

**REQUEST FOR PROPOSAL
FOR CARRYING OUT OF MARKET RESEARCH AND
FEASIBILITY ASSESSMENTS ON SELECTED NTFP
AND INCOME GENERATING RELATED PRODUCTS
OF TRIPURA**

**Tripura Forest Environmental Improvement and
Poverty Alleviation Project (TFIPAP)**

**Prepared By
Tripura Forest Environmental Improvement and Poverty Alleviation
Project (TFIPAP)
C/o Tripura Forest Department,
Government of Tripura, 3rd Floor
Aranya Bhavan, Nehru Nagar, Kunjban,
Agartala, 799-006 Tripura**

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I. Advertisement

Tripura Forest Environmental Improvement and Poverty Alleviation Project (TFIPAP), Government of Tripura, Tripura Forest Department, Aranya Bhavan, Pt. Nehru Complex, Kunjban, Agartala, 799-006, Tripura Telephone/Fax: 0381-2397059/ 58 Email: dvijendra1@yahoo.co.in Website : www.tripurajica.com

Dated: 17th June2009

Invitation for proposals for carrying out of market research and feasibility assessments on selected NTFP and income generating related products of Tripura

The Tripura Forest Environmental Improvement and Poverty Alleviation Project (TFIPAP) has a duration of eight years starting 2007-08 aims to restore degraded forests in the state and improve the livelihoods of forest dependent households in project areas. the Project is funded through ODA loan assistance received from the Japan Bank for International Cooperation. The overall goal of TFIPAP is to restore degraded forests and improve the livelihoods aspects of villagers, including tribal families engaged in traditional shifting cultivation, and promoting sustainable forest management through JFM, thereby improving environment and alleviating poverty.

One of the components of the Project is to assist with the establishment and strengthening of the operational capacity of the NTFP Centre of Excellence (NCE). This centre has the following broad objectives in addition to the development of bamboo & Cane based entrepreneurship and marketing.

- To facilitate database generation for the sustainable management of NTFP,
- To promote NTFP as a means of livelihood for the masses on a sustainable basis,

Included in the database generation and marketing assistance activities, is the need for further detailed and systematic market research and utilization feasibility analysis on selected products/Proposals are invited from Central/State Government Research Departments/Agencies, Autonomous Research Organisations, Central/State level Universities and other reputed market research organisations in private and development sectors, having experience in a minimum of 2 National/State level projects of similar nature funded by International Donor agencies, Government of India or State Government. Firms having experience in the North East States and/or in forest/tribal/rural product marketing will be given preference. The annual turnover of the entire organisation must be more than INR 25 lakhs per year in each of the last three years.

The Terms of Reference and full Request for Proposal details can be obtained from www.tripurajica.com.

Completed applications in prescribed format along with security money of 1% (one percent) of tendered amount (along with financial bid) in form of bank draft drawn in favour of the Additional Director, NTFP Centre of Excellence, Gandhigram, Agartala, Tripura should reach the Office of The Director, NTFP Centre of Excellence, Tripura Forest Department, Government of Tripura, Gandhigram, Agartala, 799-012 Tripura latest by 30th July, 2009. The date of submission of proposals from eligible consulting organisations for the market study is extended upto 17th August, 2009

Director,
NTFP Centre of Excellence

Terms of Reference

for

**Market and Feasibility Assessments for Preparation on Selected NTFP and
Income Generating Related Products of Tripura**

1. Background

The Tripura Forest Environmental Improvement and Poverty Alleviation Project (JBIC Project) with duration of eight years starting 2007-08 aims to restore degraded forests in the state and improve the livelihoods of forest dependent households in project areas through ODA loan assistance received from the Japan Bank for International Cooperation. The project envisages the development of forest resources falling within seven forest divisions and three wildlife sanctuaries of the state, covering an area of approximately 7,023 sq km. Poverty alleviation being a critical project objective, a large part of the project activities are focused on formation of self help groups, identification and promotion of alternative income generation activities, and provision of marketing support to SHGs and their federations. It is planned that the project will cover approximately 450 target villages and about 1200 – 1500 SHGs, in the South, West and North districts of Tripura.

