

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

Invitation to empanel as Franchisee for e-Kisan Mandi

Small Farmers' Agribusiness Consortium (SFAC) is promoting an Electronic Trading Portal for fresh produce titled "e-Kisan Mandi". The purpose of this portal is to facilitate trading in Fruits and Vegetables as well as spices (both fresh and processed) between producers (such as farmers, Farmer Producer Organisations, cooperatives and other producer collectives) as well as aggregators, wholesaler and other categories of sellers on the one hand and buyers of all categories (wholesale, business, processors and exporters etc.). The principle behind the e-Kisan Mandi is the use of ICT for better product and price discovery, direct buying and selling relationship between producers and bulk consumers as well as reduction in the chain of intermediaries to bring down wastages, reduce intermediation costs and ultimately deliver higher value to both sellers and buyers. The portal is to be launched shortly.

The e-Kisan Mandi invites partnerships with entrepreneurs / institutions / companies to empanel as e-Kisan Mandi franchisee. Detailed eligibility criteria and terms of business are given below. If interested visit website www.sfacindia.com and send full details as requested.

Managing Director

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INSTRUCTIONS TO THE APPLICANT

1. Background:

Small Farmers' Agribusiness Consortium (SFAC), an autonomous Society functioning under the administrative control of the Department of Agriculture and Cooperation, Government of India is mandated to link farmers to investments, technology and markets. SFAC has promoted over 300 Farmer Producer Organizations (FPOs) across the country to aggregate producers into collectives and leverage their combined bargaining power in the market. As part of its various initiatives, SFAC has launched a Kisan Mandi at Delhi in October 2014, with the objective of linking farmers and FPOs to wholesale and retail buyers in the Fruits and Vegetables (F&V) segment.

The Kisan Mandi being promoted by SFAC will have a physical facility, situated at Alipur in North Delhi, to receive and market fresh produce brought by farmers and FPOs for the Delhi / NCR market. Following amendments to the Delhi APMC Act in 2014, the monopoly of Azadpur mandi has ended, thus allowing alternate marketing channels to emerge.

The Delhi Kisan Mandi has already begun its operations from a rented godown. Till date more than 1000 MTs of fresh produce sourced directly from farmers and FPOs has been marketed to wholesale buyers, such as SAFAL, organized retailers, hotels and caterers etc. Kisan Mandi, in partnership with the Delhi Milk Scheme (DMS), is also supplying staples, such as onion and potato, through 100 kiosks of DMS to retail consumers. This number is likely to be doubled in the coming few weeks.

As part of its planned roll out, SFAC is shortly preparing to launch an Electronic Trading Portal for fresh produce titled "e-Kisan Mandi". The purpose of this portal is to facilitate trading in Fruits and Vegetables as well as spices (both fresh and processed) between producers (such as farmers, Farmer Producer Organisations, cooperatives and other producer collectives) as well as aggregators, wholesaler and other categories of sellers on the one hand and buyers of all categories (wholesale, business, processors and exporters etc.). The principle behind the e-Kisan Mandi is the use of ICT for better product and price discovery, direct buying and selling relationship between producers and bulk consumers as well as reduction in

the chain of intermediaries to bring down wastages, reduce transaction costs and ultimately deliver higher value to both sellers and buyers.

The main features of the proposed e-Kisan Mandi are:-

- i) It will allow trading in fresh produce over the internet on a dedicated auction platform for the first time in the country. Transactions will be directly between producers and buyers, with no commission agents in the middle.
- ii) Farmers and FPOs will be able to directly offer fresh produce, such as Fruits & Vegetables as well as spices like garlic, ginger etc. for sale on this platform, near their production location.
- iii) Producers as well as Wholesale and institutional buyers, processors, exporters etc. will be able to register on the e-Kisan Mandi portal and buy fresh produce directly from farmers and FPOs, as well as institutional sellers.
- iv) Assurance of quality and quantity will be provided by e-Kisan Mandi through pre-auction grading at source, thereby giving buyers a guarantee of quality, while ensuring settlement of dues for the sellers.
- v) All auctions of e-Kisan Mandi will be transparent and visible to all parties concerned. Final decision to accept the price offered by the buyer will rest with the farmers / FPOs (i.e. sellers)
- vi) Portal will be extremely user friendly and easy to operate.
- vii) Transaction charges will be kept to a bare minimum on the platform. There is no fee for registering on the portal for either sellers or buyers but SFAC will conduct a due diligence of registered entities to safeguard the interests of all stakeholders

e-Kisan Mandi will be accessible to farmers / FPOs / wholesale buyers and sellers across the country through the internet. For sellers, access to the e-Kisan Mandi will be through a system of franchisees (which will essentially be e-Kiosks, such as Community Service Centres, Agri-clinics etc. Each franchisee will only require an internet communication in a rural location. Once a farmer / FPO/ seller decides to offer fresh produce for sale, the nearest franchisee can be contacted and informed of the commodity and quantity available for auction. The franchisee will have an empanelled quality checker (assayer) who will verify the grade and quantity at the seller's location. Once this verification takes place, the commodity will be posted on the auction platform by the franchisee on behalf of the seller and bids will be offered

by registered buyers, who can view the transaction in real time on their computer screens in their own offices / locations.

