

HARYANA AGRO INDUSTRIES CORPORATION LIMITED (HAICL)

REGISTERED OFFICE: BAYS NO. 15-20, SECTOR-4 PANCHKULA



Terms of reference for hiring consulting agency to assist in Retail Expansion Project

HAICL invites E-Tenders from the reputed Consultants. The document containing detailed terms & conditions and specifications, etc. are available on portal [https:// etenders.hry.nic.in](https://etenders.hry.nic.in) and at HAICL and HAFED website i.e www.haic.co.in and www.hafed.gov.in. The tender document can be downloaded on deposit of Rs. 1000/- (non-refundable) as tender fee and Processing Fee of Rs.1000/- (non-refundable) through online directly to debit cards and internet banking accounts. The online tender document must be accompanied with the EMD of Rs.1.00 Lakh. The date of technical and financial bids submission is up to 25.08.2020 till 5.00 PM through e-Tender portal. All the bidders are required to get registered on the e-tendering portal and obtain a Digital Signature from NIC office. The technical bid will be opened at 11 AM on 26.08.2020 at Main Conference Room, Hafed Corporate Office, Sector-5, Panchkula. HAICL has constituted a Bid Evaluation Committee (BEC) for selection of the Consultant which will carry out the evaluation process Evaluation of Technical Proposals. The BEC shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference (TOR) and by applying the evaluation criteria and sub-criteria mentioned in this document. HAICL shall use a Quality and Cost Based System (QCBS) having three stages of evaluation in evaluating the Proposals. Pre-qualification stage will be the first stage to check conformance to the bidder's eligibility criteria. Technical Evaluation will be the second stage and based on that the applicants will be shortlisted and lastly, a financial evaluation will be carried out. All the bidders are requested to be present at the time of opening of the bids. HAICL reserves the right to negotiate the financial quote. HAICL reserves the right to accept/reject any/all the tender or increase/decrease the tendered quantity/number of experts without assigning any reason whatsoever.

DISCLAIMER

The information contained in this Terms of Reference document (the "TOR") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of Haryana Agro Industries Corporation Limited. (HAICL), Government of Haryana, or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this TOR and such other terms and conditions subject to which such information is provided.

This TOR is not an agreement and is neither an offer nor invitation by HAICL to the prospective Bidders or any other person. The purpose of this TOR is to provide interested parties with information that may be useful to them in preparing their technical proposals and financial offers pursuant to this TOR (the Proposal").

This TOR includes statements, which reflect various assumptions and assessments arrived at by the HAICL in relation to the Assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This TOR may not be appropriate for all persons, and it is not possible for the HAICL, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this TOR. The assumptions, assessments, statements and information contained in this TOR 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 TOR and obtain independent advice from appropriate sources. Information provided in this TOR to the Bidder(s) is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. HAICL accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. HAICL, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or 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 TOR or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the TOR and any assessment, assumption, statement or information contained therein or deemed to form part of this TOR or arising in any way in this Bid Stage. HAICL 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 TOR. HAICL 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 TOR. The issue of this TOR does not imply that HAICL is bound to select a Bidder or to appoint the Selected Bidder or Consultancy firm, as the case may be, for the Assignment and HAICL reserves the right to reject all or any of the Bidders or Proposals without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by HAICL or any other costs incurred in connection with or relating to its Proposal.

HAICL 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 for submission of the Proposal, regardless of the conduct or outcome of the Bidding Process.

Detailed Notice Inviting Tender

HAICL invites e-tender from reputed consultants in single stage two cover systems. Under this process, the technical bid application as well as online price bid shall be invited at a single stage under two covers i.e. Technical bid and Commercial envelope. The eligibility of bidders will be first examined based on the details submitted online under first cover (Technical) with regard to eligibility and qualification criteria in this tender document. The price bid under the 2nd cover shall be opened as per the parameters mentioned in the tender document.

1. **The payment for Tender Document Fee and Processing Fee shall be made by the bidders online directly through Debit Cards & Internet Banking Accounts and the payment for EMD can be made online directly through RTGS/NEFT or OTC Please refer to 'Online Payment Guideline' available at the Single e-Procurement portal of GoH (Govt. of Haryana) and also mentioned under the Tender Document.**
2. Intending bidders will be mandatorily required to online sign-up (create user account) on the website <https://etenders.hry.nic.in> to be eligible to participate in the e-Tender. **He/ She will be required to make online payment of required EMD in due course of time. The intended parties fails to pay EMD fee under the stipulated time frame shall not be allowed to submit his/her bids for the respective event/Tenders.**
3. The interested bidders must remit the funds at least T+1 working day (Transaction + One Day) in advance as given under Key Dates **and make payment via RTGS/NEFT or OTC to the beneficiary account number specified under the online generated challan. The intended bidder/agency thereafter will be able to successfully verify their payment online, and submit their bids on or before the expiry date & time of the respective events/Tenders at <https://etenders.hry.nic.in>**

The interested bidders shall have to pay mandatorily Processing Fee of Rs 1000/- and document fee of Rs.1000/- (Non refundable) online by using the service of secure electronic gateway. The secure electronic payments gateway is an online interface between bidders & online payment authorization networks.

The Payment for document fee (Rs.1000/-) and Processing Fee (Rs.1000/-) can be made by eligible bidders online directly through Debit Cards & Internet Banking.

The interested bidders must remit the funds at least T+1 working day (Transaction + One Day) in advance before the expiry date & time of the respective events. And make payment via RTGS/NEFT to the beneficiary account number specified under the online generated challan.

The Bidders can submit their tender documents (Online) as per the dates mentioned in the key dates:

Key dates:

S.NO	Particulars	Details
1	Document reference number	11.08.2020
2	(i) Downloading of Tender Document / Online Bid Preparation. (ii) Online directly transfer of funds of Rs.2000/- through online directly through Debit Cards & Internet Banking Accounts (Tender document fee Rs.1000/-, Processing Fee Rs.1,000/-) are required. (iii) EMD of Rs.1.00 Lac.(through online directly through Debit Cards & Internet Banking Accounts)	11.08.2020 to 25.08.20 upto 5:00 PM
3	Last date of submission of queries via email at haicpkl@gmail.com by 5:00 PM or by submitting in pre-bid meeting at 11:00 AM on 17.08.2020 in main Conference Room, Hafed Corporate Office, Sector-5, Pkl	17/08/2020
4	Submission of online Technical & Financial Bid	11.08.2020 to 25.08.20 upto 5:00 PM
5	Opening of Technical Bid	26.08.20 at 11:00 AM
6	Manual submission of only additional document, if required.	26.08.20 upto 5:00 PM
7	Presentation by technically qualified bidders	28 th August 2020 to 29 th August 2020
8	Date of opening of Financial bids	To be decided after opening of Technical bid
9	HAICL contact details	Haryana Agro Industries Corporation Limited, Bays No. 15-20, Sector 4, Panchkula, Haryana 134109 Email- haicpkl@gmail.com Tel- 0172- 2561305
10	Method of selection	QCBS method (70:30)
Note: - In case a Central/ State Holiday are declared on any day, the event will be held on the next working day at the same time and same venue.		

