

By e-mail

OFFICE OF THE CHIEF DISTRICT AGRICULTURE OFFICER  
KEONJHAR

Letter No. 2825 //Dt 07-06-2024

To

The Dist. Information Officer,  
NIC, Keonjhar

Sub.

Uploading of Expression of Interest (Eoi) for selection of NGOs as Facilitating Agency for implementation of Mukhyamantri Maka Mission (MMM) for the period from 2023-24 to 2027-28.

Sir,

With reference to the subject cited above, please find enclosed herewith the Expression of Interest (Eoi) for selection of NGOs as Facilitating Agency for implementation of Mukhyamantri Maka Mission (MMM) for the period from 2023-24 to 2027-28 for your information and necessary action. The same may kindly be uploaded in Keonjhar District Portal for information of all concerned.

Title : Expression of Interest (Eoi) for selection of NGOs as Facilitating Agency for implementation of Mukhyamantri Maka Mission (MMM) for the period from 2023-24 to 2027-28

Encl : As above

Yours faithfully,

*[Signature]*  
7.6.2024  
CDAO-cum-PD, ATMA, Keonjhar

Memo No. 2826 //Dt. 07-06-2024  
Copy to the Notice Board for wide publicity

*[Signature]*  
7.6.2024  
CDAO-cum-PD, ATMA, Keonjhar

Memo No. 2827 //Dt. 07-06-2024

Copy submitted to the Director of Agriculture & Food Production, Odisha, Bhubaneswar for favour of kind information and necessary action.

*[Signature]*  
7.6.2024  
CDAO-cum-PD, ATMA, Keonjhar

		Less than 50% of the members are small and marginal farmers	0
		>80%members are Women,SC/ST Farmers	10
4	Profile of Farmers	60 to 80% members are Women,SC/ST Farmers	5
		<60%members are Women,SC/ST Farmers	3
		Monthly	5
5	Meeting frequency, time and place	Quarterly	3
		Irregular	2
		>80%	5
6	Attendance of members at meeting in last 10 meetings	60-80%	3
		Less than 60%	0
		Everyone is involved and rules documented	5
7	Rules and regulations	Rules are not always followed.	3
		Verbal/Non-Existent	0
		More than 80% of the members involved	10
8	Involvement in maize production	50% to 80% of the members	5
		Less than 50%of the members	0
		More than 80% of the members	10
9	Production/ Marketing related activities	50% to 80%of the members	5
		Less than 50% of the members	0
		80%loanrepaymentsasperschedule	10
10	Loan repayments	60-80%loanrepaymentsasperschedule	5
		Less than 60% timely loan repayment	0
		Books, accounts & registers are maintained.	10
11	Books and Accounts	All records are maintained but not updated.	5
		No maintenance of books and accounts	0
		Greater than 10,00,000 per year	10
12	Financial Transactions	Between 5,00,000 to 10,00,000 per year	5
		Rs 1,00,000 to Rs 5,00,000 per year	3
		Less than Rs 1,00,000	0
		Total	100

*Keonjhar*  
7.6.2024

CDAO-Cum-PD, ATMA, Keonjhar

**Expression of Interest for Non-Governmental Organizations (NGOs) to be selected as Facilitating Agencies (FAs) under the "Mukhyamantri Maka Mission (MMM)" in 2 blocks of Keonjhar District**

The "Mukhya mantri Maka Mission" (MMM) is a visionary initiative led by the Chief Minister of Odisha, aimed at fundamentally transforming the maize ecosystem within the state. This undertaking operates under the administrative framework of the Directorate of Agriculture and Food Production and the Department of Agriculture and Farmers' Empowerment. MMM stands out for its comprehensive approach, concentrating on enhancing the entire maize value chain, spanning from seed production to market distribution. It also places significant emphasis on promoting sustainable and climate-resilient farming practices, with invaluable support from the Knowledge secretariat, comprising institutions like OUAT, IARI, IIMR, CIMMYT, and ICRISAT, as well as the Programme secretariat, ACCESS Development Services.

