



**Expression of Interest for  
Empanelment of Strategic Management Partner (SMP)  
for Kisan Mandi  
at Delhi**

**INSTRUCTIONS TO THE APPLICANT**

**1. Background:**

Small Farmers' Agribusiness Consortium (SFAC) is a registered Society under the administrative control of Department of Agriculture & Cooperation, Ministry of Agriculture, Government of India. Its mandate is to link farmers to investment, technology and markets. SFAC has promoted over 300 Farmers Producer Organisations (FPOs) across the country. These bodies are member owned grassroots institutions, which provide collective bargaining power to small and marginal farmers. Over 5.00 lakh farmers are member of FPOs supported by SFAC.

SFAC is now seeking to launch a Kisan Mandi (KM) at Delhi to provide FPOs and Growers' Associations (GAs) a platform for direct sale of fruits and vegetables to wholesale and retail buyers in Delhi / NCR. The main features of the proposed Kisan Mandi at Delhi are as follows:

- SFAC will operate the KM with the assistance of a Strategic Management Partner (SMP), which will be selected through open bidding on the basis of previous experience in managing F&V businesses.
- KM will act like a wholesale mall of F&V, where stalls will be allotted to various FPOs/Grower Associations (GAs) by SFAC. Some dry and cold storage space will also be provided to each allottee to keep their produce (for the first year this space will be free of cost).
- Target customers: Organized retailers, hotels, restaurant and catering (HORECA), large vendors, exporters, processors, RWAs, general public.
- KM will offer basic infrastructure for storage to the FPOs/GAs who set up stalls in the KM. This will include basic godowns, cold store as well as logistics handling facilities.
- SFAC will encourage FPOs/GAs to set up sorting, grading and packing facilities near the farmgate so that only sorted, graded and packed or semi-packed products are available at KM.

- KM will organize promotional activities, buyer-seller meet, publicity etc. to attract buyers and build the KM brand.
- Strong ICT backed sale platform for online sales, transparent, price discovery, logistics tracking etc will be developed.

In the first such Kisan Mandi at Delhi, SFAC targets to ensure participation of 25 – 30 FPOs / GAs. The KM will have approximately 25,000 Sq. feet of covered area for stalls and warehousing. The KM premise will also have facility of transit cold storage space and other utilities.

Through this EOI, SFAC invites technical and financial offers from interested parties to provide the services of Strategic Management Partner (SMP), to assist SFAC in the operations and management of Kisan Mandi.

## **2. Scope of work:**

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

- I. To prepare a comprehensive operational manual for the management of Kisan Mandi and implementation of the same, covering all necessary aspects in this regard;
  - II. To provide a team of professionals at the Kisan Mandi for the day to day management of the facility as per the approved operational manual.
  - III. To develop ICT-backed MIS covering all the operational aspects of the Kisan Mandi, price discovery, inventory management and for providing real time information to SFAC and other designated authorities.
  - IV. To undertake promotional and awareness building efforts for showcasing the Kisan Mandi as well as organising publicity and image building campaigns.
  - V. To undertake all other steps as directed by SFAC from time to time for the successful management of the Kisan Mandi.
- (Please also see Annexure)

## **3. Eligibility Criteria**

The following categories of bidders are eligible to apply for empanelment as SMP

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

Provided that:

- I. The registered entity has been in existence for at least three years and has audited balance sheet for this period;
- II. The turnover of the company during last financial year is at least Rs. 50.00 lakhs;

- III. The entity / promoter or key personnel proposed to be deployed have direct experience in the field of marketing of agriculture produce.
- IV. Consultancy firms are eligible to bid for the assignment, provided that the names and short CVs (not exceeding one page) of the key personnel proposed to be deployed at Kisan Mandi are provided in Technical Bid.

#### **4. Submission of EOI**

Technical and financial bids are invited in separate sealed envelopes (original plus duplicate), which should be clearly marked as:

“Technical / Financial Bid for Empanelment as Strategic Management Partner in Kisan Mandi (Original / Duplicate)”

Both these bids, complete in all respects in separate envelopes, shall be submitted in one big sealed envelope super scribed as “EOI for Empanelment of Strategic Management Partner (SMP) for Kisan Mandi at Delhi” to SFAC by 25<sup>th</sup> July 2014 at the following address:

**Managing Director,**  
Small Farmers’ Agribusiness Consortium (SFAC),  
5<sup>th</sup> floor, NCUI Auditorium Building,  
August Kranti Marg, HauzKhas,  
New Delhi – 110016

#### **5. Documents to accompany EOI**

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)
- Copy of last 3 audited balance sheet.
- Details of staff proposed to be deployed at Kisan Mandi.
- 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 Rs. 50 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.

