

**Small Farmers' Agribusiness Consortium (SFAC),**  
**Department of Agriculture & Cooperation, Government of India**  
NCUI Auditorium Building, 5<sup>th</sup> floor, 3 Siri Institutional Area,  
August Kranti Marg, Hauz Khas,  
New Delhi – 110016  
Tel – 011 2656617/37, [www.sfacindia.com](http://www.sfacindia.com)

**Expression of Interest for  
Empanelment of Back End Support Partner(s) for Kisan Mandi at Delhi**

Small Farmers' Agribusiness Consortium (SFAC), under the Department of Agriculture & Cooperation, Ministry of Agriculture has a mandate to link farmers to investment, technology and markets. SFAC has promoted over 300 Farmers' Producer Organisations (FPOs) across the country.

For providing a platform for direct marketing of fruits & vegetables to these FPOs, SFAC has launched a Kisan Mandi at Delhi. For effectively linking the Kisan Mandi to the Farmers' Producers Organisations (FPOs), SFAC is seeking to empanel agencies, as Back End Support Partner(s) for aligning the FPO production plan with market demand, assuring product quantity & quality and adherence of FPOs to Kisan Mandi operation norms. Interested organisations may visit [www.sfacindia.com](http://www.sfacindia.com) for detailed scope of work and eligibility criteria.

Last date for submission of EoI is 07<sup>th</sup> November 2014.

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**INSTRUCTIONS TO THE APPLICANT**

**1. Background:**

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

For creating direct market linkages of FPOs with the buyers, SFAC has launched a Kisan Mandi at Delhi. The Kisan Mandi is a physical as well as online platform for transaction fruits and vegetables. Some of the key features of the Kisan Mandi are as below:

- SFAC will operate the KM with the assistance of technical partners (for marketing, software development, back-end support etc.) and these will be selected through open bidding on the basis of previous experience and domain knowledge.
- KM will act as a facilitator for identified FPOs/Grower Associations, helping to identify produce, support quality control, logistics, price discovery, delivery and payment.
- Dry and cold storage capacity will be created to hold some stocks for retail supply, while the effort will primarily be to create direct linkages between the farmgate and bulk demand.
- Target customers: Organized retailers, hotels, restaurant and catering (HORECA), large vendors, exporters, processors, RWAs, general public.
- SFAC will facilitate FPOs/GAs to set up sorting, grading and packing facilities near the farmgate so that only sorted, graded and packed or semi-packed products are available at KM. Training inputs will be given by KM to enable FPOs to meet quality norms.
- KM will organize promotional activities, buyer-seller meet, publicity etc. to attract buyers.

- Strong ICT backed sale platform for online sales, transparent, price discovery, logistics tracking etc will be developed.

Through this EoI, SFAC invites, technical offers from interested parties to provide the services of Back End Support to Kisan Mandi to ensure maximum number of FPOs get connected with the Kisan Mandi and supply the required products.

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

Broad scope of work of the Back End Support Partner(s) for Kisan Mandi will be as follow:

- I. To work with the FPOs for enhancing their capability to supply the products to Kisan Mandi by generating awareness amongst them about the Kisan Mandi, its benefits, operational guidelines and how FPO can register themselves with the Kisan Mandi;
- II. Assist FPOs in production planning as per the demand schedules of the Kisan Mandi;
- III. Creating awareness about quality specifications / product grades as well as training farmers on adequate post-harvest management practices;
- IV. Ensure grading and sorting of the fruits, vegetables and other agricultural products have been done and quality criteria has been fulfilled by the FPOs before they dispatch the material to Kisan Mandi / Buyer;
- V. Facilitate the FPOs in efficient operations at the Collection Centre, in terms of timely arrival of the product, grading, sorting, packaging and dispatch as per schedule and also documentations and transactions;
- VI. Facilitate FPO in linking with logistic service providers and other support services providers for efficient operation management;
- VII. Any other activity required for maximising the volume inflow at Kisan Mandi.
- VIII. Payment of services: SFAC will fix the service fee based on the transactions which will be revised from time to time and offered to empanelled service providers.

The agency will need to appoint capable dedicated human resources having knowledge and experience in production planning, post-harvest management of the Fruits and Vegetables, operation of Collection Centre and logistics management.

## **3. Eligibility Criteria**

The following categories of bidders are eligible to apply for empanelment as Back-End Support Partner

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

Provided that:

- I. The registered entity has been in existence for at least three years and has audited balance sheet for this period;
- II. The entity has presence in Minimum of three States in the Country with its own offices and team;
- III. The entity has experience of working with FPOs, GAs and similar farmer group production planning, post-harvest management, market linkages and handling fruits & vegetables.
- IV. Minimum turnover in the last financial year is Rs. 50.00 lakhs

#### **4. Authorized Signatory**

The 'Applicant' mentioned in the EOI document shall mean the one who has signed the EOI document forms. The applicant should be the duly Authorized Representative, for which a certificate of authority will be submitted. All certificates and documents (including any clarifications sought and any subsequent correspondence) received hereby, shall, as far as possible, be furnished and signed by the Authorized Representative.

