

**OFFICE OF THE
HARYANA INTERNATIONAL HORTICULTURAL
MARKETING CORPORATION LIMITED (HIHMCL)**

(A Government of Haryana Undertaking)

MANDI BHAWAN, C-6, SECTOR-6, PANCHKULA.

NOTICE INVITING PROPOSAL

(COMPETITIVE BIDDING)

SELECTION OF TRANSACTION ADVISOR & CONSULTANT (TAC) TO ASSIST HIHMCL IN MONETIZING 150 ACRES OF LAND AT THE INDIA INTERNATIONAL HORTICULTURE MARKET (IIHM), GANAUR, DISTT. SONEPAT (HARYANA).

Haryana International Horticultural Marketing Corporation Limited (HIHMCL) headquartered at Panchkula / Ganaur, Haryana intends to identify an experienced firm, through quality cum cost based selection (QCBS), for providing Transaction Advisory & Integrated Consultancy services, to undertake the work detailed in Scope of work section of this document for the purpose of monetizing 150 acres of land at the India International Horticulture Market (IIHM), Ganaur, Distt. Sonapat (Haryana) on National Highway No.44.

Online tenders on the website: <https://www.etenders.hry.nic.in> are hereby invited from the Reputed and Eligible consulting companies who meet the qualification criteria as mentioned in this document.

Brief particulars of the Project are as follows:

Location	Name of work	Earnest Money Deposit (EMD)	Document Fees
Ganaur District Sonapat, Haryana	SELECTION OF TRANSACTION ADVISOR & CONSULTANT (TAC) TO ASSIST HIHMCL IN MONETIZING 150 ACRES OF LAND AT THE INDIA INTERNATIONAL HORTICULTURE MARKET (IIHM), GANAUR, DISTT. SONEPAT (HARYANA)	Rs 1,00,000 (Rupees One lacs only)	NIL

1. Bid documents can be downloaded online from <https://www.etenders.hry.nic.in> by the bidders, registered on the portal. The bids so submitted online are required to be digitally signed; the bidders are therefore advised to obtain digital signatures at the earliest. For further details, please visit <https://www.etenders.hry.nic.in>.
2. Scanned copies of bid security, prequalification and other documents as specified in the RFP are required to be uploaded at the time of online submission; the bidders are therefore required to keep the scanned copies of the aforementioned documents ready for online submission of the bids.
3. Only those bidders who meet the pre-qualification criteria as mentioned in the RFP shall be eligible to participate in the bidding process.
4. The bidder whose bid is accepted will be required to execute a contract agreement and will be required to furnish Performance Bank Guarantee equivalent to 3% of the agreement value as set out in the bid documents.
5. The tender of the bidder who does not satisfy the pre-qualification criteria as laid down in the RFP are liable to be rejected summarily without assigning any reason and no claim whatsoever on this account will be considered.
6. The rates of the bidder shall remain open valid for a period of 90 days from the Bid due date and if a bidder submits a tender limiting the period of validity to a date earlier,

then they shall be liable to be blacklisted and their earnest money shall stand forfeited without prejudice to other rights and remedies available to HIHMCL.

7. HIHMCL reserves the right to reject any or all offers/proposals without assigning any reason. Nothing will be payable to the agency if any offer is rejected by HIHCM even if any agency has incurred any expenditure for preparation of documents.
8. The approval of the acceptance of tender will rest with the concerned competent authority who do not bind themselves to accept the lowest tender and reserves the right to reject any or all of tenders received without assigning any reason.
9. No conditional tender should be given. A conditional tender is liable to be rejected outrightly at the discretion of the accepting authority. In the alternative the accepting authority may treat the conditions as non-responsive.

DISCLAIMER

The information contained in this Request For Proposal (the "RFP") or subsequently provided to Applicant(s), whether verbally or in documentary or any other form by or on behalf of the Haryana International Horticultural Marketing Corporation Limited, (hereinafter referred to as the "HIHMCL") or any of their employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.

This RFP is not an agreement and is neither an offer nor invitation by the HIHMCL 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 formulation of their technical & financial offers pursuant to this RFP ("Proposal"). This RFP includes statements, which reflect various assumptions and assessments arrived at by the HIHMCL in relation to the consultancy Project. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. This RFP may not be appropriate for all persons, and it is not possible for the HIHMCL or its employees or advisers to consider the investment objectives, financial situation and particular needs of each party who reads or uses this RFP. The assumptions, assessments, statements and information contained in this RFP, especially the [Project Information], may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements, and information contained in this RFP and obtain independent advice from appropriate sources.

Information provided in this RFP to the Applicant(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. The HIHMCL accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The HIHMCL, its employees and advisers make no representation or warranty and shall have no liability to any person, including any Applicant 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 RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.

The HIHMCL also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Applicant upon the statements contained in this RFP.

The HIHMCL 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 RFP.

The issue of this RFP does not imply that the HIHMCL is bound to select an Applicant or to appoint the Selected Applicant/Agency, as the case may be, for the consultancy Project and the HIHMCL reserves the right to reject all or any of the Applicants or Proposals without assigning any reason 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 presentation which may be required by the HIHMCL, or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Applicant and the HIHMCL 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.

