

**REQUEST FOR PROPOSAL (ONLY THROUGH E-TENDERINGMODE)**

**FOR APPOINTMENT OF AGENCY**

- 1. TO DEVELOP AN E-MARKETING PLATFORM FOR TRADING OF AGRICULTURE PRODUCE DIRECTLY FROM THE FARMGATE AND SUBSEQUENTLY BUILDING DIRECT MARKET LINKAGES BETWEEN FARMERS AND BUYERS OF AGRI PRODUCE**
- 2. TO PROVIDE A PROJECT MANAGEMENT UNIT TO ASSIST IN PLANNING IMPLEMENTATION AND POST ROLLOUT MONITORING OF E-MARKETING PLATFORM**



**RFP REF NO. SE(AM)/AP/GNT/05/2020, DT.7-9-2020**

**DEPARTMENT OF AGRICULTURE MAREKTING**  
**[GOVERNMENT OF ANDHRA PRADESH]**  
Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (A.P).  
Website: <http://market.ap.nic.in> / email:seamapse@gmail.com  
/ Cell: 9182361156 / 9182361159

**SCHEDULE OF BIDDING PROCESS AND KEY DATES**

**Appointment of Agency:**

<b>S. No</b>	<b>Event Description</b>	<b>Date</b>	<b>Time</b>
1	RFP downloadable from e-procurement website <a href="http://tender.apecurement.gov.in">http://tender.apecurement.gov.in</a>	9-9-2020	11-00 AM
2	Last date for submission of queries through email on <b>seamapse@gmail.com</b>	15-9-2020	11.00 AM
3	Pre-bid Meeting	15-9-2020	3.00 PM
4	Reply to Queries	18-9-2020	3.00 PM
5	Last date for submission of Bid	23-9-2020	3.00 PM
6	Opening of "other submissions and bid security and technical proposals"	24-9-2020	3.00 PM
7	Presentation by bidders	25-9-2020	11.00 AM
7	Opening of financial proposals	25-9-2020	3.00 PM
10	Issue of "Letter of Award" (LoA)	Will be intimated later	
11	Last date for signing Agreement	Will be intimated later	

**DEPARTMENT OF AGRICULTURE MARKETING  
GOVT. OF ANDHRA PRADESH**

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## DISCLAIMER

The information contained in the Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the **Agricultural Marketing Department Government of Andhra Pradesh, (herein after, AMD- GOAP)** is provided to Applicants on the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the AMD-GoAP to the prospective Applicants or any other person.

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon the 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. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

AMD-GOAP also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. AMD-GOAP may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that AMD-GOAP is bound to select any applicant or to appoint the Selected Applicant, as the case may be, for the project and AMD-GOAP reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The applicant 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 AMD-GOAP or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and AMD-GOAP shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection process.

AMD-GOAP and/or its officers, employees disclaim all liability from any loss or damage, whether foreseeable or not, suffered by any person acting on or refraining from acting because of any information including statements, information forecast, estimates or projections contained in this document or conduct ancillary to it whether or not the loss or damage arises in connection with any omission, negligence, default, lack of care or misrepresentation on the part of AMD-GOAP and / or any of its officers/ employees.

# **Section - 1**

## **Letter of Invitation**

**AGRICULTURAL MARKETING DEPARTMENT**  
**GOVERNMENT OF ANDHRA PRADESH**  
**Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (AP)**  
**Website: <http://market.ap.nic.in> / email: [seamapse@gmail.com](mailto:seamapse@gmail.com) / Cell: 9182361159 / 9182361156**

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Sir/Madam,

Sub: Appointment of Agency

1. To Develop An E-Marketing Platform for Trading of Agriculture Produce directly from the farm gate and Subsequently Building Direct Market Linkages Between Farmers and Buyers of Agri Produce
2. To Provide A Project Management Unit to Assist in Planning Implementation and Post Rollout Monitoring Of E-Marketing Platform

The Agricultural Marketing Department, Government of Andhra Pradesh, requires services of an agency to develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce as well as to provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform in the State of Andhra Pradesh for a **Period of Three Years from the date of signing of contract during FY 2020-21, FY 2021-22 and FY 2022-23 and can be extended for one more year with** mutually agreeable terms and annually increase rate of 10% in order to address inflation. More details on the services solicited are provided in the Terms of Reference in this Request for Proposal (RfP) document.

Interested organizations are invited to participate in the bid procurement process and can download the RfP from <http://tender.apeprocurement.gov.in>. Prospective Bidders can submit their Proposal as per the attached RFP document on e-procurement portal. The details regarding bid document fee, bid processing fee and uploading procedure will be there on e-procurement portal.

The department shall select an agency as per the procedure described in the RfP. You may submit your proposal online at <http://tender.apeprocurement.gov.in> and hard copies of the uploaded proposals may be sent in a sealed cover, addressed to the Superintending Engineer (AM), O/o Commissioner & Director, Agricultural Marketing Department, Government of Andhra Pradesh, Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (A.P), on or **before 3.00PM on 24-9-2020** as per the attached RFP document. You may read detailed instructions for bidders at <http://tender.apeprocurement.gov.in> before uploading the proposal online.

The proposal (RfP) can also be downloaded from this site. It is mandatory for Agencies to submit proposal online and hard copy if the same within stipulated time failing which the proposal are liable to be rejected. AMD-GOAP also reserves the right to accept or reject any or all the offers without assigning any reasons thereof.

Yours faithfully,

Encl: RFP Commissioner and Director of Agri. Marketing

## **Section - 2**

### **Instructions to Bidders**

## **Instructions to Bidders**

### **Part – 1**

#### **1. Definitions**

- a) Employer or AMD-GOAP means State Agricultural Marketing Department, Government of Andhra Pradesh who has invited bids for services with whom the selected agency signs the Contract for the Services and to whom the selected agency shall provide services as per the terms and conditions and Terms of Reference (ToR) of the contract.
- b) “Agency” means any entity or person or associations of person who submits their proposals to provide the Services to the Employer under the Contract.
- c) “Contract” means the Contract signed by the Parties for this assignment
- d) “Project specific information” means such part of the Instructions to Agencies used to reflect specific project and assignment conditions.
- e) “Day” means calendar day.
- f) “Government” means the Government of Andhra Pradesh
- g) “Instructions to Agencies” means the document which provides information to prospective applicants/ Agencies with all information needed to prepare their proposals.
- h) “Personnel” means professionals and support staff provided by the Agency or by any Sub-agency and assigned to perform the Services or any part thereof;
- i) “Proposal” means the Technical Proposal and the Financial Proposal.
- j) “RfP” means the Request for Proposal prepared by the Employer for the selection of Agencies.
- k) “Assignment/ job” means the work to be performed by the agency pursuant to the Contract.
- l) “Terms of Reference” (ToR) means the document included in the RfP as Section 5 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the agency, and expected results and deliverables of the Assignment/job.



