

PROJECT IMPLEMENTATION AGREEMENT

between

**The Department of Agriculture and Farmers Welfare (DA&FW),
Ministry of Agriculture and Farmers Welfare (MoA&FW) of the Government of the
Republic of India**

and

**The GFA Consulting Group GmbH - General Agent of the Federal Ministry of Food
and Agriculture (BMEL) for the Bilateral Cooperation Programme, Wallstrasse 15,
10179 Berlin, Germany**

Hereinafter referred to jointly as the “Sides”

Concerning the project

Indo-German Cooperation on Agricultural Market Development

I. Preamble

The Ministry of Agriculture and Farmers Welfare of the Government of the Republic of India (hereafter MoA&FW) and the Federal Ministry of Food and Agriculture of the Federal Republic of Germany (hereafter BMEL) signed a Joint Declaration of Intent on 01. November 2019 in order to support a bilateral cooperation project on agricultural market development.

GFA Consulting Group GmbH (hereafter GFA), a registered Germany-based consulting company having its principle place of business in Hamburg, acts as the General Agent for the Bilateral Cooperation Programme of the BMEL. As the General Agent, it is charged with identifying a suitable agency to implement the project for the German side (hereafter referred to as "THE CONSULTANT") as well as continuous steering, monitoring and evaluation and financial administration of the project. THE CONSULTANT will be identified through a public tender procedure.

All Annexes are deemed to form an integral and indivisible part of this Agreement.

II. Project objectives and structure

The overall goal of the technical dialogue project is to contribute to sustained economic growth in the agricultural sector and to improved livelihoods in rural regions.

The project goal is that India's strategy for modernising agricultural markets is supported; and that insights from the technical dialogue and transferred know-how are put into practice.

The project will focus on the following intervention areas:

1. Establishment of a dialogue platform on agricultural market development
2. Strengthening capacities of government institutions and other relevant stakeholders to enhance the agricultural marketing system
3. Integration of farmers' organisations in sustainable market-oriented value chains

III. Project duration and budget

The project is expected to last for 36 months (5th August 2021 until 4th August 2024). The estimated project budget comprises a total volume of up to 1.775 million EUR gross from the German side. If BMEL and MoA&FW agree, the project may be extended for another 12 months (until 4th August 2025), provided that sufficient funding is available.

Each Side may suspend or completely terminate its project contributions if circumstances arise which preclude or significantly jeopardise the implementation of the project or the

achievement of its objectives. The Sides will inform each other by written notice about ceasing cooperation and underlying reasons. For unilateral early termination of this project implementation agreement, a notice period of at least 3 months must be observed.

IV. Contributions to the Project by the Government of the Federal Republic of Germany via BMEL/GFA/THE CONSULTANT

The BMEL will provide THE CONSULTANT via GFA with the financial resources as German contribution required for the implementation of the project according to planning, both pending budgetary provisions and approval by the German side. This amount will include the costs incurred by THE CONSULTANT.

IV.a Provision of experts

THE CONSULTANT will provide the following experts for the duration of the project:

- Two long-term experts
- One office manager responsible for administration, accounting and organization including translation
- Short-term experts for specific topics according to the work plan

IV.b Other contributions, operating and administrative costs

Further, THE CONSULTANT will provide the following:

- Fees for the long-term and short-term experts as well as the other project personnel
- Travel costs for the long-term and short-term experts as well as the other project personnel, e.g., international air travel, transportation costs, room and board
- Costs for seminars, workshops, training and conferences in Germany/Europe and India
- Facilitation for collaboration with and the participation of staff of DA&FW, other relevant agencies and Farmer Producer Organisations during international study trips and/or short-term training and the daily allowances (i.e. accommodation, meals and transportation) within Germany/Europe with approx. eight participants each
- International flight and visa costs for representatives of Farmer Producer Organisations to participate in study trips to Germany/Europe
- Monthly overhead for the office including communication costs (except for water, electricity, air conditioning, internet access and cleaning)
- Purchase of office equipment and supplies (after determination of the precise needs)
- Public relations costs: creating and updating the project website etc.
- Miscellaneous expenses as required

V. Contributions to the Project by the Government of India via DA&FW

Under the overall supervision of the DA&FW, the following associated institutions will be involved in the implementation of the project:

- National Institute of Agricultural Marketing (NIAM) in Jaipur, Rajasthan
- Directorate of Marketing and Inspection (DMI) in Faridabad, Haryana

The involved partners will be asked to name a contact person (counterpart) for each institution at the beginning of the project to work closely on project activities and coordinate meetings.