After the conclusion of the auction period (typically about three hours every day), the highest price will be communicated to the seller, who has the choice to accept or reject it. If he accepts the price, then the e-Kisan Mandi franchisee will facilitate transportation from the seller to the buyer's location and the price will be realized by the e-Kisan Mandi and transferred to the seller electronically.

To operationalize the portal, SFAC invites offers from entrepreneurs / institutions / companies to empanel as e-Kisan Mandi franchisee. The role of the franchisee is described below:

2. Scope of work:

Broad scope of work of the empaneled Franchisee for e-Kisan Mandi will be as follow:

- I. To register sellers and buyers of fresh produce,
- II. To verify the authenticity of the sellers and buyers by cross checking the documents submitted for registrations, as per SFAC norms.
- III. To upload the product information on e-Kisan Mandi platform when sellers offer produce on e-Kisan Mandi;
- IV. To organise quality test of the product proposed for sale and upload the same on the e-platform;
- V. To facilitate the participation of sellers in the auction;
- VI. To complete all the documentation required for the dispatch of the product.
- VII. Ensure dispatch of the produce to Buyers. (Logistics solution will be arranged separately by SFAC).

3. Eligibility Criteria

The following categories of bidders are eligible to apply for empanelment as Back-End Support Partner

- i) An individual entrepreneur / Partnership firms having valid PAN card and have been filling Income Tax returns since last three years.

- ii) A Company registered under the Indian Companies Act 1956 of the Government India;
- iii) A Cooperative, Trust, Society or Limited Liability Company

Provided that:

- I. The registered entity has been in existence for at least two years and has audited balance sheet for this period (for Individual entrepreneurs, it should be last two years' ITR returns);
- II. Individual / Agency shall have qualified staff to operate the computer and capable of participating / facilitation of sellers' participation in online auction system;
- III. Individual / Agency shall have required hardware (computer, printers, internet connectivity), software and business premises in a suitable location.

4. Process of empanelment

Interested parties may send full particulars to the address below. SFAC will prepare a shortlist of eligible and potential franchisees and convene a conference to share further details of the e-Kisan Mandi and answer queries etc. A draft MoU will be shared at the conference after which agreements will be finalized with franchisees in target States.

5. Submission of EoI

The Expression of Interest complete in all respects shall be submitted in sealed envelope superscribed as "Empanelment as Franchisee for e-Kisan Mandi" to SFAC by 18th May, 2015 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

6. Documents to accompany EOI

The applications shall be complete with the following documents:

- Expression of Interest in Form – I.

- Individual / Organisation Profile, explaining capabilities, resources, network and field presence.
- Detail CVs of individual / team members who will be responsible for operating the e-Kisan Mandi platform;
- Details of infrastructure available / to be deployed for this operation;
- Details of Financial status of the applicant.
- 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.

7. 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.

8. Time Period

Initially, the individuals / agencies will be empanelled for a period of three years and franchisee may be renewed subject to satisfactory performance.

9. Rejection of EOI

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.

10. Area of Operation

It may be noted that at present the e-Kisan Mandi will only be able to operate in States which have delisted F&V from the compulsion of trading within the APMC market yards. These are as follows:

S.No	Name of State
1	Assam
2	Bihar
3	Chhattisgarh
4	Delhi
5	Haryana
6	Himachal
7	Madhya Pradesh
8	Meghalaya
9	Odisha
10	Nagaland
11	West Bengal

FORM – I

EOI Letter Performa

To

Managing Director,
Small Farmers' Agribusiness Consortium (SFAC),
Department of Agriculture & Cooperation, Government of India,
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Sub: Invitation to empanel as Franchisee for e-Kisan Mandi

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to the Empanelment of Franchisee for e-Kisan Mandi for facilitating sale of Fresh horticultural commodities, do hereby express the interest to get empaneled do the work as specified in the scope of work.

Correspondence details:

1.	Name of the Individual / 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 (for Agencies / Organisations only)	
7.	Constitution of organisation(for Agencies / Organisations only)	
8.	Legal Status of Organisation(for Agencies / Organisations only)	
9.	The details of the top management with professional qualifications and Experience(for Agencies / Organisations only)	
10.	Financial Statement of last three years / ITR filled in last three years	
11.	Business Volumes handled in last three years	

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

S. No.	Document	Yes / No
1.	CV's of the person(s) proposed to be involved for this contract	
2.	Company/ Organization profile giving details of current activities and management structure	
3.	Evidence of Incorporation (for Agency only)	
4.	Financial Statement of last three years / ITR filled in last three years	
5.	Detail of infrastructure available (Hardware / Software / Network)	
6.	Preferred location for taking Franchisee (Each individual / agencies can mention multiple locations)	
7.	Any other supporting documents	
8.	Undertaking mentioning the organisation has not been black-listed by any of the State Government / Central Government or International organisation	
9.	Undertaking mentioning the individual has not been convicted by any court in last five years and there is no case pending in any court	
10.	Undertaking that the Agency / Individual is not involved in any kind of financial irregularities and have never been part of any financial frauds.	

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 _____