



**DEPUTY DIRECTOR OF HORTICULTURE,  
DISTRICT ANGUL  
INVITES EXPRESSION OF INTEREST**

**FOR**

**SELECTION OF PARTNER AGENCY FOR  
“EXTENSION OF PROMOTION OF AGRICULTURE PRODUCTION  
CLUSTER (APC) PROJECT UNDER DMF ANGUL”**

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### About the Project:

Promotion of Agriculture Production Clusters (APCs) in tribal regions of Odisha project was launched on 6th November 2018. This is a collaborative initiative of Department of Agriculture and Farmers' Empowerment, Department of Mission Shakti, Odisha Livelihood Mission (OLM), Bharat Rural Livelihood Foundation (BRLF), Bill and Melinda Gates Foundation, Professional Assistance for Development Action (PRADAN).

APC project aims to

- Trigger growth in the farm sector with the objective of sustainably doubling the income of 1-Lakh small and marginal women farmers in the backward high-land regions of the State.
- Establish the model of Agriculture Production Cluster (APC) in 40 backward Blocks of the State, as an effective method to organize production systems and services of markets.

The project plans to secure livelihoods of one lakh small and marginal SHG women farmers in 40 selected blocks of 12 highland districts through promotion of horticultural and other high value crops, improved livestock rearing and creating sustainable livelihood assets by converging schemes from relevant departments. To make the intervention profitable and sustainable the project deploys a marketing and input supply mechanism at the ground level, which ensures technical as well as marketing support to the farmers.

The project taps resources from existing schemes of Directorate of Horticulture, Agriculture, OLM, Mission Shakti, Animal Resource Development Dept, ST&SC Development Dept, Odisha Lift Irrigation Corporation, Odisha Agro Industries Corporation and APICOL for the purpose of institution and capacity building, creation of sustainable productive assets (such as irrigation, farm mechanisation, storage and other infrastructures) and promotion of agri- entrepreneurs.

Under APC around 100-150 women SHG farmers are organized into Producer Groups (PG) and are facilitated to practise synchronized production of identified crops especially horticultural crops covering around 40 acres in a contiguous manner. Season wise 2-3 crops per PG are being selected looking at market attractiveness, smallholder suitability and agro ecological compatibility. Further, PGs are aggregated at block/multi block level to form Producer Company (PC) on building ecosystem around input, production and market for establishment of APC model. As a sustainable measure non pesticide management (NPM) practice is promoted in 40% of the areas. Further, livelihood infrastructures in cluster manner around irrigation, orchard, farm mechanization etc are



being created to intensify the livelihood interventions. Besides, to augment the livelihoods of the farmers, livestock rearing (Goat, Sheep and BYP rearing) is also taken up with a target to cover 40% of the families in these clusters. Local youths are groomed as Agri-Entrepreneurs to provide various farm-based services.

**In the year 2020**, the ST&SC Development Department formally partnered with APC project under the Mission Jeevika initiative in 28 APC blocks. In June 2020, Mission Shakti partnered with APC project to support 363 Producer Group (PG), 30 Producer Company (PC) promotion and capacity building of 1 lakh women farmers.

**In March 2021**, MoU was signed with the district administration of Angul and Sundargarh for expansion of the project to 5 and 7 blocks of the districts under DMF, respectively. MoU to expand the APC project was signed in July 2021 for 8 blocks of Keonjhar and 1 block of Jharsuguda with respective districts under DMF. In the financial year 2021-22, another 10 blocks were included under the support of DMF, Sundargarh. Further, the special SLCC for expansion of APC project in Kashipur block of Rayagada under BRLF support is also approved. DMF Jharsuguda is also supporting in expansion of APC project to Jharsuguda block. Recognizing its significant impact, the Government of Odisha elevated APC to a flagship State Sector Scheme in 2023-24, extending coverage to 27 additional blocks across 11 districts. Simultaneously, the government intensified efforts in the initial 40 project blocks by deciding to include 2,000 new families in each block, working with a total of 5,000 WSHG members per block over a five-year period.

