



**SFAC**  
लघु कृषक  
कृषि व्यापार संघ

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

Small Farmers' Agribusiness Consortium (SFAC)  
NCUI Auditorium Building  
5<sup>th</sup> Floor, 3 Siri Institutional Area  
August Kranti Marg, Hauz Khas, New Delhi – 110 016  
Tel: 26966017, 26966037, Fax: 26862367  
E-mail: [nam@sfac.in](mailto:nam@sfac.in) Website: [www.sfacindia.com](http://www.sfacindia.com)

1. Small Farmers' Agri-Business Consortium (hereinafter referred to as "**Authority**") hereby invites proposals through e-tendering on the Central Public Procurement Portal (<https://eprocure.gov.in/eprocure/app>) for appointment of Project Management Agency to support SFAC in implementation of National Agriculture Market (e-NAM) in accordance with the terms and conditions of this RFP.

**2. Schedule of E-Procurement Activities:**

The Authority shall endeavour to adhere to the schedule as given clause 1.3 of the RFP. However, the Authority may, at its own discretion, revise or extend any of the timelines set out in the schedule.

S.No.	Event Description	Date & Time
1	Uploading of RFP on Central Public Procurement Portal	18 <sup>th</sup> Sept 2019 at 18:00 hrs
2	Start of Query submission	25 <sup>th</sup> Sept 2019 at 10:00 hrs
2	Last date for submission Queries	3 <sup>rd</sup> Oct 2019 at 15:00 hrs
3	Pre-Bid Meeting	11 <sup>th</sup> Oct 2019 at 15:00 hrs
4	Start of Bid-Submission	14 <sup>th</sup> Oct 2019 at 10:00 hrs
5	Last date and time for Bid-Submission	28 <sup>th</sup> Oct 2019 at 14:00 hrs
6	Opening of Bids	29 <sup>th</sup> Oct 2019 at 15:00 hrs

3. Tender document may be viewed or downloaded by interested and eligible Tenderers from the website the Central Public Procurement Portal (CPPP) of Government of India: <http://eprocure.gov.in/eprocure/app> and SFAC website [www.sfacindia.com](http://www.sfacindia.com). The bids shall be submitted only through online mode at Central Public Procurement Portal (CPPP) of Government of India: <http://eprocure.gov.in/eprocure/app>.

4. The Prospective Tenderers are advised to register themselves on the e-procurement portal <http://eprocure.gov.in/eprocure/app> and obtain valid Class III Digital Signature Certificate (DSC) as per Information Technology (IT) Act, 2000, as amended from time to time. The said website can be accessed for additional information about registration and use of Portal.

5. The Tenderers can submit their tender online at <http://eprocure.gov.in/eprocure/app> on or before the key dates given above.

6. All further notifications/amendments, if any, shall only be posted on websites mentioned above.

## TABLE OF CONTENTS

<b>S. No.</b>	<b>Contents</b>	<b>Page No.</b>
<b>1</b>	<b>NOTICE INVITING TENDER (NIT)</b>	<b>2</b>
<b>2</b>	<b>Disclaimer</b>	<b>4</b>
<b>3</b>	<b>Section 1</b>	
	Invitation of bids	<b>5</b>
	Background	<b>5</b>
	Qualification of the bidders	<b>7</b>
	Key Personnel	<b>8</b>
<b>4</b>	<b>Section 2</b>	
	Evaluation & Procedure for selection of the bidder	<b>9</b>
	Time period	<b>9</b>
<b>5</b>	<b>Section 3</b>	
	Earnest Money/ Bid Security/ Tender Fee	<b>10</b>
	General Instruction	<b>10</b>
	Submission of Proposal	<b>11</b>
<b>6</b>	<b>Appendix 1 - Performance Security Form (Bank Guarantee)</b>	<b>12</b>
<b>7</b>	<b>Appendix 2 - Format for covering letter</b>	<b>13</b>

## **DISCLAIMER**

The information contained in this Request for Proposal document (the “**RFP**”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the Authority to the prospective Bidders or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their application for qualification and making their financial offers (“**Bids**”) pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Project. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Authority, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in the Bidding Documents, especially the Feasibility Report, may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Bidder (s) is on a wide range of matters, some of which may depend upon interpretation of law. The information given is not intended to be an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way for participation in this Bid Stage.

The Authority also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this RFP.

