



Government of Nepal



Date: 12 May 2022

**Procurement Notice (PN)**

**Reference No.: CMDP/UNDP/PN/01/2022**

Dear Proposers,

You are requested to submit a proposal for undertaking:

**Role of Marketing Consultant**, as per the enclosed Terms of Reference (TOR).

To enable you to submit a proposal, attached are:

ANNEX I - Terms of References (ToR) for the assignment

ANNEX II- General Terms and conditions of UNDP contract for individual consultants

ANNEX III-A well formatted brief CV of 10 pages (maximum)

ANNEX IV -Confirmation of interest and submission of financial proposal

Your offer comprising of technical and financial proposals for task should reach the following address no later than **2:00 PM NST on May 23, 2022** to the Project Management Unit.

**National Project Director  
Cooperative Market Development Programme (CMDP)  
CMDP, Singha Durbar  
Kathmandu, Nepal  
Tel: 01-4200080**

Proposals that are received by Cooperative Market Development Programme, CMDP after the deadline indicated above, for whatsoever reason, shall not be considered for evaluation.

Should you require further clarification, kindly communicate with the contact person identified in the RFP document as the focal point for queries on this RFP.

CMDP looks forward to receiving your proposal and thank you in advance for your interest in CMDP procurement opportunities.

Yours sincerely,

Anant Kumar Basnet

National Project Coordinator (NPC)

Cooperative Market Development Programme (CMDP)



## INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

### MARKETING CONSULTANT

For

### Cooperative Market Development Project (CMDP), Nepal

**Date:** 12 May 2022

**Reference No.:** CMDP/PN/01/2022

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**Country:** Nepal

#### Description of the assignment:

Cooperative Market Development Program (CMDP) is a 5-year project implemented (February 2018-January 2023) jointly by Government of Nepal, Ministry of Land Management, Cooperatives, and Poverty Alleviation (MoLCPA) and United Nations Development Programme (UNDP). The overall objective of the project is to establish and operationalize cooperative market chain of fruits and vegetables to increase farmers' income and other livelihood opportunities, which in turn will contribute to the poverty reduction in Nepal. The project will achieve this outcome by ensuring establishment of an efficient and sustainable vegetable and fruits collection centers starting from primary cooperative to regional terminal in Chitwan and Kathmandu valley. The project is working closely with 71 primary cooperatives from 18 Municipalities of 6 adjoining districts of the Kathmandu Valley viz Chitwan, Dhading, Kavre, Lalitpur, Makwanpur and Nuwakot to achieve its goal and will benefit approximately 14,400 households which will be linked to this cooperative market chain. The project contributes directly to SDG1(poverty) and 2 (hunger, nutrition).

The project intends to achieve following outcomes and outputs:

#### Outcome

- Cooperative market chain established for the increased incomes and livelihood opportunities of farmers

#### Output(s)

- Capacity of fruits and Vegetable production cooperatives strengthened for increased production, effective management, and marketing.
- Network of Cooperative market chain of fruits and vegetable established.

- Policy and institutional capacity of MOLCPA and other relevant government entities improved to facilitate cooperative market development of fruits and Vegetable.

The project has collaborated with District Cooperative Unions (DCUs) as key implementing partner and market operator of the project activities at district level. It is also coordinating with local governments at municipal level, Agriculture Seed Vegetable and Fruit Central Cooperative Federation Limited (NEFSCOV) and National Cooperative Federation Nepal (NCFN) at the central level.

As of now, CMDP has established 55 collection centers at pocket level, distributed 52 pickup vehicles and installed 45 cooling chambers in the primary cooperatives and cooperative markets at different level. Project is also supporting for the construction of 10 cooperative markets at different level municipal, district, regional and satellite/central level. At present construction of 3 cooperative market is completed and 3 cooperative markets are in operation. CMDP has been supporting the construction work of cooperative markets to provide more secure market place for farmers.

### **Objective and scope of the assignment**

Under the overall supervision of Project Manager, Marketing Consultant will promote cooperative market businesses, services, products, or brands. S/he should develop marketing and pricing strategies, generate new cooperative business leads, and oversee marketing of fruits and vegetables along with other items. The primary responsibility of the Marketing consultant will be to operationalize the cooperative markets at different level.

