



ASEAN SECRETARIAT

Request for Proposal

**Project for Conducting Investigation for
Cassava Farmers' Productivity Improvement
through Sustainable Agriculture Extension**

**Under “Project for Support to Build Resilient
and Sustainable Agriculture and Food Systems
in the ASEAN Region (MIDORI Project)”**

PROPOSAL MUST BE RECEIVED BY
[Tuesday, 16 September 2025](#)

DELIVER/MAIL PROPOSAL TO:
ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: Project Management Team of ASEAN-MAFF MIDORI Project
Date: [August 2025](#)

1 EXECUTIVE SUMMARY

The Project Management Team (PMT) of Project for Support to Build Resilient and Sustainable Agriculture and Food Systems in the ASEAN Region (ASEAN-MAFF MIDORI Project) invites Consultancy Firm who possess a full complement service to provide Technical and Financial Proposals for services to support the activities related to conducting investigation for Cassava Farmers' Productivity Improvement through Sustainable Agriculture Extension. The proposal will be the basis for contract negotiations and ultimately for the signing of the Special Services Agreement (SSA) with the ASEAN Secretariat.

The assignment shall be implemented in accordance with the scope outlined in the Terms of Reference (TOR). Please note that: (i) the costs of preparing the proposal and of negotiating the contract are not reimbursable as it is considered a direct cost of the assignment; and (ii) PMT and the ASEAN Secretariat are not bound to accept any of the proposals submitted.

2 BACKGROUND AND CURRENT STATUS

Agriculture and food systems hold a strategic position in the ASEAN economy, serving as a primary source of employment and income for a large portion of the region's population. More importantly, it contributes significantly to ensuring national, regional and global food security. However, the agriculture and food systems face numerous challenges from an increasing food demand for a growing population, rising malnutrition, adverse impacts of climate change, overexploitation of natural resources, ever-increasing carbon emissions, loss of biodiversity, and food loss and waste.

In ASEAN, the 45th Meeting of the ASEAN Ministers on Agriculture and Forestry held in 2023 underscored the critical importance of long-term planning and strategic vision to address the evolving challenges and opportunities in the agricultural sector within the ASEAN region. To effectively navigate the post-2025 landscape, in November 2024, the ASEAN Secretariat (ASEC) and ASEAN Member States (AMS) started intensive discussion to formulate two key documents: (1) the ASEAN Vision for Agriculture: Toward 2045 and (2) the ASEAN Food, Agriculture, and Forestry Sectoral Plan 2026-2030. The priorities outlined in these documents include advancing regional goals related to sustainable and regenerative agriculture, decarbonization, and reducing the use of harmful agrochemicals in the ASEAN region, among other objectives.

On the other hand, in Japan, a medium- to long-term strategy for sustainable food systems or 'Strategy MIDORI' was formulated in May 2021 to realize increases in both productivity and sustainability in the food, agriculture, forestry, and fisheries industries through innovation. In 2022, to facilitate the implementation of the strategy MIDORI, a new law called the 'MIDORI Act' was enacted, and the act gives incentives for producers to introduce environmentally-friendly technologies. Based on the concept of strategy MIDORI, at the twenty-Second meeting of AMAF plus Three in 2022 Japanese government proposed its new initiative called 'MIDORI Cooperation Plan' to strengthen cooperation between AMS and Japan towards enhancing resilient and sustainable agriculture and food systems for ensuring regional food security. The 'ASEAN-Japan MIDORI Cooperation Plan' was adopted by Ministers at the ASEAN-Japan Ministers of Agriculture and Forestry Meeting on 4 October 2023. In the Forty-Sixth Meeting of the ASEAN Ministers on Agriculture and Forestry (46th AMAF) held in October 2024, accelerating the implementation of regional priorities that align with the ASEAN-Japan MIDORI Cooperation Plan was enhanced.

Considering the direction of the aforementioned policies and strategies of ASEAN and Japan, both parties clearly recognize the importance of resilient and sustainable agriculture and food systems - specifically on improving agricultural production and productivity while reducing environmental loads. Both parties stress the need for innovative technologies and practices including the application of digital technologies, reduction of harmful agrochemicals, decarbonization, and so forth. Also, the important role of the private sector as well as research and academia as key creators of innovation is commonly recognized. Therefore, opportunities to introduce those innovative technologies developed by Japan to the AMS should be further enhanced.