Important Note:

1. The bidders have to complete 'Application/Bid Preparation & Submission' stage on scheduled time as mentioned above. If any bidder fails to complete his/her aforesaid stage in the stipulated online time schedule for this stage, his/her Application/bid status will be considered as 'Applications/bids not submitted'.
2. Bidder must confirm & check his/her Application/bid status after completion of his/her all activities for e-bidding.
3. Applicant/bidder can re-work on his/her bids even after completion of "application/bid preparation and submission stage" (Application/bidders stage), subject to condition that the re-work must take place during the stipulated time frame of the applicant/bidder stage.

INSTRUCTIONS TO BIDDER ON ELECTRONIC TENDERING SYSTEM

These conditions will over-rule the conditions stated in the tender documents, wherever relevant and applicable.

1. Registration of bidders on e-Procurement Portal:
All the bidders intending to participate in the tenders process online are required to get registered on the centralized e-Procurement Portal i.e. <https://etenders.hry.nic.in> Please visit the website for more details.
2. Obtaining a Digital Certificate:
 - 2.1 The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder bidding online. These Digital certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.
 - 2.2 A Digital Certificate is issued upon receipt of mandatory identity (i.e. Applicant's PAN Card) and Address proofs and verification form duly attested by the Bank Manager / Post Master / Gazetted Officer. Only upon the receipt of the required documents, a digital certificate can be issued. For more details please visit the website – <https://etenders.hry.nic.in>
 - 2.3 The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities or may obtain information and application format and documents required for the issue of digital certificate from.
 - 2.4 The bidder must ensure that he/she comply by the online available important guidelines at the portal <https://etenders.hry.nic.in> for Digital Signature Certificate (DSC) including the e-Token carrying DSCs.
 - 2.5 Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during the stage of bid preparation. In case, during the process of a particular tender, the user loses his digital certificate (due to virus attack, hardware problem, operating system or any other problem) he will not be able to submit the bid online. Hence, the users are advised to keep a backup of the certificate and also keep the copies at safe place under proper security (for its use in case of emergencies).

- 2.6 In case of online tendering, if the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate/power of attorney /lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.
- 2.7 In case of any change in the authorization, it shall be the responsibility of management / partners of the firm to inform the certifying authority about the change and to obtain the digital signatures of the new person / user on behalf of the firm / company. The procedure for application of a digital certificate however will remain the same for the new user.
- 2.8 The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.
3. Pre-requisites for online bidding:
- In order to operate on the electronic tender management system, a user's machine is required to be set up. A help file on system setup/Pre-requisite can be obtained from NIC or downloaded from the home page of the website - <https://etenders.hry.nic.in> the link for downloading required java applet & DC setup are also available on the Home page of the e-tendering Portal.
4. Online Viewing of Detailed Notice Inviting Tenders:
- The bidders can view the detailed N.I.T and the time schedule (Key Dates) for all the tenders floated through the single portal e-Procurement system on the Home Page at <https://etenders.hry.nic.in>
5. Download of Tender Documents:
- The tender documents can be downloaded free of cost from the e-Procurement portal <https://etenders.hry.nic.in>
6. Key Dates:
- The bidders are strictly advised to follow dates and times as indicated in the online Notice Inviting Tenders. The date and time shall be binding on all bidders. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take place outside the start and end dates and the time of the stage as defined in the online Notice Inviting Tenders.
7. Online Payment of Tender Document Fee, Processing fee & EMD fees & Bid Preparation & Submission (Technical & Commercial/Price Bid):
- 7.1 Online Payment of Tender Document Fee + Processing fee: The online payment for Tender document fee, Processing Fee & EMD can be done using the secure electronic payment gateway. The Payment for Tender Document Fee and Processing Fee shall be made by bidders/Vendors online directly through Debit Cards & Internet Banking Accounts and the Payment for EMD shall be made online directly through RTGS / NEFT & OTC.

The secure electronic payments gateway is an online interface between contractors and Debit card / online payment authorization networks.

7.2 PREPARATION & SUBMISSION OF online APPLICATIONS/BIDS:

- (i) Detailed Tender documents may be downloaded from e-Procurement website <https://etenders.hry.nic.in> and tender mandatorily be submitted online following the instruction appearing on the screen.
- (ii) Scan copy of Document to be submitted / uploaded for Technical bid under online Technical Envelope. The required documents (refer to DNIT) shall be prepared and scanned in different file formats (in PDF/JPEG/MS WORD format such that file size is not exceed more than 10 MB) and uploaded during the on-line submission of Technical Envelope.
- (iii) FINANCIAL or Price Bid PROPOSAL shall be submitted mandatorily online under Commercial Envelope and original not to be submitted manually)

8. ASSISTANCE TO THE BIDDERS

For queries on Tenders Haryana Portal, Kindly Contact

Note: Bidders are requested to kindly mention the URL of the portal and Tender ID in the subject shield emailing any issue along with the contact detail. For any issue/clarification relating to the Tender (s) published kindly contact the respective tender Inviting Authority.

Tel:-0120-4200462,0120-4001002

Mobile:88262-46593

Email:-support.etender@nic.in

For any technical related queries please call at 24x7 Help Desk number
0120-4001002,0120-4200462,0120-4001005,120-6277787

For support related to Haryana Tenders in addition to help desk you may also contact on email ID eproc.nichry@yahoo.com, Tel:0172-2700275

Timing:

Technical support assistance will be available over telephone Monday to Friday (9:00am to 5:30pm) (Helpdesk Support in team shall not be contracted for online bidding on behalf of the contractors)

Note: Contact e-Procurement helpdesk on or before prior to 4 hours of the scheduled closing date and time of respective e-tendering event. Also, for queries related to e-payment of EMD kindly contact the helpdesk at least two days prior to closing date and time of the respective event.

Intended bidders mandatorily required to register their queries if there is any pertaining to the online bidding and the single e-Procurement portal at email address:-
<https://etenders.hry.nic.in>

NOTE:-

- (A) Bidders participating in online tenders shall check the validity of his/her Digital Signature Certificate before participating in the online Tenders at the portal <https://etenders.hry.nic.in>

- (B)** For help manual please refer to the 'Home Page' of the e-Procurement website at <https://etenders.hry.nic.in>, and click on the available link 'How to...?' to download the file.