The DA&FW will provide the project with resources for the implementation of the project according to the planning, both pending budgetary provisions and approval by the Indian side.

V.a Contributions, operating and administrative costs

The DA&FW will allocate enough financial resources to the project and respectively specialized bodies involved in the cooperation to bear the operating and administrative costs associated with the provision of national contributions to the project, specifically:

- One furnished office at NIAM, Jaipur with appropriate space for the project team plus basic costs for the office (e.g. water, electricity, air conditioning, internet access and cleaning) and regular access to a meeting room will be provided
- Rooms for workshops and other project events in Delhi; and if required also at other locations
- International travel expenses, including air-fares and visa costs, associated with study trips to Germany/Europe and/or short-term training for Indian participants (only international flight and visa costs for representatives of Farmer Producer Organisations will be included in the project budget of the COSULTANT); approving leaves of absence for government staff to participate in training measures and study trips
- Upon request, making suitable office space available (1 or 2 desks) for temporary use at the federal state level, free of charge; basic costs such as water, electricity, air conditioning, internet access and cleaning will also be covered

VI. Joint activities

DA&FW and THE CONSULTANT will implement joint activities in the project and according to the project objectives. The means for these activities include, but are not limited to, study trips, workshops and/or conferences, meetings, seminars and training in India and Germany/Europe.

DA&FW and THE CONSULTANT will jointly organise a planning workshop during the first six months of the inception phase of the project to exchange views on project objectives, expected outputs/results and planned activities, develop annual work plans. They will also facilitate the secretarial work of project steering committee (PSC) meetings, which are co-chaired by representatives of the MoA&FW and the BMEL.

VII. Project steering

According to the above mentioned Joint Declaration of Intent a steering committee will be established to oversee the project management and its implementation as well as the budget and work plan on an annual basis.

VIII. Mutual Non-Disclosure Agreement

The Sides must not disclose confidential information. The project implementation contract between GFA and THE CONSULTANT includes a compliant confidentiality clause.

IX. Settlement of disputes

Differences of opinion shall be settled by mutual agreement in the best interests of the Sides.

X. Entry into force

This Project Implementation Agreement shall come into force from the date of its signature by the Sides and remain in force in accordance with para III. This Project Implementation Agreement may be signed in English language. GFA as General Agent of the BMEL has been authorized to sign this Project Implementation Agreement for the German Side.

XI. Language

All correspondence exchanged and documents executed for the purpose of this Project Implementation Agreement shall be in English language.

IN WITNESS WHEREOF the undersigned being duly authorized by their respective governments have signed this Project Implementation Agreement concerning the "Indo-German Cooperation on Agricultural Market Development".

Additional Secretary (Agri. Mktg. & AMA)

P.K. Swain

DA&FW

Delhi, 05.08.2021

Programme Director

Dr. Andreas Gramzow

on behalf of GFA, acting as the legally
authorized General Agent of the BMEL

Berlin, 05.08.2021

Annex

- Logical Framework Matrix of the Project "Indo-German Cooperation on Agricultural Market Development"

Annex 1: Logical framework matrix (log frame): Indo-German Cooperation on Agricultural Market Development