1. Data Sheet

Tender Date	xx, 2023
Description	SELECTION OF TRANSACTION ADVISOR & CONSULTANT (TAC) TO ASSIST HHMCL IN MONETIZING 150 ACRES OF LAND AT THE INDIA INTERNATIONAL HORTICULTURE MARKET (IIHM), GANAUR, DISTT. SONEPAT (HARYANA)
Issue of Bid Documents	
Last Date for receiving queries	
Pre-bid Conference	<Date, Time and Venue>
Submission of bids	Xx/xx/xxx upto 5:00 PM
Date & Time of opening technical bid	xx, 2023 at 11:00 AM
Date & Time of Technical Presentation	To be intimated
Validity of Proposal	90 days
Name, Designation, and contact details of the department	Superintendent Engineer, IIHM Executive Engineer, IIHM Venue: Kisan Bhawan, Sector-14, Panchkula

2. About Haryana International Horticultural Marketing Corporation Limited (HIHMCL)

2.1. Background

The HSAM Board has incorporated the Haryana International Horticultural Marketing Corporation Limited (HIHMCLL) in 2018 under the provisions of the Companies Act, 2013 to own, develop, operate, and manage the India International Horticulture Market at Ganaur and other places with following objectives:

- To set up a Market of International Standards for handling of Fruits, Vegetables, and other perishables, develop infrastructure and other related facilities for this purpose, initially at Ganaur later on at any other location in the State of Haryana as may be decided from time to time.
- To carry out all business relating to Agricultural Marketing and allied commodities to make the Project sustainable and enter in to contract with different stakeholders in India & Abroad and on to collaborate, co-ordinate, participate with different International and National
- Professional Agencies for equity participation, O&M contracts, marketing of markets, royalty, asset monetization etc., earn revenues by undertaking activities like food courts, gas station, business tower, cash and carry, retail, shopping malls, multiplex, and advertisements. EPC basis or otherwise, either individually or jointly with other firms/undertakings
- To provide high quality of services to various stakeholders, create sustainable business models, access to quality infrastructure to farmers and traders, undertake core and non-core functions, Bundling of services, engagement of service partners, innovative and creative sources of funding and revenue, monetization of services etc.

2.2. India International Horticulture Market at Ganaur

- Haryana International Horticultural Marketing Corporation Ltd. (HIHMCLL) has envisioned to establish an Ultra-Modern Fruit and Vegetable Market at Ganaur, District-Sonipat of Haryana. HIHMCLL has acquired a piece of land measuring 544 acres on National Highway-44 for this purpose.
- The proposed Market will have modern sale systems and infrastructure facilities with the latest technology and advance management systems to ensure a fair and transparent price to the produce brought by farmers in the proposed Market in a free market environment.
- Based on the feedback received and focusing on the state-of-art facility, the present market has been designed, equipped, and tried to conceptualize at par with the best markets of international repute. Special attention has been paid to understand the socioeconomic background of our farmers and traders.
- The market will address all requirements of farmers, traders, their linkages, service providers with the most modern common amenities and facilities.
- The proposed Fruit & Vegetable market at Ganaur will provide a mega-scale aggregation and dispatch market of agricultural produce, at the most convenient

location. This market will be equipped with state-of-art facilities at par with contemporary international standards to focus on substantial growth in the production, export, and modernization of trade.

- The market will be equipped with cool chain, electronic grading, ripening chambers, quality control laboratory for testing and certification, banking support, electronic display boards, cash spot payment to the growers, one-stop shopping for input, extension services, information kiosk, etc. that will benefit the growers, traders, and consumers.

3. Scope of Work

HIHMCLL seeks assistance of a professional services firm for identifying potential options for land monetization of 150 acres of land and operationalizing the Haryana International Horticulture Market at Ganaur. The scope of work and deliverable are described below.

3.1. Conduct As is assessment: Strategic micro market assessment and Market Trend Assessment

- i. Review of **land area, project boundaries** based on the site map/land record etc.
- ii. Assessment of site access, road, water, power, electricity, sewerage system and other **available infrastructure** in the vicinity of site
- iii. Assessment of **baseline permitted land use** of the site including existing FAR/FSI of the site as per the existing Master plan/Zoning plan/Development control regulations/bylaws of development authority
- iv. Ascertain the need and **feasibility of change in land use** (CLU) as per requirement (or the use recommended based on study by the TAC. This shall include the process and the financial implication involved for change in land use. Time frame like for such process may also be indicate with rationale.
- v. Review micro-market supply demand dynamics
- vi. Identify **new / emerging asset classes** that can be adopted by HIHMCL with specific focus on developments being planned/undertaken for the horticulture market
- vii. To study and analyze the impact of **surrounding developments**.
- viii. **Alternate pricing / revenue models** that may help fasten and enhance value realization
- ix. Review **current inventory and utilization** level in prioritized asset classes
- x. Assess **best in class** global and Indian similar benchmarks of similar real estate projects and detailing out key learnings in terms of product offering, product mix details, phasing & implementation structure, amenities & infrastructure

3.2. Prepare Business Plan for 150 acres of Land set aside for Asset Monetization

- i. Conduct **as-is assessment** including review of existing documents of the project provided by the HIHMCL.
- ii. Develop **preliminary concept note** of the project by proposing various project components and provide an outline and preliminary concept of the configurations, characteristics and features of the Project.
- iii. Support in **convening expert groups and various stakeholders** with Authority to finalize the proposed components in the proposed international horticulture market. Further, support in structuring and managing the expert group meetings.
- iv. **Capture the knowledge shared** by the expert members and incorporate it into the characteristics and features envisaged in the development of the market.

