



**Guidelines for applicants applying for  
Strategic Partnership to Develop E-Mandis in PPP mode**

1. National Vegetable Initiative for Urban Clusters (or NVI in short) is a pilot scheme of the Dept. of Agriculture, Govt. of India to develop a model value chain for the supply of fresh vegetables in one selected city in each State in India, through the integration of primary producers, aggregators, retailers and consumers. The pilot seeks to demonstrate the benefits of backward integration with farmers by addressing their production related constraints, reducing the number of intermediaries in the marketing chain and improving modes of delivery at the retail level.
2. SFAC is mandated to provide technical backstopping to various aspects of the programme, especially marketing solutions. As part of its efforts in this direction, SFAC seeks to explore the creation of “virtual mandi” or “E-Mandi”, which includes portal based, electronic trading in vegetables and fruits at selected centres in various States, working in close collaboration with the respective State Governments. It is expected that 8-10 pilots will be rolled out over the course of the next one year.
3. This solution is sought to be delivered in partnership with a suitably qualified and equipped technical partner, designated “Strategic Partner for E –Mandi”.
4. The applicant must meet the minimum criteria listed below:
  - i) The applicant should have at least 3 years of experience in conducting electronic trading in agricultural produce.
  - ii) Should be engaged in E-mandi activities (i.e. providing electronic market to buyers at national level to procure commodities from Farmers at their respective locations) in at least 2 States.
  - iii) Should have obtained necessary licenses in the States where it is working under their respective State APMC Laws to conduct electronic trading in Agricultural produces.

- iv) Should have the proper risk management mechanism backed by adequate settlement guarantee fund to ensure payment to farmers.
- v) The E-mandi should have complete audit trail of the transactions and procedure of settling trades in a transparent manner.
- vi) Should have a dispute redressal mechanism.
- vii) The applicant should have a minimum turnover of Rs. 10.00 crores.

### **Bid methodology**

In the first stage only technical empanelment will be undertaken. Applicants should submit a detailed profile covering all the points listed above, together with copies of documents to support their claims. Once the technical qualifications have been checked, short listed bidders will be invited to submit detailed proposals for specific states in collaboration with SFAC. The task involved is exploratory in nature, with SFAC and the strategic partner working jointly to develop project opportunities in a collaborative manner.