



**Request for Proposal**

**Tender For Selection of Agencies for Centralized Franchisee and Customer Support Cell for Har-Hith Franchisee**

**Tender No. HAICL/CA-SAO-2/2022 Dated 17.12.2022**

**Haryana Agro Industries Corporation Limited HAICL, Panchkula, Haryana**

(CIN No. U51219HR1967SGC041080)

**Registered office:**

EPABX: 0172-2561317, 2560920

Bays No.15-20, Sector-4

FAX: 0172-2561310, 2561313

Panchkula- 134112, Haryana.

Website: [www.haic.co.in](http://www.haic.co.in)

Email: haicpkl@gmail.com



## Abbreviations

ACD	Automatic Call Distributor
HAICL	Haryana Agro Industries Corporation Limited.
BFSI	Banking Financial Services and Insurance
BG	Bank Guarantee
Bidder	The organization submitting the proposal who will also be the single point of contact for the Company and single point responsibility for execution of scope and deliverables required by this Request for Proposal.
CD	Compact Disk
Cr.	Crore
CTI	Computer Telephone Integration
DD	Demand Draft
DIT	Department of Information Technology
DOT	Department of Telecommunication
EMD	Earnest Money Deposit
EOD	End of Day
FMS	Financial Management System
FTE	Full Time Equivalents
GRS	Grievance Redressal System
HO	Head Office
ISO	International Organization for Standardization
IT	Information Technology
ITD	Information Technology Department
IVR	Interactive Voice Response
MIS	Management Information System
MOA	Ministry of Agriculture
Notification	Informing implementation of a particular scheme in a particular area by publishing of the information by the Relevant State/UT government.
OS	Operating System
PBG	Performance Bank Guarantee
PO	Purchase Order
PRI	Primary Rate Interface
PSU	Public Sector Undertaking
RFP	Request For Proposal
RPO	Recovery Point Objective

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## 1. DISCLAIMER

- A. The information contained in this Terms of Reference document (“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.
- B. 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 and financial bids pursuant to this TOR.
- C. 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 investigation 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 PR cum Marketing Firm, as the case may be, for the assignment and HAICL reserves the right to reject all or any of the proposals without assigning any reason whatsoever.

- D. 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.
- E. 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.



## 2. Detailed Notice Inviting Tenders

1. The payment for Tender Document Fee and e-Service Fee shall be made by eligible 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 centralized e-Procurement portal of 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. The bidders will be required to make online payment of Rs. 25,000/- towards EMD on or before the Bid Due Date in due course of time from 17/12/2022 to 27/12/2022. The intended bidder who fails to deposit EMD within the stipulated time frame shall not be allowed to submit its bids for the respective event/Tender.
3. The interested bidders must remit the funds of EMD (at least T+1 working day transaction + One working Day) in advance i.e., on or before 27/12/2022; and make payment via RTGS /NEFT or OTC to the beneficiary account number specified under the online generated challan. The intended bidder 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>.
4. The interested bidders shall have to pay mandatorily e-Service fee (under document fee – Non-refundable) of Rs.1000/- (Rupee One Thousand Only) + Tender Fee (Non – Refundable) of Rs. 1000/- (Rupee One Thousand Only) online either by using the service of secure electronic payments gateway or by submitting a Demand Draft payable at par at all branches at Haryana.
5. The Payment for document fee/e-Service fee can be made by eligible bidders online directly through Debit Cards & Internet Banking.
6. The interested bidders must remit the funds at least T+1 working day (Transaction + One working 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.



### 3. Key Dates

The bidders can submit their tender documents online as per the dates mentioned below:

S. No.	Particulars	Details
1.	Document Reference Number	HAICL/CA-SAO-2/2022 Dated 17.12.2022
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/-) is required. (iii) EMD of Rs.25000/- (Rs. Twenty five Thousand Only) through online directly through Debit Cards & Internet Banking Accounts	17.12.2022 to 27.12.2022 till 5:00 PM
3.	Pre Bid Meeting	22.12.2022 at 11:30 AM
4.	Last date of submission of queries via email at <a href="mailto:haicpkl@gmail.com">haicpkl@gmail.com</a> or by submitting in pre-bid meeting main Conference Room, HAICL, Sector-4, Panchkula	22.12.2022 before 11:30 AM
5.	Date of opening of technical bids	28.12.2022 till 10:00 AM
6.	Date of opening of Financial bids	28.12.2022 till 01:00 PM
7.	Manual submission of only additional document, if required.	28-12-2022 at 11:00 AM
8.	HAICL contact details	Haryana Agro Industries Corporation Limited, Bays No. 15-20, Sector 4, Panchkula, Haryana 134109 Email- <a href="mailto:haicpkl@gmail.com">haicpkl@gmail.com</a> Tel- 0172- 2561305

Note: - In case a Central/ State Holiday is 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 bid status after completion of his/her all activities for e-bidding.
3. 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.