- v. Submit a report to **depict a realistic assessment of the project** and project variables covering the below aspects for development of the international horticulture market:
 - Updating of present documents available with the Authority which will be made available to selected TAC for reference. However, these documents are not binding presuppositions to innovative thinking.
 - Finalized business plan for land monetization basis market sounding exercise with potential stakeholders and discussion with HIHMCLL representatives.
 - PPP options for involvement of private sector or such entities who may participate in the project
 - Revenue sources for IIHM and such entities who may participate through the project
 - Suitable legal and institutional framework for the project development
 - Phase wise execution plan and execution strategy encompassing pragmatic timelines for all major milestones of the Project development
- vi. Recommend the most optimum revenue stream for implementation of the project to maximize the revenue potential for IIHM with scenario analysis
- vii. Assist in availing soft loans / grants and other facilities from central / state government for such projects
- viii. Provide support to IIHM in pursuing any required amendments to the APMS Act to safeguard the revenue of IIHM in Ganaur.

3.3. Market Outreach Implementation Plan

- i. Provide knowledge content and design & develop various marketing collaterals and materials such as pitch presentation, sector profile, region profiles, project competitiveness profile etc.
- ii. Develop a brochure for allotted land parcels highlighting the key strength of the region and reason to invest in HIHMCL.
- iii. Formulation of regional profiles and the ecosystem present in the nearby vicinity of HIHMCL.
- iv. Preparation of Background papers, FAQs, Pitch Presentations for investors highlighting the incentives in HIHMCL. Promoting HIHMCL at the National and International level.
- v. Identification of roadshows destinations Nationally & Internationally based on the concentration of relevant stakeholders.
- vi. Organizing a minimum of 4 roadshows at the national level & international roadshows and participation in national and international events.
- vii. Identification of Anchor investors: Arrange one-to-one meetings of HIHMCL with leading corporate houses at both national and international levels
- viii. Providing a rapporteur for all the B2G meetings & Sub-events and preparation of post-event reports capturing the main highlights, suggestions, and features of the key events participated
- ix. Assist during the visit of national and international delegations
- x. Handholding the investors in case of any hindrances with regards to approvals and clearances.

3.4. Bid Process Management and Onboarding of Developer/Concessionaire

- i. Developing the roadmap for the selection of concessionaire. Formulating selection criteria basis factors such as revenue share, lease rental, land area, past projects executed and experience in the sector etc.
- ii. Preparation of RFQ and RFP, tender documents.
- iii. Assist HIHMCL in floating of tenders and inviting proposals from prospective concessionaire.
- iv. Support HIHMCL to evaluate the proposals
- v. Signing of contract agreement with concessionaire for development of the facilities as per proposed land parcel plan.

The TAC at every stage and on a periodic basis shall review the progress with Authority and other key stakeholders for the finalization of the concept and implementation plan and Project structure.

The plan prepared by the TAC shall be finalized only after the approval of the BOD of HIHMCL. Accordingly, the scope of work may be extended to selling/leasing/auctioning of the land, if need arises.

4. Deliverables

The deliverables in respect to the scope of work would be as follows:

S.N.	Deliverables	Duration*
I: Land Monetization Plan for 150 Acres at IHHM		
1.	Inception Report	T+0.5 months
2.	Preliminary Proposal and Roadmap for shortlisted options along with conceptual sketches and rough estimates	T+2 months
3.	Detailed Report based on Realistic Assessment of the project as per the present scenario, Marketing Plan, Financial Feasibility, Architectural layout, etc.	T+4 months
4.	Marketing Strategy Document detailing out outreach plan	T+5 months
5.	Bankable documents that may be presented to key stakeholders for their appreciation of the project	T+6 months
6.	Preparation of Bid Process Documents including the following: <ul style="list-style-type: none">• Notice Inviting Tender• Bid document• Pre-Bid Queries Response• Evaluation Report• Draft LoA and Contract Agreements	T+8 months

**Duration commences after 7 days of signing the agreement, or a mutually agreed date.*

5. Composition & Qualification Requirements

The Professionals required for this assignment are categorized as Core Team & Expert Team. The Core Team including the Team Leader, Financial Analyst, Analyst and Agri Marketing Expert shall provide full person man days' time on the project office (PO) at Panchkula/Ganaur for the time specified in this RFP. The Expert Team i.e. Finance Expert, Procurement & Legal Expert, Project Architect, and Urban Planner may not necessarily work from the Project Site, however would make themselves available to attend to any meeting, presentation, site visits or any other matter as assigned by the authority during the entire duration of the Project.

