

Request for Quotations

RFQ-WE4F-2024-023

Activity Title: Developing a sales strategy to increase sales and customer engagement for Husk Power.

Funded by: Water and Energy for Food South and Southeast Regional Innovation Hub (WE4F S/SE Asia RIH)

Implemented by: Tetra Tech ES, Inc.

Request for Quotation Timeline	
RFQ Issue Date:	March 21, 2024
Q&A Webinar with Innovator	March 28, 2024, 12 pm Bangkok Time Join the meeting now A calendar invite will be shared with everyone, and the recording also emailed
Questions:	On an ongoing basis until March 26, 2024.
Quotations Submission Date:	April 10, 2024, 5:00 PM Bangkok time (GMT+7)
Award Anticipated Date:	April 20, 2024

Note: Issuance of this RFQ does not constitute an award commitment on the Tetra Tech ES, Inc., nor does it commit to pay for any costs incurred in preparation or submission of comments/suggestions of a Quotation. Quotations are submitted at the risk of the companies. All preparation and submission costs are at the offeror's expense.

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1. INTRODUCTION

The Water and Energy for Food (“WE4F”) Grand Challenge is a joint international initiative of the U.S. Agency for International Development (USAID), German Federal Ministry for Economic Cooperation and Development (BMZ), the European Union (EU), the Ministry of Foreign Affairs of the Ministry of Foreign Affairs of the Netherlands, Sweden through the Swedish International Development Cooperation Agency (Sida) (hereafter “the Partners”). Through WE4F, the Partners aim to expand the scale of innovations that impact the sectors food and water, food and energy or all three sectors of the nexus (food, water, energy) to increase the sustainability of agricultural food value chain and improve energy and water efficiency and climate resilient agriculture in developing countries and emerging markets in accordance with the SDGs, with a particular focus on the poor and women.

The Water and Energy for Food S/SE Asia Regional Innovation Hub (WE4F S/SE Asia RIH) is an essential component of WE4F. The Hub will:

- 1) Provide direct grants (via regional competitions and direct selection of innovators and manage the milestone-based grants and other financing provided to WE4F innovators in the region.
- 2) Provide technical assistance and business advisory services to WE4F innovators in the region.
- 3) Facilitate investment for regional innovators including through investor matchmaking and guarantee instruments.
- 4) Provide trainings and other technical assistance for governments, investors, lenders, and other actors in the region.
- 5) (In coordination and consultation with the WE4F Secretariat) Engage in advocacy activities in the region on behalf of the WE4F program; and
- 6) Conduct Monitoring, Evaluation, and Learning (MEL) activities with WE4F innovators and other actors in the region to share best practices, lessons learned, pivots, failures, and successes.

The purpose of this Request for Quotations (RFQ) is to identify and select a firm to **develop a sales strategy for agro-processing products of Husk Power Systems** based in **India** as per the Scope of Work (SOW) specified in Attachment A, “Technical Specifications.” Services will support the WE4F S/SE Asia RIH funded by USAID under Contract No.: 7200AA20C00041 and implemented by Tetra Tech ES, Inc.

2. SOURCE AND NATIONALITY RESTRICTIONS

The USAID authorized geographic code for the WE4F S/SE Asia RIH is 935. Authorized Geographic Code 935 includes the United States, the recipient country (Vietnam) and all developing countries, advanced developing countries but excluding any country that is prohibited source. USAID maintains a list of prohibited sources in ADS Chapter 310.

3. SUBMISSION OF QUOTATIONS

Quotations are due on **April 10, 2024** at 05:00 pm Bangkok time (GMT+7). Quotations must be submitted via email to WE4FAsiaBids@tetratech.com with the subject line “RFQ-WE4F-2024-023 Developing a sales strategy to increase sales and customer engagement for Husk Power Systems.”

All Quotations must fully respond to the Technical Specifications in **Attachment A** and must include a **financial offer** in the format in **Attachment B - Table 1 – Budget**. Quotations received after the above-stated due date and time will not be considered for this procurement.