#### 4. 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 tender 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 Tenders Haryana or downloaded from the home page of the website - <https://etenders.hry.nic.in>. The links 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 eProcurement 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 eProcurement 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, eService fee & Bid Preparation & Submission (PQQ/Technical & Commercial/Price Bid): -

7.1. **Online Payment of Tender Document Fee + e-Service fee:** The online payment for tender document fee, eService Fee & EMD can be done using the secure electronic payment gateway. The payment for Tender Document Fee and eService 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 online. The secure electronic payments gateway is an online interface between contractors and Debit card / online payment authorization networks.

7.2. Preparation & submission of online application/ bids:-

7.2.1. Detailed Tender documents may be downloaded from e-procurement website (<https://etenders.hry.nic.in>) and tender (bid) mandatorily be submitted online following the instruction appearing on the screen.

7.2.2. Scan copy of Documents to be submitted/uploaded for Prequalification or Technical bid under online PQQ/ Technical Envelope: The require 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 PQQ or Technical Envelope.

7.2.3. 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 while emailing any issue along with the contact details. For any issues/clarifications relating to the tender (s) published kindly contact the respective Tender Inviting Authority.

**Tel:** - 0120-4200462, 0120-4001002, Mobile: - 8826246593

**E-mail:** - [support.etender@nic.in](mailto:support.etender@nic.in)

For any technical related queries please call at 24 x 7 Help Desk Number 0120-4001002, 0120-4200462, 0120-4001005, 0120-6277787

For Support related to Haryana Tenders in addition to helpdesk you may also contact on e-mail ID: [eproc.nichry@yahoo.com](mailto:eproc.nichry@yahoo.com), Tel: - 0172-2700275

**Timing:** - Technical Support Assistance will be available over telephone Monday to Friday (09:00 am. to 5:00 pm) (Helpdesk support team shall not be contacted for online bidding on behalf of the Contractors)

**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.

9. **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 + eService Fee & EMD-cum- Security Amount Deposit: -

- A. Debit Card
- B. Net Banking
- C. Online



#### **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-tendering portal shall store the unique transaction number in its database along with 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. Online**

This solution shall also allow the bidder to make the EMD payment online. 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 online. 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 Payment of EMD, the bidder clicks on online 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 etc.

**Online Payment Procedure**

This provision will ensure that no confidential details regarding the bidder or tender are disclosed to the third party while remitting the payment online.

**The bidder would remit the funds at least one day in advance to the last day and make the payment online.**

SBI Bank shall receive this amount and credit the payment gateway service provider intermediary Departments/PSUs Escrow security deposit account post validating the first part of the beneficiary account number, i.e., the client code only. In case the validation of client code is not successful, the Bank shall return the funds and not credit the Intermediary Departments/PSUs Escrow security deposit A/c.



## 5. Do's and Don'ts for Bidders

S.No.	Scenario	Do's/ Don'ts
1.	In the event of making Payment through online	<b>Do's</b> <ul style="list-style-type: none"><li>• It is the bidder's responsibility to ensure that online payments are made to the exact details as mentioned in the challan which are:</li><li>• Beneficiary account no: &lt;client code&gt; + &lt;random number&gt;</li><li>• Beneficiary IFSC Code: As prescribed by SBI Bank (this shall remain same across all tenders)</li><li>• Amount: As mentioned on the challan. It is specific for every tender/transaction.</li><li>• Beneficiary bank branch: SBI Bank Ltd, CMS</li><li>• Beneficiary name: As per the challan</li><li>• For every tender, details in the challan are different and specific to that tender only. Bidder should not make use of a challan for making payment for another tenders' EMD.</li><li>• It is advised that all the bidders make payment via-online at least one day in advance to the last day of tender submission as certain amount of time is required for settlement and various parties are involved. The payment may not be available for the bidder validation. In such cases bidder may not be able to submit the tender.</li><li>• Bidder has to make only single payment against a challan as per the amount mentioned on the challan.</li><li>• Bidder must do the payment before tender validity gets expired.</li></ul>



