

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

(A Government of Haryana Undertaking)

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

**NOTICE INVITING
“REQUEST FOR PROPOSAL”**

SELECTION OF TRANSACTION ADVISOR & CONSULTANT (TAC) FOR PROVIDING INTEGRATED CONSULTANCY SERVICES FOR ASSISTING HIHMC TO OPERATIONALIZE THE INDIA INTERNATIONAL HORTICULTURE MARKET (HIHMCL), GANAUR, DISTT. SONEPAT (HARYANA).

Haryana International Horticultural Marketing Corporation Limited (HIHMC) headquartered at Panchkula / Ganaur, Haryana intends to identify an experienced firm for providing Transaction Advisory & Integrated Consultancy services, to undertake the work detailed in Scope of work section of this document for the purpose of operationalizing the India International Horticulture Market (HIHMCL), Ganaur, Distt. Sonapat (Haryana) on 394 acres of site on National Highway No.44.

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) FOR PROVIDING INTEGRATED CONSULTANCY SERVICES FOR ASSISTING HIHMC TO OPERATIONALIZE THE INDIA INTERNATIONAL HORTICULTURE MARKET (HIHMCL), GANAUR, DISTT. SONEPAT (HARYANA).	Rs 1,00,000 (Rupees One lacs only)	NIL

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 "HIHMC") 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 HIHMC 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 HIHMC 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 HIHMC 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 HIHMC accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The HIHMC, 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 HIHMC 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 HIHMC 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 HIHMC is bound to select an Applicant or to appoint the Selected Applicant/Agency, as the case may be, for the consultancy Project and the HIHMC 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 HIHMC, 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 HIHMC 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	August xx, 2023
Description	SELECTION OF TRANSACTION ADVISOR & CONSULTANT (TAC) FOR PROVIDING INTEGRATED CONSULTANCY SERVICES FOR ASSISTING HIHMC TO OPERATIONALIZE THE INDIA INTERNATIONAL HORTICULTURE MARKET (HIHMCL), GANAUR, DISTT. SONEPAT (HARYANA) INDIA
Submission of bids	Xx/xx/xxx up to 5:00 PM
Date & Time of opening technical bid	xx, 2023 at 11:00 AM
Date & Time of Technical Presentation	To be intimated
Name, Designation, and contact details of the department	<p>Superintendent Engineer, HIHMCL</p> <p>Executive Engineer, HIHMCL</p> <p>HARYANA INTERNATIONAL HORTICULTURAL MARKETING CORPORATION LIMITED</p> <p>Plot No,6 Mandi Bhawan Sector 6 Panchkula 134109 Haryana, India</p>

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

2.1. Background

The HSAM Board has incorporated the Haryana International Horticultural Marketing Corporation Limited (HIHMCL) 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. (HIHMCL) has envisioned to establish an Ultra-Modern Fruit and Vegetable Market at Ganaur, District-Sonapat of Haryana. HIHMCL 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

HIHMCL seeks assistance of a professional services firm for operationalizing the Haryana International Horticulture Market at Ganaur. The scope of work and deliverable are described below.