4. QUESTIONS AND CLARIFICATIONS AND WEBINAR

All questions or clarifications regarding this RFQ can be submitted in written English, to WE4FAsiaBids@tetratech.com on on-going basis until **March 26, 2024** 5 PM Bangkok time (GMT+7). Questions and requests for clarification, and the responses thereto, will be circulated to all RFQ recipients. Only written answers from Tetra Tech ES, Inc. will be considered official and carry weight in the RFQ process and subsequent evaluation. Any answers received from outside the official channel,

whether verbally or in writing, from employees or representatives of Tetra Tech ES, Inc., or any other party, will not be considered official responses regarding this RFQ.

Q&A Webinar with Innovator will be organized on March 28, 2024 at 12 pm Bangkok Time. A separate meeting invite will be sent to participants prior to the webinar.

5. QUOTATION PREPARATION INSTRUCTIONS

All offerors must follow the instructions set forth herein in order to be qualified for the procurement process. If an offeror does not follow the instructions set forth herein, the offeror's Quotations may be eliminated from further consideration, or the Quotation may be downgraded and not receive full credit under the applicable evaluation criteria.

A. COMPANY'S INFORMATION

1. Company's information, including official registered name, type of business, list of principal company officers, share of women in management positions, address, telephone, fax, website and copy of business license.
2. Overview of the Company, including its legal structure and service offerings.
3. Company's SAM Unique Entity Identification (UEI) number, if proposed price is more than USD \$30,000 (Please see Section 8 below for information on SAM.GOV REGISTRATION)

B. COMPANY'S TECHNICAL CAPABILITY

1. A proposed work plan and methodology for market research and action plan with description of the tasks, key activities, and timeline of implementation. Offeror may refer to Attachment A to draft this but estimate their own timeline and additional activities for implementation of this service.
2. Description of the company's qualifications and capability including staff to undertake a similar the scope of work in the region and/or country of focus.
3. A summary of similar assignments of new market expansion research, export licensing and new company set up formalities in Nepal. Please provide the details of at least five assignments performed over the last five years per the table below. If you have experience of working on assignments that integrate gender and climate lenses, please highlight the same. If the client is confidential, please list "confidential".

Table 1: Summary of Similar Assignments

Title of Contract	Description of the Contract and Services Provided	Client Name	Dates of Execution

C. COMPANY PERSONNEL

The Offeror shall provide details on the company personnel to be assigned to this contract. Full CVs are required in addition to completing Personnel Summary – Table 2.

Table 2: Personnel Summary

Personnel's First and Last Name	Proposed Role under this Contract	Qualifications and Relevant Experience

D. DETAILED BUDGET

Offerors should provide task/deliverable-based budget **Table 1 of Attachment B, "Detailed Budget"** supported by an excel detail cost estimates per task/deliverable to assert the reasonability of cost for each deliverable. For example, "development of a detailed work plan and timeline for the assignment with total cost of \$800." Offerors should also provide a detailed cost estimate for this task showing number of people involved, number of days for each person, fully burdened daily rate and total cost/person, communication, transportation and total cost of this deliverable.

A price must be provided for each task/deliverable. All items, services, etc. must be clearly labeled and included in the total price. Quotations shall also include a budget narrative i.e., text that explains the basis for the estimate of every cost element (deliverable). Supporting information must be provided in sufficient detail to allow a complete analysis of each cost element or line item. Tetra Tech ES, Inc. reserves the right to request additional cost information if the evaluation committee has concerns regarding reasonableness, realism, or completeness.

Offerors shall provide price in USD (United States Dollar) inclusive of applicable taxes if any. Prices must be valid for 60 days. **The estimated budget for this assignment is US\$ 10,000. Each interested service provider needs to prepare its own budget both detailed in excel and deliverable based as per Attachment B. If the proposed cost is higher than the ceiling, please explain in your budget and provide the justification. Please use WE4F Tier-2 budget template for detailed budget per deliverable/task and don't make it pdf or sign.**

E. REPRESENTATIONS AND CERTIFICATIONS

Offerors must complete the representations and certifications in **Attachment C**.