As part of the Tripura JICA project, the NTFP Centre of Excellence (NCE) has been established to facilitate database generation & management of NTFPs; to promote NTFPs as a means of livelihood for the masses on a sustainable basis; to develop bamboo and cane based entrepreneurship; to assist marketing of NTFPs; to prepare extension material for distribution to private growers/ JFMCs; capacity building for sustainable development & utilisation of the rich biodiversity of the region.

2. Purpose

In order to make the IGA interventions under the project meaningful and effective, it is important to correctly identify the products/ activities that add most value and bring significant returns to farmers/ collectors/ producers. For this purpose, the NCE has produced a short-list of products for detailed market and feasibility assessment. The short list focuses on those products where there is already believed to be an adequate resource supply (or immediate potential to increase resource supply) and/or where products are generally leaving the State with little local value addition.

Based on available information and internal scrutiny, the following 11 products have been identified for further research:

- a) Ashoka (*Saraca indica*)
- b) Broom grass (*Thyansanolana maxima*)
- c) Bach/ sweet flag (*Acorus calamus*)
- d) Honey (*with emphasis on rubber honey*)
- e) Jack fruit
- f) Sugandhmantri (*Homolomena aromatica*)
- g) Shatamuli (*Asparargus racemosus Willd.*)
- h) Jiggat (*Litsea glutinosa*)
- i) Gamar fruit and Roots (*Gmelina arborea*)
- j) Jhum cotton (cotton principally grown in shifting cultivation areas)
- k) Banana, pineapple, sisal and bamboo fibre

It is proposed to carry out a detailed and systematic market and feasibility assessment with specific reference to the above-mentioned, to enable decision-making at the project level regarding the activities and/or products that should be promoted for augmenting local incomes through project interventions. Some existing research material is available from the NCE and this will be discussed and made available to the successful bidder, as the aim of the assignment is to improve the depth of existing published readily accessible data.

3. Objectives

The overall objective of the assignment is to assist the client in preparation of IGA plans for SHGs, SHG consortiums and CCFCs through access to professionally prepared market and project feasibility information for informed decision-making on income generation activities with maximum potential in the state.

Following are the specific tasks that are expected to be undertaken as part of this assignment:

1. To assess and analyse the market environment and potential for the short-listed products, which should include general competitive analysis, including resource assessment, availability of technologies, market & storage infrastructure, transportation, operating costs, taxation structure, fiscal incentives, if any, policy environment, market operation characteristics, demand and supply trends, market volumes, pricing mechanism, and other aspects affecting marketability and/or competitiveness of products originating from the state.
2. To ascertain, product-wise, the characteristics of the market with respect to the following:
 - a. Total size/ volume of market at the local, state, regional, national and international levels (including volume of produce sold/ consumed within household or village); analysis of past trends and future prospects;
 - b. Current raw material scenario (access, available volume, locations, harvestable volume, supply channels, etc.), an analysis of past trends, as well as future prospects of availability & price
 - c. Assessment of existing and necessary technologies for various scales of operations, including household/village based, semi industrial, and larger scale fully commercial operations
 - d. Grades and varieties of produce in the market; estimate total turnover/ production for each grade/ variety; geographical distribution of processing and production centres; transit rules and restrictions; and an analysis of trends & patterns of sale over time and place (what sells where and when?)
 - e. Existing trade channels; identification of the main players; existing trade practices (formal and other), including networks or associations of traders; and identification of entry barriers, if any
 - f. Value chain analysis; processing costs and methods; value addition at different stages of the process; by-products and wastes generated in the process; margins and taxes; losses and risks involved; existing stockist and distribution networks in the state and outside; their terms of trade; analysis of scope and conditions for use of available networks
 - g. Institutional mapping: identification of stakeholders and their activities