## 2. Introduction

The Agricultural Marketing Department, Government of Andhra Pradesh wishes to engage services of an agency;

- i. To develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce
- ii. To provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform;

in the State of Andhra Pradesh for a Period of Three Years from the date of signing of contract during FY 2020-21, FY 2021-22 and FY 2022-23 and can be extended for one more year as per our requirement after performance evaluation.

2.1 The agency is expected to:

- a) Assist AMD-GOAP in developing a holistic e-marketing platform which facilitates trade of all agricultural commodities grown in the state.
- b) Provide operational model for interlinking of e-marketing and Farm gate infrastructure available in the state
- c) Aid the department in registration of buyers and sellers on the platform
- d) Create the digital database for market profile of all agri-commodities and inventory list of all the traders in the state
- e) Assist in empanelment of logistics provider, quality assayer and payment gateway provider with the e-marketing platform
- f) Assist in creation of a Special Purpose Vehicle (SPV) to handle overall operational model of e-Marketing & farm gate infra
- g) Develop dispute resolution/arbitration framework for all transactions taking place on the platform
- h) Assist in Integration of e-marketing application with existing e panta software and CM APP to take latest crop profile
- i) Provide initial orientation to master trainers to brief end users like PACS/FPOs for using the platform

2.2 The date, time and address for submission of the proposal have been given in Part II Data Sheet.

2.3 The Agencies are invited to submit their Proposal, for assignment/job named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected agency.

2.4 Agencies should familiarize themselves with local conditions and take them into account in preparing their Proposals. If any clarification is required on any clause/condition of the RFP, the same may be forwarded within the prescribed time period i.e. before the 'last date for queries' to the Employers 'representative.

2.5 Agencies shall bear all costs associated with the preparation and submission of their proposals and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to award of the Contract without thereby incurring any liability to the Agencies.

**3. Minimum Eligibility Criteria:**

Organizations are liable to be disqualified / rejected if they do not meet the following minimum eligibility criteria-

S.No	Criteria	Documents requirement
i.	To enhance the competency & capability of Lead Organization, consortium is allowed. <b>Maximum Three</b> associate Organizations are allowed to associate with the lead Organization in a Consortium. More than that will lead to rejection of proposal.	Consortium agreement and Power of Attorney
ii.	Bidding Organization should be registered under Societies Registration Act / Indian Trust Act / Company Act / Body Corporate in India and must have an experience of minimum 3 years after registration in online trade of agriculture/horticulture commodities	Registration Certificate
iii.	Adherence to provision of constitution of management committee / Board Trustees in the bylaws will be verified. The Management Committee should have clear roles and responsibilities and should have regular meetings as per the bylaws	Supporting Document
iv.	The Organizations should attach PAN and GST registration Number certificate.	Copy of registration
v.	The lead Consortium Partner must have minimum average annual turnover of <b>INR50 Crores</b> in last 3 years from 2017-18 to 2019-20 and supported by the Audited Statements.	Audit reports and turnover certificate issued by Chartered Accountant
vi.	The organization (Lead & consortium Partner/s) should not be blacklisted by any State and central government department /agency.	Undertaking of agency certified by Notary
vii.	The Organization's office bearers (Lead & consortium Partner/s) should not have been convicted of any criminal offences.	Undertaking of agency certified by Notary

#### 4. Clarification and Amendment of RFP Document

- 4.1 Bidders may request a clarification /query on any clause of the RfP document within the timeframe indicated in the Part II Data Sheet. Any request for clarification must be sent in writing or e-mail to the Employer's address/email indicated in the Part II Data Sheet. The Employer will respond in writing or by e-mail and post all such clarifications through email **seamapse@gmail.com** before **15-9-2020 at 11 AM**.
- 4.2 At any time before the submission of proposals, the Employer may amend the RfP by issuing an addendum in writing or at bidding site. The addendum shall be binding on all Agencies. Bidders shall acknowledge receipt of all such amendments. To give the bidders reasonable time in which to take an amendment into account in their proposals, the Employer may, if the amendment is substantial, extend the deadline for the submission of proposal.
- 4.3 Pre-bid meeting as per the date indicated in the document will be convened to clarify any concerns bidders may have with the solicitation documents, scope of work and other details of the requirement. This meeting will be formal and the results of the pre-bid meeting will be made available in writing to all prospective bidders and through e-mail **seamapse@gmail.com** before **18-9-2020 at 3 PM**

#### 5. Conflict of Interest

- 5.1 The Employer requires that agency provide professional, objective and impartial advice and at all times hold the Employer's interest paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- 5.2 Without limitation on the generality of the foregoing, agency, and any of their affiliates, shall be considered to have a conflict of interest and shall not be appointed, under any of the circumstances set forth below:
- a) **Conflicting Activities:** An agency or any of its affiliates selected to provide services for assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project, if the agency or any of its affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.
  - b) **Conflicting Assignment/job:** An agency (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the agency to be executed for the same or for another Employer.
  - c) **Conflicting Relationships:** An agency that has a business or family relationship with a member of the Employer's staff who is directly or indirectly involved in any part of the project shall not be awarded the Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Employer throughout the selection process and the execution of the Contract.

d) Agencies have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may reasonably be perceived as having this effect. Any such disclosure shall be made as per the forms of technical proposal provided herewith. If the agencies fail to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the agency during bidding process or the termination of its contract during execution of the assignment.

**6. Unfair Advantage**

If an applicant/bidder could derive a competitive advantage from having provided services related to the assignment/job in question, and which is not defined as conflict of interest as per Para above, the Employer shall make available to other prospective bidders with all information that would in the respect give such applicant /bidder any competitive advantage over competing Agencies/bidders.

**7. Proposal**

Agencies shall submit only one proposal for this project. If an agency submits or participates in more than one proposal, such proposals shall be disqualified.

**8. Proposal validity**

Part II Data Sheet indicates how long Agencies' proposals must remain valid after the submission date. During this period, Agencies shall maintain the availability of professional staff nominated in the proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise; however, the Employer may request Agencies to extend the validity period of their proposals. Agencies who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their financial proposal; Agencies could submit new staff replacement, which would be considered in the final evaluation for award of the contract. Agencies who do not agree have the right to refuse to extend the validity of their Proposals. Under such circumstance, the Employer shall not consider such Proposal for evaluation.

**9. Preparation of Proposal**

9.1 The proposal as well as all related correspondence exchanged by the Agencies and the Employer shall be written in English language, unless specified otherwise.

9.2 In preparing their Proposal, Agencies are expected to examine in detail the documents comprising the RfP. Material deficiencies in providing the information requested may result in rejection of a proposal.