		<p><b>Don'ts</b></p> <ul style="list-style-type: none"><li>• Bidder should not enter erroneous details while filling the online form at their bank. The following possibilities may arise:</li><li>• Incorrect IFSC code mentioned: - Transaction would be rejected and the amount would be refunded back into the bidder's account.</li><li>• Incorrect Beneficiary account number mentioned (&lt;client code&gt; + &lt;random number&gt;)</li><li>• In case, the beneficiary account number mentioned is incorrect the transaction would be rejected, and the bid would not be accepted.</li><li>• Incorrect Amount mentioned: The amount would be rejected if the amount mentioned in while making the payment is incorrect. Such cases will be captured as unreconciled transactions and will be auto-refunded directly to bidder's account.</li><li>• <b>In the event of any discrepancy, payment would not be considered, and bidder would not be allowed to bid/ participate.</b></li><li>• Bidder is not supposed to use challan generated in one tender for payment against another tender since details in the challan are unique to the tender and bidder combination.</li><li>• Bidder must not make multiple or split payments against a particular challan. Any split payment received against the same challan will be refunded back to the bidder.</li><li>• Bidder would not be entitled to claim that he is deprived of participating in the tender because his funds are blocked with the division on account of incorrect payment made by the bidder</li></ul>
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## 6. Terms of Reference

### Introduction

Haryana Agro Industries Corporation Limited under the Retail Expansion Project aims to setup 2000 FMCG retail stores/outlets (1500 outlets for Rural locations and 500 for Urban Locations) across the 22 districts of Haryana, which will help in boosting the spirit of entrepreneurship and generating favourable employment opportunities. Through these retail outlets, Government will offer best quality products at discounted prices under State-owned brands and further the aim of Haryana Retail policy.

The Retail Expansion Project further aims to facilitate the achievement of vision 'Atmanirbhar Bharat and Atmanirbhar Haryana' by making over 10,000 people self-reliant by providing them level playing field and making them reap the fruits of a growing Food & Grocery market. The focal point of this scheme is to make the people of the state of Haryana self-reliant and progressive.

The broad objectives of the same are listed below:

- To provide an alternate channel of sales to MSMEs, FPOs, SHGs and Govt. Agencies and bring different stakeholders on a common platform by leveraging the strengths of each other.
- To promote entrepreneurship
- Provide best quality products at discounted prices.
- Enhance the reach of Haryana and neighbouring states based MSME's.
- Promote retail policy of Haryana and generate employment across the State.
- Going forward, the organization would help generate market for innovative products across packaged consumer goods.
- Enhancing manufacturing efficiency in the State.



## Scope of Work

HAICL for its Retail Expansion Plan is willing to establish a Support Desk Cell for addressing the complaints and queries of Franchisees, Calling the franchisees and supporting the Activities of following divisions Har-hith Project:

1. **Calling:** Provides assistance & guidance to the prospective franchisee partner and customers. Every enquiry needs to be registered and resolved.
2. **Marketing Division-** To support in handling Franchisees Audit, Franchisee sales, improvement/ resolutions of all issues of franchisees in their allotted territories/ Districts, Implementation of Planogram at stores. Further, Support in placing orders of franchisees.
3. **Warehouse Division-** Support in doing Advance Shipment Note, Goods Receipt Note, Sales Return Note and Pick Pack to Customers and resolving the delivery issues of the Franchisee.
4. **Finance Division-** Checking the sales orders for authorization and dealing with franchisees for resolving the payment issues. Further coordination with franchisees to resolve their ledger issues and other support work related to suppliers, banking in the division.
5. **Procurement Division-** Support in creation of Purchase Indent', Purchase Orders in ERP and follow up for stock availability at warehouse and checking the wish list and coordination with franchisee for item codes.
6. **IT Division:** Support the franchisees in IT related issues like POS machines operational issues, and able to handle the ERP system.
7. **Onboarding Division:** Support in onboarding issues, Scrutiny of applications, Checking of eligibility criteria, uploading the application on portal.
8. **Any Others-** To be proactive and attentive to work in any situation to achieve the goal of the organization.