- h. Quality requirements including if relevant certification standards and the procedure for obtaining the same
 - i. Assessment of the suitability of the market to provide improved returns to target SHGs, clusters, CCFCs and other stakeholders
 - j. Based on the above, an assessment of the market outlook and possible course of action and institutional set-ups for augmenting household income in rural areas/ among producers and collectors, including capacity building requirements.
3. Preparing specific “do-able” model business plans for IGAs that may be taken up by SHGs and SHG consortiums in the state, including the following details:
 - a. Product applications
 - b. Market potential
 - c. Processing/ manufacturing processes. In most cases this should include options/ scenarios for various scales of operations, including household/village based, semi industrial, and larger scale fully commercial
 - d. Capital inputs and operating costs, including for utilities and raw materials
 - e. Pre-operative requirements and costs, and working capital requirement
 - f. Human resource requirements, including details of training agencies, if any
 - g. Revenue and profitability calculations, including break-even, sensitivity, IRR and economies of scale in operating at various levels as mentioned in item c above
 - h. Risk analysis/ assessment
 - i. Probable implementation schedule
 - j. Details of suppliers of machinery & equipment, traders, stockists/ distributors, and wholesalers
 - k. List of references and additional useful information
 4. Provide general recommendations on production, processing, packaging, distribution and marketing of products that are suggested above.
 5. Provide an implementation strategy for the further development of each product in the State.

4. Approach to the Assignment

The assignment will involve, but not be limited to the following steps:

1. Critical review of scoping works and other related data / information
2. An inception meeting with the Project Management Unit, Director and staff of NCE, and members of the General Consultants, particularly the Team Leader/ Co-Team Leader, international marketing and IGA expert, the national SHG & IGA expert, the Chief Technical Advisor NCE, and the Processing & Marketing expert, NCE.
3. Preparation of research methodologies, checklists and formats for data collection and analysis; identification of market places & other locations to be visited and drawing out a schedule for field work (client will provide list of market places in the state along with basic information about produce traded)
4. Identification of resource availability and their locations,
5. Detailed market assessment for the listed products; this will include but not be limited to, the following:

- a. Visit to local market places in the state and first-hand interaction with buyers/ sellers/ traders/ agents; observation of transactions, wherever possible; preparation of buyer and seller profiles; estimation of volume traded at each market location through an appropriate estimation methodologies and its seasonal pattern
- b. Interaction with producers and collectors of commodities to identify their problems, challenges and vulnerabilities; risks involved in collection, processing and trade; and their perception of competitors/ agents
- c. Meetings with a cross-section of stakeholders to assess market structure, competition, dynamics, important players at different layers, quality standards recognised in trade circles, and institutional arrangements
- d. Visit to important trading centers for assessment of available market infrastructure, and interaction with market (administration) officials to obtain market information records
- e. Visit to processing centres within the state and outside to study the manufacturing process in detail and obtain information about suppliers, buyers, costs, risks and so forth
- f. Meetings and interactions with stockists/ distributors/ wholesalers/ retailers of products to collect relevant information
- g. Meetings and interactions with transporters, if required, to obtain crucial information about trade volumes, transit routes, and product destination points.

The contractor is expected to devise innovative means to obtain information that may not be readily available. **Matrix of main areas of information required taking into account information held by NCE**

<i>Product</i>	<i>Ranking of Depth of Information Expected/ Required From Consultancy</i> <i>1 = low requirement; 5 = high requirement</i>			
	<i>Local supply/ Availability of Supply within State</i>	<i>Technical Options for Processing in tripura</i>	<i>Market Analysis Outside Tripura</i>	<i>Full business Plans suitable for SHG (s) Implementation</i>
Ashoka	4	5	5	5
Broom grass (inflorescence)	3	3	5	5
Acorus calamus	5	5	5	5
Honey	3	4	4	5
Jack fruit	5	5	5	5
Sugandhmantri (Gandhaki)	5	4	5	5
Shatamuli	5	5	4	5
Jiggat	5	4	4	4

Gamar Fruits and Roots	4	5	5	5
Jhum cotton	5	5	5	5
Banana, pineapple, sisal & bamboo fibre	5	5	5	5

6. Meetings with government officials, financial institutions, specialist agencies to identify available resources, fiscal incentives and/or technical support including training that may be available/ provided to target groups/ individuals
7. Institutional mapping and study on various models in other states
8. Presentation of Interim Report
9. Data analysis and report writing: preparation of draft report based on data collected
10. Consultative Workshop: Share findings of the study with a wide range of stakeholders and discuss alternatives for future course of action (workshop to be organised by the client)
11. Presentation of Draft Final Report
12. Preparation of final report: based on feedback and comments received during the consultative workshop, prepare a final report including details of recommended IGA models as outlined above and terms of reference for engagement of a market linkage support agency.
13. Regular reporting to PMU and General Consultants
14. Proper coordination with DMUs and RMUs during the field work