[\(Online Payment Guidelines\)](#)

[Guideline for Online Payments at e-Procurement Portal of Government of Haryana.](#)

Post registration, bidder shall proceed for bidding by using both his digital certificates (one each for encryption and signing) & Password. Bidder shall proceed to select the event/Tenders he is interested in. On the respective Department's page in the e-Procurement portal, the Bidder would have following options to make payment for tender document fee + Processing fee & EMD:

- A. Debit Card
- B. Net Banking
- C. RTGS/NEFT or Over the Counter (OTC)

Operative Procedures for Bidder Payments

A) Debit Card

The procedure for paying through Debit Card will be as follows:

- (i) Bidder selects Debit Card option in e-Procurement portal.
- (ii) The e-Procurement portal displays the amount and the card charges to be paid by bidder. The portal also displays the total amount to be paid by the bidder.
- (iii) Bidder clicks on "Continue" button.
- (iv) The e-Procurement portal takes the bidder to Debit Card payment gateway screen.
- (v) Bidder enters card credentials and confirms payment
- (vi) The gateway verifies the credentials and confirms with "successful" or "failure" message, which is confirmed back to e-Procurement portal.
- (vii) The page is automatically routed back to e-Procurement portal
- (viii) The status of the payment is displayed as "successful" in e-Procurement portal.
- (ix) In case of successful payment, a success message along with unique transaction ID is passed on to e-Procurement system. The e-tendering portal shall store the unique transaction number in its database along with the date and timestamp
- (x) The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

B) Net Banking

The procedure for paying through Net Banking will be as follows:

- (i) Bidder selects Net Banking option in e-Procurement portal.
- (ii) The e-Procurement portal displays the amount to be paid by bidder.
- (iii) Bidder clicks on "Continue" button

- (iv) The e-Procurement portal takes the bidder to Net Banking payment gateway screen displaying list of Banks.
- (v) Bidder chooses his / her Bank
- (vi) The Net Banking gateway redirects Bidder to the Net Banking page of the selected Bank.
- (vii) Bidder enters his account credentials and confirms payment
- (viii) The Bank verifies the credentials and confirms with “successful” or “failure” message to the Net Banking gateway which is confirmed back to e-Procurement portal.
- (ix) The page is automatically routed back to e-Procurement portal
- (x) The status of the payment is displayed as “successful” in e-Procurement portal.
- (xi) In case of successful payment, a success message along with unique transaction ID is passed on to e-Procurement system. The e-Procurement portal shall store the unique transaction number in its database alongwith the date and timestamp.
- (xii) The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

C) RTGS/ NEFT

This solution shall also allow the bidder to make the EMD payment via RTGS/NEFT this shall add to the convenience of those bidders who are not conversant to use net banking option to make the transaction.

Using this module, bidder would be able to pay from their existing bank account through RTGS/NEFT. This would offer a wide reach for more than 1,10,000 bank branches and would enable the bidder to make the payment from almost any bank branch across India.

1. To choose the payment of EMD, the bidder clicks on RTGS/NEFT payment option.
2. Upon doing so, the e-Procurement portal will redirect the bidder to a page where it Will generate a Challan.
3. This Challan shall include the beneficiary (virtual) account number and other details like beneficiary IFSC code each.

RTGS / NEFT Payment Procedure

The bidder shall be required to take a print of the challan and make the RTGS / NEFT on the basis of the virtual account number period on the challan. This provision will ensure that number confidential details regarding the bidder or tender are disclosed to the bank while remitting the RTGS/NEFT.

The bidder would remit the fund at least one day in advance to the last day and make the payment via RTGS/NEFT to the beneficiary account number as mention in the challan. SBI Bank shall receive this amount and credit the payment gateway service provider intermediary Department/PSUs Escrow Security Deposit account post validating the first part of the beneficiary account number, i.e., the client code only, In case of validation of client code is not successful, the bank shall return the fund and not credit the Techprocess intermediary Department/PSUs Escrow Security Deposit A/c.

D) Over the Counter (OTC)

This solution shall allow the bidder having account with SBI bank, to make the payment from any CMS enabled Branch of SBI Bank in India. Bidders can make the payment via cash (if amount is ≤₹49,999), Demand Draft or SBI Bank Cheque.

The procedure for paying through OTC mode is as follows:

- (i) Bidder selects over the counter remittance option in e-Procurement portal.
- (ii) The e-Procurement portal displays the amount to be paid. The bidder chooses the bank account number for refund of the amount.
- (iii) Bidder clicks on "Continue" Button.
- (iv) The e-Procurement portal displays the details of payment. The Bidders click on "Print Challan" and print the OTC Challan.
- (v) Bidder submits the OTC Challan at the counter of any designated bank of SBI Bank with Cash/Demand Draft/SBI Bank Cheque (Payment in Cash is allowed upto Rs. 49,999/-).
- (vi) SBI bank verifies the URL (format to be discussed and decided) and amount with e-Procurement portal prior to accepting the payment.
- (vii) On successful verification from e-Procurement portal, SBI bank accepts the payment. In case of failure, SBI bank shall return back the OTC challan and payment to the bidder.
- (viii) SBI bank commits the payment transaction (in case of successful verification from e-Procurement portal) and sends the Bank Transaction number (I-Sure Reference Number) online against the URN and Amount.
- (ix) SBI bank will generate receipt for the payment transaction and issues the same to the bidder.
- (x) The e-Procurement system update the bank transaction number against the URN and Amount based on the details sent by SBI bank online prior to generation of the receipt.
- (xi) The status of the payment will be displayed as "verification successful" in e-Procurement Portal, when the bidder clicks on the verification option in the portal.
- (xii) Bidder would be required to upload the scan copy of receipt as received from SBI Bank as part of proof in next tender portal before submitting

Terms of Reference

1. Introduction

Govt. of Haryana is proposing to set up a Retail outlet network under “HaRit” for Perishable, Packaged & Consumer Goods etc. (referred to as need based retail categories) retail within the state of Haryana. Broad objective of the proposed venture would be to provide an alternate channel to

- promote entrepreneurship and generate employment across the State,
- provide best quality products at reasonable prices,

Going forward, the organization would help generate market for innovative products across need based essential retail that will further promote entrepreneurship and manufacturing efficiency in the State. It has been proposed to set up 2000+ stores/outlets across the 22 districts of Haryana. Product mix of these stores may include consumer products from Govt. cooperatives/organizations, handicraft organizations, regional and national brands / products and merchandise of startups and category specialists. It is to be noted that outlets in rural area will be opened in government building at prominent location. Interior will be also be done by HAICL in the outlets in rural area.

Currently, Govt. of Haryana has 6 organizations in Agro& Food Processing sector which market their products through existing 13,390+ outlets. Some of the cooperative brands such as HAFED, Vita, and HaRit have established themselves as a brand synonym with quality and effective price. Despite having compelling quality and competitive prices, other products from these organizations haven't been able to reach the desired reach, revenue and brand value. Some of the reasons have been limited access to costly shelf space, less advertising, low brand perception of Govt. products and biasness of leading distribution channels. The proposed retail venture also proposes to establish an integrated go-to-market retail agency.

