy Services for 'Conducting a Study on Market players, market share, market size and growth trends of eri and muga silk in Assam & India': **Notification of Award and Signing of Contract Agreement.**

Ref. : 1. T.O RFP No. ARIAS/APART/155/2016/47, dated 24th September, 2018.
2. Minutes of Negotiation Meeting dated 19th December 2018.
3. Your email dated Jan. 2, 2019.

Sir,

In inviting a reference to the above, I am to inform you that M/s Yes Bank Limited has been selected for award of contract for the above cited consultancy assignment and hence I would like to invite you for signing of the Contract Agreement scheduled on **11th January, 2019 at 11.30 AM (IST)** in the Office of the State Project Director, ARIAS Society, at the address cited above. A copy of the draft negotiated contract agreement is attached herewith for your needful.

- a) **Name and Address of the Client:** State Project Director, Assam Rural Infrastructure and Agricultural Services Society, Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India)
- b) **Name & reference number of the contract being awarded, and the selection method used:** Name- "Consultancy Service for Conducting a Study on Market players, market share, market size and growth trends of eri and muga silk in Assam & India"; **Reference No. of the contract-** ARIAS/APART/356/2018; **Selection method-** CQS.
- c) **Names of the consultant that submitted proposal & their proposal price as read out at financial proposal opening, & as evaluated:**

Name of Consultant	Financial Proposal price (Excl. taxes) (Rs)
M/s Yes Bank Limited, Food and Agribusiness Strategic Advisory & Research (FASAR), New Delhi-49;	29,11,000/-

- d) **Names of all Consultants whose Proposals were rejected or were not evaluated, with the reasons thereof:** None
- e) **Name of the successful consultant, the final total contract price, the contract duration and a summary of its scope:**

Name:	M/s Yes Bank Limited, Food and Agribusiness Strategic Advisory & Research (FASAR), New Delhi-110049;
Address:	As stated above.
Contract price:	Rs. 29,11,000/- (Excluding taxes) (Rupees twenty nine lakh eleven thousand only); [Rs. 5,23,980/- (GST) (Rupees five lakh twenty three thousand nine hundred eighty only)]
Cont. duration:	90 (ninety) days.
Summary of its scope:	The scope of the consultancy assignment would include: a) As-is market assessment for Eri and Muga silk sectors: Estimate the current size of the market; identify key market players and their market shares; identify key actors across the value chain; Identify various forms of silk available in the market; estimate share of revenue for various actors across the value chain; Identify key market segments and estimate demand behavior for Eri and Muga silks in these segments; b) Identify Demand trends, growth trends and growth drivers of Muga and Eri Silk: Identify trends of demand and growth of Muga and Eri Silk in the national and global markets of fabric. c) Identify possible entry points and Scope for creation/development of alternative and innovative market channels: Outline key actions that are required to overcome constraints, improve competitiveness of the Eri and muga sectors to access market opportunities.

Please send a confirmation letter & email in this regard.

Yours faithfully,

08/01/19

(Vinod Seshan, IAS)

State Project Director, ARIAS Society

Copy to: DPD/CFC/OSD-Sr.PE/MA&OS/AC/Adm.Offr./SrFMS/PCMS/PMEs **by email.**