Currently APC project is implemented in **100 blocks in 16 Districts of Odisha targeting to cover 3,80,000 women SHG farmers.**

In 2019, the project bagged the SKOCH Governance Gold award. The APC project of Keonjhar district also received the SKOCH Governance Gold award in 2022. Along with this in 2021, APC project was among the top 14 contenders of the all-Asian projects for people's choice award in the AVPN constellation awards 2021. These awards and recognition foster the uniqueness of APC project as a pioneer multi stakeholder initiative by Govt. of Odisha.

Considering the focus of the state to diversify the crops, establishing market linkages and impacting the livelihoods of women SHG members; APC project can contribute significantly to the above dimensions.

In accordance with the approval for the extension of APC, Director of Horticulture, DA & FE vide letter no DHO-SEC III--0003-2019/273, on date 09.01.2026 & letter no 9713, Dt 13-10-2025, 9<sup>th</sup> SLCC Proceeding, **DDH, Angul**, under the DMF ANGUL is inviting eligible and interested Non-Government Organization (NGOs) for the role of "Facilitating Agency". Selection will be done by



District level selection committee for APC under the Chairmanship of Collector Cum District Magistrate.

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### Criteria for Selection:

The mandatory criteria of the NGO to be selected as a partner agency are mentioned below:

1. Should be legally registered and provide a self-attested copy of registration, PAN number, and self-attested copy of PAN card
2. Should not have been blacklisted by the Government of India, Government of Odisha, other state government agencies, or any Indian or international donor and furnish a self-declaration by the authorized representative of the organization to this effect.
3. Should have a minimum of 4 years of work experience in Odisha in agriculture with community organizations and/or Farmer Producer Organizations and/or Farmer Producer Company with the capacity of marketing around agricultural promotional activities. Additionally, experience in horticulture/vegetable production systems covering production, marketing, processing, and research will be counted upon.
4. Should have experience working with relevant community-based organizations for at least 5 years. NGOs have to submit the relevant documents about intervened CBOs by them.
5. Should submit the last 3 years' audited balance sheet and financial reports prepared by the concerned regulatory authority.
6. The chief functionary of the institution should not be a formal member of the political party and would furnish an undertaking to this effect.
7. The organization should have good governance practices on board, governed by independent persons with no more than one-third of persons in the Governing body related to one another.
8. Must have worked with any of the government programs related to agriculture, NRM, or farmer's organizations in a substantial manner. (not limited to awareness training or market linkage)
9. NGOs with experience in Livelihood promotion especially Agriculture, and livestock will be preferred.
10. NGOs with experience of livelihood projects in the district or other adjacent districts would be preferred.
11. NGOs with prior experience in implementation of APC Project in the district or other adjacent districts would be preferred. Documentary evidence in support of such experience must be submitted along with the EOI.
12. NGOs should have a minimum of 3 years of work experience with FPO will be preferred.
13. NGOs should have a minimum of 4 Years of work experience in the district would be preferred.
14. Should commit to implementing the project deliverables as per the timelines in their respective blocks as mentioned in the EOI and further agreed upon in the MOA signed for the purpose
15. Date of signing of the MoA will be the beginning of the contract

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### Instruction to submit the EOI:

The detailed format for submitting EOI is attached as Annexure-A

- 1) NGOs need to apply in the specified format only.
- 2) One NGO will fill only one "Expression of Interest" format
- 3) Information furnished with an "Expression of Interest" should be accompanied by facts and documents of any related activities implemented by the NGO within the state of Odisha.

Expression of interest is available on the district website <https://angul.odisha.gov.in> and in <https://www.apcodisha.net/> under the circular section.

