



**REQUEST FOR PROPOSAL TO SET UP PROJECT MANAGEMENT AGENCY (PMA)  
FOR SUPPORT TO SFAC FOR IMPLEMENTING  
THE NATIONAL AGRICULTURE MARKET (NAM) PROJECT**

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**Section 1**  
**INVITATION OF BIDS**

Small Farmers' Agribusiness Consortium (SFAC), a Society under the Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India has been mandated as the lead promoter by DAC to set up the National Agriculture Market (NAM). The objective of the project is to create an online platform which will integrate the APMC regulated market yards across the States to create a unified National Agriculture Market (NAM) . SFAC will roll out the NAM in partnership with a Strategic Partner (SP), which will be responsible for developing, running and maintaining the proposed e-marketing platform.

**BACKGROUND**

The main objectives of the project is -

- (a) Reform the existing marketing system by redesigning the market structure, ushering in transparency, leveraging technology in operations, providing a well-functioning regulatory framework, encouraging private participation along with regulated markets so that the seller has a real choice and make banking an inherent part of the marketing function by collecting the sale consideration from the buyer and remitting the same to the bank account of the seller which would put an end to payment related issues faced by the seller.
- (b) Resolve issues of information asymmetry by encouraging assaying of the commodity and display quality parameters of the commodity to benefit buyers and provide price details to the seller to enable him to decide the time and price of sale.
- (c) Have a more transparent auction process through leveraging of technology by providing a well-designed electronic auction platform and redefine rules of auction to improve transparency.
- (d) Promote increased participation by buyers by reforming conditions of grant of trader license and open up licenses to any person in the state/country. This would encourage participation from other locations and improve real time price discovery.
- (e) Resolve post-auction difficulties by integrating weighing of produce with the auction process and communicate details of the weight recorded and the amount payable/receivable to the buyer/seller.