1. A signed certification that the company and its proposed second-tier subcontractors, if any, are not owned or controlled in whole or in part by any entity of any government.
2. Certification on Offeror letterhead that company is not owned or controlled in total or in part by any entity of any government.

6. EVALUATION CRITERIA

Award will be made to the offeror whose Quotation represents the best value in consideration of past performance, qualifications, and price factors. Prices must be reasonable and will be considered in the evaluation. Offerors are encouraged to provide a discount to their standard commercial rates.

Tetra Tech ES, Inc. reserves the right to conduct discussions with selected offeror(s) to identify the best value offer. Award of a resulting Subcontract Award shall be made by Tetra Tech ES, Inc. on a best value basis. Tetra Tech ES, Inc. reserves the right to request a test assessment from offerors to assess qualifications.

Quotations will be scored on a 100-point scale. Available points for each evaluation factor are given below. Quotations must address each evaluation factor.

Evaluation Criteria		Points
I.	Detailed Price Quotation	30%
II.	Technical Quotation	70%
	a. Proposed approach, and timeline for delivery	20%
	b. Relevant experience of undertaking similar assignments and relevant regional/country level experience based on summary and portfolio shared	30%
	c. Relevant experience of the personnel assigned	20%
TOTAL		100%

7. TERMS OF PAYMENT

Payment terms for the awarded Subcontract Agreement shall be net thirty (30) days after submission of invoices, satisfactory completion, and acceptance of services and deliverables. Payment shall be made by Tetra Tech ES, Inc. via bank wire transfer. No advance payments will be provided.

8. SAM UNIQUE ENTITY IDENTIFICATION NUMBER AND SAM.GOV REGISTRATION

If your proposed price for this proposal is USD \$30,000 or more, the offeror will be required to furnish a SAM UEI number as per Attachment C. Information regarding obtaining a SAM UEI may be found at [System for Award Management \(sam.gov\)](https://www.sam.gov). Please note a full SAM registration for Subcontractor/Vendor is not required and only SAM UEI number is required. **If the proposed cost is less than \$30,000 then SAM UEI number is not required.**

9. NEGOTIATIONS

It is anticipated that a subcontract will be awarded solely based on the combination of highest technical and financial score. However, Tetra Tech ES, Inc. reserves the right to conduct discussions, negotiations, or request clarifications prior to awarding a subcontract. In addition, Tetra Tech ES, Inc. reserves the right to conduct competitive range negotiations and limit the number of companies in the competitive range to permit an efficient evaluation among the most highly rated Quotations. The highest-rated companies, as determined by the evaluation committee, may be asked to submit their best prices during a competitive range.

10. MULTIPLE AWARD/NO AWARD

Tetra Tech ES, Inc. reserves the right to issue multiple awards. Tetra Tech ES, Inc. also reserves the right to issue no awards.

ATTACHMENT A: STATEMENT OF WORK

Background:

Husk is one of the world's leading distributed utilities. Founded in 2008, the company provides reliable power to rural communities and businesses, entirely from renewable energy sources – 24 hours a day, 7 days a week – at a price they can afford. It offers customers a flexible “pay-as-you-go” energy service, using a mobile-enabled smart metering system. It provides low-cost energy that matches the growing needs of their customers; for households, community services and productive uses. More recently, Husk Power is implementing solar-powered agricultural processing hubs in rural India that can ensure more income for smallholder farmers by bypassing middlemen through local value addition. Processing locally using renewable electricity from Husk Power mini-grids reduces wastage and improves efficiency. This approach can foster sustainable agriculture, environmental conservation, and create employment.

The Business Need:

Husk Power leverages its mini-grids for processing agri-products. They have started processing spices, sattu, and besan from farmers at their existing sites with plans for expansion. The sales happen through local distributors and retailers. This intervention has the potential to ensure more income for smallholder farmers by bypassing middlemen through local value addition.