Planned period: August 2021 – July 2024

Status: August 2021

Summary description	Objectively verifiable indicators	Sources for verification	Assumptions
<p>Overall objective: Sustained economic growth in the agricultural sector and improved livelihoods in rural regions.</p> <p>Project objective: India's strategy for modernising agricultural markets is supported; insights from the technical dialogue and transferred know-how are put into practice.</p>	<ul style="list-style-type: none"> - Participating stakeholders have incorporated 4 market development recommendations into their operations, procedures, or policy documents. - At least 70% of (male and female) representatives from the supported institutions confirm that their understanding on international good practices has improved and that they have expanded their advisory skills and services in the domain of agricultural marketing. - The profits of (male and female) farmers among the participating FPOs have significantly increased. - At least 70% of (male and female) farmers among the participating FPOs confirm based on 2 concrete examples that the support received through the project has helped them in accessing EU markets. 	<ul style="list-style-type: none"> - Minutes of working group meetings including policy recommendations agreed upon - Project Progress Reports (PPR) and Final Project Report (FPR) - M&E data (own surveys) 	<ul style="list-style-type: none"> - Country lifts/does not impose export limitations in the agricultural and agri-food sector - Country's government is responsive to the policy advice offered by the project
<p>Results:</p> <p>Inception Phase (up to 6 months) The project is ready for action on site and the advisory concept has been agreed with the partners within the first 6 months and is ready for implementation; the necessary prerequisites for successful</p>	<ul style="list-style-type: none"> - The team has moved into office space provided by the project partners in Jaipur and has equipped it at the latest by project month 2. - Working procedures of the Project Management Unit (PMU) have been agreed upon in detail among the operational partners by project month 2. - A project website and social media channels have been set up by project month 2. - A working group on agricultural market development consisting of representatives from DA&FW and its associated institutions, other key institutions and the long-term experts of 	<ul style="list-style-type: none"> - Photos - Memo on PMU working procedures - Project website, social media accounts - Agenda, participation list and minutes and of the constituting 	<ul style="list-style-type: none"> - Appropriate personnel resources are available for the working group. - Information for the analyses is provided.

Indicators will be verified during the inception phase. Some indicators (those comprising XX) will still need to be assigned real quantitative target values and the baselines need to be determined.

Summary description	Objectively verifiable indicators	Sources for verification	Assumptions
<p>cooperation with the pilot regions have been met.</p>	<p>the project has been set-up and is operational by project month 2.</p> <ul style="list-style-type: none"> - A concept for integrating pilot regions (maximum 2 federal states), agricultural value chains (at least 3) as well as state level and local institutions into the project has been agreed upon by project month 3. - SWOT analyses (including capacity building needs assessments) of the relevant institutions in agricultural market development have been carried out by project month 3. - At least 3 priority topics of the dialogue platform (e.g. providing improved access and use of agricultural market intelligence, cold chain development, increasing awareness and understanding of the benefits and opportunities posed by EU agricultural markets) have been agreed upon and related status quo analyses have been prepared by project month 5. - Based on agreed criteria, at least 3 agricultural value chains and the FPOs to be advised have been identified in the selected pilot regions by project month 5. - The overall work plan for the whole project duration as well as the annual work plan have been fine-tuned by project month 5. - An inception report, including a concept for the results-based monitoring system, has been prepared by project month 5. - An inception workshop has been conducted by project month 6. 	<p>working group meeting</p> <ul style="list-style-type: none"> - Concept note - Study reports on SWOT analyses (incl. capacity building needs assessment) - Study reports on the status quo analyses <ul style="list-style-type: none"> - Overall work plan / annual work plan - Inception report - Participation list & minutes of the inception workshop 	<ul style="list-style-type: none"> - Stakeholders at federal state level are willing to participate in the project.
<p>Result 1: A dialogue platform on agricultural market development has been established.</p>	<ul style="list-style-type: none"> 1.1 The working group on agricultural market development has met at least twice a year. 1.2 At least 8 specific outputs (e.g. studies, policy briefs, legal commentaries) have been prepared on prioritised topics in the domain of agricultural markets. 1.3 DA&FW and other relevant institutions have applied 4 new analytical tools/instruments for the design of agricultural market intelligence, export promotion measures etc. 	<ul style="list-style-type: none"> - Minutes of working group meetings - Formulated Policy papers and alike - Evidence of consulting activities (training documentation, evaluations, photos, etc.) - Survey results 	<ul style="list-style-type: none"> - Commitment and willingness of involved DA&FW and other key sector stakeholders to constructively cooperate with the project.

