



**Expression of Interest for
Empanelment of Marketing Support Agency (MSA)
for facilitating sale of agricultural / horticultural commodities**

INSTRUCTIONS TO THE APPLICANT

1. Background:

Small Farmers' Agribusiness Consortium (SFAC) is a Society under the Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India. Currently SFAC is engaged in implementing a Central Sector scheme "Agri-business Development through Venture Capital and Project Development Facility for Development of Agribusiness sector in India" along with various other agribusiness related programmes of Government of India.

The Ministry of Agriculture has appointed SFAC for implementing a pilot project for promoting member-based Farmers' Producer Organisations. Under this programme, SFAC has registered approximately 2.5 lakh farmers all over the country. These farmers have been grouped together in form of Farmers' Interest Groups (FIGs) and these are being further federated to form Farmers' producer Organisation (FPO). These FPOs are either legally in form of Producer Companies or are Farmers' Cooperatives.

To take this initiative further and to facilitate the FPOs in marketing of their produce, Ministry of Agriculture, Government of India has notified SFAC as a procurement agency for Pulses and Oilseeds. SFAC has initiated the process of procurement of pulses oilseeds. Approximately 600 MT of pulses has already been procured and it is estimated that the total procurement for pulses and oilseed will be more than 2500 MT at the end of Rabi season 2013.

SFAC seeks to empanel agencies having the necessary market knowledge, business experience, expertise and network for facilitating sale of the procured commodities.

SFAC will also empanel suitable MSA (multiple) which can facilitate the marketing of other agriculture produce (such as cereals, pulses, oilseeds, spices, fruits and vegetables), which are produced by over 250 FPOs across the country.

2. Scope of work:

Broad scope of work of the agency will be as follow:

I. Identify end buyers for the procured commodities

MSA should identify institutional / individual buyers for the commodities available for sale. Identified buyers should be bulk buyers of the particular commodities such as processors, organised retailer, big traders etc. MSA is expected to suggest strategies for the sale of targeted commodities on various platforms to generate the maximum possible competition and enable best realisation of value from the sales.

II. Assist SFAC in realising best possible rates

MSA should assist and guide SFAC in discovering best possible price for realising maximum rates for its products by providing all possible market information and market scenarios (spot and future), which can also help SFAC in taking well informed decision for selling the commodities. However, final decision on sale will rest with SFAC.

III. Facilitate the execution of deal:

MSA should facilitate execution of sales deals with identified and selected buyers , including documentation and meeting necessary legal requirements.

3. Volume of work

No definite volume of work to be performed can be guaranteed by the SFAC. The particulars and quantities of products mentioned in this document are intended merely to give the applicants an idea of the approximate quantum of work, to facilitate and to make their own assessment for giving quotation in accordance with the conditions of the contract. It should be clearly understood that no guarantee is given that all the items of work as mentioned in the scope of services shall be performed / required to be performed.

4. Eligibility Criteria

The proposals will be screened on the basis of the following essential eligibility criteria: -

- The Agency interested in applying for empanelment should be a registered company under The Companies Act 1956 / partnership firms / proprietary firms / Individual and should be in business of agricultural trade / brokerage or any other similar business for minimum of three years (ending 31 March 2013).
- The Agency should have minimum turnover of Rs. 50 lakhs (Rupees Fifty lakhs) per annum during last three financial years.
- The Agency must have technically competent, well experienced and sufficient staff to take-up the activity at multiple locations simultaneously.
- The applicant should furnish an undertaking to the effect that the Agency has never been black listed in India or abroad.

5. Authorized Signatory

The 'Applicant' mentioned in the offer document shall mean the one who has signed the EOI document forms. The applicant should be the duly Authorized Representative, for which a certificate of authority will be submitted. All certificates and documents (including any clarifications sought and any subsequent correspondence) received hereby, shall, as far as possible, be furnished and signed by the Authorized Representative.

6. Submission of offers

The Expression of Interest complete in all respects shall be submitted in sealed envelope super scribed as “EOI for Selection of Marketing Support Agency” to SFAC by 26th April, 2013 at following address:

Managing Director,

Small Farmers’ Agribusiness Consortium (SFAC), Department of Agriculture & Cooperation,
Government of India,
NCUI Auditorium Building,
5th floor, 3 Siri Institutional Area,
August Kranti Marg, Hauz Khas,
New Delhi – 110016
Tel – 011 2656617/37
www.sfacindia.com

7. Documents to accompany offers

The applications shall be complete with the following documents:

- Expression of Interest in Form – I.
- Details of experience of similar assignment along with supporting documents such as work orders, satisfactory completion certificate etc. (at least for the last 3 years)
- Details of Financial status of the applicant.
- Details of staff working in the organisation along with Name, Educational qualification, experience and trainings etc.
- Any other information required in support to the scope of work.