In order to maintain uniformity across bids, the bidders shall be required to map each resource proposed to be deployed on the assignment to one of the positions in the Core Team or Expert Team as specified below:

A. Core Team

S.N.	Position	Minimum Qualification	Minimum Experience
1	Team Leader / PPP Expert (1 no.)	MBA or Post Graduate in Finance/Construction Management / M. Tech	<ul style="list-style-type: none"> • Min work experience of 10 Years • Experience in PPP / infrastructure projects • Experience in transaction advisory of large scale commercial projects with Central/State government
2	Financial Analyst (1 no.)	Graduate or Postgraduate in Finance/ MBA	<ul style="list-style-type: none"> • Minimum experience of 6 Years • Experience of working with government clients • Experience in PPP projects
3	Agri Marketing Expert (1 no.)	Graduate or Postgraduate in Agriculture / Engineering / Marketing and Operations or MBA	<ul style="list-style-type: none"> • Minimum 10 years of experience • Experience in Program management with Central/ State Govt. for schemes in agriculture sector. • Experience in providing services to large Central/State Government for marketing and promotion activities for agri-related activities.
4	Analyst (1 no.)	Graduate in any field	<ul style="list-style-type: none"> • Minimum experience of 3 Years • Experience of working with government clients

B. Expert Team

S.N.	Position	Minimum Qualification	Minimum Experience
1	Finance/PPP Expert (1 no.)	CA /CS or MBA/MSc. /PG in Finance	<ul style="list-style-type: none"> • Minimum work experience of 10 yrs • Experience in demand analysis and financial feasibility in minimum 3 (three) projects in infrastructure sector in PPP mode
2	Contracts & Legal Expert (1 no.)	Graduation in Law	<ul style="list-style-type: none"> • Minimum work experience - 10 yrs • Experience in contract matters, review of contract agreements for infrastructure projects in PPP mode • Experience in contract matters, review of contract

			agreements for agriculture related projects
3	Project Architect (1 no.)	Graduate or Postgraduate in Architecture / Planning	<ul style="list-style-type: none"> • Minimum work experience of 10 Years • Experience in designing and planning of large infrastructure and commercial/ food parks/ industrial/logistic parks etc.
4	Urban Planner	Graduate of Post Graduate in Engineering/Planning/Architecture	<ul style="list-style-type: none"> • Minimum work experience of 10 Years • Experience in urban planning for agri-related projects.

HIHMCL will provide initial acceptance of the proposed composition of resources. Thereafter, substitution of any team members will be accepted by HIHMCL under the circumstances beyond the control of the TAC and the concerned personnel which include reasons of any incapacity or due to health or employee leaving the organization. The TAC is required to submit the CV of the proposed substitution personnel having equal or better qualification and experience to HIHMCL for approval before deployment.

6. Duration of Assignment

The duration of assignment shall be for 12 months.

7. Terms and Conditions

- i. No applicant or its Associates shall submit more than one Application for this RFP.
- ii. Prospective bidders participating in the RFP may form a consortium with a maximum of three agencies.
- iii. The Applicants shall be responsible for all the costs associated with the preparation of their Proposals and their participation in the selection process including subsequent negotiation, visits to Authority, Project site, etc. The Authority will not be responsible or liable for such costs, regardless of the conduct or outcome of the Selection process.
- iv. The pre-qualification criteria will apply to the Lead Bidder, who must meet all requirements specified in Section 9 of the RFP document, and the technical evaluation specified in Section 10 of the RFP document will apply to the consortium as a whole.
- v. The Lead Bidder will be responsible for submitting the proposal on behalf of the consortium.
- vi. The selected agency shall provide laptop/desktop, or any other tools required to perform their duties, HIHMCL shall only provide civil infra & consumables as per requirement to the resources working onsite.
- vii. For any travel related to the Core Team in the jurisdiction of Chandigarh, HIHMCL will not be liable to pay any travel allowances to the resources. However, the resources may be required to visit various places outside of Haryana due to project purpose, in such cases HIHMCL will bear the cost of such travels.
- viii. The resources working offsite are expected to be available at the department on need basis for project related work or whenever the department desires and shall be reimbursed for travel as per Section 8 of this document.
- ix. All other terms & conditions will be as per the agreement signed by the selected agency & HIHMCL to provide consulting services under empanelment of companies/agencies for providing consultancy services to Govt.
- x. It shall be deemed that by submitting the Proposal, the Applicant has:

- a. Made a complete and careful examination of the RFP;
 - b. Received all relevant information requested from the Authority;
 - c. Accepted the risk of adequacy, error or mistake in the information provided in the RFP or furnished by or on behalf of the Authority
 - d. Satisfied itself about all matters, things and information, necessary and required for submitting an informed Application and performance of all of its obligations thereunder;
 - e. Acknowledge that it does not have a Conflict of Interest; and
 - f. Agreed to be bound by the undertaking provided by it under and in terms hereof.
- xi. The Authority shall not be liable for any omission, mistake or error in respect of any of the above or on account of any matter or thing arising out of or concerning or relating to RFP or the Selection Process, including an error or mistake therein or in any information or data given by the Authority.
- xii. Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any Proposal and to annul the selection process and reject all proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons therefore.
- xiii. Without prejudice to the generality of Clause 2.8.1, the Authority reserves the right to reject any proposal if:
 - a. At any time, a material misrepresentation is made or discovered, or
 - b. The Applicant does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.
- xiv. Misrepresentation/improper response by the Applicant may lead to the disqualification of the Applicant. If such disqualification/rejection occurs after the proposals have opened and the highest-ranking applicant gets disqualified/rejected, then the Authority reserves the right to consider the next best applicant, or take any other measures as may be deemed fit in the sole discretion of the Authority, including annulment of the selection process.

