

**Spices Board  
Ministry of Commerce & Industry  
Govt of India  
Palarivattom P.O  
Kochi -682 025  
Kerala**

**Invitation of Expression of Interest (EOI) for selection of Partner Agency for conducting  
Baseline Survey for Small Cardamom production and marketing under Mission for  
Integrated Development of Horticulture [MIDH]**

Spices Board under Ministry of Commerce & Industry, Govt of India invites expression of interest (EOI) from the interested Govt. agencies including State Agricultural Universities/ Central Institutes for selection of Partner Agencies for conducting Baseline Survey for Small Cardamom production and marketing under MIDH. The EOIs in sealed envelopes for small cardamom shall be submitted to the address mentioned below on or before 31.10.2016 and the envelope should be clearly super-scripted as "Expression of Interest for Baseline Survey- Small cardamom ". The details of invitation of EOI and Terms of Reference can be downloaded from [www.indianspices.com](http://www.indianspices.com).

Shri. P M Suresh Kumar  
Director [Development]  
Spices Board  
Ministry of Commerce & Industry  
Govt. of India  
Sugandha Bhavan  
N H By-pass  
Palarivattom  
Kochi- 682 025  
Kerala  
Tel. No. 0484- 2333607  
Email: sureshkumar.pm@nic.in

## **Invitation of Expression of Interest (Eoi) for selection of Partner Agency for conducting Baseline Survey in Small Cardamom Production and Marketing under Mission for Integrated Development of Horticulture [MIDH]**

### **Background**

Spices Board, Ministry of Commerce & Industry, Govt. of India is responsible for the export promotion measures for Spices and Spices products. Spices Board is approved as a National Level Agency [NLA] under MIDH for implementing programmes for development of spices. Small cardamom is an important spice grown in South India. Kerala is the major producing state followed by Karnataka and Tamil Nadu. As a part of MIDH programme, Spices Board proposes to conduct Baseline Survey for Small Cardamom production and marketing to devise strategies for promoting the production, post harvest management, value chain development, marketing and exports.

### **Objective**

The baseline survey is intended to understand the entire gamut of issues in production, post harvest management and marketing of Small Cardamom in the perspective of farmers/ producers. The study will also help in better understanding of the ground situation and develop ways of improving the value chain as well as the farmers position in the value chain and prospects for better market linkage and price realization by the Small Cardamom growers. The baseline survey shall be helpful to devise strategies for promoting the production, post harvest management, value chain development, marketing and exports of small cardamom.

### **Area of Study**

The baseline survey shall be carried out in Idukki District in Kerala as well as Kodagu, Chickmagalur and Hassan Districts in Karnataka for small cardamom. The market study shall be conducted in major marketing centres viz. Puttady, Kumily, Kattappana, Nedumkandom, Rajakkad, Bodinayakannur, Madikeri, Saklespur, Hassan, Delhi, Kanpur and Mumbai.

### **Terms of Reference (TOR)**

The baseline survey shall include assessment of average holding size, production, productivity, agronomic practices adopted by the Cardamom farmers, status of PHM infrastructure, processing facilities, marketing infrastructure, prices realized by the Cardamom farmers, position of farmers-producers in the entire value chain of Cardamom [Small]. The terms of references for Baseline survey will not be limited to the following but include :

Production and post harvest management

- Asses the average of size of holding, area under cultivation of cardamom,
- Cropping pattern adopted – Pure crop or intercrop

- Assess the Source and Quantity of planting material used for replanting / gap filling
- Assess the use of released and indigenous varieties grown by cardamom growers and the special characteristics of the variety, if any
- Assess the time of sowing/ planting pattern in last 5 years and replanting cycle followed
- Assess the incidence of pest and diseases
- Assess the no.of sprays undertaken by the farmers, name of plant protection chemical, dosage, interval between two sprays.
- Assess the adoption of recommended agronomic practices including IPM / IDM / INM
- Assess the production and productivity of Cardamom during last 5 years
- Assess the Institutional finance support available to the growers
- Assess the type of Irrigation and fertigation adopted and benefits accrued of irrigation
- Assess the Harvesting method (ripened / mature / immature capsules) adopted, no.of pickings, interval between pickings and yield obtained
- Assess the use of Post Harvest Management techniques ie washing, drying, cleaning, grading, storage adopted by the Cardamom growers
- Assess the grading system adopted, major grades, grading parameters viz. size, colour, litre weight, etc
- Assess the Cost of cultivation cost of replanting including benefit: cost ratio
- Assess the marketing methods adopted by the growers [ ie selling to dealer, village trader, exporter, through auction centre, etc]
- Assess the Quality issues in cardamom [artificial colour, pesticide residue, etc.]
- Trend in production / productivity of cardamom and the reasons
- Assessment of Extension Advisory support available to growers through field visits, meetings, trainings, etc.
- Assess the impact of climate change on small cardamom production