Copies of the following documents need to be submitted along with the EoI form:

1. Registration certificate of NGO/TRUSTs
2. Previous 3 years Audited statement of accounts of 2022-23, 2023-24 and 2024-25
3. Fixed asset positioning including its present value and location
4. Total no of professional staff in the organization
5. Profile of staff supposed to be designated to the project
6. MoA/Agreement or any documentary evidence of working for Government projects or special projects or Government undertakings for implementing resilient agriculture activities.
7. Address of head offices and field offices
8. Previous 3 years Annual Report
9. All the pages of the filled EOI along with documents furnished should be duly signed by the authorized representative of the NGO to authenticate their claims.
10. Self-Declaration of Non-Blacklisted by any Govt./Semi Govt./Donor Agencies.

Filled Expression of Interest with all relevant documents in a sealed Envelope superscribed in Capital letters "**EOI FOR EXTENSION OF PROMOTION OF AGRICULTURE PRODUCTION CLUSTER(APC) PROJECT UNDER DMF ANGUL**" shall be received by speed post/registered post and by no other means to the address: **Office of Deputy Director of Horticulture, District- Angul** on or before date **16/03/2026 by 5 PM.**

Interested NGOs may arrive with a copy of the filled EOI and PowerPoint presentation in the suggestive format available with District Website, and APC Odisha website (covering the aspects of EOI presentable in 20 min) at the office of **Collectorate conference hall**, on the date: **18/03/2026 at 11.00 AM** and register for presentation.

**Deputy Director Horticulture retains the right to withdraw the expression of interest or change the date of presentation at any point in time without citing an explanation to the notice.**



### Deliverables of Partner agency for one sample block

- 5000 Smallholder SHG women farmers would be mobilized into Producer Groups (PG)
- At least 41 women PGs would be formed out of which 80% would meet Grade A & B category
- High value crops would be selected and would cover at least 2000 acres per block per year
- At least 25 Agriculture Entrepreneurs (AEs) would provide critical quality services
- 800 acres of area would be brought under irrigation
- 400 acres of area would be brought under new horticulture plantation
- Grading, Sorting & Packaging would be done at the PG level.
- Around 3000 farmers would have access to farm mechanization
- 50% of area would be covered under Non-Pesticide Management (NPM) practices
- At least 2000 families would take up improved livestock rearing out of which 1200 families would have sheds with intensive rearing
- Income would be doubled for 3500 families (70% of the total families)
- All the PG members will be linked with the existing FPC for strengthening the clusters.

Note: Additional components may be converged from other relevant sources as per the requirement.

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**Process of Selection:**

- **Stage-I:** The submitted documents as per the EOI will be scrutinized and verified by the District Level Selection Committee (DLSC).
- **Stage-II:** The NGOs found eligible after document verification shall make a presentation before the District Level Selection Committee (DLSC), under the Chairmanship of the Collector or a representative of the Collector & District Magistrate. The selection process shall be conducted through a walk-in interview as per the terms and conditions laid down in the EOI.
- **Stage-III:** Based on the document verification and presentation, the NGO(s) meeting the required criteria shall be selected. The selected NGO(s) will be formally intimated, and a Memorandum of Agreement (MoA) shall be executed between the DDH and the selected NGO for implementation of the programme in the block(s) finalized by the DLSC.

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Annexure A:

**Expression of interest for NGOs to partner in Extension of Promotion of Agriculture Production Cluster (APC) Project under DMF Angul**

1. Introduction

- a. Name of the Organization
  - b. Acronym of the Organization, If any:
  - c. Address of the Organization
    - i. Mailing/Correspondence office
    - ii. Visiting office
  - d. Contact Person
    - i. Name
    - ii. Designation/Title
    - iii. Telephone no
- Landline  
Mobile  
Email

2. Identity/Legal status

- a. Is the Organization registered- Yes  No
- b. If yes, Under the Society Act/Trust Act Yes  No
- Company Act(Sec.8/Sec.25)Yes  No

If any other, Specify

- c. Year of registration:
- d. Since how long it is operational,(No of years)
- e. Operational area of the Organization-  
State/s(Indicate Numbers) District/s  
Block/s  
Village/s
- f. Whether Organization registered under FCRA-  
Yes  No
- g. Whether it is registered under Income tax  
Yes  No
- h. Was the Organization blacklisted anytime by Government of India, Government of Odisha, other state governments, agencies, any Indian or international donor? If yes, provide the details along with its effective dates.