Husk Power wants to expand the sales of these value-added agri-products and is seeking support in understanding the potential of different sales channels to develop an effective sales strategy.

SCOPE OF WORK:

The selected service provider under the technical direction of WE4F S/SE Asia Hub Technical Assistance Facilitator shall support Husk Power in accessing different sales channels and developing a sales strategy for agri-products which can help Husk Power to increase sales of its agri-products with a focus on Bihar and Uttar Pradesh market but drawing upon best practices across India. The scope includes the following tasks:

1. Attend kick-off meeting and submit work plan.
2. Identifying and evaluating potential sales channels such as:
 - direct sales to farmers, cooperatives, FPOS and other local communities
 - online sales platforms and e-commerce channels
 - government and other institutional procurement
 - partnerships with agricultural input suppliers, distributors, or retailers,
 - other potential channels
3. Assessing the cost-effectiveness and scalability of each sales channel
4. Develop a sales strategy with multi-channel approach to maximize market reach and customer engagement (including marketing approaches)
5. Review existing marketing collaterals
6. Develop standard operating procedures (SOP) on marketing and sales.
7. Deliver training to Husk Power marketing and sales team on the SOP.

Deliverables:

1. A detailed work plan signed and approved by innovator and the Hub.
2. A sales strategy and implementation plan with SWOT analysis, review of existing collaterals and discussions with Husk Power to help them determine the optimal sales channels.
3. Development of standard operating procedure (SOP) on marketing and sales
4. Sales with training for the internal sales team on the SOP

Work Components, Deliverables and Tentative Timeline:

Phase 1: Document Review and Work Plan Finalization	
Timeline	Week 1 – 2
Deliverable (s)	1. Signed work plan
Key Tasks: <ul style="list-style-type: none"> • Kick-off call to get clarity on the assignment and expectations from Husk Power • Husk Power to share existing marketing collaterals and sales strategy. • The service provider will create a detailed work plan and share it with the Hub and Husk Power team. 	

Phase 2: Developing Sales Strategy and Implementation Plan	
Timeline	Week 3 – 9
Deliverable (s)	2. A sales strategy and implementation plan consisting of the elements mentioned above, with SWOT analysis and discussions with Husk Power to help them determine the optimal sales channels. Includes timelines, milestones, key performance indicators (KPIs) and review of existing marketing collaterals.
Key Tasks: <ul style="list-style-type: none"> • Service provider to get clarity on current sales, targets, available resources and expansion capacity of Husk Power. • Service provider to provide a list of potential sales channels and associated stakeholders to interview. • Service provider to conduct primary research. Husk Power and Hub to provide comments on the approach and questionnaire for primary research. • Service provider to conduct field visits and interviews with stakeholders. • Service provider to build a sales strategy that represents the effectiveness and investments of different sales channels, and how they can be approached and established by Husk Power. 	

- Service provider to discuss the potential sales channels that are impactful and cost effective for Husk Power's agro-processing products.
- Service provider to review the current marketing materials and provide recommendations on strategic changes needed.
- Service Provider to submit a detailed implementation plan with timelines, milestones, and KPIs to implement the recommended sales strategy.

Phase 3: SOP and training of the team

Timeline	Week 10-13
Deliverable (s)	4. Development of standard operating procedure (SOP) on marketing and sales 5. Training of the team
<p>Key Tasks:</p> <ul style="list-style-type: none"> • Service provider to recommend any other specific marketing collaterals to be built by Husk Power based on the recommended sales strategy. • Service provider to submit a SOP document with training of the team that can be used by the sales team and the sales channels to promote the agro processing products by Husk Power. • The service provider to submit all final deliverables, write call notes from wrap up call, and RIH will archive documents in Egnyte. • Husk Power reviews and approves the final deliverables for processing payment and fills out the Quality-of-Service Survey. 	