Summary description	Objectively verifiable indicators	Sources for verification	Assumptions
	<p>1.4 The project results have been presented at XX professional events² and through other media (e.g. website, social media channels) and have been made available to wider professional circles.</p>		
<p>Activities relating to result 1:</p> <ul style="list-style-type: none"> - Regular meetings of the working group on agricultural market development in order to plan, evaluate, and, as appropriate, adapt the project activities (minutes are to be prepared). - Preparation of policy papers and other outputs. - Expert advice for the introduction of new analytical tools/instruments for evidence-based policy-making. - Organisation of professional events for the dissemination of project information. 			
<p>Result 2: Capacities of government institutions and other relevant stakeholders have been strengthened to enhance the agricultural marketing system.</p>	<p>2.1 Training concepts for participants (theory and practice) are available until project month 8 and annual plans are drawn up, coordinated and implemented together with the involved institutions.</p> <p>2.2 A core team of XX multipliers (among them at least 25% women) has participated in the defined training/coaching measures provided by the project.</p> <p>2.3 At least 3 study trips to Germany/EU countries with approx. 8 participants (among them at least 2 women) each have been carried out.</p> <p>2.4 At least 3 seminars/workshops have been conducted in India to share lessons learnt from international good practices.</p>	<ul style="list-style-type: none"> - Training concepts & participation lists - Survey among training and study trip participants - Minutes of seminars and workshops held 	<ul style="list-style-type: none"> - Open and transparent cooperation between the partners

² The minimum number and specific formats will be defined in the overall work plan. During the last month of the project phase, a closing conference will be organized, where the main achievements of the project, recommendations for future work and follow-up will be presented.

Summary description	Objectively verifiable indicators	Sources for verification	Assumptions
<p><u>Activities relating to result 2:</u></p> <ul style="list-style-type: none"> - Identification of representatives from the NIAM, DMI, other relevant institutions (e.g. NCCD, APEDA) and selected federal state level APMCs for further qualification and assessment of their training needs (e.g. regarding grading, quality certification, packaging, cold storage, transportation, financing, wholesaling and retailing of agriculture produce). - Development and implementation of a Training-of-Trainers concept for experts and managers from advisory institutions on the basis of the training needs identified. - Conduct the Training-of-Trainers Programme. - Organize study trips to Germany/EU countries for selected experts and managers. - Organize seminars/workshops in India. 			
<p>Result 3: Farmers' organisations have been integrated in sustainable market-oriented value chains</p>	<p>3.1 XX farmers (among them at least 25% women) of FPOs in the pilot regions have been trained in relevant topics and have received specific export-related business development services (BDS) in fields, such as management, marketing, human resources development, financing, production, quality and IT & MIS.</p> <p>3.2 At least 2 technological innovations for strengthening forward linkages have been piloted for each selected agricultural value chain.</p> <p>3.3 XX FPOs have established new business contacts with European companies (e.g. buyers, service providers, cooperation partners, etc.).</p>	<ul style="list-style-type: none"> - List of farmers that have received trainings and export-related BDS - Proof of technological innovations provided (e.g. studies, advice, minutes of mentoring sessions) 	<ul style="list-style-type: none"> - Participants are committed and have appropriate resources to participate in activities

Summary description	Objectively verifiable indicators	Sources for verification	Assumptions
<p><u>Activities relating to result 3:</u></p> <ul style="list-style-type: none"> - Carry out value chain analyses and regional case studies on price movements, marketing infrastructure, business models, farmers' decision making etc. - Provide specific export-related BDS in the field of management, marketing, human resources development, production, quality and IT & MIS. - Pilot technological innovations along the selected agricultural value chains. - Organize B2B and other networking events, including participation in study trips to Germany/EU countries. 		<ul style="list-style-type: none"> - Photographic evidence and press releases - Surveys among FPOs 	