The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that the Authority is bound to select a Bidder or to appoint the Selected Bidder for the Project and the Authority reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by the Authority or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and the Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Bidding Process.

## **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 objective of the project is:-

- (a) Reform the existing marketing system by redesigning the market structure, ushering in transparency, leveraging technology in operation, 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 buyer 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.

- (f) Increase market access by creating warehouses proximate to the farm to receive the goods, account it against individual producers, test the same for predetermined quality parameters and making available all details to the electronic platform of the nearby market, thereby obviating the need to reach the market physically. Funding of commodities stored in warehouses would increase the holding power of the farmer.

In order to implement the National Agriculture Market (NAM), SFAC seeks to select a suitably qualified Project Management Agency for providing support the following major tasks:

1. Provide overall support and coordination for the implementation of the NAM project under the supervision of MD, SFAC.
2. Co-ordination with the selected Strategic Partner on all issues, as well as identifying the technical support needs of the States and mandis for the integration with Unified Marketing Platform (NAM).
3. Provide input for project management documentation, market analysis, technical parameters and training etc. to launch NAM.
4. Co-ordination with State Govts., State Agriculture Marketing Boards and other stakeholders for the implementation of NAM.
5. Identify constraints and hurdles in NAM implementation, suggest remedial measures, identify technical partners and service providers and assist their recruitment.
6. Devise MIS for monitoring of NAM progress and outcomes, disseminate reports to relevant stakeholders.
7. Undertake all other activities necessary to support SFAC in the implementation of NAM.

Proposals are invited from suitably experienced and qualified Project Management Agencies/ Consultancy Organizations to provide a detailed plan proposal with financials to implement the above Programme through setting up a PMU at SFAC office. The proposal should contain the profile of the organization along with relevant past experience of having delivered similar projects, as well as specific names and detailed CVs of the personnel proposed to be deployed in the PMU (in line with requirements listed in table 1 on fulltime/ part time)

## **Qualifications of the bidders**

The qualifying criteria for submitting RFP for the above assignment are:

1. The agency bidding for the project should have a minimum turnover of Rs. 20 Crore in the last financial year through the consultancy business, with a distinct focus on management/monitoring and evaluation of large format agriculture and rural development projects. Copy of last audited balance sheet of the bidder is to be provided.
2. Consortia are not allowed.
3. The agency should be in the consultancy business for at least a period of 10 years with a proven track record of project management, monitoring and evaluation in Agriculture etc. A list of such major projects/assignments undertaken should be provided.
4. Preference will be given those agencies having worked with/working with State Government/Central Government Ministries in the above area.
5. The agency should have wide network and adequate field level presence in India to liaison with State Govts., State Agriculture Marketing Boards/APMCs.
6. The Agency should have their own fulltime staff/ panel consultants with relevant experience in Agriculture Marketing/ Business Development/ Procurement and Trading and should have been proven track record in managing the agriculture projects.
7. Agency should be capable of deploying a dedicated and experienced resource team for the project as specified in the Table 1.
8. SFAC reserves the right to reject any or all the proposals, without assigning any reasons thereof.
9. The cost of the proposal and of negotiating the contract, including visits to SFAC are non-reimbursable. SFAC is not bound to accept any of the proposals that may be submitted.

Proposals may be forwarded to Managing Director, SFAC, Small Farmers' Agribusiness Consortium (SFAC), NCUI Building, 5<sup>th</sup> Floor, 3 Siri Institutional Area, August Kranti Marg, Hauz Khas New Delhi-110 016, in a sealed cover with full profile of the bidder. The cover should be super scribed in bold letters as: **“SELECTION OF PROJECT MANAGEMENT AGENCY FOR SUPPORT TO SFAC FOR IMPLEMENTING THE NATIONAL AGRICULTURE MARKET (NAM) PROJECT.”**

The last date for submission of proposals is 28<sup>th</sup> October 2019 by 2.00 PM

### **Table 1 - Key Personnel**

The PMU of Consultancy Team shall consist of the following key personnel (the “Key Personnel”) who shall discharge their respective responsibilities as specified below:

