Criteria for shortlisting of Firms
Suitability Matrix

ToR: Consulting services to support fresh fruits and vegetable marketing by FPOs in proximity to urban market

Sl. No	Experience and Qualification	Scores
1	Experience in sourcing and marketing of fresh fruits and vegetables for farmers through retailing and direct sales to consumer	50
2	Documented experience in the field of market development specifically in the field of fresh fruits and veg marketing	20
3	Experience in developing & implementing capacity building initiatives for FPO	30

Suitability Matrix Scoring Mechanism

*** Bidders must provide the documentary evidence in support of above criteria where relevant. All the documents must be self-attested with company stamp on each document(s). The documents are mandatory & must part of overall Technical Proposal.**

****Note: Offers that score 50 points or less shall be eliminated from the competition.**
The evaluation matrix that will be devised to score on above points will be in a manner that the companies with limited experience and expertise will score lower points as against a company with diverse experience on the required expertise and skill set.