The specific objectives are as follows:

- To take a lead role in development of different strategies and plans for operationalization of cooperative markets.
- To provide technical support and recommendation to CMDP for operationalization of cooperative markets and marketing of cooperative products.
- To build the capacity of primary cooperatives and CMDP partners on cooperative marketing.
- To provide necessary support to the Team Leader as per the project requirement.

Details on the objective, methodologies, and activities are provided in the TOR in Annex I.

**Project/Agency name:** CMDP

**Period of assignment/services (if applicable):** 6 months (Initially 3 months with possibility of extension based on performance)

**No. of Consultants Required:** One

**Duty Station:** The incumbent will be partially based in cooperative market development program (CMDP) office (three days in week). He/She will be stationed in the Satellite Cooperative Market

Chabahil, Kathmandu and Satellite Cooperative Market, Mahalaxmasthan, Lalitpur 3 times a week as needed.

**Expected Places of Travel (if applicable): NA**

Proposal with CV, VAT document and attached forms (annex 4) should be submitted at the following address given below

Your offer comprising of CV and other documents as described in annex I to V to be delivered on **hard copies**, with title **MARKETING CONSULTANT FOR CMDP** with enclosed envelop with signature should reach at the following address no later than **2 PM NST of 23 May 2022**

To  
The Administrative and Finance management Specialist  
Cooperative Market Development Project (CMDP)  
Singhdarbar, Kathmandu  
Tel: 01-4200080/60

For any query, a written inquiry must be submitted to the email: [pranip.cmdp@gmail.com](mailto:pranip.cmdp@gmail.com) mentioning Procurement Notice **Ref: CMDP/RFP/001/2022 (for CMDP)**, on or before **14:00 PM of 19 May 2022**.

UNDP (and the CMDP Project) shall respond to the inquiries through a bulletin posted in UNDP Website: <http://www.np.undp.org/content/nepal/en/home/operations/procurement.html>. Inquiries received after the above date and time shall not be entertained.

Any delay in UNDP's (or CMDP Project) response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.

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**1. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED WORK**

As per the Procurement Notice, detailed Terms of Reference (Annex I), General Condition of Contract for the services of Individual Contractors (Annex II), CV -max of **10 pages** (Annex III) and Offeror's Letter to UNDP (Annex IV).

**2. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS**

**I. Education:**

Master's in marketing, business administration or related fields

**II. Experience:**

- At least 5 years' experience in the field of market development and operation as market development officer.
- At least 2 years' experience in the position of marketing manager/officer. Preference given to the candidate with experience in agriculture commodities.

- Solid understanding of cooperative principles, systems, policies, laws and practices
- Extensive knowledge of marketing strategies, channels, and branding.
- Good leadership, communication, and collaboration skill.
- Exceptional analytical and problem-solving skills.
- Strong time management and organizational abilities.

Others

- Well versed with computer applications like Word, Excel, Power point, statistical analysis tool, etc.
- Should be registered in VAT

**III. Other competencies:**

**Functional Competencies**

- Proven previous experience in market development and operation.
- Solid understanding of cooperative principles, systems, policies, laws and practices
- Extensive knowledge of marketing strategies, channels, and branding.
- Exceptional analytical, problem-solving and report writing skills.
- Fluent speaking and writing skills in English and Nepali are essential.
- Well versed with computer applications like Word, Excel, Power point, statistical analysis tool, etc.

**Corporate Competencies:**

- Promotes the vision, mission and strategic goals of UNDP and
- Demonstrate integrity by modelling the UN's values and ethical standards
- Displays cultural, gender, religion, race and age sensitivity and adaptability.