3. Governance of the Organization-

a. Vision, Mission, Goal of the Organization-Attach Annual reports for the previous 3 years 2022-23, 2023-24, 2024-25

b. Sources of funds for the Organization-

Corpus  Endowment  Donation

Govt. Grant  Donor's grant

Others specify-(Foreign)

4. Management/Administration:

a. Briefly mention the administrative set up below the Chief Executive- (Flowchart)

b. Are roles and responsibilities of staff clearly defined? Yes  No

c. Are the records of human resources properly maintained including their appointment letters/Contracts? Yes  No

5. Financial Management

a. Whether accounts are audited by an external auditor annually. Yes  No

b. Do you have a system of internal control? Yes,  No

c. If yes, specify

d. What financial statements are prepared for the Organization?

Balance sheet  Receipt & Payment  Income and Expenditure

Cash flow statement  Fund flow statement  others

Financial particulars of the agency

Financial year*	Turnover from Professional services	Turnover from other activities	Total turnover	Income tax return filed(yes /no)
2022-23				
2023-24				
2024-25				

\*Attach copies of receipt and payments, Income and expenditure, and Balance Sheet for these years

\*\*Please attach the concerned assessment year's Income tax receipts



Audited balance sheet

Financial year	Audit of balance sheet (yes/no)	Remarks
2022-23		
2023-24		
2024-25		

6. Personnel/ Staff (Current status)

- Total number of staff-
- No. of permanent staff-
- No. of temporary staff-
- No. of technical/professional staff (M/F) please specify

Details of staff to be appointed for the APC project

Name	Position	Engaged Since (Year)	Qualification

7. Work experience

- District and blocks where NGO have been functional in last 10 years

District Name	Block Name	No of GP	No of Villages

- Key areas of work of the organization in Odisha:  
(Main 5 areas (Agriculture-Horticulture, FPC, Processing Unit, Awareness/Community Training, relevant to this program/EOI)

District Name	Block Name	Key areas	No of years (experience of working in the block)	Coverage (No. of HHs)	Partner/Donor agency name/Govt. dept.



c. Previous experiences in working with Government departments in the state\*  
(add rows for relevant experiences):

District Name	Block Name	Department	Project Name	No. of years of experience	Coverage in acres	Coverage (No of HHs)

\* Please provide a maximum, **10 nos** of relevant verifiable supporting documents (MOU/Agreement/project evaluation report/ Project Assessment report/ Annual report/ UC/ similar any other applicable documents etc)

d. Experience working with community-based organizations (CBOs) in the state\*

- Has the organization worked with eligible CBOs in the past (Yes/ No) (Please see Annexure B for eligibility of CBOs)
- If yes, provide verifiable documents in Annexure
- Briefly describe your work with Community organizations (Refer to Annexure -B)

District Name	Block Name	Name of CBO	Year since promoting	Activities	Coverage (No of Households)	Financial turnover

\*Please provide a maximum of **10 nos** of relevant verifiable supporting documents (MOU/ Agreement/ Project evaluation report/ Project Assessment report/Annual report/UC/similar any other applicable documents, etc.



e. Do you have any similar livelihood projects (around agriculture and livestock) in the State?

f. Experience working in agriculture/horticulture/livestock in the last seven years\*.

District Name	Block Name	Years of engagement	Project	Crops	Coverage In acres	No. of HHs

\*Please provide at least 7 years of relevant verifiable supporting documents (MOU/Agreement/project evaluation report/ Project Assessment report/ Annual report /UC/similar any other applicable documents etc.)

g. Experience of awareness / community Training in last six years\*.