To ensure resilient and sustainable development and reduce the development gap in the crop sector of ASEAN under the challenges posed by climate change and pest diseases, cassava farmers face risks despite increasing high market demand for its products from consumers in ASEAN countries. Cassava, as a staple food, has a high potential for growing even in unfavorable soil conditions and contributes to supplying various products (e.g., processed food, bioethanol, amino acids including mono-sodium glutamate (MSG), pulp for cellulose, animal feed, etc.). However, one of the weaknesses of sustaining cassava production is that the appropriate technologies are not extended to small-scale farmers adapting to water shortages, pests, Cassava Mosaic Virus (CMV), high costs of chemical inputs, low yields, and shortages of agricultural labor force.

On the other hand, the Ministry of Agriculture and Cooperatives (MOAC) of the Royal Thai Government is promoting "Bio-Circular-Green (BCG) Economy" models for resilient, sustainable, and inclusive agriculture while striving to reduce environmental impact.

The MOAC is interested in demonstrating their initiatives in Thailand to produce Fertilizer and Soil conditioner by using residues of cassava after the production of the MSG, which are utilized and returned to farmland.

In order to prepare the future demonstration, a Consultancy Firm in this project (1) demonstrates their initiatives in two cassava fields in Thailand on a trial basis preliminarily and (2) holds a symposium/workshop for sharing the efforts of the project with AMS.

This project is described in the Annex 2 of ASEAN-Japan MIDORI Cooperation Plan (i.e. #20 of the Annex 2: Activities to establish circular agriculture through public-private partnerships to train trainers to teach cultivation techniques and to utilize food residues as fertilizer).

3 SCOPE OF WORK

The Terms of Reference (TOR) for the Consultancy Firm to carry out the project is attached as Annex A.

3.1 PROJECT OVERVIEW

The engagement of Consultancy Firm aims to offer experts, materials, and other necessary things for conducting preliminary demonstration of the initiatives of the MOAC in Thailand on a trial and small-scale basis to produce Fertilizer and Soil conditioner by using residues of cassava after the production of the MSG, which are utilized and returned to farmland. The result of the above demonstration will contribute to future demonstrations on a large-scale basis.

The demonstration will take place in farmland in the central part of Thailand, while the Symposium/Workshop will be held in Bangkok. Furthermore, the demonstration will be conducted in consultation with MAFF and/or Japanese private companies.

Main Activities:

The main activities for conducting preliminary demonstration for Cassava Farmers' Productivity Improvement through Sustainable Agriculture Extension will focus on enhancing production technologies and residue utilization technologies.

The following activities will be conducted:

- i. Developing a model of sustainable cassava cultivation and management in public-private partnerships;
- ii. Training of trainers and developing the technical manuals for trainers to extend the model to other areas;
- iii. Sharing the ideas of the project achievements, experiences and lessons learned among AMS;
- iv. Consultation with ASEAN Secretariat and report to MAFF;
- v. Making the summary report and proposal to PMT and MAFF.

Indicative Timeline:

No	Output and Activity	Estimated Timeline
i	Consultancy Firm prepares for preliminary demonstration in consultation with PMT	February – March 2026
ii	Preliminary demonstration	April – December 2026
iii	ASEAN Cassava Symposium/Workshop in Bangkok	January 2027
iv	Completion Report	January 2027

Financial Arrangement:

Funding Support will be provided by MAFF Japan through ASEAN-MAFF CBF Project Trust Fund for hiring the Consultancy Firm.

Management Arrangement:

The Consultancy Firm will work under the supervision of the Project Coordinator of ASEAN-MAFF MIDORI Project and is expected to conduct demonstrations and produce outputs in accordance with the above-mentioned details.

3.2 PROJECT REQUIREMENTS

Taking into consideration the scope of work and required activities, applicants shall meet the following criteria:

- a. Consultancy Firms having demonstrated extensive experience and expertise in conducting investigation and demonstration on Cassava value chain and supporting to build resilient and sustainable agriculture and food systems in the ASEAN Region (*please provide the evidence of experience related to cassava, e.g., portfolio, website, company profile*).
- b. Consultancy Firms provide a concrete work plan or timetable for performing the assignment within the estimated timeline specified in the TOR attached as Annex A (*please submit the work plan*).
- c. Consultancy Firms possessing sufficient experience in collaboration with Japanese private companies or relevant organizations for contacting and communicating with Japanese experts and relevant people. Hence, the Consultancy Firms are preferable based in Japan (*please provide evidence, e.g., a list of portfolios of collaboration experience(s)*).
- d. Consultancy Firms with good communication skills, particularly proficiency in Japanese, and the ability to interact closely with the PMT on investigation issues and status (*please provide evidence, e.g., identification document for native speaker and/or JLPT N1 level certificate*).
- e. Consultancy Firms bearing the ability to provide human resources to assist in the investigation according to the schedule (*please provide CVs of proposed trainer(s) with experience related to cassava, such as cultivation or pest management, or developing technical guidelines on cassava cultivation for trainers, or experience in training of trainers in cassava cultivation*).