**3. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSAL**

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

**a. Proposal:**

To be included as part of the proposal:

- a) A cover letter with a brief presentation of your consultancy explaining your suitability for the work (maximum of 2 pages);
- b) Complete CV document (in word file), attached as **Annex III**; also downloadable from the UNDP Nepal Website, including detailed information on past experience in similar kind of assignment (projects). (10 pages maximum limit per CV)
- c) A brief methodology on how you will approach and conduct the consulting work (*limit to under 1500 words*)
- d) Offeror's Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment along with the completed lump sum financial proposal including tax & VAT. (**Annex IV**)
- e) VAT Document with individual registration

**Note:**

- a. Applicants should provide statement of physical and mental fitness to work and engage in the consultancy;
- b. The candidate has to be an independent consultant (If the candidate is engaged with any organization, the organization employing the candidate will be issued with a Reimbursable Loan Agreement (RLA) to release the employee for the consultancy with UNDP).
- c. Due to sheer number of applicants, the procurement unit will contact only competitively selected consultant.

**4. GUIDANCE FOR FINANCIAL PROPOSAL**

• **Lump sum contracts**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables (i.e. whether payments fall in installments or upon completion of the entire contract). Payments are based upon output, i.e. upon delivery of the services specified in the TOR. In order to assist the requesting unit in the comparison of financial proposals, the financial proposal will include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days).

**Travel;**

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station. In general, UNDP does not accept travel costs exceeding those of an economy class ticket. Should the IC wishes to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

**5. EVALUATION**

Individual consultants will be evaluated based on the following methodologies:

**Cumulative analysis**

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

\* Technical Criteria weight; 70%

\* Financial Criteria weight; 30%

Only candidates obtaining a minimum of 49 points (70%) in the technical evaluation part will be considered for the Financial Evaluation.

Criteria	Weight	Max. Point
<b>Technical</b>	<b>70%</b>	<b>70</b>
<ul style="list-style-type: none"> <li>Academic qualification relevant to the services required by the specific assignment</li> </ul>	15%	15
<ul style="list-style-type: none"> <li>Proven past experience on market development and operation as market development officer.</li> </ul>	10%	10
<ul style="list-style-type: none"> <li>Experience in the position of marketing manager/officer. Preference given to the candidate with experience in agriculture commodities</li> </ul>	10%	10
<ul style="list-style-type: none"> <li>Extensive knowledge of marketing strategies, channels, and branding</li> </ul>	10%	10
<ul style="list-style-type: none"> <li>Quality of the technical proposal and methodology proposed for completion of the assignment</li> </ul>	15%	15
<ul style="list-style-type: none"> <li>Solid understanding of cooperative principles, systems, policies, laws and practices</li> </ul>	5%	5
<ul style="list-style-type: none"> <li>Experience and knowledge of UNDP/GoN policies and procedures and experience from previous UN assignments would be an added asset</li> </ul>	5%	5
<b>Financial</b>		
<ul style="list-style-type: none"> <li>Lowest financial proposal</li> </ul>	<b>30%</b>	<b>30</b>

Contract will be awarded to the technically qualified consultant who obtains the highest combined score (financial and technical). The points for the Financial Proposal will be allocated as per the following formula:

$$\frac{\text{Lowest Bid Offered} *}{\text{Bid of the Consultant}} \times 30$$

\* "Lowest Bid Offered" refers to the lowest price offered by Offerors scoring at least 49 score (i.e., 70%) in its technical proposal evaluation.

\*\* Financial proposal of only those consultant will be opened, that can secure minimum of 70% of score in the technical proposal (including score on CV).

\*The method of evaluation is a desk review of CV (Maximum of 10 pages document). Please highlight in the CV major documents/reports/papers you have prepared, and/or, assignments you have done that are directly matched with the kind of assignment noted in the annex 1.

\*\* CMDP project reserves all right to accept or reject the bid for whatever reasons.

\*\*\* Above mentioned evaluation criteria can be divided into sub criteria before doing evaluation.