#### **5. Pre-Bid Meeting**

SFAC will organise a pre-bid meeting of the interested parties on 05<sup>th</sup> November, 2014 at SFAC HO. Interested bidders can participate and raise their queries, if any, during the pre-bid meeting. If considerable suggestions / changes will require to be made in the EOI based on Pre-Bid Meeting, revised EoI document shall accommodate the same. For participation, kindly send details at [msg.fpo@sfac.in](mailto:msg.fpo@sfac.in).

#### **6. Submission of EoI**

The Expression of Interest complete in all respects shall be submitted in hard copy only in sealed envelope super scribed as "EOI for Empanelment of Back End Support Partner(s) for Kisan Mandi" to SFAC by 07<sup>th</sup> November 2014 at following address:

**Managing Director,**

Small Farmers' Agribusiness Consortium (SFAC), Department of Agriculture & Cooperation, Government of India,

NCUI Auditorium Building,

5<sup>th</sup> floor, 3 Siri Institutional Area,

August Kranti Marg, HauzKhas,

New Delhi – 110016

Tel – 011 2656617/37

[www.sfacindia.com](http://www.sfacindia.com)

## **7. Documents to accompany EOI**

The applications shall be complete with the following documents:

- Expression of Interest in Form – I.
- Organisation Profile, explaining capabilities, resources, network and field presence.
- Details of experience of similar assignment along with supporting documents such as work orders, satisfactory completion certificate etc. (at least for the last 3 years)
- Details of Financial status of the applicant.
- Details of staff working in the organisation along with Name, Educational qualification, experience and trainings etc.
- Any other information required in support to the scope of work.

Every sheet and all forms complete in all respects shall be signed by the person/ persons duly authorized to sign on behalf of the applicants with affixing the applicant's rubber stamp. The Power (s) of Attorney on 50 Rs. stamp paper authorizing the signatory shall be enclosed with the offer. Any / all corrections made in the proposal shall be duly authenticated by the signature of the Authorized Signatory.

## **8. Amendment to EOI**

At any time prior to the last date for receipt of proposals, SFAC, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by an amendment. In order to provide prospective applicants reasonable time in which to take the amendment into account in preparing their proposals,

SFAC may, at its discretion, extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI.

## 9. Time Period

The services of the selected Back-End Support Partner will be engaged initially for 1(one) year and may be extended for another one year subject to satisfactory performance of the Agency.

## 10. Rejection of EOI

The application is liable to be rejected if:

- a) The application is not covered in proper sealed cover with superscription as indicated above.
- b) Not in prescribed form and not containing all required details.
- c) Not properly signed.
- d) Received after the expiry of due date and time.
- e) Offer is received by fax, telegram or e-mail & not followed /supported by the prescribed documents within the stipulated date.

## 11. Bidding Procedure:

Technical bid is invited in sealed envelopes, which should be clearly marked as:

**“Technical Bid for Empanelment Back End Support Partner(s) for Kisan Mandi, New Delhi”**

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

S. No.	Criteria	Marks
i.	<b>Previous experience of applicant / promoter in following areas</b>	<b>50</b>
	a. Working with the FPOs	25
	b. Production planning, Post-Harvest management training, market linkages	25
ii.	<b>Organisational Capabilities in terms of field presence and manpower</b>	<b>50</b>
	<b>Total</b>	<b>100</b>

Minimum marks to be achieved to qualify for empanelment are 70.

The selected bidder(s) will be officially contracted for a period of one years, which may be extended further based on satisfactory performance.

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

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FORM – I  
EOI Letter Proforma

To

Managing Director,  
Small Farmers' Agribusiness Consortium (SFAC), Department of Agriculture &  
Cooperation, Government of India,  
NCUI Auditorium Building,  
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Sub: Expression of Interest for '**Empanelment as Back End Support Partner(s) for Kisan Mandi, Delhi**'

Sir,

The undersigned having read and examined in detail all the EOI documents pertaining to the Empanelment of Back End Support Partner(s) for Kisan Mandi, Delhi for facilitating sale of agricultural / horticultural commodities, do hereby express the interest to do the work as specified in the scope of work.

Correspondence details:

1.	Name of the Agency / Organisation	
2.	Address	
3.	Telephone & Fax Number	
4.	E-mail Address	
5.	Name and designation of the person authorized to make commitments to SFAC	
6.	Year of Establishment	
7.	Constitution of organisation	
8.	Legal Status of Organisation	
9.	The details of the top management with professional qualifications and Experience	
10.	Financial Statement of last three years	
11.	Business Volumes handled in last three years	



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

Year	Name of Assignment	Name of Clients	Supporting Documents

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

S. No.	Document	Yes / No
1.	A write up on the capability statement	
2.	A write up on the understanding of the assignment	
3.	CV's of the person(s) proposed to be involved for this contract	
4.	Company/ Organization profile giving details of current activities and management structure	
5.	Evidence of Incorporation	
6.	Proposed Work Plan for linking FPOs to Kisan Mandi	
7.	Any other supporting documents	
8.	Undertaking mentioning the organisation has not been black-listed by any of the State Government / Central Government or International organisation	

I/ We hereby declare that my/ our EOI is made in good faith and the information contained is true and correct to the best of my/ our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature of the Applicant)

Name:

Designation:

Seal:

Date:

Place:

Witness:

Signature \_\_\_\_\_