4 RFP REQUIREMENTS PROCESS

4.1 PROPOSAL SUBMISSION INSTRUCTION

- a. All proposals must be submitted in English.
- b. **Consultancy Firm should not include any financial/cost data in the Technical Proposal, but only in the separate email titled Financial Proposal. Failure to adhere to this will lead to disqualification.**
- c. The proposal should be concisely presented and structured, and should explain in detail the Consultancy Firm's availability, experience, and resources to provide the requested services.
- d. Proposals must be submitted by the Closing Date and Time, as indicated in the RFP.
- e. Proposals that are incomplete or do not address the required criteria may not be considered in the review process.
- f. All communications with regard to this RFP shall be in writing and submitted to:

Procurement Unit

Administration and General Affairs Division

ASEAN Secretariat

Email : procurement@asean.org

4.2. CLOSING DATE AND TIME OF SUBMISSION OF PROPOSALS

All proposals shall be submitted no later than **Tuesday, 16 September 2025** by following direction:

4.2.1. HARDCOPY

The Technical and Finance Proposals must be submitted separately in two different envelopes, in two sets i.e. original and a copy, to the following address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl Sisingamangaraja No.70A
Kebayoran Baru
Jakarta 12110
Indonesia

Compliance

In conformance to the ASEAN Secretariat's Financial Rules and Procedures (AFRP), the vendor shall submit Tender Bids in **two** sealed envelopes as follows:

1) **First Envelope (Technical Proposal):**

a. **Technical Proposals (original and copy)**

First Set, which shall consist, among others, of a brief description of the firm/company profile, the duly filled Appendix 1 and 1a – Consultancy Firm General Information and Customer Reference; completed Compliance Checklist as per Appendix 4;

- b. **Second Set**, Appendix 2 – Technical Requirements which shall consist, among others, technical experience (e.g., portfolio, website, company profile), work plan or timetable for performing the assignment, collaboration experience (list of portfolios of collaboration experience(s)), communication skills (identification document and/or language certificate) and human resources (CV of proposed trainer(s)); Any comments or suggestions on the proposed assignments and deliverables (if applicable)

2) **Second Envelope (Financial Proposal):**

Financial Proposal (original and copy) which shall consist of, among others, the authority of the signatory, the bid amount, etc.; duly filled Appendix 3 – **Price**

Any notices with respect to this RFP should also be mailed to the above contact and address.

All documents not submitted in English shall not be considered and quoted price in the hardcopy submission shall be in ***US Dollars for international bidders and IDR for local bidders.***

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

4.2.2. SOFTCOPY

The Technical and Financial proposals shall be sent **separately in two different emails**, to the following email address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
Email: procurement@asean.org

Subject of the Email:

- **Technical Proposal_Title of tender_Name of Vendor**
- **Financial Proposal_Title of tender_Name of Vendor**

Compliance

The softcopy of Technical and Financial proposals must be sent **separately** protected by a **different password** for each proposal in encrypted format at PDF/ZIP file. All documents not submitted in English shall not be considered.

1) **Technical Proposals:**

- a. **First set;** which shall consist, among others, of a brief description of the firm/company profile, the duly filled Appendix 1 and 1a – Consultancy Firm General Information and Customer Reference; completed Compliance Checklist as per Appendix 4;
- b. **Second Set;** Appendix 2 – Technical Requirements which shall consist, among others, technical experience (e.g., portfolio, website, company profile), work plan or timetable for performing the assignment, collaboration experience (list of portfolios of collaboration experience(s)), communication skills (identification document and/or language certificate) and human resources (CV of proposed trainer(s)); Any comments or suggestions on the proposed assignments and deliverables (if applicable)

2) **Financial Proposal:**

Financial Proposal (original and copy), which shall consist of, among others, authority of signatory, the bid amount, etc.; duly filled Appendix 3 – **Price**

All documents not submitted in English shall not be considered and quoted price in the hardcopy submission shall be in ***US Dollar for international bidders and IDR for local bidders.***

- 3) **Do not mention the password in body email.**
- 4) **Inform the password only when the Procurement staff contact you to request it.**

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

Received tender proposal shall be valid until 30 November 2025.