8. Clarifications

- i. Applicant requiring any clarification on the RFP may send their queries to HIHMCL, in writing by speed post/courier/special messenger or by e-mail so as to reach before the date mentioned in the Data sheet. The envelope/subject of the mail shall clearly bear the following identification:
 Queries concerning "SELECTION OF TRANSACTION ADVISOR & CONSULTANT (TAC) TO ASSIST HIHMCL IN MONETIZING 150 ACRES OF LAND AT THE INDIA INTERNATIONAL HORTICULTURE MARKET (IIHM), GANAU, DISTT. SONPAT (HARYANA)"
- ii. The Authority shall endeavour to respond to the queries within the period specified therein but no later than 7 (seven) days prior to the PDD. The responses will be sent by e-mail. The Authority will post the reply to all such queries on the tender website and copies thereof will also be circulate to all applicants who have purchased the RFP document without identifying the source of queries.

9. Amendment of RFP

- i. At any time prior to the deadline for submission of proposal, the authority may, for any reason, whether at its own initiative or in response to clarifications requested by an applicant, modify the RFP document by the issuance of Addendum/Amendment and

posting it on the tender website and by conveying the same to the prospective applicants by email.

- ii. In order to afford the applicants a reasonable time for taking an amendment into account, or for any other reason, the Authority may, in its sole discretion, extend the PDD.

10. Pre-bid Conference

- i. The pre-bid conference of the Applicants shall be convened at the designated date, time and place.
- ii. During the course of the pre-bid conference, the Applicants will be free to seek clarifications and make suggestions for consideration of the Authority. The Authority shall endeavour to provide clarifications and such further information as it may, in its sole discretion, consider appropriate for facilitating a fair, transparent and competitive selection process.

11. Preparation and Submission of Proposal

- iii. The Proposal with all accompanying documents and all communications in relation to or concerning the selection process shall be in English language and strictly on the forms provided in this RFP. No supporting document or printed literature shall be submitted with the Proposal unless specifically asked for and in case any of these documents is in another language, it must be accompanied by an accurate translation of all the relevant passages in English, in which case, for all purposes of interpretation of the Proposal, the translation in English shall prevail.
- iv. The applicant shall provide all the information sought under the RFP. The Authority would evaluate only those proposals that are received in the specified forms and complete in all respects.
- v. The proposal shall be typed or written in indelible ink and signed by the authorized signatory of the Applicant. In case of printed and published documents, only the cover shall be initiated. All the alterations, omissions, additions, or any other amendments made to the Proposal shall be initiated by the person(s) signing the proposal. The proposals must be properly signed by the authorized representative (the "Authorized Representative") as detailed below:
 - a. By the proprietor, in case of a proprietary firm; or
 - b. By a partner, in case of a partnership firms and/or a limited liability partnership; or
 - c. By a duly authorized person holding the Power of Attorney, in case of a Limited Company or a corporation; or

A copy of the Power of Attorney certified by a notary public in the form specified in Appendix-X shall accompany the Proposal (if required)

- vi. Applicants should note the PDD, for submission of proposals. Except as specifically provided in this RFP, no supplementary material will be entertained by the Authority, and that evaluation will be carried out only on the basis of documents received by the closing time of PDD. Applicants will ordinarily not be asked to provide additional material information or documents subsequent to the date of submission, and unsolicited material, if submitted will be summarily rejected.
- vii. The technical proposal shall not include any financial information relating to the Financial Proposal.
- viii. The Authority reserves the right to verify all statement, information and documents, submitted by the Applicant in response to the RFP. Any such verification shall not relieve the Applicant of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.

- ix. In case it is found during the evaluation or at any time before signing of the Agreement or after its execution and during the period of subsistence thereof, that one or more of the eligibility conditions have not been met by the Applicant or the Applicant has made material misrepresentation or has given any materially incorrect or false information, the Applicant shall be disqualified forthwith if not yet appointed as the Consultant either by issue of the LOA or entering into of the Agreement, and if the selected Applicant has already been issued the LOA or has entered into the agreement, as the case may be, the same shall, notwithstanding anything to the contrary contained therein or in this RFP, be liable to be terminated, by a communication in writing by the Authority without the Authority being liable in any manner whatsoever to the Selected Applicant or Consultant, as the case may be
- x. In such an event, the Authority shall forfeit and appropriate the Performance Security, if available, as mutually agreed pre-estimated compensation and damages payable to the Authority for, inter alia, time, cost and effort of the Authority, without prejudice to any other right or remedy that may be available to the Authority.
- xi. Applicants shall submit the online financial proposal in the format at Appendix-X (the "Financial Proposal") clearly indicating the total cost of the Consultancy in both figures and words in Indian Rupees, and signed by the Applicant's Authorized Representative.