Proposed Approach and Activities to be taken up by the Consultant

Activities to be taken up by the Local Implementing Agency: Roles and Responsibilities

Pre-launch Activities (2 months)

- Refinement of the product and the merchandising offer on prices, SKUs and range
- Financial model for HaRit scheme after Assessment and valuation of HAICL assets
- Utilisation plan of existing resources, immovable assets of HAICL o increase the revenue of HAICL
- Finalization of the retail business plan and franchisee related policy and other documents (if needed)
- Co-ordinate market mapping of rural areas (villages) and urban centres within Haryana along with franchise on-boarding specialists or internal team for potential franchise partner identification
- Product vendor short listing and finalization for different merchandise category groups

- RFP creation and finalization for the on-boarding of IT / Technology partner, supply chain partner, marketing activity partner and retail store activation partner. Finalize vendor partners through the RFP process in the area of technology, supply chain, marketing and retail store development
- Finalization of all marketing collaterals

Implementation Phase (4 months)

- Work along with franchise on-boarding team / consultant to shortlist and finalize the franchise partners in identified rural and urban centres on location of the shop, profile of the person and complete on-boarding details
 - Franchisee Training
 - Franchise term finalization and contract roll out
 - Operational on-boarding
 - Territory demarcation
 - **Opening 2000 franchisee within 6 months from the date of signing the contract/award of work**
- Train all internal full-time employees within the team
- Initiate sample orders with the product vendors and finalize sourcing contracts for all merchandise groups
- Merchandise receipt from Vendors and stocking of the same in franchise stores and oversee first round of commercial cycle
- Develop measurement dashboard for the venture, define review framework and implement performance KPIs
- Coordinate with IT vendor to setup a support cell. Support cell will be control room which will address franchisee issues, franchisee online selection, assistance in loan sanction, single window approvals of tin no. and other permissions from concerned departments

Support to the Running Enterprises (6 months)

- Development of SOPs that pertain to running of the retail business
- Training of the key full-time employees of the retail venture
- MIS and KPI dashboard finalization and monitoring to track the progress of the venture
- Identify and maintain a data base of Business development partners- CA firms, legal firms, technology, and management support teams who will provide backoffice support
- Conduct seminars, industry connects, roadshows, and trade fairs to showcase the venture.
- Collaborate with the Knowledge Partner to digitize knowledge and provide an online platform

The State Government is focused on setting up a franchise under the brand-name 'HaRit' to sell grocery products. HAICL will leverage its machinery to establish the franchise and offer wide range of products with superior quality, value and transparent pricing. Through this venture, Government of Haryana expects to revitalize entrepreneurship opportunities in rural, urban and semi-urban areas of the State.

With this objective, HAICL intends to hire a consulting agency to deliver the following two components:

- *Component I: Implementation Support to HAICL for establishing Retail Expansion Project in the state of Haryana under HaRit brand name (as per timeline mentioned against three phases)*
- *Component II: Provide assistance to HAFED in Brand Positioning, Marketing and Sales Promotion, Export Promotion of HAFED Products (12 months)*

2. Scope of Work

The scope of work to be undertaken by the Consultant is given herein after and the same is merely illustrative and not exhaustive. The Consultant shall thus have to consider the required output and include all further incidental activities that may be necessary for efficient and successful implementation and for achieving the ultimate purpose of the assignment.

Component I: Implementation Support to HAICL in Retail Expansion Project

The Scope of Work for the proposed engagement will primarily consist of the following:

- a) **Policy Formulation and Implementation Support:** The selected bidder shall assist the HAICL in drafting, approval and implementing the '*HaRit Franchise Policy*':
- Organizing Stakeholder consultations through e-webinars to get feedback on the Policy
 - Assistance in notification of HaRit Franchise Policy
 - Assistance in drafting of Rules/schemes, notifications, Government Orders
 - Bidder is allowed to sign an agreement with franchisee onboarding specialists firm or engage an internal team to ensure that franchisee policy is implemented properly and 2000 outlets are opened at the earliest.
 - The selected identify location/ site assessment for opening of Haryana Franchise Stores in the State considering the following factors:
 - o *Parameters to identify city*
 - *Size of the city's trading area*
 - *Population and population trends*
 - *Total purchasing power*
 - *Total retail trade potential for different lines of trade*
 - *Number and size of competition*
 - *Quality and aggressiveness of competition*
 - o *Parameters to choose an area or type of location within that city:*
 - *Customer attraction power*
 - *The nature of competition*
 - *Availability of access routes to the stores*
 - *Zoning regulations*
 - *Geographic direction of the city's expansion*

- *General appearance of the area*
 - *Sales and traffic growth prospects of the trade area*
 - *Demographics of neighbourhoods*
 - *Further, factors in narrowing down the site choices:*
 - *Traffic flow*
 - *Complementary nature of neighbouring stores*
 - *Adequacy of parking*
 - *Vulnerability to competition*
 - *Cost of the site*
- Preparation of Policy Implementation roadmap
- Obtain and consolidate the implementation plan put together by various stakeholders
- Review the plan to identify any gaps and accordingly provide inputs to the relevant stakeholders
- Evaluation of Proposals received against the franchise opportunity
 - *Ascertain eligibility of applicant as per the criteria defined in the policy*
- Assistance in providing all required regulatory clearance from State in order to start Franchise
- The Selected bidder will work with its franchise on-boarding team / consultant to shortlist and finalize the franchise partners in identified rural and urban centres on location of the shop, profile of the person and complete on-boarding details. Thus the bidder should ensure to engage such franchisee on-boarding team which has expertise to open franchisee at large scale, franchisee training, and initial assistance in coordination with IT service/Logistic service vendor. Sufficient manpower for site selection/survey should be available with the franchisee on-boarding team. HAICL will provide nodal officials from Panchayat Department at each district who will provide assistance to the bidder for site selection in rural area. The sites in rural area will be in available vacant room in existing infrastructure like school, gram sachivayal etc. The idea is to assist franchisee with public space at a feasible location in village and also to transfer the franchisee in the case of non-performance etc, as per to be drafted franchisee policy. The bidder has to assist in seeking necessary permissions from Panchayat department such as lease etc. The other important duties will be
 - Franchisee Training
 - Franchise term finalization and contract roll out
 - Operational on-boarding
 - Territory demarcation
 - **Opening 2000 franchisee within 6 months from the date of signing the contract/award of work**

b) Assistance in finalizing Organizational structure of HAICL which will be the nodal agency to implement the Policy

- Benchmarking of leading practices of similar organizations
- Financial model for HaRit scheme after Assessment and valuation of HAICL assets

- Utilisation plan of existing resources, immovable assets of HAICL o increase the revenue of HAICL
- Proposal for required organizational Structure
- Streamlining existing manpower of HAICL as per requirement
- Departmental consensus on finalization of organizational structure
- Help in establishing an internal team of HAICL. Proper attachment of internal team with selected bidder in order to train them and transfer the project after the duration of engagement

c) Program Management and Bid Process Management Support for onboarding of vendors for logistics, warehousing and transportation, implementation of IT components and media and communication:

The consultant will be required to assist HAICL in selecting the vendors for logistics, warehousing and transportation (C&F agency) and implementation of IT components agencies through a Request for Proposal (RFP) tendering process. The creation of the RFP will be preceded by an extensive requirement gathering exercise aimed at defining the scope of work of the implementing agency resulting in the creation of the Functional Requirement Specification (FRS). After an implementing agency is selected, the consultant will be required to support the HAICL in monitoring the implementation of the project.