**Major Objectives of the Programme:**

The overarching objective of the programme is to comprehensively enhance the maize sector by:

- a) Increased returns to farmers from maize cultivation through increased production, reduction in cost of cultivation/ post-harvest losses and increased returns from direct linkage with formal markets.
- b) Increase in area under cultivation to cater to the domestic requirement of maize-based industries.
- c) Promote farm mechanization and climate resilient agriculture practices for sustainability of production systems.
- d) Increased participation of women in maize value chain
- e) Increased agency of farmers and their organizations i.e., FPCs
- f) Increased involvement of value chain players including academia, research agencies, processors, facilitators, and service providers etc. for holistic development of the sector.
- g) Promote local consumption in food and as feed.
- h) Training and extension in maize agronomic practices and post-harvest management.
- i) Strengthen role of information and technology in the value chain.

MMM will be operational in **2 blocks of Keonjhar District (Champua & Jhumpura)** totalling 45 blocks across 15 distinct districts in the state.

To facilitate the ground level activities of MMM, the Designated Programme Secretariat (ACCESS) is extending invitations to eligible Non-Governmental Organisations (NGOs) for the position of "Facilitating Agencies (FA)." The selection process will be conducted by the District Agricultural Technology Management Agency (ATMA) under the chairmanship of the District Collector, who serves as the Chairman of DLSC.

**The Mandatory criteria of the NGO to be selected as FA are mentioned below:**

1. Should be legally registered and provide a self-attested copy of registration and PAN card.

2. Should not have been blacklisted by Government of India, Government of Odisha, other state government agencies, any Indian or international donor and provide a self-declaration by the authorized representative to this effect.
3. Should have a minimum of 3 years of work experience in the proposed blocks on agriculture with community organizations and Farmer Producer's Organizations beyond capacity building or marketing. Additionally, experience on maize production systems covering production, marketing, primary processing and research will be an added advantage.
4. Should commit to implementing at least 400 Hectares under improved agronomic practices over five years in the proposed block. This target may be revised by the Collector & District Magistrate.
5. The area to be covered under improved agronomic practices should not be under forest department or any government department. Land titles provided under FRA are eligible for the coverage.
6. Should also commit to support the farmers for maize procurement including sweet corn and baby corn and pulses as per the guideline of MMM and Govt of Odisha.
7. Should be willing to complete pre-project work such selection of villages, GPs before signing of the MoU. Costs for the pre-project activities will not be reimbursed. Deadlines shall be chosen by Project Director, ATMA in consultation with the selected FA and Programme Secretariat. MoU shall be signed only after the submission of the data mentioned above for the first year, and commit submission of Farmer list within 10 days of MoU. Date of signing of the MoU will be considered as the beginning of the contract.
8. If selected, the FA should commit to have one full time Programme Coordinators and one part time Accountant for the project.
9. Should have experience of working with eligible Farmers Producer Company(FPC) for at least 3 years. A self-scoring sheet evaluating the best FPC supported by the NGO is provided in **Annexure C**. NGOs are expected to submit this self-scoring sheet and necessary documents alongside their Expression of Interest (Eoi).
10. Mandatorily submit last 3 financial years' (2020-21, 2021-22, 2022-23) audited balance sheet and ITR acknowledgement receipt.
11. The chief functionary of the institution should not be a formal member of any political party and furnish an undertaking to this effect.
12. Should not have more than one-third of the Governing Body members related to each other and no staff members related to each other should be supervising each other.
13. Must have worked with any of the government program related to agriculture, NRM, farmer's organization in a substantial way (not merely in awareness or training or market linkages).
14. NGOs with experiences of working on organic agriculture especially maize will be preferred.

\*The Detailed format of Eoi is attached as **Annexure-A**.

- a) NGOs are required to submit their applications strictly following the specified format.
- b) One "Expression of Interest" Format should be filled for only one block.
- c) If information more than one block is mentioned "Expression of Interest", then "Expression of Interest" will be cancelled.

d) NGOs can apply for maximum of two blocks. Each block will have separate EoI. Expression of Interest is available in word format and pdf format at the website <https://Keonjhar.nic.in/> under the notice section under "EoI" respectively.

Copies of the following documents need to be submitted along with the EoI form:

- a) Registration Certificate of NGO.
- b) Previous 3 financial years Audited statement of accounts for 2020-21, 2021-22, 2022-23
- c) Fixed asset position including its present value and location.
- d) Total no of professional staff of the organization.
- e) Profile of Staff expected to be deputed for the project.
- f) MoU/ agreement/ any documentary evidence of working for Govt. or special projects or Govt. undertakings for implementing drought resilient agriculture activities.
- g) Address of head and field offices.
- h) Scoring sheet(Annexure C)
- i) Previous 3 years Annual Report(Optional).NGOs submitting there port will be preferred.