District Name	Block Name	Name of themes	Content	No. of Events	No. of participants

\*Please provide at least 6 years of relevant verifiable supporting documents (MOU/Agreement/project evaluation report/ Project Assessment report/Annual report/UC/similar any other applicable documents etc.)



h. Briefly describe areas of work in no of FPCs worked in the last five years by your organization (Please add a table for giving details of more than one block) \*

Name of the Block:

Name of the District:

Sl no	Component	Name of the FPO	No of Shareholder	Share capital raised in lakhs	FPO Promoted in Year
1	Shareholder and Share Capital (Mobilization of Community members as shareholder and mobilization of Share capital in FPO)				
2	FPOs Promoted	Name of the FPO	Year of Incorporation	Turnover in lakhs	Commodities
3	Processing Units and Post Harvest Management Structures	Setting up Vegetables/Pulses/ Rice/Millet//processing (cold storage/cold room/drying unit/Pack house (sorting-grading)/de-huller/de-	(No of such units)	No of Household Benefited	



		stoner/grader/cleaner/de-seeders/sorting) unit and promotion of processing in the state or management of cold Chain or veterinary services system setting			
4	Marketing	Experience of marketing & value addition of Vegetable/Pulses/ Rice/ Millet/ through registered private agencies/ORMAS/any other Agencies or experience in marketing of livestock	Financial year	(Sales Volume in Quintals)	Sales Turnover in Lakhs

\*Please provide a maximum, 7 no of relevant verifiable supporting documents (MOU/ Agreement/project evaluation report/ Project Assessment report/ Annual report/ UC/ similar any other applicable documents etc.)

a. Experience working in APC in the last 5 years\*.

District Name	Block Name	Years of engagement	Crops	Coverage In acres	No. of HHs

\*Please provide a maximum, 5 years of experience in APC of relevant verifiable supporting documents (MOU/ Agreement/project evaluation report/ Project Assessment report/ Annual report/ UC/ similar any other applicable documents etc.)



b. Experience of working in Angul in the last five years\*.

District Name	Block Name	Years of engagement	Project	Activity	Achievements	No. of HHs

\*Please provide a minimum,5 years of experience in Angul of relevant verifiable supporting documents (MOU/ Agreement/project evaluation report/ Project Assessment report/ Annual report/ UC/ similar any other applicable documents etc.)

Please give 5 reasons why your organization is the best organization for taking up APC program in the proposed block

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## Annexure B

Following are the criteria for reporting of CBOs (For filling up in 7D-iii).

- CBO must be functional for a minimum of 3 years. In the case of recently formed FPOs/ Federations/ Cooperatives, member CBOs should be functional.
- CBO must not have defaulted loans from any governmental or non-governmental sources such as OLM, OTELP, NABARD, Micro Finance Agency, etc.
- CBO should have a President and Secretary who must have minimum literacy skills. Signatories of the CBO must possess reading and writing skills in Odia. Reading and writing skills in Hindi and English will be an added advantage. They should be able to sign on the bank passbook.
- CBO must have a history of conducting regular meetings with documented minutes.
- CBO meetings should have happened at least once in every quarter.
- CBO members (at least 10 members) or half of the membership whichever is less) must have been collectively involved in either inter-lending or some business or production-related activity.
- CBO must have maintained books and accounts and related registers.
- CBO must have done transactions worth at least Rs10,000 till now.