Every sheet and all forms complete in all respects shall be signed by the person / persons duly authorized to sign on behalf of the applicants with affixing the applicant’s rubber stamp. The Power (s) of Attorney on 50 Rs. stamp paper authorizing the signatory shall be enclosed with the offer. Any / all corrections made in the proposal shall be duly authenticated by the signature of the Authorized Signatory.

8. Amendment to EOI

At any time prior to the last date for receipt of proposals, SFAC, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals, SFAC may, at its discretion, extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI.

9. Time Period

The services of the selected MSA will be engaged initially for one year (1 year) and may be extended for another one year subject to satisfactory performance of MSA.

10. Rejection of offers

The application is liable to be rejected if:

- a) The application is not covered in proper sealed cover with superscription as indicated above.
- b) Not in prescribed form and not containing all required details.
- c) Not properly signed.
- d) Received after the expiry of due date and time.
- e) Offer is received by fax, telegram or e-mail & not followed /supported by the prescribed documents within the stipulated date.

11. Evaluation Procedure:

The proposals will be evaluated on the basis of the eligibility criteria and will carry maximum marks of 100. The maximum marks for each component of proposal are as under:

Eligibility criteria	Max Marks
1. General Experience of the firm in similar areas of business	30
2. Relevant experience (number of relevant assignments)	30
3. Geographical presence & Key staff on permanent basis	25
3.1. Presence at multiple locations (minimum five states)	10
3.2. Number of staff	10
3.3. Qualification and experience	05
4. Financial/Technical strength of the firm	15
4.1. Financial strength based on last three years audited accounts.	15

12. Empanelment Procedure:

Primary selection of applicant will be done basis on criteria defined in section -11 and shortlisted applicants will be asked for a presentation in front SFAC selection committee. Date of presentation will be intimated to the shortlisted applicants well in advance. Based on offers submitted and presentation made, technically qualified agencies will be selected and will be requested for providing their financial bids. At the time of this intimation, a format for **Financial Bid** will be provided to technically selected agencies.

13. Disclaimer

SFAC shall not be responsible for any late receipt for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.

SFAC reserves the right:

- To reject any / all applications without assigning any reasons thereof.
- To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the SFAC without assigning any reasons thereof.
- To include any other item in the Scope of work at any time after consultation with applicants or otherwise.
- To determine the number of sample for quality certification / Inspection taking into account the existing/likely work load.

FORM – I

EOI Letter Proforma

To

Managing Director,
 Small Farmers' Agribusiness Consortium (SFAC), Department of Agriculture & Cooperation,
 Government of India,
 NCUI Auditorium Building,
 5th floor, 3 Siri Institutional Area,
 August Kranti Marg, Hauz Khas,
 New Delhi – 110016
 Tel – 011 2656617/37

Sub: Expression of Interest for '**Empanelment of Marketing Support Agency for facilitating sale of agricultural / horticultural commodities'**

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to the Selection of Marketing Support Agency for facilitating sale of agricultural / horticultural commodities, do hereby express the interest to do the work as specified in the scope of work.

Correspondence details:

1.	Name of the Agency / Organisation	
2.	Address	
3.	Telephone & Fax Number	
4.	E-mail Address	
5.	Name and designation of the person authorized to make commitments to SFAC	
6.	Year of Establishment	
7.	Constitution of organisation	
8.	Legal Status of Organisation	
9.	The details of the top management with professional qualifications and Experience	
10.	Whether the organization has any widely accepted accreditation / recognition / certification. If yes, furnish certified copies	
11.	Financial Statement of last three years	
12.	Business Volumes handled in last three years	

13. List of similar Assignments handled in last three years:

Year	Name of Assignment	Name of Clients	Supporting Documents

14. Whether following documents have been enclosed with the application :

S. No.	Document	Yes / No
1.	A write up on the capability statement	
2.	A write up on the understanding of the assignment	
3.	CV's of the person(s) proposed to be involved for this contract	
4.	Company/ Organization profile giving details of current activities and management structure	
5.	Evidence of Incorporation	
6.	Any other supporting documents	
7.	Undertaking mentioning the organisation has not been black-listed by any of the State Government / Central Government or International organisation	

I/ We hereby declare that my/ our EOI is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Name:

Designation:

Seal:

Date:

Place:

Witness:

Signature _____