For the same, a bids are invited from eligible agencies that are in the business of providing the Support Desk Services and can establish a Support Cell for HAICL in its own premises or in the agencies premise. Consortium in this RFP are not allowed. The broad scope of work is listed below:

1. The agency/ Business Associate (BA) is required to operate the Centralized Support Cell min. 9 hrs. a day starting from 9.00 A.M to 6.00 P.M.
2. Selected BA shall have to ensure minimum 07 days training to the support cell agents and supervisors. Training shall include use of CRM module, proper interaction with prospective franchisee partners, franchisee partners and customers with respect to their queries, operations of HAICL and HAICL Administrative Hierarchy. The training content and program should be supplied to HAICL for its approval by the BA. Details of HAICL operations and Hierarchy will be provided and deliberated with all the supervisor and project manager in order to train the support cell agents on the same by the BA
3. All the Hardware, Software, Infrastructure, PRI lines, Toll Free nos., Gateway Charges, toll free number for registering complaints etc. to carry out operations shall be provided by BA. However, call & SMS charges as per actual will be reimbursed to BA for which BA will raise additional invoice (along with original invoice from telecom service provider) along with routine invoice. Also, complaints have to be landed on support cell CRM on toll free no. to be provided by bidder dedicated for franchisee related complaints
4. The BA has to dynamically change the work process as per the additional and modified functionalities of CRM as per utility requirement.
5. BA will primarily carry out the front-end work for the customer services i.e. provides assistance & guidance to the prospective franchisee partner, franchisee partners and customers. Every enquiry needs to be registered and the BA needs to provide the enquirer a unique registration number along with the work of escalation, monitoring & generation of MIS. The BA will also keep on tracking the status of the request till resolution and updates the prospective franchisee partner, franchisee and customer as and when required. System will escalate the un-attended queries/ complaints to the next level of hierarchy as per the pre-decided schedules to be provided by HAICL. BA will forward all type of queries/ complaints to designated mobile nos., email addresses and telephonically to the concerned HAICL fault rectification teams, sub-division offices and HAICL designated officers. BA will confirm the status of addressal of all the complaints from the prospective

franchisee partner, franchisee & customers and HAICL teams via telephone and SMS.

6. BA will also take feedback after the complaint resolution from all the franchisees and end customers via automatic IVRS mechanism & customers and franchisees will rate their experience (1 to 5, 5 means Best) by punching the numeric keys of mobile/telephone. BA will submit the daily/ weekly / monthly report to HAICL.
7. BA will follow up with EMI bill defaulters or any payment follow up as decided by HAICL from time to time. Also, BA will promote special campaign as decided by HAICL from time to time.
8. BA will also provide web enabled flexible Dashboard & MIS access to HAICL for review of operations to HAICL officers. Reports shall be system generated and updated on either real time or at least on hourly basis. Respective monthly MIS reports related to complaint volume, resolution status and time taken in comparison to SOPs defined by HAICL, performance of support cell agents etc. shall be submitted to concerned member of HAICL Head Office. BA shall maintain call recording data for minimum period of 3 months and other complaint data for period of two years in CRM. Bidder should be able to deliver all Call logs, voice logs, voice recordings and other necessary details required by HAICL in desired format on daily basis.
9. Franchisees and Customers will have the flexibility of getting their Complaint/ Request registered for almost all of the services through various channels to be provided by BA listed as below:-
  - a) **Phone call through IVRS** – Prospective franchisee partner, Franchisee and customers will be able to directly register their queries and complaints without any human intervention through computerized IVRS. The unique complaint number will be immediately given to the caller by the IVRS, followed by confirmation through SMS. BA will take approval from HAICL on the proposed work for IVRS which can be modified at any stage as per HAICL requirement.
  - b) **Portal to raise tickets in order to address received complaints: BA will make a portal. Tickets will be raised and forward to concerned division of HAICL or concerned nodal officers of other department. Portal should have dashboard. BA will provide ownership of this portal after contract period.**

#### 10. Complaints to be handled:

The types of illustrative complaints among others that shall be serviced are indicated below:



S. No.	Type of Complaint/Grievances	Nature of Complaint
1	General Queries	How to apply
		Eligibility for franchisee
		Selection parameters
		Total investment
		Margin to franchisee
		Product prices to end customer
		Available products
		Min. order value for ordering
		No. of manpower required
		Opening & closing time of store
		Process to quit the franchisee
		Duration of franchisee agreement
		Responsibility of repair & maintenance of store
		Insurance of inventory
		Reason for termination of franchisee agreement
Types of penalty to franchisee		
2	Franchisee Operational Support	Reason for choosing Har-Hith franchisee
		Benefits of Har-Hith Franchisee
		Marketing support to Franchisee
		Incentive support to Franchisee
		Where to complaint, if PoS is not working
		Development of store in terms of exterior & interior
		Other options like Portable cabin
		Training to Franchisee
3	Legal & Procedural Support	Delivery Support
		Documents Required for Franchisee
		Licenses Required for Franchisee
		Loan Support to Franchisee
		Documents Required for loan
		Process of settlement
		Transfer rights process
		Dispute resolving process
		Complaint support cell
Customer support cell		