Key Personnel	Essential Educational Qualification	Length of minimum Professional Experience	Minimum Experience
Project Manager	B.Sc.(Ag.) and PGDM/MBA in Agribusiness	8 years	Project management in Agribusiness sector including familiarity with project agreements, tendering agreements, contract management, bid process management. She/he should have experience in management High value/ National Level Projects/Programme. She/he should have thorough understanding of agriculture commodity management, procurement, trading etc.
IT Expert	PG in CS or MCA, M.Sc. (IT)	8 years	Project development and design for ICT frameworks on Rural/Agriculture section. Programme implementation and Management of ICT based Rural/Agriculture projects. She/he should have thorough technical understanding in ICT based e-platform.
Administrative Assistant	Graduate in any discipline	10 years	Back up the PMU for correspondence and support etc. Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files. Retired Government officer in good health may also be considered Knowledge of basic computer applications essential.
Project Assistant	Graduate in any discipline	5 years	Assist, Project Manager in the project related works of the e-NAM. Maintain, update files and spreadsheets and open new files etc with proper filing. Maintain and records day to day e-NAM trade, weekly trade report and other reports in files. Record keeping, Handle official correspondence communications and other day to day administrative work. Prepare/maintain various registers/ Dak receipts, Dak dispatch, Attendance Register, Leave application records.



**Section 2**

**EVALUATION AND PROCEDURE FOR SELECTION OF THE BIDDER**

An Evaluation Committee will be constituted by SFAC to evaluate the technical and financial proposal and recommendations for the award of the consultancy assignment.

**Evaluation of Technical & Financial Proposal**

(i) Points for evaluation of technical proposals:

	Points
• Approach/Methodology/Work Plan proposed	20
• Relevant expertise/ experience of the organization	40
• Qualification / experience of the key personnel	40
	.....
	100
	.....

(ii) Financial proposals will be opened only for bidder who obtain more than 60 points on the technical proposal.

(iii) Final evaluation of technical plus financial bids will be done in the ratio of 60% weightage for technical evaluation 40% weightage for financial evaluation.

(iv) The decision of Managing Director, SFAC regarding acceptance or rejection of the Committee's recommendation will be final and no reasons for the same will be provided.

**TIME PERIOD**

The services of the selected PMA will be engaged initially for 2 (two) years and may be extended for a further period as per the requirement of project.

### **Section 3**

#### **EARNEST MONEY/BID SECURITY**

- The Bidder shall deposit with SFAC a sum of Rs.1 (one) Lakh as an interest free Earnest Money Deposit (EMD). The Earnest Money shall be deposited in the form of Demand Draft/ Pay Order in favour of SFAC payable at New Delhi.
- The Bidder shall deposit with SFAC a sum of Rs.1,000/- (Rupees One Thousand Only) as non-refundable tender fee. The fee shall be deposited in the form of Demand Draft/ Pay Order in favour of SFAC payable at New Delhi.
- The failure of omission to deposit the Earnest Money shall disqualify the Bid and SFAC shall exclude from its consideration of such disqualified Bid(s).
- If the successful Bidder does not submit the performance security in the prescribed time limit or fails to sign the agreement bond, Earnest Money Deposit of the successful bidder will be forfeited by this office.
- The Earnest Money of unsuccessful Bidder shall be refunded after the successful Bidder furnishes the required Performance Security to the office and signs the contract or within thirty (30) days of the expiry of validity period of Bids, whichever is earlier.

#### **GENERAL INSTRUCTION**

- Bids that are incomplete in any respect or those that are not consisting with the requirements as specified in this RFP, or those that do not adhere to formats as specified, may be rejected.
- All communication and information should be provided in writing.
- SFAC reserves the right to reject any or all Bids submitted in response to the RFP at any stage without assigning any reasons whatsoever.
- SFAC reserves the right to change any or all of the provisions of the RFP. Such changes would be intimated to all parties.
- The Authorized Signatory, as mentioned in the bid documents, would be authorized to represent the Bidder in its dealing with SFAC. In case the Bidder wishes to change the Authorized Signatory from the one identified at RFP stage, the Bidder would be required to furnish a fresh Power of Attorney in the name of the new Signatory.
- Security Deposit: The successful tendered shall deposit 5% of the contract price as a security deposit in the form of Bank Guarantee within 15 days of issues of Work Order. The security deposit shall be in the form of an irrevocable Bank Guarantee issued by a Commercial Bank in favour of SFAC, as per the format given at Appendix 1. The security deposit shall be released only after successful completion of the consultancy assignment.
- Bank Guarantee issued by any commercial Banks would be accepted.

- **Tenderer should submit in original Tender fee, EMD and financial bids only at above mentioned address on or before last date of bid submission.**
- Any queries or requests for additional information concerning this RFP shall be submitted by e-mail to nam@sfac.in.
- Response to all queries will be addressed in pre bid meeting.
- Please refer appendix 2 for format of bid submission covering letter.