9.3 While preparing the Technical Proposal, Agencies must give particular attention to the following:

- a) The duration of the assignment and number of Professional staff months for the Assignment/job. The Proposal shall be based on number of Professional staff months or budget estimated by the Agencies. While making the Proposal, the agency must ensure that they propose the minimum number and type of experts as sought by the Employer, failing which the proposal shall be considered as non-responsive.
- b) Alternative professional staff shall not be proposed and only one curriculum vitae (CV) may be submitted for each position mentioned.

Depending on the nature of the assignment/job, Agencies are required to submit a Technical Proposal (TP) in forms provided in Section -3. Part II Data Sheet in Section – 2 indicates the format of the Technical Proposal to be submitted.

Submission of the wrong type of Technical proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicative in the following Para from (a) to (f) using the attached Forms (Section 3).

- c) Form TECH-1 in Section – 3 is a sample letter of technical proposal submission, which is to be submitted along with the technical proposal.
- d) A brief description of the organization will be provided in Form TECH-2 (Section-3). In the same form, the agency will provide details of experience of assignments which are similar to the proposed assignment/job as per the TOR. For assignment/job, the outline should indicate the names of Professional staff who participated, nature and duration of the assignment/job, contract amount, and agency's involvement. Information should be provided only for those assignment/jobs for which the agency was legally contracted by an Employer as a corporation or as one of the major firm/entity within a joint venture. Assignment/jobs completed by individual professional staff working privately or through other companies cannot be claimed as the experience of the agency, or that if the agency's associates, but can be claimed by the Professional staff themselves in their CVs. Agencies should substantiate the claimed experience along with the proposal and must submit letter of award/ copy of contract for all the assignments mentioned in the proposal.
- e) Comments and suggestions on the Terms of Reference (ToR) including workable suggestions that could improve the quality/ effectiveness of the assignment/job/ (Form TECH of Section3)
- f) A description of the approach, methodology and work plan for performing the assignment/ job covering the following: technical approach and methodology, work plan, project organization and availability of experts, and transfer of knowledge/training. Guidance on the content of this section of the Technical Proposals is provided under Form TECH -4 of Section 3. The work plan should be consistent with the Work Schedule (Form TECH-7 of Section 3) which will be shown in the form of a Gantt chart the timing for each activity.

- g) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in Form TECH-5 of Section3.
- h) CVs of the Professional staff as mentioned in para 8.4(d) above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TECH-6 of Section3).
- i) Estimates of work schedule should be given in Form TECH-7 of Section 3. Information relating to “conflict of interest” should be furnished in Form TECH-8 of Section3.

**Technical Proposal** shall not include any financial information. Technical Proposal containing financial information may be declared non-responsive.

**Financial Proposals:** The Financial Proposal shall be prepared using the prescribed Forms (Section4). It shall list all costs associated with the assignment/job, including (a) Remuneration for staff and (b) Reimbursable expenses, indicated in the Part II Data Sheet. The financial proposal shall be rejected summarily, if found not in the prescribed forms.

## **10. Taxes**

The Agency shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the Contract. All such duties and taxes must be included by the Agency in the financial proposal.

## **11. Currency**

Agency shall express the price of their assignment/job in Indian Rupees(INR) only.

## **12. Earnest Money Deposit (EMD) and Performance Guarantee**

### **12.1 Earnest Money Deposit**

- a) An earnest money of Rs.25,00,000 (Rupees Twenty-Five lakh only) in the shape of bank draft/demand draft in favour of The Superintending Engineer, Agricultural Marketing Department, GoAP payable at Guntur in the technical bid.
- b) Proposals not accompanied by EMD shall be declared as non-responsive.
- c) No interest shall be payable by the Employer for the sum deposited as EMD.
- d) The EMD of the unsuccessful bidders would be returned back within seven days of signing of the contract with the selected bidder/Agency.

## 12.2 Forfeiture of EMD

The EMD shall be forfeited by the Employer in the following events:

12.2.1 If the proposal is withdrawn during the validity period or any extension agreed by the Agency thereof.

12.2.2 If the proposal is varied or modified in a manner not applicable to the Employer after opening of Proposal during the validity period or any extension thereof.

12.2.3 If the agency tries to influence the evaluation process

## 13. Performance Guarantee

The selected agency shall be required to furnish a Performance bank Guarantee equivalent to **5% of the contract value** rounded off to the nearest thousand Indian Rupees in the form of an unconditional and irrevocable bank guarantee from a scheduled commercial bank in India in favor of Superintending Engineer, Agricultural Marketing Department, GoAP payable at Guntur for the period of contract with 60 days claim period beyond the completion of all contractual obligations. The bank guarantee must be submitted after award of contract but before signing of the service contract. The successful bidder must renew the bank guarantee on same terms and conditions for the period up to contract including extension period, if any. Performance Guarantee would be returned only after successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable/payable from/by the agency on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

## 14. Submission, Receipt and opening of Proposal

The original proposal, both Technical and Financial shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the format of TECH-1 of Section 3, and FIN-1 of Section 4 respectively.

An authorized representative of the Agencies shall initial all pages of the original Technical and Financial Proposals. The signed Technical and Financial Proposals shall be marked "ORIGINAL".

***The original and three copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL". Similarly, the original Financial Proposal shall be placed in a separate sealed envelope clearly marked "FINANCIAL PROPOSAL" followed by the name of the project. The envelopes containing the Technical proposals, Financial Proposals and EMD shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, and reference number clearly marked "DO NOT OPEN BEFORE TIME (time and date of the opening indicated in the data sheet)". The Employer shall not be responsible for misplacement, losing or premature opening if the outer envelope is not sealed and/or marked as stipulated. This may lead to rejection of the Proposal. If the Financial Proposal is not submitted in a sealed envelope duly marked as indicated above, this will constitute grounds for declaring the Proposal non-responsive.***

The proposals must be submitted in person to the addressee indicated in the Data Sheet and received by the Employer not later than the time and the date indicated in the Data Sheet, or any extension to this date in accordance with the para 7. Any proposal received by the Employer after the deadline for the submission shall be returned unopened. Technical Proposals will be opened on the date and time indicated in Part II Data Sheet in the presence of the representatives of the agencies who wish to attend.

## **15. Proposal Evaluation**

From the time the proposals are opened to the time the contract is awarded, the Agencies should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by Agencies to influence the Employer in the examination, evaluation, ranking of proposals, and recommendation for award of contract may result in the rejection of the Agencies' proposal.

The Employer has constituted a Bid Evaluation Committee (BEC) for selection of the agency 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 in Clause 14.2 of Section 2 - Instruction to Agencies. In the first stage of evaluation, a proposal shall be rejected if it is found deficient as per the requirement indicated for responsiveness of the proposal. Only responsive proposals shall be further taken up for evaluation. Evaluation of the technical proposal will start first and at this stage the financial bid (proposal) will, remain unopened. The qualification of the agency and the evaluation criteria for the technical proposal shall be as defined below.