For logistics, warehousing and transportation support a C&F agency will be onboarded .For IT enablement and establishment of support cell an IT agency will be onboarded. For all other relevant activities, Media and communication agency will be on-boarded:

➤ **Study & Preparation of Request for Proposal for selection of different vendors:**

- The project envisages an integrated and automated Supply chain management system
- Study of existing business processes of all the concerned departments
- Preparation of Functional Requirement Specifications (FRS)
- Study & Preparation of Request for Proposal for selection of C&F agencies
- Defining of scope of work
- C&F agency will provide necessary hardware and software to manage end to end supply chain
- IT agency which will develop and implement retail and billing software for the stores. In addition, agency will provide necessary analytic to forecast demand of goods which is required for the procurement. IT agency will establish a support cell in HQ. Support cell will be control room which will address franchisee issues, franchisee online selection, assistance in loan sanction, single window approvals of tin no. and other permissions from concerned departments
- Media and Communication agency shall be responsible for finishing all the interior work and other store and product branding work within the stipulated time. Responsible for new product releases and promotional activities for business needs. Responsible for periodic evaluations on sales and ongoing support. Implementation of fixtures at the store in a manner that all stores have a uniform look and feel. The store design (on storage, shelves) must adhere to as per the recommended guidelines because they are based on the certain product mix and customer need that the retail business proposes to address.

- All software applications developed by the agencies will be integrated and will be compatible with each other.
- Preparation of RFP and modifications required

➤ **Award of work to the executing agency**

- Floating of RFP, assistance during pre-bid conference including responding to pre-bid queries, modifications in the RFP in view of the pre-bid conference queries
- Evaluation of bids and award of work following guidelines
- Preparation of Letter of Award & related required documentation

➤ **Monitoring of works**

- Assist HAICL in preparation of Detailed Work implementation schedule related to IT, SI, C&F agency and Communication and media agency
- To monitor monthly physical & financial progress of work, prepare a consolidated report & submit to all the concerned departments.
- To prepare Quality Assurance Plan with approval of departments.
- Coordination & monitoring of project implementation activities.
- Identification of anticipated bottlenecks in project implementation & preparation of remedial action plan in consultation with departments & concerned vendors.
- Submit a report department, regarding Project Completion and expenditure incurred along with recommendation in accordance with the guidelines.
- Managing changes and Supervision of system development and Implementation to ensure that project/work is in line with Scope of work to meet the objective of the policy.
- Coordination with departments and any other works as may be required to achieve the objectives of the program
- Training and Handholding support to the Department.

➤ **Post Implementation Phase / Up-gradation Phase**

- Post Implementation Support required for Modernization/up-gradation as per the requirements.

d) Product Procurement Support:

- Assistance in preparation of product procurement strategy
- Preparation of Product procurement guidelines, price negotiation, price finalization
- Strategy for Basket of products to be supplied in urban as well as rural retail outlets to be identified from Govt./Semi-Govt./NGO/FPO and Farmer Organizations
- Strategy to onboard FPOs and NGOs
- Engagement with various MSME, KBs to provide list of products which will be shortlisted after doing preliminary research and discussions
- Selection and Procurement of products using data analytic to forecast demand of goods and inclusion, exclusion of products based on the demand and price analysis

e) As the selected bidder is allowed to sign an agreement with franchisee onboarding specialists firm to ensure that franchisee policy is implemented properly and 2000 outlets are opened at the earliest, the accountability of non-deliverance will be of selected bidder.

f) The selected bidder will ensure to deliver any other work which is required for the successful implementation of retail project. The selected bidder will suo-motto propose the scope which is not mentioned above and after consent by HAICL, deliver such scope

of work. HAICL can also assign any work to selected bidder which is necessary for the HaRit project.

I. Component II: Provide assistance to HAFED in Brand Positioning, Marketing and Sales Promotion, Export Promotion of HAFED Products:

a. Market Analysis

i. Managing demand and supply

The purpose is to understand the demand forecasts for the products manufactured by HAICL based on an analysis of the historical trend of the different segments of goods manufactured. It shall further have to be linked to investment, marketing support, and other resource allocations. The scope of work for the Consultant shall include the following functions:

- Conduct primary and secondary research to understand the total market potential vis-a-vis the products available in the portfolio
- Conduct a market share analysis to understand the penetration and reach of HAFED products
- Create a model to analyse the demand forecast analysis to gauge the monthly/quarterly demand for HAFED products
- Explore the drivers of demand like seasonality etc. To help in production planning

ii. Analysis of similar organisations

To grow and cater to the needs of the ever-evolving market, it is important to study the strategies used by other States in the country with similar models and learn from their successes and failures. In order to address the same, the Consultant shall be required to prepare a report to understand the strategies implemented by them w.r.t. product classification, bundling of products, distribution, and market share improvement.

iii. Marketing Plan

It is imperative that an organization identifies its short- and long-term goals in line with its vision and mission not only from a macro institutional level but also on a departmental level. The key functions shall be to:

- Prepare a marketing strategy based on the vision and mission of the organization
- Define KPIs for the divisions in terms of growth, reach, profit and other metrics
- Assist in the implementation and monitoring the KPIs on a regular basis

iv. International Outreach:

To enhance export capabilities and capitalize overseas opportunities it is imperative to evaluate the demand of international markets and its regulatory requirements. The Consultant shall be required to study and analyse the overseas demand, regulatory and tariff requirements across several countries, propose target potential markets and a comprehensive business action plan to take advantage of selected markets' potential. Consultant shall also carry out evaluation to identify the costs associated with exporting.

b. Sales and marketing support planning

In order to increase the market penetration of any organisation, it is important to have a strong sales and support division to back the product(s). Accordingly, the consultant shall be required to perform the following as part of the scope of work:

i. Print Media Advertising

A large part of the consumer base for HAFED also includes farmers of the State. Hence, it is necessary to have regular advertisements in newspapers to keep the consumers updated. In this process, the consultant shall be required to prepare content for the advertisements as and when required by HAFED.

ii. Preparation of Calendar of Events

In order to enhance the market reach, it is important for the stakeholders to interact and network with influencers to understand the market trends, upcoming demands etc. In order to address the same, it is important for the organization to have a marketing outreach calendar. The scope of the consultant shall include:

- Prepare a list of domestic and international events in order to meet potential buyers
- Organise conferences/ roundtables with potential big ticket customers to explore business opportunities.

iii. Formulation of Consumer Helpdesk

To provide a holistic service to the consumers, it is important to create a consumer helpdesk to handle grievances, sort queries and provide aftercare services. The consultant shall be required to perform the following functions for the same:

- Conceptualize the architecture of the helpdesk required to be established at HAFED
- Create standard operating procedures for the helpdesk
- Provide general oversight to ensure proper functioning of the helpdesk

iv. Sales Strategy

For an organization with product-based offerings, it is important to have a well-planned sales strategy to not only meet the demand in the market but also augment it. In order to achieve the same, the following functions shall be performed:

- Identify target markets for different product lines based on the historical sales data, primary and secondary research
- Identification and expansion of sales channels to increase the volume of product sold
- Assist in preparation of sales targets (district and commodity specific)

v. Miscellaneous works of Marketing

- SWOT Analysis: SWOT analysis of marketing activities and to submit recommendations on further course of action and improvement vis-à-vis the competitors.
- Quality: Consultant will devise a standard operating procedure w.r.t. quality of HAFED consumer products in comparison to competitors so as to maintain

consistent quality in products and be competitive in the market. Arrange Six-Sigma training workshops for processing/ packaging units to ensure quality product output and efficient logistics.