## Market

- Assess Market infrastructure (auction centres, warehousing facilities etc.) and percent of production going to processing in last 5 years.
- Assess the domestic market demand for cardamom
- Assess the size of the market
- Assess the existing marketing mechanism [market channels / supply chain] for cardamom including the auction system
- Assess the quantity/ arrival in major marketing centres and major domestic consuming centres
- Assess the pattern of uses of cardamom in various sectors viz food, confectionary, beverages, indigenous medicines, pan, etc.
- Conduct price spread analysis of Cardamom in the consumption centres visa vis price in the auction centres / dealer price and the farm gate price ( Price structure)
- Assess tax structure ie interstate as well as intrastate prevailing for Cardamom marketing and its effect on trade
- Study the relationship between production and price
- Assess the potential areas for value addition in small cardamom
- Study the pattern of exports and challenges in exports of cardamom
- Study the scope for establishing direct market linkages between producers and buyers
- Possible impact on the cardamom farmer after introduction of GST
- Recommend suitable strategies for increasing production, promoting marketing of

small Cardamom in India including exports.

## **Sample Size**

The Partner Agency shall conduct the baseline survey for small cardamom through sample survey in at least 1000-1500 farm holdings. However, the exact number of samples shall be decided by the Partner Agency. The Partner Agency shall also conduct Market survey simultaneously to study the issues in marketing including the value chain for cardamom.

## **Timeline /Schedule**

The timeline for conducting the baseline survey and submitting the final report shall not exceed 3 ½ months from the date of signing of MoU. The Partner Agency shall submit the draft report and make a presentation within a week after submitting draft report for feed back and incorporate them accordingly before submitting the final report.

## **Deliverables**

- Develop data collection format / questionnaire and submit to Spices Board for approval
- Field test of data collection format / questionnaire and incorporate changes found from the field test
- Finalize the data collection format / questionnaire in consultation with Spices Board before using in field
- Select enumerators and provide training on the use of questionnaire, data collection method, sample unit selection and other technical details
- Analysis of the data and interpretations
- Provide data set in excel and SPSS database for questionnaires
- Submit draft report to Spices Board and make presentation in Spices Board to share the findings and suggestions and incorporate the feed back in final report
- Submit five copies (hard) of the final report to the Spices Board along with soft copy.

## **Composition of the Team**

The Partner Agency shall have the strong team for conducting the baseline survey for production and market study. The team shall have at least one Agricultural Specialist preferably in Agri. Economics and one MBA holder. The Partner Agency shall use its officials or hire college students in the surveying state as enumerators to conduct the survey. The Board has the right to depute its officers to monitor the baseline survey / market study wherever required.

## **Liaison**

The Partner Agency shall work closely with the Development and Marketing

Departments of the Board.

### **Terms of payment to the Partner Agency**

- i) 30% payment shall be done after submitting the detailed proposal indicating the methodology/ design of the study, executing the MoU and approval of draft questionnaire by Board
- ii) 40 % payment shall be done after submitting the draft final report.
- iii) 30% payment shall be done after submitting the final report.

### **Selection Criteria**

The selection of Partner Agency shall be done through a bidding process from the successful EOI submitted agencies. The Agencies submitted the EOI shall be called for a pre-bid meeting. The Board reserves the right to reject any / all EOI applications without assigning any reasons thereof; to relax or waive any conditions stipulated in this document as deemed necessary in the interest of the Board without assigning any reason; to include any other items in the TOR before or after the pre-bid meeting. The selected Agency shall execute an MoU with the Board.

**PRESCRIBED FORMAT FOR EXPRESSION OF INTEREST FOR CONDUCTING  
BASELINE SURVEY IN SMALL CARDAMOM**

SL No	ITEMS	DETAILS
1.	Name of the Govt Agency	
2.	Address  Telephone E-mail Website	
3.	Name of the Contact Person Designation Mobile No.	
4.	Strengths and Capabilities of the Agency in conducting the baseline survey	
5.	Details of similar works undertaken earlier	
6.	Details and qualification of the officials proposed to be involved in baseline survey	
7.	Any other relevant information	

I have gone through the Terms & conditions and abide by the same. I/ We hereby declare that the information furnished in this statement is true and correct to the best of my knowledge and I/ we am/are aware that in case of any information is found to be incorrect at a later date my/our agency shall be liable for disqualification from participation.

Place:

Date:

**Signature and Seal of the Authorised Signatory**