### **15.1 Criteria for Evaluation of Technical Proposal:**

The criteria defined in Clause 14 of Section 2 – Instruction to Agencies would be followed for evaluation of technical proposals. **Only applicants obtaining a total score of 70 (on a maximum of 100) or more on the basis of criteria for evaluation given below would be declared technically qualified.**

Financial proposals of only those Agencies which are declared technically qualified shall be opened publicly, on the date and time specified in the Data sheet, in the presence of the Agencies 'representatives who choose to attend. The name of the Agencies, their technical score (if required), and their Financial Proposal shall be read aloud.

### **15.2 Method of Selection:**

**In deciding the final selection of the agency, the technical quality of the proposal will be given a weightage of 80% based on criteria for evaluation.** The price bids of only those Agencies who qualify technically will be opened. **The financial proposal shall be allocated a weightage of 20%.** For working out the combined score, the employer will use the following formula:



**Total points:**  $[(0.8 \times TS) + \{0.2 \times (CFS \times 100)\}]$  where

- TS stands for Technical Score,
- CFS stands for composite financial score. Formula for Composite financial score (CFS) =  $[0.2 \times (\text{Lowest cost of bid}/A1) + 0.6 \times (\% \text{lowest fee quoted}/B1) + 0.2 \times (\% B2/ \% \text{highest fee quoted})]$

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:

	Agency A	Agency B	Agency C
Technical Score	75	80	90
A1 (in INR)	2000	4000	6000
B1 (in %age)	40	44	48
B2 (in %age)	60	40	80
CFS (Refer formula in form FIN-2)	0.95	0.75	0.77
<b>Total Points</b>	79	79	87

The agency with the maximum marks i.e. agency C will be shortlisted.

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

The BEC will correct any computation errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between words and figures, the former will prevail. In addition to the above corrections the items described in the technical Proposals but not priced, shall be assumed to be included in the prices of other activities of items. In case an activity of line items is quantified in the Financial Proposal differently from technical proposal, no corrections will be allowed to the Financial Proposal.

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

## 16 Negotiations

**Financial Negotiations:** Negotiations, if considered necessary, shall be held only with the agency who shall be placed as H- 1 bidder after combined evaluation of the Technical and Financial Proposal. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the agency. Date and Time for negotiation shall be communicated to the H-1 agency. Representatives conducting negotiations on behalf of the agency must have the written authority to negotiate and conclude the contract.

## **17. Award of Contract**

After completing negotiations, the Employer shall issue a Letter of Award to the selected agency and promptly notify all other Agencies who have submitted proposals about the decision taken.

The agency will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of the agency), as per Schedule of Bidding date.

The agency is expected to commence the assignment/ job on the date specified in the Part II Data Sheet.

## **18. Confidentiality**

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Agencies 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 agency 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.

## **19. Payment Terms**

The terms of payment would be linked to the deliverables of the project and are specified in the other terms and conditions (Section 6).

**INSTRUCTIONS TO AGENCIES**  
**PART –II: DATA SHEET (PROJECT SPECIFIC INFORMATION)**

Clause No.	Ref. Para of Section 2 of part.1	Particulars of data sheet
1	1(a) & 2.1	<b>Name of the Employer:</b> State Agriculture Marketing Department, Government of Andhra Pradesh
2	2.1	<b>Name of the Assignment/job:</b> Appointment of agency i. To develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce ii. To provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform
3	3.1	<b>Eligibility:</b> The minimum eligibility criteria and corresponding documentary proofs are already mentioned in <b>section 3 of RFP</b>
4	4.1	Date & Time of Pre-bid Meeting: <b>15-9-2020 @ 3 PM</b>
5	5.1	Last date & time and address for submission of proposal at <a href="http://tender.apecurement.gov.in">http://tender.apecurement.gov.in</a>
	Date	<b>23-9-2020</b>
	Time	<b>3.00 PM</b>
	Address	Agricultural Marketing Department, Government of Andhra Pradesh Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (A.P) Cell: 9182361159 / 9182361156, email: seamapse@gmail.com
6	6.1	Opening of Technical Proposal
	Date	<b>24.9.2020</b>
	Time	<b>3:00 PM</b>
	Venue	Agricultural Marketing Department, Government of Andhra Pradesh Old Mirchi Market Yard, Chuttugunta, Guntur – 522 004 (A.P)
	6.2	Opening of Financial proposal
	Date	<b>25.9.2020</b>
	Time	<b>3.00 PM</b>
	Venue	As above in point 5
	6.3	Presentation by Short-listed parties
	Date	<b>25.9.2020</b>
	Time	<b>11.00 AM</b>
	Venue	As above in point 5
7	7.1	Proposals must remain valid for 90 days after the last date of submission i.e. <b>25.9.2020</b>
8	8.1	The formats of the Technical & Financial Proposals to be submitted are
		Form Tech1: Letter of Technical Proposal submission
		Form Tech2: Agencies organization and experience

		Form Tech3: Comments& suggestions on TOR	
		Form Tech4: Approach, methodology and Work Plan	
		Form Tech5: Team Composition	
		Form Tech6: Curriculum Vitae	
		Form Tech7: Work Schedule	
		Form Tech 8: Information regarding any conflicting activities and declaration thereof	
		Form Tech 9: Power of Attorney Format	
		Form Fin1: Letter of Financial Proposal submission	
		Form Fin2: Financial Bid Submission Form	
9	9.1	Agency should state the cost in Indian Rupees	
10	10.1	<b>Agency must submit one original plus 3 copies, one soft copy (of the Technical Proposal (which would include supporting proofs/documents) &amp; one original Financial Proposal</b>	
11	11.1	The estimated number of professional staff –months required for the Assignment/job is : 180 staff months to be estimated by the Bidder.  <b>The agency should also indicate the number and details of the ground research team (detailed CVs are not required for ground research team) associated with the Key Team members in their work plan.</b>	
		The Employer would provide Agencies the necessary support in terms of information/documents/co-ordination with other division/office/state etc. whenever and wherever considered necessary for the progress of the study. The Employer will interact with the agency for exchange of Documents/information and discussion.	
12	12.1	<b>Evaluation Criteria</b>	
		Criteria, sub-criteria and point system for evaluation to be followed under this procedure is as under:	
		<b>Criteria &amp; Sub-Criteria</b>	<b>Points</b>
	A	<b>Previous Experience</b>	<b>50</b>
		Experience of providing the <b>digital solutions for e-marketing of agri/horti produce</b>  Number of years of experience: Minimum 3 years: 5 marks >3 to 5 years: 7.5 marks >5 years: 10 marks  Non-mandi (AMC) transactions handled through the platform> 20% of total transactions on the platform: 5 marks  <b>Supporting documents to be submitted as evidence of the claim:</b> Company Registration certificate Audited financial statements	15