12. Evaluation Methodology

The evaluation of proposals for this Request for Proposal (RFP) will be conducted using a Quality cum Cost Based Selection approach, with a weighting of **80:20 70:30**, respectively. The evaluation process shall comprise of three parts namely Pre-qualification, Technical and Financial Evaluation:

- The first stage will involve qualification of the applicant based on evaluation of their documents to determine compliance with the Pre-qualification Criteria. Only those Bidders who are found to meet the pre-qualification criteria will be qualified for the next stage.
- In the second stage, the Technical Bids of the eligible and qualified Bidders will be evaluated to determine compliance with the requirements of this RFP. Only those Bidders who score at least the minimum qualifying technical score of 70, on their Technical Bids will be eligible for evaluation of their Financial Bids in the third and final stage.
- In the third and final stage, the Financial Bids of the eligible and qualified Bidders whose Technical Bids have received at least the minimum qualifying technical score will be opened and evaluated and will be scored in accordance with the formula specified in point below. The Bids of the qualified Bidders will be finally ranked on the basis of QCBS method.

The final selection would be based on QCBS. The financial score would be calculated through a normalization process where the lowest bidder would be given 100 marks and scores of all other bidders would be normalized against this. Final selection would be on the basis of weighted score where the weights for technical and financial scores would be in the ratio of **80:20 70:30**. The applicant with the highest weighted score would be awarded the contract.

The applicant with the lowest evaluated Financial Proposal (Fm) will be given the maximum financial score (Sf) of 100 points. The formula for determining the financial score is:

$Sf = 100 \times Fm/F$, in which Sf is the financial score, Fm is the lowest price and F is the price of the proposal under consideration.

The formula for determining the technical score is as follows: $St = T$, in which St is the technical score of the proposal under consideration.

Proposals will be ranked according to their combined technical (St) and financial (Sf) scores using the weights (Wt = the weight given to the Technical Proposal; Wf = the weight given to the Financial Proposal; Wt + Wf = 1) indicated below. The combined score (S) will be calculated as follows:

$$S = St \times Wt + Sf \times Wf. \quad (Wt = 70\%; Wf = 30\%)$$

13. Pre-Qualification Criteria

No.	Requirement	Specific Requirement	Documents Required
1	Business Profile	<ul style="list-style-type: none"> The Bidder should be a Company registered in India under Companies Act, 1956/ Companies Act, 2013 or a partnership firm registered under LLP Act, 2008 Partnership Firms registered under the India Partnership Act, 1932 or Sole Proprietorship firm, Any other type of organization registered under relevant Act in India The bidder should be registered with GSTN authorities <p>The bidder should have been in existence continuously at least for the last 15 (fifteen) completed financial years as on the last date of submission of the bid.</p>	Copy of certificate of Incorporation / Registration under Companies Act 1956 or latest Companies Act (for Indian companies); / Registered Partnership Agreement / Self declaration for Sole Proprietorship firm / Registration document if organization is registered under any other Act Prevailing in India
2	Business Entity	The Bidder should be an established real estate Consulting organization and should have been in the business of providing various real estate Consulting Solutions in at least last 10 (ten) completed financial years as on the date of submission of Bid	<ul style="list-style-type: none"> Financial statements for Last Five Financial Years <p style="text-align: center;">AND</p> <ul style="list-style-type: none"> Certificate from Statutory auditor / Chartered Accountant in practice clearly specifying the existence from relevant services for the specified years.

No.	Requirement	Specific Requirement	Documents Required
3	Turnover	The Bidder should have Average Annual Turnover in last three financial years (i.e. 2020-21, 2021-22, 2022-23) from Consulting services of at least INR 100 Crores per annum.	<ul style="list-style-type: none"> • Certificate from Statutory auditor / Chartered Accountant in practice clearly specifying the turnover from Consulting services for the specified years.
5	Experience	In last 3 (three) years from Proposal Due Date, the bidder should have undertaken at least 3 engagements on Real Estate advisory services with fee value not less than INR 1 Crore each, for any Central or State Government entity, Public Sector organizations / enterprises / undertakings	Copy of Work Order/Contract Agreement or Experience Certificate
6	Manpower Capability	The bidder should have at least 100 Resources in the Payrolls of the Bidder as on Date of submission of the bid.	Undertaking from the Signing Authority and HR Head of the bidder to this effect
7	Blacklisting	Bidder should not be blacklisted or debarred by any Central / State Government / Public Sector Undertaking in India in last 10 years	Self-Certified letter by the authorized signatory

14. Technical Evaluation Criteria

Sr. No	Criteria	Maximum Marks	Supporting Documents
I.	Past Experience of the Firm		
1	<p>Past experience in providing Bid/Transaction Advisory, Marketing Strategy and Revenue Realisation for Central/ State Government or Private Sector on Commercial/ Real Estate/Industrial property projects of at least 100 acres in size in the last ten years from the date of submission.</p> <p>Project fee of each engagement should be of a value of at least INR 1 Crore</p> <p>Projects wherein transaction has been completed successfully shall only be considered for evaluation.</p> <p>(4 Marks per engagement)</p>	20	