11. The dialer system with the CRM should have the capability of automatically dialing out to the query/ complaint raiser to deliver information like delivery of products, payment reminders, payment acknowledgement and other information. The dialer should also be capable of working in both predictive and progressive modes depending on the requirement. System should have provision to send the SMS automatically through CRM apart from calling wherever applicable.
12. The Support Cell service solution shall have single window interface through multiple touch points. System to have a single window solution for showing all the available details for a prospective franchisee, franchisee, and customers



13. The Customer Care Service solution shall have call escalation facility, in case the issues are not resolved within the defined service levels.
14. CRM have to be integrated with HAICL Ticket portal & mobile application for automatic updation of details of franchisee
15. The BA will ensure that it provides 2 seats manned by competent manpower (off site or onsite) to carry out the scope of work as listed above. The BA should also ensure that one supervisor is provided along with the manpower. If required, HAICL reserves the right to amend the need of manpower as per the requirements from time to time. BA should be able to scale-up the operations at a notice of 7 days.

#### 7. 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:

S. No.	Requirement	Required Documents
1	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, 2022.	Incorporation/ Registration Certificate
2	2.1 The entity should have at-least 30 lacs turnover for providing Call Centre/ Support Desk services last three financial years. 2.2 Should be in active Call Centre/ Support Cell activities for 3 years in India.	Certificate from the statutory auditor/ Client's certificate and agreement/ work order
3	3.1 The Bidder should be having experience of running/ had run the operations of his own Customer Services Call Centres for service providing utilities in the field of FMCG Brands/ FMCG Retailers/ any recognized brand dealing with direct customers etc. 3.2 The Bidder should have experience in running Call Centres and Support desk for handling Queries and Grievances for any StateGovt. or Central Govt. institution with atleast active 10 seatsdedicated for the said call centre  Or The Bidder should have experience in running Call Centres for handling Queries and Grievances for recognised brand/company/institution with atleast active 50 seats dedicated for the said call centre	Client's certificate and agreement/work order



4	The bidder should not be currently 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 nondisclosure will lead to disqualification from the evaluation process.
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Along with the above the bidders need to provide copy of the following documents:

- GST
- Pan Card
- Firm's Call Centre Address with documentary proof



## 8. Invitation/selection criteria

- (i) Financial bid will be opened of only eligible bidders. Financial bid will be inclusive of taxes, installation cost or any other such costs.
- (ii) HAICL will award the work to the lowest financial quote (L1). If the difference between L1 and L2 bidders is not more than 5%, HAICL will negotiate with both L1 and L2 for the financial quote and will award the work to the lowest bidder among L1 and L2
- (iii) The selected vendor will deposit security deposit/performance bank guarantee of Rs. 1,00,000/- within 15 days of award of work. The security deposit will be refunded at the end of the engagement and HAICL and vendor will not claim any interest on deposited amount.

### **Note:**

- HAICL reserves the right to accept or reject any or all Bids, and to annul the Bidding process and reject all Bids at any time prior to award of Contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders on the grounds for the HAICL's action.
- Pooling by the bidders is strictly prohibited. If it is found at any stage that pooling has been done by the various bidders, then their bids / tender may be cancelled and action against the defaulting bidders will be taken such as black listing /debaring them from State Govt. tenders for two years.





### 9. 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.

### 10. Period of Engagement

The work order shall be issued for a period of 1 year and extendable for another 4 years (yearly basis) depending upon the performance of the BA. The tenure of the contract shall start from the date of issue of LOI. BA shall impart required trainings to agents and supervisors and start CSCC operations within one month of issue of LOI.

### 11. Manpower Qualifications and Seats

Sr. No.	Division	Designation	Qualification & Experience	Working
1	Calling	Support desk Supervisor	Graduate with minimum 3 years of similar experience in call Centre services	Overall monitoring, coordination and reporting
		Support Desk-Agent	Graduate/Diploma with minimum 1 year of working as a Helpdesk/Call Centre Agent with proficiency in Hindi & English language accent	Calling and resolving issues
2	Warehouse	Support desk Supervisor	Graduate with minimum 3 years of similar experience	For generating ASN, GRN, SRN and coordination with customers for delivery assistance
		Support Desk-Agent	Graduate with minimum 1 years of similar experience	For assisting in day to day transaction related to the department as per scope of work
3	Finance	Support desk Supervisor	Graduate in relevant field with minimum 3 years of similar experience	Coordination in Sales order authorization, Franchisee support in ledger and banking issues and other task of Finance division
		Support Desk-	Graduate in	For assisting in



