



**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)**  
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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.

(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 implantation of NAM.
5. Identify constraints and handles 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 Crores 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 full-time staff / panel consultants with relevant experience in Agriculture Marketing/ Business Development/ Procurement and Trading and should have 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 I.
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 Auditorium Building, 5<sup>th</sup> Floor, 3 Siri Institutional Area, August Kranti Marg, Hauz Khas, New Delhi – 110016, 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 NAM (NAM) PROJECT.**

The last date for submission of proposals is 2<sup>nd</sup> JULY 2015 by 5.00 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
Team Leader	Graduate in any discipline and PGDM/MBA	15 years	Project development and project commissioning in agriculture commodity trading / commodity exchange business, Co-ordination with Central and State govts./Marketing Boards/APMCs, Design & development of contract specifications for agriculture commodities. She/he should have experience in supply chain management, market operations, business development, training and capacity building in Agriculture.
Project Manager	Bsc (Ag.) and PGDM/MBA in Agribusiness	8 years	Project Management in agribusiness sector including familiarity with project agreements, tendering arrangements, contract management, bid process management. She/he should have experience in managing 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 in Rural/Agriculture sector, Program Implementation and Management of ICT based Rural/Agriculture projects. She/he should have thorough technical understating in ICT based e-platforms.
Administrative Assistant	Graduate in any discipline	10 years	Back up the PMU for correspondence, record keeping, communications and support etc. Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments, organizing and maintaining paper and electronic files. Retired Govt. officer in good health may also be considered. Knowledge of basic computer applications essential.

## 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 and Financial Proposal

i. Points for evaluation of technical proposals

	<u>Points</u>
• Approach/Methodology/Work Plan proposed	20
• Relevant expertise/ experience of the organization	40
• Qualification / experience of the key personnel	40
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	100
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- ii. Financial proposals will be opened only for those bidders 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/FDR in favour of SFAC
- The failure or 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 the 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 the 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:

### **Submission of Proposal**

The Bidders must submit one 'Original' and one 'Copy' of the Technical Proposal in one envelope which must be sealed and clearly marked "Technical Proposal". Also see Appendix 2 for format of covering letter.

The Financial Proposal must be kept in a separate envelope, which must be sealed and clearly marked "Financial Proposal". Both these envelopes must be placed in a single outer envelope, 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-110016. 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 by Registered Post/Courier or in person, so as to reach SFAC by 5.00 PM of 2<sup>nd</sup> JULY 2015.



**Appendix 1**

**PERFORMANCE SECURITY FORM (BANK GUARANTEE)**

To  
The President of India

Whereas..... (Name and address of the Consultancy Firm) (hereinafter called "the Consultancy Firm ") has undertaken, in pursuance of contract No.....dated.....2015 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 as security for compliance with its obligations in accordance with the contract.

And whereas we have agreed to give the Consultancy Firm such a 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 .....(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 alongwith 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 – 110016

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

Dear Sir,

Please find the enclosed one original + one copy of our 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 terms 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 :