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**Presentation of  
“EOI FOR EXTENSION OF AGRICULTURE  
PRODUCTION CLUSTER (APC) PROJECT IN  
UNDER DMF PLAN” District - \_\_\_\_\_**

Date of presentation- 18-03-2026

Venue-

Name of NGO-

Logo-

NGO registered office-

Note : One NGOs has to prepare one presentation. Each presentation would depict the facts presented in the EOI submitted by NGO. Please furnish information of only on or after 1<sup>st</sup> April 2016

18-03-2026

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# ABOUT THE NGO

- NAME OF THE NGO:
- ACRONYM OF THE ORGANISATION (if any):
- ADDRESS:
- ORGANISATION REGISTRED UNDER :
- YEAR OF REGISTRATION:
- YEARS OF OPERATION:
- GEOGRAPHY
- STAFF STRUCTURE



18-03-2026

# Human resource (staff)

Type of staff (Permanent/Contractual/Consultants)	No of staff
Permanent	
Contractual	
Consultants	
Total	
No of staff with professional background	

18-03-2026



# Annual Turnover

year	Annual turnover
2024-25	
2023-24	
2022-23	
Average of 3 year (certified by CA)	

18-03-2026

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# Activities of CBO

- Insert 3-4 pictures of activities of CBO with caption (name of CBO, photo date, location)

18-03-2026



# Experience in FPOs

Name of FPO	Date of incorporation	Shareholder Number	Share capital in lakhs	Turnover in lakhs	Commodities

18-03-2026

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# Activities in FPO

- Insert 3-4 pictures of activities in FPO
- FPO Office photos

18-03-2026

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# Experience around Processing Unit

Sl no	Name of the Organisation	No of Processing Units	Type of Processing Unit	No of HH benefited

18-03-2026

\*

## Activities around seed production/conservation/raising nursery/animal breeding

- Insert 3-4 pictures of activities in seed production/conservation/nursery raising/animal breeding with caption (name of activity, photo date, location)

18-03-2026



## Promotion of different livelihood Activities through awareness campaigns/Community Training (at least 20 events)

Description of promotional activity/event	Name of the blocks	No of events	No of participants in those events
<b>Total</b>			

18-03-2026

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## Promotion of different livelihood Activities through awareness campaigns/Community Training

- Insert 3-4 picture of promotional activities/events with caption (name of event, date, location, no of participants)

18-03-2026



# Experience in intensive agronomic (agro-horti-Livestock) practices

Name of activity	Specification	Coverage (no of Household, acreage etc)

18-03-2026

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# Activities in intensive agronomic (agro-horti-Livestock) practices

- Insert 3-4 picture of activities in intensive agronomic (agro-horti- Livestock) practices with caption (name of activity, date, location, No of households, acreage)

18-03-2026



# Experience in Agro processing and livestock system establishment

Name of activity	Specification of processing unit (capacity)	Place of establishment	No of units

18-03-2026

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## Activities in Agro processing and livestock system establishment

- Insert 3-4 picture of processing (name of unit, location, capacity of unit)

18-03-2026

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# Experience of marketing & value addition

Year	Name of commodity	Volume of sales	Sales turnover

18-03-2026



# Activities of marketing & value addition

- Insert 3-4 picture of marketing activity (name of commodity, location)

18-03-2026

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# Agri/Horti/Livestock project in partnership with Govt

Sr no	Name of project	Tenure of the project (From dt-To dt)	Name of govt department	Deliverables of the partnership

18-03-2026

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## Activities in Agri/Horti/Livestock project in partnership with Govt

- Insert 3-4 relevant photos (MOU signing, Event with clear logo of donor and applying NGO etc with date of events)

18-03-2026



# Agri/Horti/Livestock project in partnership with Private Agencies

Sr no	Name of project	Tenure of the project (From dt-To dt)	Name of Private agencies	Deliverables of the partnership

18-03-2026

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# Activities in Agri/Horti/Livestock project in partnership with Private Agencies

- Insert 3-4 relevant photos (MOU signing, Event with clear logo of donor and applying NGO etc with date of events)

18-03-2026





# Activities in APC project

- Insert 3-4 relevant photos (MOU signing, Event with clear logo of donor and applying NGO etc with date of events)

18-03-2026





# Activities in Angul

- Insert 3-4 relevant photos (MOU signing, Event with clear logo of donor and applying NGO etc with date of events)

18-03-2026



Thank you

18-03-2026

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