### ANNEX

#### **FOUR set of documents to be included as application package**

- ANNEX I - Terms of References (ToR) for the assignment
- ANNEX II - General Terms and conditions of UNDP contract for individual consultants
- ANNEX III - A well formatted brief CV of 10 pages (maximum)
- ANNEX IV - Confirmation of interest and submission of financial proposal

**TERMS OF REFERENCE**

**FOR**

**Marketing Consultant for CMDP**

<b>II. Position Information</b>	
<b>Job Title</b> : Marketing Consultant  <b>Position Number</b> : 1  <b>Reports to</b> : Act. National Project Manager	<b>Duty Station</b> : Kathmandu  <b>Name of the Organization:</b> Cooperative Market Development Program (CMDP)  <b>Type of Contract</b> : Individual Consultant (IC)  <b>Duration</b> : 6 months (Initially 3 months with possibility of extension based on performance)

<b>II. Background Information</b>
<p>Cooperative Market Development Program (CMDP) is a 5-year project implemented (February 2018-January 2023) jointly by Government of Nepal, Ministry of Land Management, Cooperatives, and Poverty Alleviation (MoLCPA) and United Nations Development Programme (UNDP). The overall objective of the project is to establish and operationalize cooperative market chain of fruits and vegetables to increase farmers' income and other livelihood opportunities, which in turn will contribute to the poverty reduction in Nepal. The project will achieve this outcome by ensuring establishment of an efficient and sustainable vegetable and fruits collection centers starting from primary cooperative to regional terminal in Chitwan and Kathmandu valley. The project is working closely with 71 primary cooperatives from 18 Municipalities of 6 adjoining districts of the Kathmandu Valley viz Chitwan, Dhading, Kavre, Lalitpur, Makwanpur and Nuwakot to achieve its goal and will benefit approximately 14,400 households which will be linked to this cooperative market chain. The project contributes directly to SDG1(poverty) and 2 (hunger, nutrition).</p> <p>The project intends to achieve following outcomes and outputs:</p> <p>Outcome</p> <ul style="list-style-type: none"> <li>• Cooperative market chain established for the increased incomes and livelihood opportunities of farmers</li> </ul> <p>Output(s)</p> <ul style="list-style-type: none"> <li>• Capacity of fruits and Vegetable production cooperatives strengthened for increased production, effective management, and marketing.</li> <li>• Network of Cooperative market chain of fruits and vegetable established.</li> </ul>



- Policy and institutional capacity of MOLCPA and other relevant government entities improved to facilitate cooperative market development of fruits and Vegetable.

The project has collaborated with District Cooperative Unions (DCUs) as key implementing partner and market operator of the project activities at district level. It is also coordinating with local governments at municipal level, Agriculture Seed Vegetable and Fruit Central Cooperative Federation Limited (NEFSCOV) and National Cooperative Federation Nepal (NCFN) at the central level.

As of now, CMDP has established 55 collection centers at pocket level, distributed 52 pickup vehicles and installed 45 cooling chambers in the primary cooperatives and cooperative markets at different level. Project is also supporting for the construction of 10 cooperative markets at different level municipal, district, regional and satellite/central level. At present construction of 3 cooperative market is completed and 3 cooperative markets are in operation. CMDP has been supporting the construction work of cooperative markets to provide more secure market place for farmers.

### **III. Duties and Responsibilities**

Under the overall supervision of Project Manager, Marketing Consultant will promote cooperative market businesses, services, products, or brands. S/he should develop marketing and pricing strategies, generate new cooperative business leads, and oversee marketing of fruits and vegetables along with other items. The primary responsibility of the Marketing consultant will be to operationalize the cooperative markets at different level. The incumbent will be partially based in cooperative market development program (CMDP) office. He/She will be stationed in the Satellite Cooperative Market Chabahil, Kathmandu and Satellite Cooperative Market, Mahalaxmasthan, Lalitpur 3 times a week as needed.

#### **Responsibilities**

- Provide technical support and recommendation to CMDP for operationalization of cooperative markets and marketing of cooperative products.
- Conduct rapid need assessment and SWOT analysis of cooperative markets and develop marketing strategies and guidelines in close consultation with cooperative markets, primary cooperatives, partners and CMDP to operationalize cooperative markets and collection center at all the levels of market operation.
- Assess the level of unfulfilled demand among consumers within the defined marketing area.
- Prepare marketing action plan including cleaning, packaging, labeling and branding of the cooperative products of cooperative markets based on business plan of the primary cooperatives and cooperative markets.
- Appraise the potential competitors, location, and services provision (prices, locations, promptness, and higher-quality produce) for cooperative-marketer in the competitive structure of the market system.
- Prepare marketing strategy and operational plan for effective operation of cooperative owned commercial assets such as processing equipment, pick-up vehicles and cold rooms.
- Design layout of the vegetables and fruits shops/ stalls in the cooperative markets.
- Facilitate and ensure operation of online marketing software (Krishicoopbazar.com) for digital marketing of fruits and vegetables and the operation and management of web-based database of CMDP.