		Agent	relevant field with minimum 1 years of similar experience	day to day transaction related to the department as per scope of work
4	Procurement	Support desk Supervisor-	Graduate with minimum 3 years of similar experience	For assisting in generation of PI, PO any task related to procurement
		Support Desk-Agent	Graduate with minimum 1 years of similar experience	For assisting in day to day transaction related to the department as per scope of work
5	Marketing	Support desk Supervisor-	Graduate with minimum 3 years of similar experience	Franchisee Audit, Franchisee sales, all issues of franchisees in their allotted territories/ Districts
		Support Desk-Agent	Graduate with minimum 1 years of similar experience	For assisting in day to day transaction related to the department as per scope of work
6	IT/Onboarding	Support desk Supervisor-	Graduate with minimum 3 years of similar experience	Support in Onboarding/IT issues as per scope of work
		Support Desk-Agent	Graduate with minimum 1 years of similar experience	For assisting in day to day transaction related to the department as per scope of work

**Note:** - BA should be able to scale-up the operations at a notice of 7 days.

## 12. Contract Performance Guarantee

- If the Security deposit is not submitted within 15 days from the date of issue of LOI, the HAICL reserves the right to cancel the LOA and initiate the action for allotment to L-2 firm at L-1 rate or below.
- The Contract Performance Guarantee is intended to secure the execution/ performance of the entire Contract. The Performance guarantee will be returned to the Business Associate without any interest at the end of the contract period with the approval of HAICL.

## 12. Ownership Change:

The Bidder shall be financially sound and must not be anticipating any ownership



change during the period from Bid submission to two years. However, in case the firm is anticipating any such ownership change/take over at any stage of the entire bid process and during the execution of contract. They shall seek prior approval from the Employer well in time. It shall be the sole discretion of the Employer to grant permission for such change in ownership / take over and if allowed by the HAICL for ownership change, the new company shall own all responsibilities and liabilities under the contract and the old firm should not be blacklisted by any state/center government or any of its agency.

### 13. Penalty for Delay in Completion

S. No.	Item	Process for Complaint Handling for Service Level Agreement Terms	Penalty
1.	Default in not deputing call center agent in requisite numbers in desired time/ shift.		Three times the financial quote for per shift (shall be derived from price bid)
2	Ticket portal	To be developed within 15 days of start of operations	Rs. 10000 per week of delay
3	Ticket generation	Ticket has to be raised in same working day	Rs 50 per ticket per day of delay
4	Submission of daily MIS	CRM report and dashboard summary report to be submitted on next working day.	Rs 1000 per day of delay
5	Delay in payment of the fees		The BA will pay the fees to the concerned support desk till 07th of subsequent month.



			Otherwise a penalty of Rs. 50 per case per day will be levied.
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#### **14. Blacklisting of the Firms**

The Business Associate will be blacklisted in the following conditions:

- If the Business Associate backs out of the contract at any stage, the firm will be issued two 15 days notices to commence the work failing which no further notices will be issued and the firm will be straightway blacklisted, without prejudice to other terms and conditions of the contract.
- If the firm indulge in fraudulent and illegal practices such as forgery, cheating or any civil/criminal wrongdoing or any grave misconduct of similar nature which has a direct impact on the contract and the HAICL. In such case no notice of default will be issued and the firm will be straightway blacklisted in addition to initiating the legal proceedings etc., without prejudice to the other terms and conditions of the contract.
- If the Business Associate fails to complete the work within the delivery/completion schedule, the deduction of the penalty will commence as per the terms and conditions of the present Bid Documents. On deduction of the complete penalty as admissible, the Business Associate will be issued one 15 days notice to complete the work failing which the Performance Bank Guarantee will be forfeited. Subsequent to the above two 15 days notices will be issued and the firm will be blacklisted thereafter.
- The Performance Bank Guarantee of the Blacklisted firms will be forfeited and the firm shall have no claim whatsoever on the same.

#### **15. Other Terms & Conditions**

- The financial proposal by the Bidders shall be in Indian Rupees (inclusive of all taxes and statutory expenses) Plus Service Charges as per enclosed format with no escalation provision for any reason whatsoever till the completion of the Assignment.
- The Bidder shall make available appropriate personnel as may be required for successful execution of the Assignment and or as may be required by HAICL on specified dates, venues and time in order to meet the obligations of HAICL.