3.1. Program Management Support for Operationalization of HIHMCL

- i. Conduct **primary and secondary market research** to identify market size, key players, demand patterns, and key trends in the region, to ascertain potential volume that can be catered by HIHMCL
- ii. Conduct **comparative analysis** of horticulture markets both nationally and internationally, to assess best practices on market operations, policies, services offered, business model, incentive mechanisms, etc.
- iii. Conduct primary research via **stakeholder consultation** with key industry experts, stakeholders within the supply chain, Farmer Producer Organizations, Cooperatives etc. to finalize the operational strategy for HIHMCL. Conduct at least 100 interviews and 4 workshops/group discussions in mandis within a 400 km radius. Prepare necessary **toolkits and questionnaires** for primary research. Also conduct 20 key informant interviews with industry experts and stakeholders.
- iv. Prepare afresh **report on estimated commodity inflow and outflow**, arrival and destination markets, export potential for next 5 years along with its trajectory till it reaches the full potential.
- v. Suggest **proposed infrastructure** in PPP mode or otherwise for the market including but not limited to **assaying, procurement and digitization of weighing scales, sorting and grading, warehousing, cold storage, export infrastructure such as irradiation facility**, etc.
- vi. Establish key roles and responsibilities of different agencies that will provide **services to operationalize the market**, including, but not limited to **certification agencies, traffic management, logistics providers, banks, gas station, charging hubs** etc. and the support which may be provided by the Authority to them.
- i. Perform an in-depth **analysis of the regulatory framework** that governs the horticulture market, **provide guidance** on the necessary regulatory requirements and provide support in pursuing any amendments to existing acts to ensure seamless operation of the market.
- vii. Prepare **phase wise execution plan and execution strategy** encompassing pragmatic timelines for all major milestones of the Project development.
- viii. Assist the Authority in determining the appropriate **fee structure** along with **incentive mechanism** to attract traders and farmers to the market.
- ix. Assist the Authority in **marketing activities**, and preparation of **project specific documentation** such as presentations, project specific proposals.
- x. Prepare comprehensive **financial projections** for the Market, including for market and non-market functions.
- ii. Conduct **financial feasibility of O&M of market operations** through a detailed financial model. The financial analysis shall bring out all realistic assumptions clearly and shall include preliminary estimates of:
 - Operating cost related to the project

- Revenue estimation

- Cash flows projections
 - Financial and Economic analysis of the project (NPV, IRR, break-even analysis, Payback period)
 - Viability gap funding
 - Assets /Liabilities matching
 - Assessment of working capital requirement during O&M phase
 - Temporary parking of spare funds
 - SOP for accounting, finance and internal auditing of market O&M
 - Manual for sound internal financial control systems
- iii. Recommend the most optimum revenue stream for implementation of the project to maximize the revenue potential for HIHMCL with scenario analysis
 - iv. Assist in availing soft loans / grants and other facilities from central / state government for such projects

3.2. Process Streamlining to Optimize Market Operations

- i. Develop clear and detailed **Standard Operating Procedures (SOPs)** for streamlining the market operations. These SOPs should cover all critical aspects of the horticulture market, including vendor registration, product quality inspection, pricing mechanisms, inventory, supply chain & logistics management, mandi operators, and third-party agencies. The SOPs should be designed to enhance efficiency, reduce wastage, and ensure a seamless flow of operations with sound internal control systems in place.
- ii. Provide suggestions to the **organization structure** for HIHMC, including operating model and manpower planning for efficient implementation of the SoPs.
- iii. Provide training sessions by hiring domain experts and workshops to the staff and stakeholders involved in the market operations to ensure the proper **implementation and adherence to the new SOPs**.
- iv. Establish a **monitoring mechanism** with **key performance indicators** to regularly assess the effectiveness of the streamlined processes, track performance metrics, and make necessary adjustments to further optimize the market operations.

3.3. Onboarding Any other Implementing Agencies for Market Operations

- i. Advise Authority on **best-fit strategy for onboarding any other agency** as per requirement, including pre-qualification criteria, bidding procedures, evaluation and selection criteria and tender procedure for onboarding any other agency as per requirement. Revalidation of reports mentioned at 3.1, 3.2 and 3.3 to accommodate new business strategy.
- ii. Prepare necessary **bid/tender documents** for the engagement of any other agency(s) required for development of the project in accordance with the project execution strategy.
- iii. Assist the Authority during the bidding process with advice on the **inputs to evaluation of the bids** submitted by the bidders as per the RFP document.
- iv. Support in **executing the contract/agreement** post finalization of the Agency(ies) by the Authority
- v. Act as the **focal point of coordination** between the Implementing Agencies, and the Authority.

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.