4.3.2. Implementation/Delivery Schedule

Services are expected to commence in February 2026 and should be completed within 12 months, as stated in Annex A – Terms of Reference.

4.3.3 Pre-Bid Meeting

No Pre-bid Meeting is required.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

APPENDIX 1

Consultancy Firm General Information
To be submitted together in the **Technical Proposal**

Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Company Address:			
City:			
Province / State:			
Country:			
Postal Code:			
Telephone:			
Business Name Registration:			
Tax Registration Number:			
Valid Business Permit:			
Company Contact:		Telephone no.:	
Title / Position:		Fax no.:	
E-Mail:			
Indicate number of years involved in similar business			
Are you a subsidiary of a financial institution? *If Yes, Please indicate your Holding Company			
Number of employees			

Organization structure

APPENDIX 1a.

Customer Reference

*To be submitted together in the **Technical Proposal***

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name	
Email address	
Project title	

APPENDIX 2
Technical Requirements
To be submitted in the Technical Proposal

No	Description	ASEC Requirements	Remarks
1	Technical Experience	Consultancy Firms having demonstrated extensive experience and expertise in conducting investigations and demonstrations on Cassava value chain and supporting to build resilient and sustainable agriculture and food systems in the ASEAN Region.	Consultancy Firm to comply and provide evidence of experience related to cassava (e.g., portfolio, website, company profile)
2	Work plan or a timetable for performing the assignment	Concrete work plan or a timetable for performing the assignment within the estimated timeline specified in the TOR attached as Annex A	Consultancy Firm to submit the work plan
3	Collaboration experience	Consultancy Firms possessing sufficient experience in collaboration with Japanese private companies or relevant organizations for contacting and communicating with Japanese experts and relevant people. The Consultancy Firms are preferably to be based in Japan.	Consultancy Firm to comply and provide evidence (e.g., a list of portfolios of collaboration experience(s))
4	Communication skills	Consultancy Firms with good communication skills, particularly proficiency in Japanese, and the ability to interact closely with the PMT on investigation issues and status.	Consultancy Firm to comply and provide evidence (native speaker/ JLPT N1 level)
5	Human resources	Consultancy Firms bearing the ability to provide human resources to assist in the investigation according to the schedule.	Consultancy Firm to comply and provide evidence (CVs of proposed trainer(s) with experience related to cassava, such as cultivation or pest management, or developing technical guidelines on cassava cultivation for trainers, or experience in training of trainers in cassava cultivation)

APPENDIX 3
Price
To be submitted in the Financial Proposal

Consultancy Firm can arrange this table as necessary.

No.	Description	Unit	Price* *USD for international bidders / IDR for local bidders
1	Consultancy Firm for Conducting Investigation for Cassava Farmers' Productivity Improvement through Sustainable Agriculture Extension	Lump Sum	
2			
3			
4			
5			
GRAND TOTAL			

Signature

APPENDIX 4
Checklist for the Completeness of Documents Submitted
To be submitted in the Technical Proposal

The checklist must be used to ensure that you have provided all documentation for the tender. The checklist must be filled and included in the Technical Proposal.

I. General Requirements

No.	Description	Checklist
1	Proposals shall be prepared in English	
2	Proposals are submitted in two different emails	
3	The soft copy of Technical and Financial proposals shall be sent separately protected by a different password for each proposal in encrypted format at PDF/ZIP file.	

II. Technical Proposal

No.	Description	Checklist
1	Company profile	
2	Technical experience	
3	Work plan or a timetable for performing the assignment	
4	Collaboration experience	
5	Communication skills (identification document for native speaker and/or language certificate of trainers)	
6	CVs of all proposed trainer(s)	
7	Any comments or suggestions on the proposed assignments and deliverables (if applicable)	
8	Appendix 1 – Company General Information	
9	Appendix 1a – Customer Reference	
10	Appendix 2 – Technical Requirements	
11	Appendix 4 – Compliance Checklist	

III. Financial Proposal

No.	Description	Checklist
1	Appendix 3 - Price	
2	Authority of signatory	
3	Bid amount	

APPENDIX 5
Template for the Proposal Envelope
First Envelope – Technical Proposal

**Company Name &
Address**

Technical Proposal - Title of the Tender

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Second Envelope – Financial Proposal

**Company Name &
Address**

Financial Proposal - Title of the Tender

**Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**