- Sales Network: The consultant will also offer recommendations for further improving HAFED sales network including HAFED Sale outlets and private retails sale.
- Consultant will put up suggestions w.r.t. the existing product line, product-mix and scope for improvement / addition of products to the product line / mix.

3. Eligibility Criteria

The bidders will be assessed as per the pre-qualification criteria defined in the TOR. Only the bidders who qualify pre-qualification shall be eligible for technical evaluation. Non-conforming Proposals will be rejected and will not be eligible for any further processing. The pre-qualification criterion for the organization is as below:

SN.	Section	Requirement	Supporting documents
1	Legal Entity	The bidder (a Business Entity) shall mean a company registered in India under the Companies Act, 1956 or 2013 or a partnership firm registered under the Limited Liability Partnership Act of 2008 and operating for at-least last 5 (five) years as on March 31, 2020.	Incorporation / Registration Certificate
2	Financial and experience credentials	2.1 The entity should have at-least 10 Cr. Turnover for providing advisory/ consulting services for food processing, FMCG and allied sectors in last three Financial Years 2.2 Should be in active consulting operations for 15 years in India 2.3The entity should have at-least 50 Cr. Turnover for providing advisory/ consulting services in last three Financial Years	Certificate from the statutory auditor/ Client's certificate and agreement/work order
3	Prior Experience	3.1 Experience of advising leading Retail, FMCG, Consumer Durables, E-commerce companies in value chain, growth strategy, product offer development in previous 5 years 3.3 2 consultancy projects in agro/food processing/retail in the last 5 years with any government agencies or government backed autonomous bodies	Client's certificate and agreement/work order And Bank/ NBFCs sanction letter for credit linkages/ Copy of input license to be attached for proof of input shop formation/ transaction statements to be provided for showcasing market

			linkages/ Machinery Receipt/ relevant document showcasing setting up of Custom Hiring Centres
4	Blacklisting	The bidder should not currently have been blacklisted/banned/debarred by any State / Central Government or any of its Agency / PSU or under a declaration of ineligibility for fraudulent or corrupt practices or inefficient/ ineffective performance.	Undertaking by the bidder Falsification and non-disclosure will lead to disqualification from the evaluation process.
5	Empanelment	Part of the empanelled list of consultants with any state government or central government departments or ministries	Latest Empanelled orders from issuing authority

4. Invitation/selection criteria

- i. The Consultant shall be selected through bidding process on Combined Quality Cum Cost Based System (QCBS)
- ii. The method employed for the final selection of the bidder and award of the contract will be QCBS i.e. Quality and Cost Based Selection method, which would ensure the quality of the solution as well as the cost effectiveness of the same. Each bidder would be assigned a Technical Score (TS) and a Financial Score (FS) based on the technical and financial evaluation of the bid respectively. These scores would then be combined with pre-assigned weights (0.7 for technical score and 0.3 for financial score) and the bidders would be ranked as per this combined score. Bidder with the highest final composite score (Final Composite Score = $TS \times 0.70 + FS \times 0.30$) shall be declared as "Best Evaluated Bidder" and shall be entitled for the award of the contract.
- iii. The weights assigned for each item is for the purpose of evaluation of this bid only and does not necessarily reflect the actual transactions/ quantities that would be undertaken for the period of contract.
- iv. In case of a tie in the final composite score, the bidder having highest technical score will be considered eligible for leading to the award of the contract.
- v. HAICL may waive any minor informality or non-conformity or irregularity in a Bid, which does not constitute a material deviation, provided such a waiver does not prejudice or affect the relative ranking of any Bidder.
- vi. HAICL intends to follow two stage selection processes in evaluating the proposals received.
- vii. In the First stage, technical evaluation will be carried out of those proposals that fulfil the prequalification/ eligibility criteria.
- viii. Technical proposals will be assessed based on a defined evaluation criterion and ranked as per the marks received in the technical evaluation (Technical Score). Only

those applicants whose technical proposals score 70 marks or more out of 100 marks shall be invited for financial evaluation.

- ix. In the Second stage, financial evaluation will be carried out. Only the technically qualifying bidders would be invited for opening of the financial bid. Proposals will then finally be ranked according to their combined technical and financial scores.
- x. 70% weightage shall be given to technical proposal and 30% shall be given to financial proposal.
- xi. The bidder obtained highest score shall be awarded as successful bidder and contract shall be awarded to the successful bidder.

The bidders scoring 70% or above marks in the technical evaluation phase, shall only be made eligible for financial evaluation.

For working out the combined score, HAICL will use the following formula:

Total points: $[(0.7 \times TS) + (0.3 \times (100 \times (L1/ FB))]$, where

- FB stands for Financial Bid of the Financial Proposal of respective bidders.
- L1 Financial Bid of the Financial Proposal,
- TS stands for Technical Score,

The proposals will be ranked in terms of total points scored. The proposal with the highest total points (H-1) will be considered for award of contract and will be called for negotiations, if required.

Example: if in response to this RFP, three proposals, A, B & C were received and the Bid Evaluation Committee awarded them 75, 80 and 90 marks respectively, all the three proposals would be technically suitable. Further, if the quoted price of proposals A, B & C were Rs.120, 100 & 110 respectively, then the following points for financial proposals may be given:

A: $100/120 = 83$ points B: $100/100 = 100$ points C: $100/110 = 91$ points

In the combined evaluation, the process would be as follows:

Proposal A: $75 \times 0.7 + 83 \times 0.3 = 77.4$

Proposal B: $80 \times 0.7 + 100 \times 0.3 = 86.0$

Proposal C: $90 \times 0.7 + 91 \times 0.3 = 90.3$

Proposal C would be considered the H1 and would be recommended for negotiations, if considered necessary for approval.

The short-listed Consultants will be invited to present their proposals before the BEC.

After opening of financial proposals the consultant will be declared eligible for award of the contract. This selected consultant will then be invited for negotiations, if considered necessary.