It must be mandatorily delivered in a written form to the address below by speed post/ registered post in a closed envelope super-scribed as "EOI for FA Selection under Mukhyamantri Makaan Mission for **Champua & Jhumpura** Block of Keonjhar district" on or before dt **21st June 2024** to the address **Chief District Agriculture Office-cum-PD, ATMA, Keonjhar, AT/Po- Keonjhar, District- Keonjhar, Pin-758001** and the same will be opened on **25th June 2024 at 11.00 AM**.

Additional details can be acquired at the Programme Secretariat Cell located at Krushi Bhawan during office hours, between 10:00 AM and 5:00 PM.

**Chief District Agriculture Officer cum Project Director ATMA, Keonjhar retains the right to withdraw the expression of interest or change the date of presentation at any point of time without further explanation or notice.**

**Process of Selection:**

- Stage1:** A maximum of three NGOs will be selected per block from the applications received, following a Desk assessment conducted by the Programme Secretariat.
- Stage2:** Organizations will deliver presentations before the District ATMA, chaired by the Collector & District Magistrate or their representative.
- Stage3:** Up to three NGOs will be shortlisted for field verification. A single NGO per block will be chosen as the Facilitation Agency (FA) for that block. Additionally, a maximum of one NGO can be selected for up to two blocks within a district.
- Stage4:** Selected NGOs acting as Facilitation Agencies (FAs) will be required to submit all pertinent documents, including FPC and panchayat details. The Programme Secretariat will then verify the submitted documents for authentication.
- Stage5:** After verification by Programme Secretariat, a MoU will be signed between ATMA, ACCESS and selected NGOs.



### 3. Governance

a) What are VMG (Vision, Mission, Goal) of the organization- Attach annual reports for the previous 3 years 2020-21, 2021-22& 2022-23.

b) What are sources of fund for the organization –

Corpus  Endowment  Donation

Govt. Grant  Donor's Grant

Others if any (specify) :

### 4. Management / Administration

a) Briefly mention administrative set up below chief executive – (flow chart)

b) Are role and responsibility of staff clearly defined Yes  No

c) Are staff issued with letters of appointment/contract Yes  No

### 5. Financial Management

a) Whether accounts are audited by external auditor Yes No

b) Do you have system of Internal control? Yes No

If yes, specify –

c) What financial statements are prepared at organization –

Balance sheet  Receipt & payment  Income & Expenditure

Cash Flow Statement  Fund Flow Statement  Others Specify

#### 5.1 Financial Particulars of the Agency

Financial Year*	Turnover from Professional Services	Turnover from other Activities	Total Turnover	Income tax return filed (yes/ no) **
2022-23				
2021-22				
2020-21				

\*Attach copies of Receipt & Payments, Income & Expenditure and Balance Sheet for these years

\*\*Please attach Income Tax Return Acknowledgement Receipt for these years.

#### 5.2 Audited Balance Sheet

Financial Year	Audit of Balance Sheet (yes/ no)	Remarks
2022-23		
2021-22		
2020-21		

## 6. Personnel / Staff (Current status)

- i. Total number of staff–
- ii. No.of permanent staff–(M/F)
- iii. No.of temporary staff–(M/F)
- iv. No.of technical/ professional staffs(M/F) Please specify

### 6.1 Details of Staff to be appointed for the Project

Sl. No.	Name	Position	Engaged since(year)	Qualification

## 7. Work Experience

- a) Was the organisation blacklisted anytime ? If yes, provide the details.

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- b) District and Block (s) proposed for the program (Max 2 Blocks)

District Name	Block Name	No of GPs

- c) Key Focus areas of work of the organisation in the proposed block:(Main 4 areas relevant for this program)

Block Name	Focus Area	No of Years of Experience	Coverage(No of HHs)	Partner Agency (Govt/ Donor / NABARD etc.)

- d) Three previous experiences in working with government departments in the proposed block

Block Name	Department	Project Name	No of Years of Experience	Coverage in Acres	Coverage (No of HHs)

- e) Experience in working with Farmers Producer Company (FPC) in the proposed block:

- i. Has the organisation worked with eligible FPCs in the past; Yes/No
- ii. If yes, provide self-scoring sheet and relevant proofs as Annexure: C
- iii. Please briefly describe your work with FPCs within the Block proposed in last 5 years?