- Create innovative content that can be used by sales teams to generate new business, educate clients/partners on new products/features and engage clients/partners on innovative ways to drive awareness/sales via new marketing techniques for cooperatives
- Prepare strategy to link CMDP cooperative markets with the existing government markets, private sector, local vendors and cooperative markets in Kathmandu valley and other parts of Nepal, and possible international markets.
- Coordinate with NCF, DCUs, primary cooperatives, local government and other relevant stakeholders on the regular basis for market development and networking.
- Plan and conduct different training/orientation/workshops on cooperative marketing for primary cooperatives, cooperative markets and DCUs.
- Manage and lead a team and inspire the team to create innovative ideas and initiatives to drive the business from cooperative marketing perspective.
- Provide technical support and guidance to cooperative market management team, sale persons, Program Coordinator of DCU for operationalization of cooperative markets and collection center.
- Collect regular status report from Program Coordinators of DCU about the marketing of fruits and vegetables
- Organize events/workshop/campaigns to raise awareness about cooperative marketing, product design and branding.
- Explore market areas and recommend suitable market location for establishing satellite markets.
- Ensure implementation of business plan and adaptation of existing model marketing guidelines.
- Documentation of good practices and learnings related to cooperative marketing.
- Regular monitoring and supervision of the cooperative markets (satellite, regional, district, municipal) and collection centers.
- Update the cooperative market operation status to Project Manager in a regular basis.
- Produce status reports and reports to Project Manager on a regular basis at least twice a month.
- Any other activities as per immediate need basis.

<b>VI. Recruitment Qualifications</b>	
<b>Education:</b>	Master's in marketing, business administration or related fields
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• At least 5 years' experience in the field of market development and operation as market development officer.</li> <li>• At least 2 years' experience in the position of marketing manager. Preference given to the candidate with experience in agriculture commodities.</li> <li>• Solid understanding of cooperative principles, systems, policies, laws and practices</li> <li>• Extensive knowledge of marketing strategies, channels, and branding.</li> <li>• Good leadership, communication, and collaboration skill.</li> <li>• Exceptional analytical and problem-solving skills.</li> <li>• Strong time management and organizational abilities.</li> <li>• Should be register in VAT</li> </ul>
<b>Language:</b>	Fluent speaking and writing skills in English and Nepali are essential.
<b>Other:</b>	<p>Well versed with computer applications like Word, Excel, Power point, statistical analysis tool, etc.</p> <p>Should be registered in VAT</p>

**General format of the consultant's CV to be submitted for the position**

**(Maximum of 10 Pages of CV in total)**

- 1) Full Name of Consultant (Individual applicant):
- 2) Date of Birth:
- 3) Gender:
- 4) Detail Contact Address:
  - Permanent Address:
  - Temporary Address:
  - Email:
  - Telephone (Landline):
  - Mobile:
- 5) Key Areas of Expertise and Competency (Summary) relevant to the job assigned, with brief summary of work/assignment of the consultant (max 0.5 pages):
- 6) Education (Academic qualification)
- 7) List of Employment Record (Details, Starting with your present positions, list in reverse order every relevant employment you have had in relation to the proposed work assignment of this position):
- 8) Any other professional information relevant to the proposed assignment.
- 9) Special Recognition/Award you have received:
- 10) List membership or Affiliation of Professional Societies and activities in civil, public or international affairs:
- 11) Signature of the assignment on the last pages of the document.