5. Evaluation Criteria

Sr. No.	Criteria	Maximum marks
1	Relevant Project Experience: Work order/Agreement/Client certificate to be submitted in this regard	40 marks
a)	<p>15 Marks will be given if the consultant has undertaken a comprehensive Retail Implementation project (1 project of combine consulting fee value of INR 100 lakhs or more)</p> <p>10 marks will be given if the consultant has provided consultancy in similar scope of work/term of reference of this document</p> <p>5 Marks will be given if the consultant has demonstrated experience of undertaking business diligence of E-commerce space / IT projects</p> <p>10 Marks will be given if the consultant has a demonstrated experience (2 projects in the last 5 years of project value of more than 50 lakhs) of working with Government</p>	40 marks
2	Qualification of Team Leader & other Team Members (Evaluation will be based upon Interview)	40 marks
	<p>2.1 For Component I, a team of 4 full time experts (MBA) having atleast 8 years of work experience in similar consultancy and 1 full time team leader (MBA) with atleast 10 years to work experience in similar consultancy. It should be ensured that atleast one expert or more should be part of team who is/are specialist(s) in</p> <p>a) Marketing</p> <p>b) IT enabled Supply chain/logistics/warehouse management</p> <p>c) Procurement of FMCG products especially edible products</p> <p>d) Finance and business planning</p> <p>e) Branding/TM/Media marketing/Legal</p>	20 marks (4 Marks for each full time expert)
	<p>2.2 For Component I, 2 part time project leaders having experience of delivering duties of chief marketing officer/chief operation officer in FMCG and other retail sector of national/international brands (each expert should have MBA and atleast 15 years of work experience)</p>	12 Marks (6 Marks for each part-time expert)
	<p>2.3 For Component II, a team of 2 full time experts in (each expert should have MBA and atleast 8 years of work experience in similar consultancy)</p> <p>Marketing</p> <p>IT enabled Supply chain/logistics/warehouse management</p>	8 Marks (4 Marks for each full time expert)

	Procurement of FMCG products especially edible products Export/international business	
3	Conceptual Clarity and Approach & Methodology Proposed project work plan on execution and approach Evaluation to be done based on the presentation done by the consultant to the client	20 marks
	Total	100 marks

6. Payment Terms

The proposal shall include a financial quote of monthly retainer-ship value. The payment terms shall be on a milestone basis as per following:

The terms of payment would be on a monthly retainer-ship basis that will be paid out within the first week of the month. However, this pay-out will also be linked to the progress on the project charter submitted by the consultant

7. Period of Service

The Agency will be engaged for a period **of 12 months** with effect from signing of MoU. However, it may be extended for 6 months twice and that decision lies at the sole discretion of the client. In the case of the project getting extended the financial terms will apply on pro-rata basis. The delivery as per TOR has to be according to below table:

#	Milestone	Timeline
1	Pre-launch Activities Phase	2 months from signing of contract
2	Implementation Phase	6 months from signing of contract
3	Support to the Running Enterprises Phase	After completion of scope mentioned in implementation Phase

8. Award of Contract

HAICL will notify the successful bidder in writing that its proposal has been accepted. On receipt of notification the bidder shall furnish acceptance of award within 7 days of its issuance from HAICL, thereafter, sign Contract Agreement. After signing of the Contract Agreement, no variation in or modification of the terms of the Contract shall be made except by written amendment signed by the parties.

9. Performance Bank Guarantee

The successful bidder shall submit a Performance Bank Guarantee @ 5% of the financial proposal for 12 months, submitted by the bidder.

10. Franchisee onboarding agency

The selected Bidder will be allowed to sign an agreement with franchisee onboarding specialists firm or constitute field/office team internally to ensure that franchisee policy is implemented properly and 2000 outlets are opened within the implementation phase of T.O.R. The said onboarding agency should have experience of opening franchisee at large scale. HAICL has no responsibility of outcome/language/terms of the said agreement between selected bidder and franchisee onboarding agency/ internal team.

After the opening of financial bid, HAICL will analyse and thereafter will initially award the franchisee onboarding work for any number of outlets between 250-2000. Based upon the performance, this award will be enhanced from initial award to next decided figure.

11. Decisions and instructions

Except where otherwise specifically stated, the HAICL decision shall be binding on the bidder. The bidder shall carry out all instructions of HAICL pertaining to the contract and comply with the applicable laws.

12. Sub-contracting

Subletting of the work to any other party is strictly prohibited. Even though the selected bidder is allowed to engage franchisee on-boarding specialist agency or constitute field/office team internally, the accountability and liability of non-deliverance will be of the selected bidder.

13. Penalty

Penalty for component I will be imposed as per table:

#	Milestone	Timeline	Penalty
1	Pre-launch Activities Phase	2 months from signing of contract	Penalty of 1% of contract amount per week beyond 60 days
2	Implementation Phase	4 months from completion of previous phase	Penalty of 1% of contract amount per week beyond 120 days
3	Support to the Running Enterprises Phase	6 months from completion of previous phase	-

As the scope of work for HAFED (component II) is to provide assistance in Brand Positioning, Marketing and Sales Promotion, Export Promotion of HAFED Products, non-deliverance/timelines cannot be fixed at this stage. However any non-compliance of mutually agreed assignment (related to T.O.R.) and timeline between selected bidder and MD HAFED, Penalty of Rs 10000 per week beyond mutually decided timeline may be imposed.

However, no penalty will be imposed if delay is due to unavoidable circumstances i.e. beyond the control of HAICL/HAFED and decision of MD HAICL will be final.

14. Foreclosure

HAICL reserves the right to foreclose the contract without assigning any reason. In such case the bidder will not be entitled to any compensation.

15. Arbitration

In case of any disputes arising out of the contract the same shall be referred to M.D. HAICL or his/her nominee as arbitrator and his decision shall be final and binding on both the parties.

16. Tax and duties

The rates quoted by the bidder shall be inclusive of prevailing Govt. duties and taxes, (if any) and other duties and taxes levelled by the State from time to time. Bidder shall be responsible for all statutory and regulatory compliance and for obtaining any permits, licenses or other statutory documents required by Government /HAICL authorities in connection with the supply of the Goods.

17. Confidentiality

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the consultants who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any Consultant of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

18. HAICL reserves the right to negotiate. HAICL reserves the right to accept/reject any/all the bids or increase/decrease the tendered quantity/number of experts without assigning any reason whatsoever.

19. Validity: Rates shall be valid for acceptance for 90 days from the date of opening of tenders.

Letter of Proposal Submission

To,
Managing Director
HAICL

Respected,

We the undersigned, offer to provide the Consultancy assignment/job. In accordance with your Request for Proposal dated (Insert Date). We have uploaded our proposal online and are here by submitting hard copies of the Technical and Financial Proposal. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,
Authorized signature (in full and details)
Name and title of Signatory:
Name of Firm / entity:
Address:

Appendices

APPENDIX-I

Format of Curriculum Vitae

1. Name of the Staff
2. Designation
3. Name and address of the firm presently employed, if any
4. Position in the Proposed project (describe degree of responsibility also)
5. Qualifications (Technical and General)
6. Experience (Relevant in the context of assignment)
7. Employment Record (starting with present position, all previous assignments may be covered) Name of the Firm
8. Position Held
9. Years of Employment
10. Integrity
11. All relevant documents required in this T.O.R are enclosed

Date:

Signature of the Bidder / Authorized Representative

Seal / Stamp of the Firm

Details of Bidders

1. Name of the Company:
2. Registered Office:
3. Date of Incorporation:
4. Constitution of the Bidder Company:
5. Core business activities:
6. Experience in consultancy services (years) with proof:
7. Details of contact persons:
8. Any other details:
9. All relevant documents required in this T.O.R. are enclosed
 - i. I/We hereby states that I/we have thoroughly read all the schedules, appendices, annexures to the tender document terms & conditions carefully.
 - ii. Our offer is as per Terms & Conditions given in the tender document.