#### **6. Authorized Signatory**

The ‘Applicant’ mentioned in the EOI 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.

## **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**

The services of the selected SMP will be engaged initially for 2 (two) years and may be extended for another two years subject to satisfactory performance.

## **9. Rejection of EOI**

The application is liable to be rejected if:

- a) The application is not submitted 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. Bid Evaluation:**

Technical bids will be examined and marked on the following criteria:

<b>S. No.</b>	<b>Criteria</b>	<b>Marks</b>
i.	Previous experience of applicant / promoter in the area of marketing of agri-produce	20
ii.	Proposed management model of Kisan Mandi (Showing the kind and size of team to be deployed and their functions)	50
iii.	Perspective Plan for Growth of the Kisan Mandi	30
	Total	100

Financial bid should be in the form of monthly lumpsum fee (exclusive of ST) to be charged by the operator for providing all the services for management of the Kisan Mandi. Successful bidders will be asked to provide a bank guarantee equal to 5% of the annual fee payable by SFAC.

Financial bids will be opened only in respect of those bidders who obtain at least 60 marks in the technical evaluation. Final evaluation of Technical plus Financial bids will be done in the ratio of 70% weightage for technical evaluation 30% weightage for financial evaluation.

Managing Director, SFAC reserves the rights to accept or reject any bid without providing any reasons thereof.

\* **NOTE:** In case there are any queries or clarifications regarding this EOI notice, the same may be send in writing at the following Email Id:

[msg.fpo@sfac.in](mailto:msg.fpo@sfac.in)

SFAC will respond in writing by e-mail within a reasonable period.

## ANNEXURE

Management functions expected to be performed by Strategic Management Partner (SMP)

The SMP is envisaged as a service provider which will act as the coordinator of all the functions related to the KisanMandi (KM). The tasks to be performed by SMP will include, but are not limited to:

1. Assist SFAC in the overall management of the KM, including drawing up protocols for registration of FPOs/GAs; operational manual for day to day functioning (including detailed guidelines for participants, sale, storage and delivery processes etc.); consultative mechanism for involving all stakeholders in running of KM, etc.
2. Design and roll out of price discovery platform; MIS for tracking functioning of KM.
3. Deploy on-site team under the leadership of an experienced professional for day-to-day management functions of KM.
4. Undertake marketing and brand-building of the KM among various categories of producer groups as well as buyers (such as organised retail, wholesalers, hotels and catering industry, RWAs etc.) for increasing volumes of throughput in KM.
5. Support SFAC in the long term growth and development of the KM concept, including expansion in other parts of Delhi/NCR and other cities of the country.

SMP is expected to provide the above services through the deployment of competent and experienced personnel/consultants. No provision of hardware or physical assets is expected of SMP. Wherever required, investment in infrastructure, fixed assets, hardware and software etc. will be made by SFAC, and the same shall remain the property of SFAC.

A detailed service agreement will be signed between SFAC and the bidder finally selected as SMP, which will incorporate the above principles.

FORM – I

EOI Letter Proforma

To

Managing Director,  
Small Farmers' Agribusiness Consortium (SFAC)  
5<sup>th</sup> floor, NCUI Auditorium Building  
August Kranti Marg, HauzKhas  
New Delhi – 110016

Sub: Expression of Interest for '**Empanelment as Strategic Management Partners for Kisan Mandi at Delhi**'

Sir,

The undersigned, having read and examined in detail all the EOI documents pertaining to the Empanelment of Strategic Management Partner for Kisan Mandi at Delhi, 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.	Financial Statement of last three years	
11.	Business Volumes handled in last three years	

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

Year	Name of Assignment	Name of Clients	Supporting Documents

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

S. No.	Document	Yes / No
1.	A write up on the understanding of the assignment	
2.	CV's of the person(s) proposed to be involved for this contract	
3.	Company/ Organization profile giving details of current activities and management structure	
4.	Evidence of Incorporation	
5.	Proposed Management Model of Kisan Mandi	
6.	Perspective Plan for Growth of the Kisan Mandi	
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	

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 \_\_\_\_\_