### **Validity of Applications**

- The Applications shall be valid for a period of not less than 120 (one hundred and twenty) days from the Application Due Date. The validity of Applications may be extended by mutual consent of the respective Applicants and the Authority.

### **Submission of Proposal**

The Financial Proposal must be kept in separate envelope, clearly marked “Financial Proposal” which must be sealed and addressed to the Managing Director, SFAC, NCUI Auditorium Building, 5<sup>th</sup> Floor, 3 Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi 110 016. The outer envelope must be further clearly marked “**BID FOR PROJECT MANAGEMENT AGENCY FOR SUPPORT TO SFAC FOR IMPLEMENTING THE NATIONAL AGRICULTURE MARKET (NAM) PROJECT**”.

The Bidder may submit their Bid only through online at cPPP portal at **<https://eprocure.gov.in/eprocure/app> by 2:00 PM of 28<sup>th</sup> October 2019.**

**Appendix 1**

**PERFORMANCE SECURITY FORM (BANK GUARANTEE)**

To

The Managing Director,  
SFAC,  
5th Floor, NCUI Auditorium Building,  
August Kranti Marg, Hauz Khas,  
New Delhi 110016

Whereas..... (Name and address of the consultancy Firm) (hereinafter called the “the Consultancy Firm”) has undertaken, in pursuance of contract No.....dated.....2019 to provide Project Management Services (description of goods and services) hereinafter called “the contract”.

And whereas it has been stipulated by you in the said contract that the Consultancy Firm shall furnish you with a bank guarantee by a recognized bank for the sum specified therein a security for compliance with its obligations in accordance with the contract.

And whereas we have agreed to give the consultancy firm such as bank guarantee.

Now therefore we hereby affirm that we are guarantors and responsible to you, on behalf of the Consultancy Firm, up to a total of Rs.....(amount of the guarantee in words and figures), such sum being payable in the types and proportions of currencies in which the contract price is payable, and we undertake to pay you, upon your first written demand declaring the Consultancy Firm to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Consultancy Firm before presenting us with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed there under or of any of the contract documents which may be made between you and the Consultancy Firm shall in any way release us from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid until the date of issue of the ‘Acceptance Certificate’ issued by the Purchaser’s representative.

Signature and seal of the guarantor

Place

Date

**Appendix 2**

**FORMAT FOR COVERING LETTER (Cover 1 Submission)**

(The covering letter is to be submitted by the Bidder along with the Cover 1 of the Bid)

Date:

To

The Managing Director  
Small Farmers' Agribusiness Consortium (SFAC)  
NCUI Auditorium Building  
5<sup>th</sup> Floor, 3 Siri Institutional Area  
August Kranti Marg, Hauz Khas  
New Delhi – 110 016

**Sub: Consultancy assignment for setting up of Project Management Agency (PMA)**

Dear Sir,

Please find the Bid in respect of selection of the consultancy organization for setting up of Project Management Agency (PMA) at SFAC.

We hereby confirm the following:

1. The Bid is being submitted by ....., who is the bidder, bidding for selection as the consultancy organization for setting up of Project Management Agency at SFAC in accordance with the conditions stipulated in the term of the reference of the RFP.
2. We have examined the details and have understood and shall abide by the terms and conditions stipulated in the RFP documents issued by SFAC and in any subsequent communication sent by SFAC.
3. The information submitted in our Bid is complete, is strictly as per the requirement as stipulated in the RFP, and is correct to the best of our knowledge and the understanding. We shall be solely responsible for any errors or omissions or misrepresentations are our Bid.
4. We confirm that our Bid contains/does not contain (strike out whichever is not applicable) deviations/ conditionality's.
5. We confirm that all the terms and conditions submitted in our Bid are valid for acceptance during the period of Bid validity.

6. We , as the Bidder, designate Mr. / Mrs.....(mention name, designations, contact address, phone no., fax no., etc.), as our representative who is authorized to perform all tasks including, but not limited to providing information, responding to enquiries, entering into contractual commitments/agreements on behalf of the Bidder.
7. We confirm that we shall adhere to the time frame for completion of the Project, as specified in the RFP.

For and on behalf of:

Signature:

(Authorized Signatory)

Name of the Person

Designation

Name of the Bidder

Address of the Bidder

Company Seal