5. Deliverables and time-frame

	<i>Expected output</i>	<i>Time-frame (from start)</i>	<i>Contents outline</i>
1.	Inception report	1 week	<ol style="list-style-type: none"> 1. Checklists and formats for data collection & analysis 2. Detailed work plan for study including time-schedule 3. Detailed contact information of personnel placed in the field for market assessment 4. Draft Table of Contents of Final Report
2.	Interim report	10 weeks	<ol style="list-style-type: none"> 1. Analysis of macro and micro market environment for the selected NTFPs/ rural based produce in the state 2. Analysis of socio-political & legal environment; information pertaining to finances & other technicalities 3. Analysis of skills and capacities available and potential resource agencies for capacity building 4. Progress of work vis-à-vis work plan
3.	Draft final report	20 weeks	<ol style="list-style-type: none"> 1. Market information – general 2. Market infrastructure; trade environment & policies; resource status (for the products listed) 3. User, buyer and seller profiles in different market places, including an analysis of their preferences & requirements 4. Analysis of producers' problems, challenges and

			<p>vulnerabilities</p> <ol style="list-style-type: none"> 5. Processing equipment, cost, and suppliers of equipment 6. Product quality/ certification norms, requirements and procedures 7. Analysis of product-wise marketing channels & networks, including margins & value-addition at various levels, risks involved, quality considerations, competition and other relevant market entry factors (*the complete picture*) 8. Product costing, feasibility and risk profiles 9. IGA models for the Project and recommendations for market-led livelihood development 10. An implementation strategy including recommendations for phasing, supporting and mobilizing IGA's to become involved in the opportunity arising.
5.	Final report	2 weeks after receiving comments from the client	

6. Team composition

The exact composition of the assignment team is left to the Contractor to specify. It should consist of named qualified professionals and their time involvements in the assignment. The team composition is however expected to include three to five professionals (plus field based resource/ market research assistants) with demonstrated experience and competency in the following areas:

- Team leadership for similar market led studies, including enthusiasm and foresight, and the ability to lead a team of professionals and semi-professionals to deliver project outputs within the specified time-frame;
- Market and feasibility analysis for these and/or similar NTFP and rural based products;
- Experience & understanding of rural markets and unorganized trade, as observed in the case of NTFPs;
- NTFP production-cum-processing, preferably with a marketing or engineering background, with experience in establishment and/or promotion of NTFP-based enterprises. This person will bring to the team sound knowledge of appropriate production and processing aspects of NTFPs at village as well as full commercial level, quality/ certification standards, equipment suppliers and relevant costings;
- Data collection at field level to estimate available existing and potential product production;
- Market chain analysis and contacts with suppliers/ traders of NTFPs/raw materials. This should include experience with the trade situation in the North-east, and if possible Tripura;
- Project feasibility/ business planning analysis including discounted cash flow financial analysis, financing and risk analysis;
- Practical experience in project implementation strategies/ mobilization and approaches to maximize benefits to rural based producers;
- Rural livelihoods: Rural development with grassroots experience of working with rural communities and women's SHGs on micro-finance and micro-enterprise promotion activities. This should include a strong knowledge & understanding of local livelihoods and resource issues. S/he should be well-acquainted with the state, institutions and agencies engaged in entrepreneurship development/ enterprise activities in the region;
- Fluency in both Bengali and English languages;
- Quality control/ supervision systems for collation, verification and analysis of information;
- Access to in-house or other database material relevant to the analysis of selected products.

As an indication of depth of research, the Contract is expected to require around 12 person months of professional time (plus additional time for field assistants) in total. The Contractor proposal should name the individual professionals and their planned time commitments to the assignment both within the state and out-of-state. CVs of nominated personnel highlighting relevant experience (maximum of 5 pages for each nominated team member in a minimum of 10 point font) should be provided.

III. Review Committee to Monitor Contractor's Work

The work of the agency will be supervised by the General Consultants (GC) to TFIPAP. The comments provided by the General Consultants and PMU (Project Management Unit) of TFIPAP should be addressed to by the agency at each stage of the assignment.