Name:

Designation:

Contact tel. No.:

Mobile no.:

Fax no.:

Email ID:

Postal address:

(Signature of Authorized signatory)

Project Experience Format as required in T.O.R

Project Name:		Country:
Project Location within Country:		Professional Staff Provided by the Firm:
Name of Client:		No. of Staff:
Start Date (Mon/YYYY):	Completion Date (Mon/YYYY):	Approx. Value of Services:
Detailed Narrative Description of Project: <input type="checkbox"/>		
Detailed Narrative Description of Project: <input type="checkbox"/>		

Write up on Project Conceptual Clarity and Approach

In this write up the firm should propose the following:

- Understanding of the project,
- Action plan it intends to follow – Approach & Methodology
- Value addition proposed for the assignment.

The practical difficulties and obstacles which can possibly arise during the course of assignment and how to address them should also be highlighted.

Authorized Signature [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Bidder: _____

Address: _____

FINANCIAL BID

APPENDIX III

Sr. No.	Positions as per TOR	Man month Rates (INR)	Duration	B= Man monthly rates *Duration (INR)
A1.				
A2.				
A3.				
A4.				
A5.				
A6.				
A7.				
A8.				
A9.				
C	Total rates (full time and part time experts)			INR
D	Franchisee onboarding expenses per outlet	IN INR		
E	Grand total (C + D*2000)	IN INR		

1. Financial Proposal shall be binding upon us up to the expiration of the validity period of the Proposal
2. The Financial Proposal is without any condition.
3. The financial proposal is exclusive of any Taxes, duties, etc
4. This financial proposal covers remuneration for all the Personnel (Expatriate and Resident, in the field, office etc.), equipment, surveys, overhead charges viz. travelling, boarding and lodging and out of pocket expenses.
5. The Financial Proposal is without any condition.
6. The offer price quoted by us is inclusive of all not specifically mentioned in the TOR document, but essential for successful completion of assignment.
7. We undertake that in competing for and, if the award is made to us, in executing the above consultancy services, we will strongly observe the laws against fraud and corruption to force in India namely "Prevention of Corruption Act 1988" We understand that you are not bound to accept any Proposal you receive.

8. These rates would be valid for the period of assignment and any additional manpower required would be provided on the above-mentioned rates. Based upon the requirement during the phases of engagement period, these rates will also be used in case of subsequent reduction in manpower, even during the engagement period i.e 12 months.
9. These rates for Franchisee onboarding would be valid for the period of assignment. HAICL will decide and after approval will initially award the franchisee onboarding work for any number of outlets between 250-2000. Based upon the performance, this award will be enhanced from initial award to next decided figure.

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Bidder: Address

ELIGIBILITY CRITERIA CHECK LIST

APPENDIX-IV

Sr.No.	Section	Requirement	Supporting documents attached/uploaded	Yes/No
1	Legal Entity	The bidder (a Business Entity) shall mean a company registered in India under the Companies Act, 1956 or 2013 or a partnership firm registered under the Limited Liability Partnership Act of 2008 and operating for at-least last 5 (five) years as on March 31, 2020.	Incorporation / Registration Certificate	
2	Financial and experience credentials	2.1 The entity should have at-least 10 Cr. Turnover for providing advisory/ consulting services for food processing, FMCG and allied sectors in last three Financial Years	Certificate from the statutory auditor/ Client's certificate and agreement/work order	
		2.2 Should be in active consulting operations for 15 years in India	Self declaration along with valid documents.	
		2.3The entity should have at-least 50 Cr. Turnover for providing advisory/ consulting services in last three Financial Years	Certificate from the statutory auditor	
3	Prior Experience	3.1 Experience of advising leading Retail, FMCG, Consumer Durables, E-commerce companies in value chain, growth strategy, product offer development in previous 5 years	Client's certificate and agreement/work order And Bank/ NBFCs sanction letter for credit linkages/ Copy of input license to be attached for proof of input shop formation/ transaction statements to be provided for showcasing market linkages/	
		3.2 2 consultancy projects in agro/food processing/retail in the last 5 years with any government agencies or government backed autonomous bodies		

			Machinery Receipt/ relevant document showcasing setting up of Custom Hiring Centres	
4	Blacklisting	The bidder should not currently have been blacklisted/banned/debarred by any State / Central Government or any of its Agency / PSU or under a declaration of ineligibility for fraudulent or corrupt practices or inefficient/ ineffective performance.	Undertaking by the bidder Falsification and non-disclosure will lead to disqualification from the evaluation process.	
5	Empanelment	Part of the empanelled list of consultants with any state government or central government departments or ministries	Latest Empanelled orders from issuing authority	
6	EMD details	Rs.1.00 lac	RTGS No..... DATE..... Name of Bank Amount..... (If already submitted)	
7	Other details	Whether the copies of following documents duly signed at each page have been uploaded (YES OR NO)		(YES OR NO)
		Tender documents (YES OR NO)		(YES OR NO)
		Pan Number (YES OR NO)		(YES OR NO)

TECHNICAL BID'S CHECK LIST

APPENDIX-V

Sr. No.	DOCUMENTS TO BE UPLOADED	YES/NO
1	Relevant Project Experience: Work order/Agreement AND Client certificate to be submitted in this regard	
a)	Related to Comprehensive Retail Implementation project (1 project of combine consulting fee value of INR 100 lakhs or more) Document mentioning that the consultant has provided consultancy in similar scope of work/term of reference of this document Document mentioning that the consultant has demonstrated experience of undertaking business diligence of E-commerce space / IT projects Document mentioning that the consultant has a demonstrated experience (2 projects in the last 5 years of project value of more than 50 lakhs) of working with Government	
2	Qualification of Team Leader & other Team Members Document in format mentioned in Appendix- I (Evaluation will be based upon Interview)	
	2.1 For Component I, a team of 4 full time experts (MBA) having atleast 8 years of work experience in similar consultancy and 1 full time team leader (MBA) with atleast 10 years to work experience in similar consultancy. It should be ensured that atleast one expert or more should be part of team who is/are specialist(s) in a) Marketing b) IT enabled Supply chain/logistics/warehouse management c) Procurement of FMCG products especially edible products d) Finance and business planning e) Branding/TM/Media marketing/Legal	
	2.2 For Component I, 2 part time project leaders having experience of delivering duties of chief marketing officer/chief operation officer in FMCG and other retail sector of national/international brands (each expert should have MBA and atleast 15 years of work experience)	
	2.3 For Component II, a team of 2 full time experts in (each expert should have MBA and atleast 8 years of work experience in similar consultancy) Marketing IT enabled Supply chain/logistics/warehouse management Procurement of FMCG products especially edible products Export/international business	

Note:-The bidder is advised to refer to the point number “5. **Evaluation Criteria**” in the DNIT before uploading all the documents, as the marks/evaluation will be done on the basis of documents attached.