		<p>Gross Merchandize Value from online trade of agriculture/horticulture produce in last 3 years</p> <p>Range in Rs. Crores  0-10: 5 marks  10-50: 10 marks  50-100: 15 marks</p> <p><b>Supporting documents to be submitted as evidence of the claim:</b>  CA certificate with required details, attesting to the same</p>	15
		<p>Farmer/FPO engagement  Buyers/Dealers Engagement  (Agri-input/output)</p> <p>Number of dealers/buyers on boarded on agency's existing platform = 300 (5 marks)</p> <p>Minimum Farmers payments handled through agency's existing platform = 5000 transactions (5 marks)</p> <p><b>Supporting documents to be submitted as evidence of the claim:</b>  LoA/Agreements for dealers/buyers  Bank statement of the firm as proof of transactions facilitated between buyers and sellers (farmers)</p>	10
		<p>Experience in working with logistics and Quality Assaying providers of agriculture/horticulture produce in last 3 years</p> <p><b>Supporting documents to be submitted as evidence of the claim:</b>  MoUs with logistic providers and assayers</p>	5
		<p>Experience of having project management unit (PMU) in planning implementation and post rollout monitoring of e-marketing platform</p> <p>PMU may be in house or a consortium partner</p> <p><b>Supporting documents to be submitted as evidence of the claim:</b>  MoUs with PMU agency/ Self-certification for in-house PMU</p>	5
	<b>B</b>	<b>Methodology</b>	<b>30</b>
		<ul style="list-style-type: none"> <li>Understanding of the TOR, our requirements, Technical approach, methodology and work plan</li> </ul>	15
		<ul style="list-style-type: none"> <li>Technical Presentation including live demo of the platform</li> </ul>	15

	C	<b>Team Resources</b>	<b>20</b>
		<p><b>Team Leader:</b> Agribusiness Expert</p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualifications:</b> Post-graduation degree in Rural Marketing / Agribusiness Management with graduation in Agriculture/ Marketing/ Business Management/Allied Fields</li> <li>• <b>Desirable Experience:</b> Min 10 Years <ul style="list-style-type: none"> <li>— Experience in managing at least one project in providing implementation support for central/state schemes, program management and monitoring, project evaluation/appraisal and investment facilitation/mobilization</li> <li>— Experience in working with State Government(s)/Private firms of repute in at least three long term Agriculture/Horticulture/Food Processing project.</li> <li>— Experience of working extensively in establishing market linkages and in the establishment &amp; operations of agribusiness enterprises.</li> <li>— Extensive experience of providing project evaluation, appraisal and implementation support to state Government in similar assignments</li> <li>— Should have handled team for execution of projects</li> </ul> </li> </ul>	5
		<p><b>Expert 1:</b> Agriculture Marketing including exports</p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualifications:</b> Post Graduation in Retail Management/Marketing/ Agri-Business Management/ Supply Chain/Allied Fields</li> <li>• <b>Desirable Experience:</b> Min 10 Years <ul style="list-style-type: none"> <li>— Demonstrated expertise in agri-market landscaping, strategy development and creation of innovative business models</li> <li>— Experience in process reengineering of the end-to-end value chain, automation and use of technology, export promotion or marketing strategy</li> <li>— Experience in stock keeping and inventory management</li> <li>— Experience in retail marketing of Agri-inputs/Agri-produce/Processed Foods</li> </ul> </li> </ul>	3
		<p><b>Expert 2:</b> Agri Value Chain Expert</p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualification:</b> Post-graduation degree in Rural Marketing / Agribusiness Management with graduation in Agriculture/Marketing/ Business Management/Allied Fields</li> </ul>	2

		<ul style="list-style-type: none"> <li>• <b>Desirable Experience:</b> Min 5 Years <ul style="list-style-type: none"> <li>— Professional experience in facilitating agri commodity B2B / B2C business development and market linkages.</li> <li>— Experience of capacity building of farmers on quality assurance, business models, e-platform based marketing, outlet establishment, etc.</li> <li>— Experience in value chain assessment to identify gaps and develop recommendations on how to improve the selected value chains and maximize the impact.</li> <li>— Experience of conducting technical, economic, social and environmental feasibility studies for the different value chain enterprises.</li> </ul> </li> </ul>	
		<p><b>Expert 3: IT &amp; Digital Expert</b></p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualification:</b> Graduation/ Post Graduation in Engineering/ Information Technology/ Computer Science/ MCA/ Allied Fields</li> <li>• <b>Desirable Experience:</b> Min 5 years <ul style="list-style-type: none"> <li>— More than 5 years of experience of working with IT systems, dashboards etc. for implementing Government/Private firms programs/ Schemes</li> <li>— Experience of working in IT applications and support for implementation of Central / State Government/ Private firms' programs</li> <li>— Expertise in IT strategy, road mapping and implementation, design &amp; development of mobile applications /platforms, payment systems, MIS systems and Program Management of large IT and Digital Enablement programs</li> </ul> </li> </ul>	3
		<p><b>Expert 4: Supply Chain Expert</b></p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualification:</b> Post-graduation degree in Supply Chain Management / Agribusiness Management/Marketing/Business Management/Allied Fields</li> <li>• <b>Desirable Experience:</b> Min 5 years <ul style="list-style-type: none"> <li>— Experience in working with state/central government/ Private firms in implementing agri-supply chain, value chain development, logistics and marketing linkage activities.</li> <li>— Experience on topics related to infrastructure development, operations and management of storage facilities including cold storages and warehousing, logistics and transportation in agriculture sector</li> <li>— Experience in Marketing of Agri Commodities / Channel Management for agri commodities</li> </ul> </li> </ul>	2

		<p><b>PMU Resource 1: Data Analytics Expert</b></p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualification:</b> Graduation/ Post Graduation in Engineering/ Information Technology/ Computer Science/ MCA/ Allied Fields. Strong programming skills with querying languages: SLQ, SAS, etc. Experience with data visualization tools: Tableau, Raw, chart.js, etc.</li> <li>• <b>Desirable Experience:</b> Min 5 years <ul style="list-style-type: none"> <li>— Experience in Interpreting data, analyze results using statistical techniques and provide ongoing reports</li> <li>— Experience in developing and implementing databases, data collection systems and data analytics</li> <li>— Knowledge in Acquiring data from primary or secondary data sources and maintain databases/data systems</li> <li>— Expertise in identifying, analyzing, and interpreting trends or patterns in complex data sets</li> <li>— Experience in working with senior management to prioritize business and information needs</li> <li>— Expertise in locating and defining new process improvement opportunities</li> </ul> </li> </ul>	3
		<p><b>PMU Resource 2: Data Analytics Expert</b></p> <ul style="list-style-type: none"> <li>• <b>Desirable Qualification:</b> Graduation/ Post Graduation in Engineering/ Information Technology/ Computer Science/ MCA/ Allied Fields. Strong programming skills with querying languages: SLQ, SAS, etc. Experience with data visualization tools: Tableau, Raw, chart.js, etc.</li> <li>• <b>Desirable Experience:</b> Min 3 years <ul style="list-style-type: none"> <li>— Experience in Interpreting data, analyze results using statistical techniques and provide ongoing reports</li> <li>— Experience in developing and implementing databases, data collection systems and data analytics</li> <li>— Knowledge in Acquiring data from primary or secondary data sources and maintain databases/data systems</li> <li>— Expertise in identifying, analyzing, and interpreting trends or patterns in complex data sets</li> <li>— Experience in working with senior management to prioritize business and information needs</li> <li>— Expertise in locating and defining new process improvement opportunities</li> </ul> </li> </ul>	2