A review committee comprising of the members as mentioned below will be reviewing and monitoring of the progress of the consultancy:

- a) The TFIPAP Project Director/ or nominee(s) - Chairperson
- b) The Director of the NCE
- c) A member from a Government organization involved in marketing
- d) NTFP Forest Product Marketing Specialist, General Consultants of TFIPAP
- e) IGA Specialist, General Consultants of TFIPAP
- f) Any other member co-opted by committee

This review committee will monitor the progress and interact with the agency during the two workshops suggested and if required on other occasions. The committee may also seek comments and inputs on the agency's work from other experts as found appropriate.

IV Pre-Qualification Conditions:

1. The invitation is open to market research agencies/organization with Government/ private/ NGO sector/ Academic Institution
2. The agency must have executed minimum of 2 National/State level projects of similar nature funded by international donor agencies, Government of India or State Government.
3. The annual turnover of the organisation must be more than Rs 25 lakhs per year in each of the last three years.

V. Procedures, Terms and Conditions:

1. The total duration of the contract will be 26 weeks from the date of issue of work order and the selected agency will have to produce the deliverables and complete the work as per the time frame given above under **Section II**.

2. In case of consortium, all the agencies in the consortium shall submit a copy of documents mentioned in section 'Enclosure' of 'Format for Technical Proposal' (Annexure-A) with the joint proposal.
3. The bidders should submit their Proposal in the formats enclosed. For 'Technical Proposal' refer Annexure-C and for 'Financial Proposal' refer Annexure-B. Any deviations in the format may make the proposal liable for rejection.
4. An authorized representative of the firm must put his/her initials on all pages of the proposal. The representative's authorization is confirmed by a written power of attorney accompanying the proposal.
5. One original and 2 copies of the Proposal (Technical and Financial both) is required and this should be marked 'Original' or "Copy" as appropriate. If there are any discrepancies between the original and the copies of the Proposal, the original copy will governs.
6. Security money in form of a Bank draft for 1% (one percent) of tendered amount in favour of Additional Director, NTFP Centre of Excellence, Agartala to be enclosed along with Financial proposal.
7. The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal". Similarly the original and all copies of the Financial Proposal shall be placed in a separate sealed envelope clearly marked "Financial Proposal" and warning "Do not open with the technical proposal". Both these envelopes shall be placed into an outer sealed envelope bearing the submission address and clearly marked "Bid for Market Research and Feasibility Study Assessments on Selected NTFP and Related Products of Tripura".

The completed Proposal, as mentioned above must be delivered not later than **17:00 hrs of dated 30th July 2009** to:

The Director,
Government of Tripura,
NTFP Centre of Excellence
Tripura Forest Department,
Gandhigram, Agartala, 799-012
Tripura

(Note: late submission shall be returned unopened)

8. Bids should be valid for minimum period of 90 days from the date of submission of bids.
9. Project Director, TFIPAP, Government of Tripura reserves the right to accept or reject any or all proposals without assigning any reasons thereof and to add, modify or delete any of the terms and conditions by mutual discussion. The decision of Project Director, TFIPAP shall be final.

10. Project Director, TFIPAP reserves the right to modify the requirement at any time during the process of finalization of tender process
11. Following is the selection procedure:
- a) After the closing time for submission of proposals, the Technical Proposal received shall be opened by the officials of Evaluation committee. The Financial Proposal shall remain sealed, unopened and shall be in safe custody until the evaluation of the technical proposal is concluded.
 - b) The Evaluation committee will evaluate all technical proposals with respect to the qualifications of the organisations and expert staff to be assigned to the work and the quality of the proposals regarding approach and methodology. A proposal considered to be unsuitable shall be rejected at this stage if it does not respond to important aspects of the Terms of Reference. Based on the evaluation of the Technical Proposals, the proposals shall be ranked from highest to lowest and the organisation with highest ranked technical proposal shall be invited to discuss the financial proposal (of T1) and negotiate a contract.
12. Bidders agreeing to the above terms and conditions may submit their proposals. Submission of a proposal will mean that the bidder agrees to all terms and conditions prescribed in this bid document.