Sr. No	Criteria	Maximum Marks	Supporting Documents
2	<p>Past experience of undertaking projects for asset monetization for the Central/State Government/ Government PSU in the last ten years from the date of submission</p> <p>Project fee of each engagement should be of a value of at least INR 25 Lakh</p> <p>(5 Marks per engagement)</p>	10	Work Order/ Contract agreement should be furnished
II.	Financial Strength		
	<p>Average Annual turnover over last three financial years – 10 Marks</p> <ul style="list-style-type: none"> Up to INR 100 Cr – 3 Marks INR 101 – INR 500 Cr – 6 Marks More than INR 500 Cr – 10 Marks 	10	
III.	Core Team		
1	<p>Team Leader/PPP Expert – 7 Marks</p> <ul style="list-style-type: none"> Educational Qualification - 1 Mark Total work experience – 2 Marks <ul style="list-style-type: none"> > 10 years of experience – 2 Marks Experience in PPP/ Infrastructure projects – 2 Marks Experience in Central/State government projects in the agriculture sector – 2 Marks 	07	Detailed CV of proposed resource
2	<p>Agri Marketing Expert – 6 Marks</p> <ul style="list-style-type: none"> Educational Qualification - 1 Mark Total work experience – 1 Mark <ul style="list-style-type: none"> > 6 years of experience – 1 Mark Experience in Program Management with Central/ State Govt. for schemes in agriculture sector – 2 Marks Experience in providing services to large Central/State Government for marketing and promotion activities for agri-related activities – 2 Marks 	06	Detailed CV of proposed resource
3	<p>Financial Analyst – 6 Marks</p> <ul style="list-style-type: none"> Educational Qualification – 1 Mark Total work experience – 2 Mark <ul style="list-style-type: none"> > 6 years of experience – 1 Marks Experience of working with government clients and experience in PPP projects –3 Marks 	06	Detailed CV of proposed resource
4	<p>Analyst – 2 Marks</p> <ul style="list-style-type: none"> Total work experience – 1 Mark <ul style="list-style-type: none"> > 3 years of experience – 1 Mark 	02	Detailed CV of proposed resource

Sr. No	Criteria	Maximum Marks	Supporting Documents
	<ul style="list-style-type: none"> Experience of working with government clients – 1 Mark 		
IV.	Expert Team		
1	Finance/PPP Expert – 4 Marks <ul style="list-style-type: none"> Educational Qualification - 1 Mark Total work experience – 1 Mark <ul style="list-style-type: none"> > 10 years of experience – 1 Mark Experience in demand analysis and financial feasibility in minimum 3 (three) projects in infrastructure sector in PPP mode – 2 Marks 	04	Detailed CV of proposed resource
2	Contracts & Legal Expert – 4 Marks <ul style="list-style-type: none"> Educational Qualification - 1 Mark Total work experience – 1 Mark <ul style="list-style-type: none"> > 10 years of experience – 1 Marks Experience in contract matters, review of contract agreements for infrastructure projects in PPP – 1 Mark Experience in contract matters, review of contract agreements for agriculture related projects – 1 Mark 	04	Detailed CV of proposed resource
3	Project Architect – 4 Marks <ul style="list-style-type: none"> Educational Qualification - 1 Mark Total work experience – 1 Mark <ul style="list-style-type: none"> > 10 years of experience – 1 Mark Experience in designing and planning of large infrastructure and commercial/ food parks/ industrial/logistic parks etc – 2 Marks 	04	Detailed CV of proposed resource
4	Urban Planner – 4 Marks <ul style="list-style-type: none"> Educational Qualification – 1 Mark Total Work experience – 1 Mark <ul style="list-style-type: none"> > 10 years – 1 Mark Experience in urban planning for agri-related projects – 2 Marks 	04	Detailed CV of proposed resource
V	Qualitative Assessment		
1	Personal Interaction with proposed resources in person	8	Personal Interaction/Interview with proposed resources
2	Approach & Methodology and unique value proposition of the bidder	15	Presentation and unique value

Sr. No	Criteria	Maximum Marks	Supporting Documents
			proposition of the bidder

Bidder shall submit its financial bid as per man-month effort over the duration of the project to complete the task spread over the entire duration of the assignment. The financial bid of the bidder shall be considered as the sum of total number of man-months multiplied by man-month rate for each resource calculated over the duration of the assignment.

The bidder with the highest score as the QCBS evaluation score will be awarded the project.