- All claims shall be raised by the Bidder as per the terms of payment after being due, and would be accepted for payment based on satisfactory progress and quality of the work at the sole discretion of the competent authority.
- In case there is a delay by the Bidder in accomplishing the deliverables which in the opinion of HAICL is attributable to the Bidder, HAICL reserves the right to get such specific work(s) done through any other Agency(ies) at the risk and cost of the Bidder for timely completion of the deliverables.
- In case the performance of the proposed team member(s) is not satisfactory, the Bidder will be asked to change/replace the team members within 3 days of receipt of such request from HAICL with a member acceptable to HAICL.
- HAICL can cancel the contract at any stage of the work with 15 days of notice period, in case it is found that the knowledge of a team/team member(s) and or his/her performance is not satisfactory, any information given at the time of submission of the bid is found to be incorrect.
- Given the nature of the work being entrusted, the firm would have to give an undertaking to the effect that the contents/ essence of any reference/ documents given would not be disclosed to any third person without the express approval of HAICL, failing which the engagement of the firm could be terminated.
- If due to any reason or decision of the Govt., the Assignment is dropped and the Bidder is directed to discontinue work, the Drop Dead Fee would be limited to the payments received by the Bidder and the claims already raised, as per the payment terms relating to the Assignment, till the point of calling off the Assignment or as mutually agreed.
- HAICL reserve the right to accept or reject any or all Proposals/Offer or annul the bid Process or modify/ change the content of the bid document without assigning any reason.
- At any time prior to the deadline for submission of Bids, the HAICL may, for any reason, whether at its own initiative or in response to a clarification required by a prospective Bidder, modify the Bidding Documents by amendment(s). The amendment will be notified through Corrigendum uploaded in the websites of HAICL and <https://etenders.hry.nic.in/>. HAICL will bear no responsibility or liability arising out of non-receipt of the same in time or Otherwise. In order to afford prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the HAICL may, at its discretion, extend the deadline for the submission of Bids. Such amendments, clarifications etc. shall be binding on Bidders and will be given due consideration by the Bidder while they submit their Bids and invariably enclose such documents as a part of the Bid.



- HAICL shall not entertain any claim of any nature, whatsoever, including without limitations, any claim of expenses in relation to the preparation, submission or any other activity relating to bidding or any other expense till award of contract.
- The Bidder shall not be permitted to sub-contract any part of its obligations under the Contract with the utilities.
- All matters, question, disputes, differences and/or claims arising out of and/or concerning and/or in connection and/or in consequences or relating to this Contract whether or not obligations of either of both parties under this Contract be subsisting at the time of such dispute and whether or not this Contract has been terminated or purported to be terminated or completed, shall be referred to the Sole Arbitrator to be appointed by the Managing Director, HAICL. The arbitrator shall pass a speaking award. The Award of the Arbitrator shall be final and binding on the parties to this Contract.

## 16. Annexure 1 Covering Letter

From:

To: HAICL, Panchkula

**Sub: Appointment of a Call Centre Agency/ Support Desk for Providing Single Window Centralized Support Cell to HAICL Franchisee and Customers by Operating & Maintaining a Customer Services Support Centre (CSSC) in Haryana, preferably in tri-citylocation of Panchkula, Chandigarh or Mohali**

Sir,

1. We \_\_\_\_\_(Name of organization) herewith enclose Technical & Financial proposal for selection of our organization as Bidder on lump sum basis for providing Single Window Centralized Support Cell to HAICL Franchisees and Customers by Operating & Maintaining a Customer Services Support Cell (CSSC) in Haryana, preferably in tri-city location of Panchkula, Chandigarh or Mohali
2. All relevant documents required in this T.O.R. are enclosed
3. I/We hereby states that I/we have thoroughly read all the schedules, appendices, annexures to the tender document terms & conditions carefully and assure adherence to the same
4. Our offer is as per Terms & Conditions given in the tender document.