VI Checklist

Envelopes	Documents	Furnished: Yes/No
Technical proposal (No financial details)	1. Details as per the Format for Technical Proposal	
	2. Detailed Methodology	
	3. CV's, recently signed by the proposed professional staff considered for this assignment	
	4. Profile of Organisations/Agencies/Firms focusing on previous assignments of this nature	
	5. Annual Reports (Most Recent)	
	6. Copy of last three year's audited statement	
	7. Copy of registration certificate	
	8. One "Original" and Two "Copies" of technical proposal	
	9. Envelope with Technical Proposal (Original & Copies) sealed properly and marked as "Technical Proposal"	
	10. BD in favour of TFIPAP worth 1 % (one percent) of tendered amount along with financial bid	
Financial proposal	1. Details as per the Format for Financial Proposal	
	2. Envelope with Financial Proposal sealed properly and marked as "Financial Proposal" and warning "Do not open with the technical proposal".	
Both sealed envelopes – "Technical Proposal" and "Financial Proposal" placed into an outer sealed envelop clearly marked "Bid for Market Research in on Selected NTFP and Related Products of Tripura"		

Annexure-A:

Format of Technical Proposal for Market Research

1. Name of the Organisation:
2. Address, Phone/Fax, e-mail:
3. Branches & Presence in Tripura or N-E region (specify area) (if any):
4. Registration Details:
5. Financial Strength & turnover (last 3 years):

Financial Year	Total Turnover
FY 2005-06	
FY 2006-07	
FY 2007-08	

6. Experience in rural development/livelihood research/studies (last 5 years):

Title of the Assignment	Name of the Client/ Donor/Funding agency	Specific objectives & outcome	Total value of the assignment	Duration of assignment	Salient features of the assignment

7. Relevant assignments undertaken in past on NTFP and related rural product market research/ product feasibility or similar:

Title of the Assignment	Name of the Client/ Donor/Funding agency	Specific objectives & outcome	Total value of the assignment	Duration of assignment	Salient features of the assignment

8. Nominated Core Team and Their Experience:

Name of the Consultant	Basic Qualification & Specialization	Assigned tasks related to required areas of competency and experience (see "Team Composition" in Section 2)	Number of days		Summary of experience in designated assigned areas in the assignment
			In-state	Out-of-state	

9. Existing databases and published material that may be relevant

10. Qualification of ToRs/ comments on ToRs

11. Understanding of assignment

12. Description of Proposed Methodology:

- (a) Approach
- (b) Detailed methodology
- (b) Work Plan & time schedule
- (c) Estimates of the individual and total consultant effort to be provided to carryout the Assignment in the following format. (Remember: NO FINANCIAL /COST DETAILS TO BE PROVIDED IN TECHNICAL PROPOSAL)

Name of the Consultants	Designated Role/ Specialization	Number of Person days to be Spent on the Assignment in Tripura	Number of Person days to be Spent on the Assignment outside of Tripura

13. Enclosures:

- (a) CV's, recently signed by the proposed Experts considered for this assignment. CVs should be a maximum of 5 pages in not less than 10 pt font.
- (b) Profile of Organisations/Agencies/Firms Annual reports (Most recent)
- (c) Copy of last three year's audited statement
- (d) Copy of registration certificate

Date:

Name of the Signatory

Place:

Designation

Annexure-B:**Format of Financial Proposal for Market Research**

(This format must be kept in a separate sealed envelope clearly marked as “Financial Proposal”)

Name of the Organisation:

A. Remuneration				
Items	Quantity	Unit	Unit Price	Total
Core team members				
Team Leader/ Coordinator		Person days		
Other expert 1		Person days		
Other expert 2		Person days		
Other expert 3		Person days		
Other (if included)		Person days		
Market research Assistants/ other personnel				
Designation	Number	Unit	Unit Price	Total
Total				

B. Field Allowance				
Items	Quantity	Unit	Unit Price	Total
Team Leader/ Coordinator		day		
Other expert 1		day		
Other expert 2		day		
Other expert 3		day		
Other (if included)		day		
Total				

C. Transportation Cost				
Items	Quantity	Unit	Unit Price	Total
Team Leader/ Coordinator		day		
Other expert 1		day		
Other expert 2		day		
Other expert 3		day		
Other (if included)		day		
Local travel costs				
Total				

D. Other Direct Cost				
Items	Quantity	Unit	Unit Price	Total
Stakeholder Consultations	2	Lump sum		
Stationery & Printing		Lump sum		
Others (Specify)		Lump sum		
Total				

Sub Total of A,B,C,D,E				
Service Tax				
Grand Total				