Block Name	FPO Name	Year of establishment	Activity	Coverage(No of HHS)	Financial Transaction

- f) Do you have any similar production related projects mentioned in the proposed block?
- i. Hybrid Maize Production (Yes/No):
  - ii. BT Cotton Promotion(Yes/No):
  - iii. Eucalyptus Plantation(Yes/No):
  - iv. Lemongrass(Yes/No):
  - v. Any other crop with hybrid seeds(Yes/No):

- g) Experience in working on Agriculture in last 5years in the proposed block; Briefly describe:

Block Name	Year	Project Name	Crops	No of Years of Experience	Coverage in Acres	Coverage (No of HHS)

- h) Please provide a brief overview of the agricultural/horticultural initiatives undertaken in the proposed block/district within the last 5 years. If your organization has prior experience beyond this timeframe, kindly update the year column and detail the relevant activities.

Sl. No.	Component	Year	Activity	Coverage in Nos	Coverage (No of Hs)
			(SCI/Line Transplantation /Intercropping through line sowing /Border Cropping/ Organic Agriculture/ Horticulture	Acres	
1	Production	2023			
		2022			
		2021			
		2020			
		2019			
			(Drying, Shredding, Sorting, Grading, Quality check)	Nos	

2	Primary Processing	2023			
		2022			
		2021			
		2020			
		2019			
3	Marketing	2023			
		2022			
		2021			
		2020			
		2019			

i) Experience in working on maize:

i. Briefly describe areas of work on Maize in the proposed block/district in last 5 years: If you have worked before last five years, please make changes in the year column and mention the details

Sl. No.	Component	Year	Activity	Coverage in Nos	Coverage (No of HHs)
			(SCI/Line Transplantation /Intercropping through line sowing /Border Cropping/ Organic Agriculture/ Horticulture)	Acres	
1	Production	2023			
		2022			
		2021			
		2020			
		2019			
			(Drying, Shredding, Sorting, Grading, Quality check)	Nos	
2	Primary Processing	2023			
		2022			
		2021			
		2020			
		2019			
3	Marketing	2023			
		2022			
		2021			
		2020			
		2019			

ii. What is the status of maize in the Block/s proposed by you?

Block Name	Target GP names	Approx. current area under maize (Ha)	Approx. quantity of maize produced (MT)	Availability of seed and other inputs (Yes/No)	Existing primary processing facilities (Yes/No)	Existing marketing facilities (Yes/No)


iii. Please mention the proposed villages and area coverage envisaged for the project?

Block name	Name of the G. P	Name of the village	No. of households	Area to be covered (acre) in 5 Years	Years of work experience in the proposed areas (G.P and villages)

iv. Please mention any other achievements related Maize/Organic Farming/ System of Crop Intensification in the proposed blocks?

v. Kindly provide three compelling reasons why your organization stands out as the most suitable choice for advancing maize promotion in the block.

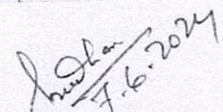
**Annexure- B: List of Blocks in Keonjhar district for which selection is to be done**

Sl. No.	District	Blocks
1	Keonjhar	Champua
2		Jhumpura

**Annexure C: Self Scoring Sheet for the best FPC promoted by the NGO**

S. No	Areas for Rating	Criteria	Scores	Marks
1	Years of Existence	More than 4 years	10	
		2 to 4 Years	5	
		Less than 2years	0	
2	Size of FPC	Above1000members	10	
		500 to1000members	5	
		Below 500	0	
3	Land holding of Farmers	All members are small and marginal farmers	5	
		50% members are small and marginal farmers	3	

		Less than 50% of the members are small and marginal farmers	0
		>80% members are Women, SC/ST Farmers	10
4	Profile of Farmers	60 to 80% members are Women, SC/ST Farmers	5
		<60% members are Women, SC/ST Farmers	3
		Monthly	5
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		Less than 50% of the members	0
		More than 80% of the members	10
9	Production/ Marketing related activities	50% to 80% of the members	5
		Less than 50% of the members	0
		80% loan repayment as per schedule	10
10	Loan repayments	60-80% loan repayments as per schedule	5
		Less than 60% timely loan repayment	0
		Books, accounts & registers are maintained.	10
11	Books and Accounts	All records are maintained but not updated	5
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 7.6.2024  
 CDAO-Cum-PD, ATMA, Keonjhar