4. Deliverables

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

S.N.	Deliverables	Duration*
I: Operationalization Plan for HIHMCL		
1.	Preliminary Concept Plan for Operationalization of the Market	T+3 months
2.	Updated Business Plan for the Market including commodity volumes, infrastructure requirements, services, fee structure, financial projections, regulatory requirements/ amendments etc.	T+5 Months
3.	Revised Organization Structure and SoPs for Market Operations	T+6 months
4.	Bankable documents that may be presented to key stakeholders for their appreciation of the project	As per Execution Plan
5.	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 	As per Execution Plan
6.	Weekly and Monthly Progress Report on Activities mentioned in Point 3 of this document	Ongoing

**Duration commences upon signing of the work order*

5. Duration of Assignment

The duration of assignment shall be for 24 months and may be extended for another 12 months upon mutual agreement.

6. Terms and Conditions

- i. The selected agency shall provide laptop/desktop, or any other tools required to perform their duties, HIHMC shall only provide civil infra & consumables as per requirement to the resources working onsite.
- ii. The agency may collaborate with other agencies for specialized expertise in agriculture, surveying, architecture, legal counsel etc. for the execution of the project.
- iii. 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.
- iv. All other terms & conditions will be as per the agreement signed by the selected agency & HIHMC to provide consulting services as per standard bidding documents being used by HIHMC for such consultancy assignment.
- v. The possession or use of this RFP in any manner contrary to any Applicable Laws or for any purpose other than as specified in this RFP is expressly prohibited. Bidders shall inform themselves of and shall observe any and all Applicable Laws. **“Applicable Laws”** means all applicable laws in force and effect as of the date hereof and which may be promulgated or brought into force and effect hereinafter in India or

such other territorial jurisdiction outside India, by any authority, including any Governmental Authority, including any revisions, amendments or re-enactments including without limitation statutes, rules, regulations, bye-laws, policies made thereunder, judgments, decrees, injunctions, writs, orders issued by any court of record or other requirement or official directive of any Governmental Authority or any person acting under the authority of any Governmental Authority or any statutory authority, including any notification issued by the Reserve Bank of India or by any Governmental/ statutory authority, as may be in force and effect during the Bid Validity Period and the subsistence of this Tender.

7. Composition & Qualification Requirements

The Professionals required for this assignment are categorized as Core Team & Expert Team. The Core Team including the Team Leader, Senior Market Analyst, Wholesale Market Analyst and Post Harvest Management Expert shall provide full person man days' time on the project office (PO) at Panchkula/Ganaur for the times specified in this RFP. . The Core and Expert Team i.e. Finance Expert, Procurement & Legal Expert, Agri Policy Expert, IT Expert and 5 Support Analysts for primary research 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 / Infrastructure Expert (1 no.)	MBA, Agri Business Management, Postgraduate in Economics or equivalent /	<ul style="list-style-type: none"> • Min work experience of 20 Years • Experience in PPP / infrastructure projects • Experience in Designing, Planning and Operations of Agriculture Markets is preferred • Experience in program management for Central/State government projects in the agriculture sector 	<ul style="list-style-type: none"> • Min work ex years in plan of wholesale chain infrast
2	Senior Market Analyst (1no.)	Post Graduate in Economics, Statistics, MBA, Agribusiness Management or equivalent	<ul style="list-style-type: none"> • Minimum experience of 15 Years • Experience of working with government clients • Experience in the agriculture marketing including exports and imports of horticulture produce 	<ul style="list-style-type: none"> • Min work ex • =Experience wholesale a and agri sup

3	Wholesale Market Expert (1 no.)	PG or MBA, Agribusiness Management, M.Sc Horticulture/Post Harvest Management / / from a reputed institute	<ul style="list-style-type: none"> • Minimum 15 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 agri-marketing/food processing // agri-infrastructure projects 	•
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S.N.	Position	Minimum Qualification	Minimum Experience
4	Post Harvest Management Expert	B.Sc/B.Tech Agriculture Engineering, Post Harvest Management or equivalent	<ul style="list-style-type: none"> • Minimum experience of 10Years • Experience of working with government clients • Experience in agri infrastructure cold chain projects