**OFFEROR'S LETTER TO UNDP  
CONFIRMING INTEREST AND AVAILABILITY  
FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT**

**(Ref. # CMDP/PN/01/2022)**

Date \_\_\_\_\_

United Nations Development Programme  
Procurement Unit  
Nepal

**Through CMDP Project, Singha Durbar.**

Dear Sir/Madam:

I hereby declare that :

- a) I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of [ *indicate title of assignment* ] under the [ *state project title* ];
- b) I have also read, understood and hereby accept UNDP's General Conditions of Contract for the Services of the Individual Contractors;
- c) I hereby propose my services and I confirm my interest in performing the assignment through the submission of my Personal History Form (P11) which I have duly signed and attached hereto as Annex 1;
- d) In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex 3 [ *delete this item if the TOR does not require submission of this document* ];
- e) I hereby propose to complete the services based on the following payment rate : [ *pls. check the box corresponding to the preferred option* ]:

An all-inclusive daily fee of [ *state amount in words and in numbers indicating currency* ]

A total lump sum of *[state amount in words and in numbers, indicating exact currency]*, payable in the manner described in the Terms of Reference.

f) For your evaluation, the breakdown of the abovementioned all-inclusive amount is attached hereto as Annex 2;

g) I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to UNDP's review, acceptance and payment certification procedures;

h) This offer shall remain valid for a total period of \_\_\_\_\_ days *[minimum of 90 days]* after the submission deadline;

i) I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with any UN agency or office *[disclose the name of the relative, the UN office employing the relative, and the relationship if, any such relationship exists];*

j) If I am selected for this assignment, I shall *[pls. check the appropriate box]:*

Sign an Individual Contract with UNDP;

Request my employer *[state name of company/organization/institution]* to sign with UNDP a Reimbursable Loan Agreement (RLA), for and on my behalf. The contact person and details of my employer for this purpose are as follows:

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k) I hereby confirm that *[check all that applies]:*

At the time of this submission, I have no active Individual Contract or any form of engagement with any Business Unit of UNDP;

I am currently engaged with UNDP and/or other entities for the following work :

Assignment	Contract Type	UNDP Business Unit / Name of Institution/Company	Contract Duration	Contract Amount

I am also anticipating conclusion of the following work from UNDP and/or other entities for which I have submitted a proposal:

Assignment	Contract Type	Name of Institution/ Company	Contract Duration	Contract Amount


- l) I fully understand and recognize that UNDP is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
- m) **If you are a former staff member of the United Nations recently separated, pls. add this section to your letter:** I hereby confirm that I have complied with the minimum break in service required before I can be eligible for an Individual Contract.
- n) I also fully understand that, if I am engaged as an Individual Contractor, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.

Full Name and Signature:

Date Signed:

\_\_\_\_\_

\_\_\_\_\_

**Annexes** *[pls. check all that applies]:*

- Duly signed CV within the prescribed format as given in annex 3.
- Breakdown of Costs Supporting the Final All-Inclusive Price as per Template

**BREAKDOWN OF COSTS  
SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL**

**Breakdown of Cost by Components: (Please use only the applicable cost headings)**

<b>Cost Components</b>	<b>Cost per day</b>	<b>Quantity - 156 days over the period of June to November 2022)</b>	<b>Total Cost</b>	<b>Remarks</b>
<b>I. Personnel Costs</b>				
Professional Fees for Marketing Consultant		156 days		
Daily allowance during field visit				<ul style="list-style-type: none"> <li>• Travel day varies from 18 to 25 days based on need</li> <li>• Payment of travel allowance will pay in actual basis for actual number of days of travel</li> </ul>
<b>Sub- Total</b>				
VAT amount 13 %				
<b>Total Amount</b>				
<b>Total amount in letter:</b>				

**Note:**

1. The consultant should provide his/her the total cost of the consultancy as a lumpsum cost in the table above.
2. The effective date is from the date of signing of the contract.
3. Financial proposals of only of those firms will be opened, which is able to score at least 70% of score on technical proposal for this assignment.
4. Cost for any other major stakeholders' consultation workshop organized by the study team in Kathmandu and outside of Kathmandu will be provided by the CMDP project separately, as per the project guideline.
5. CMDP will not provide travel cost for the consultant. However, he/she can share CMDP office vehicle with other CMDP staff when travelling outside Kathmandu Valley for field visit.