Key Tasks:

- Service provider to recommend any other specific marketing collaterals to be built by Husk Power based on the recommended sales strategy.
- Service provider to submit a SOP document with training of the team that can be used by the sales team and the sales channels to promote the agro processing products by Husk Power.
- The service provider to submit all final deliverables, write call notes from wrap up call, and RIH will archive documents in Egnyte.
- Husk Power reviews and approves the final deliverables for processing payment and fills out the Quality-of-Service Survey.

Expectations:

- A schedule for deliverables will be co-developed with the service provider and Husk Power which includes internal milestones and virtual consultations. The schedule is subject to change upon discussion.
- Bi-weekly follow-up call with Husk Power and the service provider, on activity progress, will be scheduled.
- End of the project call with WE4F S/SE Asia Hub for any discussion/ clarifications/feedback on final deliverables before formal deliverables approval.

ATTACHMENT B: DETAILED BUDGET

The price Quotation must be submitted in sufficient details to account for ALL remuneration, communications, transportation and other out-of-pocket expenses, taxes, and other costs. The price Quotation should be valid for sixty (60) business days. All cost should be in [USD] currency the contract/purchase order will be issued in USD currency and payment will be made in the same currency. On this basis Tetra Tech ES, Inc. will issue a Fixed Price Subcontract Agreement and payment shall be based upon acceptance of services and deliverables described in the **Table 1 below**.

Table 1: Deliverables and Payment Schedule

#	Activity Description	Deliverables	Delivery Date	Payment Amount
1	Kick-off meeting and develop a detailed Workplan with Timeline for the activities to be completed	Innovator and hub approved workplan (template with be shared by the S/SEA hub)	2 nd week of the Award	\$0.00
2	Develop a Sales Strategy and Implementation Plan for Husk Power with multi-channel approach to maximize market reach and customer engagement (including marketing approaches and review of existing collaterals)	1. Sales strategy 2. Implementation plan	3- 9 th week of Award	\$0.00
3	Develop standard operating procedures (SOP) on marketing and sales and deliver training to Husk Powers sales team	1. Standard Operating Procedures (SOP) 2. Training agenda and participant list	10-13 th week of Award	\$0.00
Total Fixed Price Subcontract Value				\$0.00

The offeror is also required to submit a detailed excel budget in support of this task-based budget showing number of persons involved in each activity, each person daily rate, total LOE, total labor cost and other direct cost such as transportation, communication etc. and sub-total activity/deliverable cost.

Template is attached and linked here [RFQ-WE4F-2024-023-Deliverable Based Detailed Budget Template.xlsx](#) for this breakdown budget and offeror must use this template and submit detailed budget in excel and not to pdf it.

ATTACHMENT C: REPRESENTATIONS AND CERTIFICATIONS**Offeror Representations and Certifications****1. Organizational Conflict of Interest Representation**

The company represents, to the best of its knowledge and belief, that this award:
does [] or does not [X] involve an organizational conflict of interest.

Please see FAR 52.209-8 for further explanation.

2. SAM Unique Entity Identification (UEI) Number
(required if cost Quotation is more than USD \$30,000)

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 (please use one box per number or dash)**3. Source and Nationality of Goods/commodity and Services**

(i) This is to certify that the Offeror is:

- a. an individual who is a citizen or legal resident of _____.
- b. a corporation of partnership organized under the laws of _____.
- c. a controlled foreign corporation of which more than 50% of the total combined voting power of all classes of stock is owned by United States shareholders; or
- d. a joint venture or incorporated association consisting entirely of individuals, partnerships, or corporations. If so, please describe separately the citizenship or legal status of the individuals, the legal status of the partnership or corporations, and the percentage (%) of voting power of the corporations.

(ii) This is to certify that the **Source** (the country from which a commodity is to be shipped from) of the commodity to be supplied or services under this Order is:

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name of country or countries

By signing below, the Offeror certifies that the representations and certifications made, and information provided herein, are accurate, current, and complete.

Signature: _____ Date: _____

Name of and title of authorized signature: _____