13	13.1	<p><b>Method of selection:</b></p> <ul style="list-style-type: none"> <li>• In deciding the selection of the agency, <b>the technical quality of the proposal will be given a weightage of 80%</b>. The method of evaluation of technical qualification will follow the procedure given in Para 15.1 of Part1.</li> <li>• The Agencies may be asked to give a presentation before the Evaluation Committee on the parameters given in para 15.1 of Part 1 above, along with clarifications, if any, considered necessary by the committee.</li> <li>• <b>The price bids of only those Agencies who qualified technically will be opened. The formula for calculation of composite financial score is given in para 15.2 of Part 1. The financial proposal shall be allocated a weightage of 20%.</b></li> </ul>
14	14.1	Expected date of commencement of assignment/ job: <b>1.10.2020.</b>
15	Project location /job location: Guntur, across Andhra Pradesh and as decided by the Employer later.	

## **Section - 3 Technical Proposal Forms**

**Letter of Proposal Submission**

[Location/date]

To,  
Superintending Engineer(AM),  
O/o Commissioner & Director,  
Agricultural Marketing Department,  
Government of Andhra Pradesh,  
Old Mirchi Market Yard,  
Chuttugunta, Guntur -522 004 (A.P)  
Dear,

We the undersigned, offer to

1. To develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce
2. To provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform”.

In accordance with your Request for Proposal dated, 7-9-2020 we have uploaded our proposal online and are here by submitting hard copies of the same, which includes this Technical Proposal, and a Financial Proposal sealed under a separate envelope and requisite EMD. 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 out 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:

**ORGANISATION AND EXPERIENCE****A. Organization**

(Provide here a brief description of the background and organization of your firm / institution/ entity and each associate for this assignment / job. The brief description should include ownership details, date and place of incorporation of the agency (attach certificate), objectives of the agency etc. Also, if the agency has formed an association, details of each member of the Association, name of lead members etc. shall be provided)

**1. General Information****1.1 Information about the Company(s)**

- Name
- Address
- Telephone Number
- Fax number
- Email Address

**1.2 Size of the Company(s)**

Provide turn-over figures and employee strength for the Past three financial years (*If applicable*).

**1.3 Geographic Presence**

Provide geographical spread of your firm / entity, especially presence in different regions in India

**B. Experience****2.1 Experience of providing the digital solutions for e-marketing of agriculture/horticulture produce**

*Number of years of experience:*

*Minimum 3 years: 5 marks*

*>3 to 5 years: 7.5 marks*

*>5 years: 10 marks*

*Non-mandi (AMC) transactions handled through the platform > 20% of total transactions on the platform: 5 marks*

*Supporting documents to be submitted as evidence of the claim:*

*Company Registration certificate*

*Audited financial statements*

**2.2 Gross Merchandize Value from online trade of agriculture/horticulture produce in last 3 years**

*Range in Rs. Crores*

*0-10: 5 marks*

*10-50: 10 marks*

*50-100: 15 marks*

*Supporting documents to be submitted as evidence of the claim:*

*CA certificate with required details, attesting to the same*

**2.3 Farmer/FPO engagement**

***Buyers/Dealers Engagement in both Agri-input/output selling***

*Number of dealers/buyers on boarded = 300*

*Minimum Farmers payments handled = 5000 transactions*

*Supporting documents to be submitted as evidence of the claim:*

*LoA/Agreements for dealers/buyers*

*Bank statement of the firm as proof of transactions facilitated between buyers and sellers (farmers)*

**2.4 Experience in working with logistics and Quality Assaying providers of agriculture/horticulture produce in last 3 years**

*Supporting documents to be submitted as evidence of the claim:*

*MoUs with logistic providers and assayers*

**2.5 Experience of having project management unit (PMU) in planning implementation and post rollout monitoring of e-marketing platform**

*PMU may be in house or a consortium partner*

*Supporting documents to be submitted as evidence of the claim:*

*MoUs with PMU agency/ Self-certification for in-house PMU*

**COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE**

**A. On the terms of Reference**

*(Suggest and justify here any modifications of improvement to the Terms of Reference (ToR) you are proposing to improve performance in carrying out the assignment/job (Such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such Suggestion should be concise and to the point)*

**B. On Inputs & Facilities to be provided by the Employer**

The Employer would render necessary support interns of information/discussions/ documents/ field visits / coordination with other agencies and logistics, wherever considered necessary in completion of the Project. The employer will interact with the agency for exchange of documents / information and discussion.

**DESCRIPTION OF APPROACH, METHODOLOGY, WORK PLAN, PROJECT ORGANIZATION FOR PERFORMING THE ASSIGNMENT / JOB**

Technical approach, methodology, work plan, project organization are key components of the Technical Proposal. The agency must present his / her Technical Proposal divided into the following four components:

- a) Technical Approach and Methodology
- b) Work Plan, and
- c) Project organization and availability of experts

a) **Technical Approach and Methodology:** In this section, the Agencies should explain their understanding of the objectives of the assignment / job, approach to the assignment / job, methodology for carrying out the activities (including proposed research design) and obtaining the expected output, and the degree of detail of such output. The Agencies should highlight the problems being addressed and their importance and explain the technical approach they would adopt to address them. The Agencies should also provide an overview of tools and methodologies that they propose to adopt.

b) **Work Plan:** The agency should propose and justify the main activities of the assignment/job, their content and duration, phasing and inter relations, milestones (including interim approvals by the Employer), and key performance indicator. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan.

- High light how you would proceed to meet the project requirements,
- High light numbers of hours you estimate are required to complete the work,
- Propose number of resources for providing the services
- High light tools, techniques & methodologies to be used for this effort, and
- How would you manage the complexity of the project?

c) **Project organization and availability of experts:** The agency should propose and justify the structure and composition of his/her team. He/she should list out the main disciplines of the assignment /job, the key expert responsible, and proposed technical and support staff. More specifically, please provide an overview on senior leadership coverage and commitment, highlight expertise in agricultural mechanization related works.