Signature of Authorized:

Person Name:

Designation & Company seal:

Date:

Place:



## 18. Annexure 2: Experience of Organisation

A. Brief Description of the Organization:

B. Outline of experience on assignments:

Sr. No.	Name of assignment with work order no. and date	No. of Agents & Supervisors	Client	Work Order Value	Date of Commencement	Date of Completion	Scope of work in brief/ type of Services Provided
1							
2							
3							
4							
5							

C. It is hereby certified that the above mentioned details are true and correct.

D. It is hereby certified that our company has actually carried out and completed the above mentioned work/as

Signature of Authorized Signatory

Full Name:

Date:





## 19. Annexure 3: Schedule of Price Bid

Price Bid Format is as under:

S. No	Description	Designation	All Inclusive Lump Sum Price in Rs. (inclusive of All taxes)
1	All inclusive cost of Supervisor per Month at HAICL (at premises of HAICL)	Support Desk Supervisor-Calling	
		Support Desk Supervisor-Warehouse	
		Support Desk Supervisor-Finance	
		Support Desk Supervisor-Procurement	
		Support Desk Supervisor-Marketing	
		Support Desk Supervisor-IT/Boarding	
2	All inclusive cost of Supervisor per month including all infra required (at premises of HAICL)	For All above Position-Position Wise	
3	All inclusive Per Shift Per Seat Monthly Cost (at premises of HAICL)	Support Desk Agent- Calling	
		Support Desk Agent - Warehouse	
		Support Desk Agent - Finance	
		Support Desk Agent - Procurement	
		Support Desk Agent - Marketing	
		Support Desk Agent - IT/Boarding	
4	All inclusive Per Shift Seat Monthly Cost including all infrarequired (at premises of HAICL)	For All above Position-Agent Position Wise	
5	Service Charge % (To be Charged on the Taxable Value)		
6	Annual Increment % (If renewed Annually)		

Note-

- Any charges related to calls or sms will not be included in financial bid. Such claims will be raised by BA and will be reimbursed by HAICL. Internet will be provided by HAICL in HAICL premise. Vendor will include internet expenses at own premises in financial bid. HAICL will provide work station, cctv, electricity and necessary cabling at HAICL premise, however these will be arranged by BA/vendor in its own premises at its own cost.
- HAICL head office is in Panchkula and currently running three Warehouse by LSP partner in Karnal, Patuadi and Hisar.
- No Routine TA/DA will be provided. Only in case if any official is deputed for audit of store/Intra districts/ outside the districts the same will be provided as per the State Govt. Policy.



## 20. Annexure 4: Proposed Methodology and Work Plan

Bidder Name:

Haryana Agro Industries Corporation Ltd.  
BaysNo.15-20, Sector-4, Panchkula, Haryana.  
Pin:134112, INDIA.  
**Tel:** +91-172-2561305,2561324,2561303  
**Fax:** +91-172-2561310,2561326  
**Email:** [haicpkl@gmail.com](mailto:haicpkl@gmail.com)

Dear Sir,

**1.1 We hereby enclose a brief write up on the proposed methodology to be adopted for running Customer Care Center Operations in prescribed timelines**

- i) Approach Methodology and Work Plan in responding to scope of work and deliverables
- ii) Key Personnel and their Task Assignment for Completing the Assignment

Authorized Signatory:

Name:

Address:



## 21. Annexure 5: No Blacklisting No Litigation Status

(Performa for No Blacklisting No Litigation Status Certificate on NJSP duly attested by Notary)

(To be submitted by the bidder along with his Bid)

Ref: \_\_\_\_\_ Dated \_\_\_\_\_

To

Haryana Agro Industries Corporation Ltd.  
BaysNo.15-20, Sector-4, Panchkula, Haryana.  
Pin:134112, INDIA.  
**Tel:** +91-172-2561305,2561324,2561303  
**Fax:** +91-172-2561310,2561326  
**Email:** [haicpl@gmail.com](mailto:haicpl@gmail.com)

Dear Sir,

1. I\*/We\* have read and examined the complete documents of NIT No. \_\_\_\_\_ related to \_\_\_\_\_ (full scope of work) on turnkey basis.

2. I\*/We\* hereby submit that our firm M/s \_\_\_\_\_ (with complete address) has never been 'Black-listed' / debarred by any Utility / any State / Central Govt., Department / PSUs till date nor we are facing / filed any Litigation proceedings regarding debarring (black listing) with either of the above said Agencies / States during last three years. Detection of false declaration / statement at any stage of the entire process of Bid / execution of work shall lead to penalty as deemed fit by the HAICL including forfeiture of earnest money, BG and termination of contract.

Signature along with seal of company

Date: - \_\_\_\_\_

(Duly authorized to sign the application on behalf of the firm).

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Name of Company: \_\_\_\_\_

### WITNESS

Signature:

Name & Postal Address :

Mobile No.



## **22. Annexure 6 Declaration of confidentiality**

Applicant to submit declaration on letter head mentioning that no information or data captured in this assignment will be used by anyone else than HAICL. No such information or data will be shared with anyone other than HAICL.

