

CORRIGENDUM dated

15.12.2021

of

E-tender for **For Engagement of A Marketing Cum Survey Agency Of the “Har-Hith” Retail Expansion Project for Haryana Agro Industries Corporation Limited** No. 2021/12/001 dated :- 06.12.2021

Particulars	Details
Name of Bid Issuer	HAICL
Name of the Engagement	For Engagement Of A Marketing Cum Survey Agency Of The “Har-Hith” Retail Expansion Project For Haryana Agro Industries Corporation Limited
E-tender Publication Date	06-12-2021
Pre bid meeting	13-12-2021
Corrigendum issued on	15.12.2021
Last date & time for submission of bid	21-12-2021 till 5:00 pm
Manual submission of only additional documents, if required	22-12-2021 at 1:00 pm
Date of opening of E-technical bid	22-12-2021 at 11:00 pm (Bidders to attend in person or through VC)
Date of opening of E- financial bid	23.12.2021 at 03:00 pm
Source of E-tender copy downloading	Tender shall be downloaded free of cost from portal
Tender Document Fee	Rs. 1,000/- (Rupees One Thousand only)
Tender Processing fee	Rs. 1,000/- (Rupees One Thousand only)
Earnest Money Deposit	DD for EMD of Rs.1,00,000/- (Rs. One lac Only) Bank Detail of HAICL for NEFT- Haryana Agro Industries Corporation LTD-Retail Punjab & Sind Bank, Sector- 5, Panchkula. A/c No.- 09151100731596 , IFSC- PSIB0000915

Sr. No.	Chapter	Clause	Content in E-Tender Requiring Clarification	Clarification Sought	Conclusion	Action	Justification
1.	Chapter 4 – scope of Work	4.3	Franchisee Sales Promotion & Support	At what frequency Audit needs to be done What kind of reports we will need to submit for this?	Advisably audit is required once in three months , However for new store audit has to be done within 45 days of the store opening. Analysis of Report generated by POS Software will be continuous practice.	Amendment	Because reports will decide the further actionables.
2.	Chapter 4 – scope of Work	4.5	Social Media Support	<ul style="list-style-type: none"> <li>Any specific CRM needs to be used or we can use our own</li> </ul>	HAICL will provide CRM.	Amendment	The creativity subject to the expertise of Company. Hence, company should use their own content.
				<ul style="list-style-type: none"> <li>Product information need on query basis who will provide the content of the same</li> </ul>	HAICL will provide basic content		
				<ul style="list-style-type: none"> <li>(We will also require information, and video clips for creating youtube videos. Will dept provide that Video or Agency will arrange the video by its own</li> </ul>	Yes		
				<ul style="list-style-type: none"> <li>Will content be provided by Dept.</li> </ul>	Yes		
				<ul style="list-style-type: none"> <li>(We will require business whatsapp number for whatsapp and sms marketing)</li> </ul>	HAICL will provide it.		
				<ul style="list-style-type: none"> <li>Will it be provided by Dept. Data (Mobile No &amp; Email ID) will be provided by Dept. for Haryana Residents??</li> </ul>	Bidder will provide it.		
				<ul style="list-style-type: none"> <li>Campaigns will be best optimized regularly according to</li> </ul>	Bidder will provide it.		

				the demographics Will it be provided by Dept as content			
3.	Chapter 4 – scope of Work	4.4	E-Commerce Application.	<ul style="list-style-type: none"> <li>Will dept provide the API of existing POS application running on store for Online Ordering</li> </ul>	<ul style="list-style-type: none"> <li>HAICL will provide access to existing POS Application.</li> <li>API Integration cost to be borne by selected company.</li> </ul>		Clarified based on the tender document
				<ul style="list-style-type: none"> <li>Will dept bear the cost of Google Map or Agency need to bear</li> </ul>	All cost to be borne by Selected company		
				<ul style="list-style-type: none"> <li>Customer to Virtual Store management will be based on customer addresses</li> </ul>	The system or App will detect the current location and will show the nearby stores based upon Google location.		
				<ul style="list-style-type: none"> <li>Integration of Courier / delivery platform is required , so how many platforms will be required</li> </ul>	Customer will pick the order from nearest store		
				<ul style="list-style-type: none"> <li>Mobile application will be available for Android and iOS</li> </ul>	Mobile application will be available for both.		
				<ul style="list-style-type: none"> <li>Payment gateways for application will be provided store wise or one and then it will be transferred to Each store owner</li> </ul>	Payment gateways is not a part of current Scope, However, if selected company want to provide they may provide at its own cost.		
				<ul style="list-style-type: none"> <li>Accounting of orders and stores deliveries will be tracked in eCommerce Platform or will be outside it</li> </ul>	It will be a part of eCommerce Platform.		
				<ul style="list-style-type: none"> <li>who will bear the cost of logistics i.e home delivery to consumer from Harhith Store either by buyer/seller</li> </ul>	Customer will pick the order from nearest store.		
				<ul style="list-style-type: none"> <li>As in Financial</li> </ul>	HAICL will pay one		