15. Evaluation and Appointment of TAC

- i. The Authority shall examine and evaluate proposal in accordance with the selection process and criteria specified in Section of this document.
- ii. Any information contained in the Proposal shall not in any way be construed as binding on the Authority, its agents, successors or assigns, but shall be binding against the Applicant if the Consultancy is subsequently awarded to it.
- iii. Information relating to the examination, clarification, evaluation, and recommendations for the selection of Applicants shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional adviser advising the Authority in relation to matters arising out of, or concerning the Selection process.
- iv. The Authority shall treat all information, submitted as part of the Proposal, in confidence and shall require all those who have access to such material to treat the same in confidence.
- v. The selected Applicant may, if necessary, be invited for negotiations. The negotiations shall general not be for reducing the price of the Proposal, but will be for re-confirming the obligations of the Consultant under this RFP. Issues such as deployment of key personnel, understanding of the RFP, methodology and quality of the work plan shall be discussed during negotiations.
- vi. In case the selected Applicant fails to reconfirm its commitment, the Authority reserves the right to designate the next ranked Applicant as the Selected Applicant and it for negotiations.
- vii. After selection, a Letter of Award (LOA) shall be issued, in duplicate by the Authority to the Selected Applicant and the Selected Applicant shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the selected Applicant is not received by the stipulated date, the Authority may, unless it consents to extension of time for submission thereof, cancel the LOA and the next highest-ranking Applicant may be considered.
- viii. After acknowledgement of the LOA as aforesaid by the selected Application, ut shall execute the Agreement within 7 (seven) days. The selected Applicant shall not be entitled to seek any deviation in the Agreement.
- ix. The TAC shall commence the Consultancy within seven days of the date of the Agreement, or such other date as may be mutually agreed. If the TAC fails to either sign the Agreement within the stipulated time, the Authority may invite the second ranked Applicant for negotiations. In such an event, the LOA or the Agreement, as the case may be, may be cancelled/terminated.
- x. The Authority will not return any Proposal or any information related to the Proposal. All information collected, analysed, processed or in whatever manner provided by the

Consultant to the Authority in relation to the Consultancy shall be the property of the Authority.

16. Performance Security

The Applicant, by submitting its Application pursuant to this RFP, shall be deemed to have acknowledged that without prejudice to the Authority's any other right or remedy hereunder or in law or otherwise, its Performance Security shall be forfeited and appropriated by the Authority as the mutually agreed pre-estimated compensation and damages payable to the Authority for, inter alia, the time, cost and effort of the Authority in regard to the RFP, including the consideration and evaluation of the Proposal, under the following conditions:

- a. If an Applicant engages in any of the Prohibited Practices
- b. If the Applicant is found to have a Conflict of Interest, and
- c. If the selected Applicant commits a breach of the Agreement.

An amount equal to 3% (three percent) of the Agreement value shall be deemed to be the Performance security for the purposes of the Clause, which may be forfeited and appropriate in accordance with the provisions hereof.

17. Payment Schedule

The Payment to the TAC as per the following Milestones ("Payment Milestones")

S.N.	Deliverables	Payment (% of Consultancy Fees)	Timeline in Months
1.	Team Mobilization and acceptance of Inception Report	5%	T+0.5
2.	Acceptance of Preliminary Proposal and Roadmap	10%	T+2
3.	Detailed Report based on Realistic Assessment	20%	T+4
4.	Bankable Documents and Marketing Strategy Document	15%	T+6
5.	Acceptance of Tender Documents for selection of Third-Party Agencies	20%	T+8
6.	Evaluation of Bids submitted by agencies, finalization of agency and issuance of Letter of Awarded to such agency	30%	T+11
7.	Signing of Concession/Lease Agreement		

(i) Consultants are required to quote the Fixed Annual Remuneration/ Consultancy fees, as well as the success fee rate upto @0.2% (20 bsp) of the bid value per property successfully auctioned.

(ii) Success fee shall be charged from and paid to the consultant directly by the prospective bidder only on the successful auction of the property. Neither HHMCL will be legally bind not it shall be responsible for the settlement of the consultant with the bidder in this regard.

18. Validity of the Proposal

The Proposal shall be valid for a period 90 days from the Proposal Due Date (the "PDD").

19. Site Visit and Verification of Information

Applicants are encouraged to submit their respective Proposals after visiting the Project site and ascertaining for themselves the site conditions, location, surroundings, existing developments, infrastructure & facilities at the site, access to the site, and availability of data, drawings, and other information with HIHMCL.

Prospective Applicants may visit the Site and HIHMCL's office to review the available data at any time prior to PDD. However, before visiting, the Applicants shall give at least two days' notice to the nodal officers specified below:

Superintendent Engineer, IIHM

Executive Engineer, IIHM

Pre-Proposal Conference

The date, time and venue of Pre-Proposal Conference shall be Date XX.

Time: 12:00 PM hrs. onwards

Venue: Kisan Bhawan, Sector-14, Panchkula

20. Completion of Services

- i. All the Deliverables shall be compiled, classified and submitted by the Consultant to the Authority in soft form, to the extent possible. The documents comprising the Deliverables shall remain the property of the Authority and shall not be used by the Consultant for any purpose other than that intended under this RFP without the permission of the Authority. The consultancy shall stand completed on acceptance by the Authority of all Deliverables of the Consultant.

21. Financial Format

Item No.	Description	Amount (Rs.)
A.	RESIDENT PERSONNEL AND LOCAL COSTS	
B.	OVERHEAD EXPENSES @..... % of (a)	
C.	APPLICABLE TAX	
D.	TOTAL (including taxes) (A+B+C) In Indian Rupees(in figures)(in words)	

Overhead expenses may include expenses pertaining to travel including to the project site, Headquarter of the Authority, and any other locations required for project work, Workshops, Stationary, Communication, and other such miscellaneous items.