TEAM COMPOSITION AND TASK ASSIGNMENT / JOBS

Professional Staff

S. No	Name of Staff	Area of Expertise	Post/ Task Assigned for this job



**CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF**

1. Proposed Position:  
*(For each position of key professional, separate form Tech-6 will be prepared)*

2. Name of Firm /entity:  
*(Insert name of agency proposing the staff)*

3. Name of Staff:  
*(Inset full name)*

4. Date of Birth:

5. Nationality:

6. Education:

7. Membership of Professional Association:

8. Other Training:

9. Countries of Work Experience:

10. Languages Known:

11. Employment Record:

*(Starting with present position, list in reverse order every employment held by staff member since first employment, giving for each employment (see format here below): date s of employment, name of employing organization, Positions held):*

From (Year):

To (Year): Employer:

Positions held:

12. Detailed Tasks Assigned

*(List all tasks to be performed under this Assignment / job)*

13. Work Undertaken that best illustrates capability to handle the Tasks assigned (Among the Assignment / jobs in which the staff has been involved, indicated the following information for those Assignment / jobs that best illustrate staff capability to handle I the tasks listed under point12.)

Name of Assignment / job or  
project: Year:  
Location:  
Main project  
features:  
Positions held:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to by disqualification or dismissal, if engaged.

Date:  
Place:

*(Signature of staff member or authorized representative of the  
staff) (Full name of authorized representative):*

## WORK SCHEDULE

S.No.	Activity	Months					Total Months
		1	2	3	4	5	
1							
2							
3							
4							
5							
6							
7							
8							

**Note:**

- 1. Indicate all main activities of the Assignment / job including deliver of reports (e.g., inception, interim, draft and final reports/ periodic reports), and other benchmarks such as Employer approvals. For phased assignment / jobs indicate activities, delivery of reports, and benchmarks separately for each phase.*
- 2. Duration of activities should be indicated in the form of a Bar chart.*

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION THERE OF**

*(Are there any activities carried out by your agency which are of conflicting nature as mentioned in Para 4 of Section 2. If yes, please furnish details of any such activities. If no, please certify as follows :)*

We hereby declare that our agency is not indulged in any such activities which can be termed as the conflicting activities under Para 4 of the Section 2. We also acknowledge that in case of misrepresentation of the information, our proposals / contract shall be rejected / terminated by the Employer which shall be binding onus.

Authorized Signature (in full and initials):

Name of Title of Signatory:

Name of agency:

Address:

**Power of Attorney for signing of Proposal**  
(To be executed on a stamp paper of Rs.100/-)

Having known all terms and conditions of this tender, We, \_\_\_\_\_ (*Name of the company and address of the registered office*) do hereby irrevocably constitute, nominate, appoint and authorized Mr./Ms (*Name*), son / daughter / wife of \_\_\_\_\_ and presently residing at \_\_\_\_\_ who is presently employed with us and holding the position of \_\_\_\_\_ as our true and lawful attorney (herein after referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as re necessary or required in connection with or incidental to submission of our tender for providing services pertaining to "develop an e-marketing platform for trading of agriculture produce and subsequently building direct market linkages between farmers and buyers of agri produce as well as to provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform", including but not limited to signing and submission of all applications, tenders and other documents and writings, participate in Tenders and other conference sand providing information / responses to the Andhra Pradesh State Agricultural Marketing Board, (Department) representing us in all matters before the Department, signing and execution of all contracts including the agreement and undertakings consequent to acceptance of our tender, and generally dealing with the Department in all matters in connection with or relating to or arising out of our tender for providing the said services and / or upon award thereof to us and / or till the entering into of the agreement with the Department.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE \_\_\_\_\_ THE ABOVE-NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF 2020.

For \_\_\_\_\_  
(Signature)  
(Name, Title and Address)

Witnesses:  
(Signature)  
(Name, Title and Address)

Accepted (Notarized)

(Signature)

(Name, Title and Address of the Attorney)

**Notes:** *The mode of execution of the power of Attorney should be in accordance with the procedure, of any, laid down by the applicable law and the charter documents of the executants(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*

*Also, wherever required, the bidder should submit for verification the extract of the charter documents and documents such as a resolution / power of attorney in favor of the person executing this Power of Attorney for the Delegation of power hereunder on behalf of the bidder.*

## **Section - 4**

# **Financial Proposal Forms**

LETTER OF PROPOSAL SUBMISSION

To,  
The Superintending Engineer(AM),  
O/o Commissioner & Director, Agricultural Marketing Department,  
Government of Andhra Pradesh,  
Old Mirchi Market Yard,  
Chuttugunta, Guntur – 522 004 (A.P).

Dear Sir,

We the undersigned, offer

1. To develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce
  2. To provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform
- ". In accordance with your Request for Proposal dated 7-9-2020.

Our attached Financial Proposal is for the sum of *(Insert Amount (s) in works and Figures)*. This amount is inclusive of all taxes & duties. We hereby confirm that the financial proposal is unconditional, and we acknowledge that any condition attached to financial proposal shall result in rejection of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from contract negotiations, up to expiration of the validity period of the proposal, i.e. before the date indicated in Part II Data Sheet.

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:



**Financial Bid  
FOR APPOINTMENT OF AGENCY**

1. To develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce
2. To provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform

(To be submitted in the letter head of the bidder)

**Criteria A:**

S.no.	Mode	INR Cr.
A1	Initial cost for customizing and deploying the software	

**Criteria B:**

S.no.	Mode	In %
B1	Specify transaction fee to be charged from the buyer, per transaction. (Note: In B1 lower percentage will score more marks)	
B2	Specify the share of government in the transaction fee charged from the buyer, per transaction. (Note: In B2 higher percentage will score more marks)	

**Composite financial score (CFS)** =  $[0.2 * (\text{Lowest cost of bid}/A1) + 0.6 * (\% \text{lowest fee quoted}/B1) + 0.2 * (\%B2/\% \text{highest fee quoted})]$

- Financial bid will be evaluated on the weightage of criteria A1, B1 & B2. A1 will be given 20% weightage, B1 will be given 60% weightage and B2 will be given 20% weightage.
- Period of contract will be initially for period of 12 months and likely to be extended for two more years subject to satisfactory performance and the all rights are reserved to the Commissioner and Director, AMD-GOAP.