				Bid its asking to submit One-time Cost what will be support model for this platform	time cost only.		
4.	Chapter 6 – Eligibility Criteria, Technical and financial capability of bidders			<p>The average financial turnover of the bidder in last three financial years should not be less than Rs. 5 Cr. in last three financial years (FY 2017-18, 2018-19, 2019-20).</p> <p><b>The average turnover for three years should be considered at Rs.1.00 crore in last three financial years (FY 2018-19, 2019-20, 2020-21).</b></p> <p>As The bidder is expected to have executed similar works of average value Rs. 25 lacs. Or more in last three financial years, so keeping turnover to Rs.5.00 crore the firms which are otherwise eligible and have expertise will not be able to participate, besides the focus on the quality, competence and experience. Further since the audited balance sheet of the FY till 2020-21 is also submitted by all professional firms, so the three years should be counted as 2018-20, 2019-20, 2020-21</p>	<b>The average turnover for three years should be considered at Rs.1.00 crore in last three financial years (FY 2018-19, 2019-20, 2020-21).</b>	Amendment	Approval from The Competent Authority is Required
				The participating agency/firm should not be blacklisted /debarred by any Govt. or semi Govt. The agency shall specifically mention about any litigation presently going on with any department.	The participating agency/firm should not be blacklisted /debarred by any Govt. or semi Govt. The agency shall specifically mention about any litigation presently going on with any department.	Amendment	In order to avoid any inconvenience to HAICL the clause may be added.
		Page number 27 under 6.2 Technic	Bidder must have executed POS based retail store Management Project more than Rs. 50 Lakhs Yearly	<b>Bidder must have executed POS based retails Store Management project more than Rs.50.00 lacs to be modified</b>	<b>Bidder must have executed POS based retails Store Management project more than Rs.25 lacs</b>	Amendment	The clause may be added since we are looking for experience in POS Based

		al Bid Qualification		to Rs.30 lacs			retail store which is very rare hence project cost may be reduced from <b>Rs.50.00 Lacs</b> to <b>Rs.30 lacs</b>
		Point number 2,					
		Point number 3	Bidder must have experience of working with Government in implementing similar work as per the scope	<b>Bidder must have experience of working with Government/ Private Retail sector in implementing similar work as per the scope</b>	<b>Bidder must have experience of working with Government/ Private Retail sector in implementing similar work as per the scope</b>	Amendment	It will increase the participation of companies for competitive price.
5.	New Query			Whether Joint venture/consortium bidding is allowed: Since the specific expertise required vis-à-vis and the commencement time is short, so it is requested to allow Joint venture/ consortium bidding	<ul style="list-style-type: none"> <li>• Joint venture/consortium bidding is allowed.</li> <li>• Turnover will be considered of the main bidder.</li> <li>• Combined Experience of the companies will be considered.</li> <li>• Not more than 3 Companies are allowed for Joint venture/consortium bidding.</li> </ul>	Amendment	Since scope of work relates to different domains like Marketing, IT, and E-Commerce. A single company might not have expertise in all these areas so the consortium may be allowed.
6.	New Query			25% growth in likes and shares on social media is not a practically achievable target. As per data, more than 5% organic growth is not possible. You may kindly change it to the realistic target.	This can be mutually agreed while signing the SLA	Amendment	This can be mutually agreed while signing the SLA
7.	New Query			Approx. 2000-2500 franchisees need to be onboarded. Is there any period within which it needs to be completed?	Ideally in 12-16 months	Amendment	Since a lot of dependencies are there so it is difficult to give a timeline,