**Place:****Date:****(Authorized Signatory)**

Authorized signature (in full and details)

Name and title of Signatory:

Name of Firm /entity:

Address:

## **Section - 5**

### **Terms of Reference (ToR)**

## **TERMS OF REFERENCE (ToR)**

### **APPOINTMENT OF AGENCY**

- i. To develop an e-marketing platform for trading of agriculture produce directly from the farm gate and subsequently building direct market linkages between farmers and buyers of agri produce**
- ii. To provide a project management unit to assist in planning implementation and post rollout monitoring of e-marketing platform**

### **5.1 Introduction**

The Department of Agricultural Marketing, Government of Andhra Pradesh was established on 01-02-1962 to provide fair remuneration to the farmers for their produce by enforcing the provisions of the Agricultural Produce Markets Act and other schemes of the Department. With recent market reforms announced by the central government in the agri-sector, AMD-GOAP is developing a concept on creation of an e-platform linked directly to the farm gate to promote better marketing opportunities for farmers through online access to more buyers / markets, better and real-time price discovery based on actual demand and supply of agri-commodities, transparency in trade transactions, prices commensurate with quality of produce, online payment etc. that contribute to marketing efficiency. The e-platform intends to integrate physical infrastructure to be established at the farm gate level. The farm gate infra is aimed to provide post-harvest value add services including aggregation, storage, primary processing and strengthening the existing supply chain network of agri-commodities. This will enable direct trading activities between the farmers and buyers resulting in higher income realization for the farmers.

### **5.2 Objective**

To create an online market platform for agricultural commodities called e-marketing with a physical market at the back end. The inter-linked model will facilitate farmers, traders, and buyers in better price discovery and direct marketing of produce outside the physical, regulated markets (mandis). The model will facilitate trade between the buyers and sellers directly from the farm gate through a well-developed infrastructure integrating complete food value chain

### **5.3 Scope of Work**

- The Special purpose vehicle (SPV), will be established under the supervision of the Commissioner and Director, Andhra Pradesh State Agricultural Marketing Department. The e-marketing platform will facilitate trade directly from the farm gate and it will not operate in the AMC market yards of the Department of agriculture marketing, GoAP.

- Broad Scope of the proposed SPV is listed below:
  - a) Deployment of e-marketing platform customized to the needs of the department
  - b) Training to master trainers on user interface and using the platform
  - c) Deployment of temporary technical persons at district level (number of resources) to sort out initial technical problems in on boarding farmers, sellers, aggregators etc. and conduct of transactions. Once the initial problems are sorted the technical persons shall be removed
  - d) On boarding of seller farmers/FPOs at RBK level
  - e) On boarding of buyers
  - f) On boarding of Aggregators
  - g) On boarding of Assaying agencies
  - h) Facilitating direct trade between buyers and sellers
  - i) Monitoring phase-wise increase in the turnover of the SPV in comparison with turnover of similar e-marketing platforms in govt and private sector
  - j) Provide analytics to study the pattern of trade happening in the e marketing platform and suggest improvement measures
  - k) Suggest measures for increasing the turnover of the platform
  - l) Real-time monitoring and evaluation of the operations of the e-marketing platform through a dashboard
  - m) Constantly updating information about the new e marketing platforms coming in the market in govt and private sector and incorporating latest technical and operational features

## 5.4 Reporting

The agency shall provide:

1. **Inception Report:** Inception Report which would include the framework of monitoring the development of platform
2. **Weekly Report:** The agency should provide weekly reports detailing key issues that implicate the commodities sold, farmers on boarded, buyers added on to the platform and other aspects as per tasks above.
3. **Specific Reports:** Specific brief reports on intervention strategies arising out of discussions & presentations from time to time.
4. **Daily Analytical Reports:** Daily Analytical Report on the current sale of produce on the portal and future situation for the coming week for every commodity.
5. **Weekly Analytical Reports:** Weekly Analytical Reports on the future forecasting for coming three months for every commodity to build a price benchmarking system.
6. **Dashboard:** Dashboard, MIS Reports.

## **Section - 6**

### **Other Terms & Conditions**

### Other Terms and Conditions

1. The Andhra Pradesh State Agricultural Marketing Department [AMD-GOAP] – Government of Andhra Pradesh (GoAP) reserves the right not to accept bid (s) from agency (ies) resorting to un-ethical practices or on whom investigation / enquiry proceedings have been initiated by Government investigating Agencies/ Vigilance Cell.
2. The AMD-GOAP is not bound to accept the lowest bidder or to assign any reason for non-acceptance. The AMD-GOAP reserves its right to accept the bid in part or in full. Conditional bids will be rejected outright.
3. The AMD-GOAP reserves the right to summarily reject an offer received from any agency (ies), without any intimation to the bidder(s).
4. The AMD-GOAP reserves the right to withdraw / cancel the bid document at any stage.
5. **Termination by default :** AMD-GOAP reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to affected bidder (s) or any obligation to inform the affected bidder (s) of the grounds for AMD-GOAP
6. **Arbitration:** In case of any dispute, AMD-GOAP may appoint an arbitrator, which would be accepted by the agency / firm / entity. The decision of the arbitrator would be final and binding on both the parties. The jurisdiction of the court would be High Court, Amravathi, Andhra Pradesh.
7. **Indemnification Clause:** That the selected agency shall keep AMD-GOAP indemnified and harmless against all claims, damages, dues, payments, fines, penalties, compensations, liabilities other losses etc. which may incur on account of non-compliance or violation by the elected agency or otherwise.
8. **Jurisdiction:** The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and applicable for the time being for this contract. Case will be settled in High Court, Amravathi, Andhra Pradesh if required.
9. **Validity of the Contract:** The contract shall remain valid with effect from date of award of the contract till the acceptance of final report of the study.

## **10. Force majeure:**

- i. For the purpose of this contract. "Force Majeure" means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be affected by such events and which has caused the non-performance or deal in performance, and which makes a Party's performance of its obligations here under impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action (except where such strikes, lockouts or other industrial action are within the power of the party invoking Force majeure to prevent), confiscation or any other action by Government agencies
- ii. Force Majeure shall not include (a) any event which is caused by the negligence or intentional action of a Party or by or of such Party's sub-agency or agents or employees, nor (b) any event which is a diligent party could reasonably have been expected both to take into account at the time of the conclusion of this contract, an avoid or overcome in the carrying out of its obligations hereunder.
- iii. Force Majeure shall not include insufficiency of funds or inability to make any payment required hereunder.
- iv. A Party affected by an event of force majeure shall continue to perform its obligations under the contract as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of force majeure.
- v. A party affected by an event of force majeure shall notify the other party of such event as soon as possible, and in any case not later than 14 days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of restoration of normal conditions as soon as possible.

**11. Penalty:** Agencies to abide by the timelines given for the completion of the activities (Weekly reports, quarterly Reports, and Reports on Improvement Strategies), failing which penalty @ Rs. 1,000/-per day (Rupees One Thousand per day) will be believed by the Employer as per the timelines given in the ToR. Repeated Default may lead to termination.

**12. Terms of Payment:** The terms of payment will be as follows:

- i. 10% on award of the contract against BG.
- ii. Monthly payments on submission of Weekly and quarterly Reports on specific improvement strategies.