B. Expert Team

S.N.	Position	Minimum Qualification	Minimum Experience
1	Agri Policy Expert	PG in Agriculture/Horticulture or Agribusiness Management /MBA in // Marketing/Operations / Finance	<ul style="list-style-type: none"> • Minimum work experience of 20 years • Experience of working with government agency focused on agri-market operations, such as Mandis or APMCs • Experience in projects related to agriculture retail supply chain and operations of agriculture market
2	Finance Expert (1 no.)	CA or MBA in Finance	<ul style="list-style-type: none"> • Minimum work experience of 10yrs • Experience in demand analysis and financial feasibility in minimum 3 (three) projects in infrastructure sector in PPP mode
3	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 agriculture related projects. • Knowledge of APMC and other related acts and regulations applicable to horticulture market

4	IT Expert	B.Tech IT or ITES, MCA	<ul style="list-style-type: none"> • Minimum work experience of 7 years • Experience in developing MIS and ERP/SAP
4	Research Associate(1 no.)	Post Graduate in Economics, Statistics, Agri Economics or Agriculture/Horticulture	<ul style="list-style-type: none"> • Minimum work experience of 6 years • Experience in conducting/ primary secondary research
5	Research Analysts (4 nos.)	Graduate in any field	<ul style="list-style-type: none"> • Minimum work experience of 3 years • Experience in conducting primary/ secondary research

HIHMC will provide initial acceptance of the proposed composition of resources. Thereafter, substitution of any team members will be accepted by HIHMC 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 HIHMC for approval before deployment.

8. 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~~ 80, 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:

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

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

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

$$S = S_t \times W_t + S_f \times W_f. \quad (W_t = 70\%; W_f = 30\%)$$

9. 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 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, out of which atleast ten years in providing consultancy in agriculture and agribusiness.</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
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. Extracts of audited Balance Sheet & P&L
5	Experience**	the bidder should have undertaken at least 3 engagements on providing Consulting services to agencies operating Horticulture (including floriculture) Market terminals on an area of atleast 100 acres. Consulting services should include advisory on defining processes and SoPs for the market terminal for various processes, designing the IT backbone, Regulatory compliances, etc.	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

No.	Requirement	Specific Requirement	Documents Required
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

10. Technical Evaluation Criteria

Sr. No	Criteria	Maximum Marks	Supporting Documents
I.	Past Experience of the Firm		
1	<p>Past experience of undertaking DPR's and or PMC for establishment of wholesale / Terminal Markets for Agriculture/Horticulture, Post Harvest and Cold Chain Infrastructure, Mega Food Parks of atleast 100 acres in size.</p> <p>Project fee of each engagement should be of a value of at least INR 1 Cr</p> <p>(5 marks per engagement)M</p>	25	Work Order/ Contract agreement should be furnished
2	<p>Past experience of providing consultancy services on Regulatory compliances on various acts / rules / statutes pertaining to Agriculture / Horticulture / Agri Marketing / and other such similar activity in India</p> <p>Project Fee of each engagement should be of a value of at least INR 50 lakhs</p> <p>(5 marks per engagement)</p>	10	Work Order/ Contract agreement should be furnished
5	<p>Past experience of undertaking Digital Enablement / E-Governance / IT Roadmap/MIS systems for Horticulture Market Terminals in last three years from the date of submission</p> <p>Project fee of each engagement should be of a value of at least INR 50 Lakh</p> <p>(2.5 Marks per engagement)</p>	5	<p>Work Order/ Contract agreement should be furnished</p> <p>Not necessary for project</p> <p>Only operating project is E_NAM therefore this may be deleted</p>
II.	Core Team		

1	Team Leader/– 6 Marks <ul style="list-style-type: none"> • Educational Qualification - 1 Mark • Total work experience – 1 Mark <ul style="list-style-type: none"> ○ > 20 years of experience – 2 Marks • Experience in PPP/ Infrastructure projects – 2 Marks • Experience in establishment of Wholesale/Terminal markets, supply chain management – 2 Marks 	6	Detailed CV of proposed resource
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Sr. No	Criteria	Maximum Marks	Supporting Documents
2	Wholesale Market Expert –12 Marks <ul style="list-style-type: none"> Educational Qualification - 2 Marks Total work experience – 2 Marks <ul style="list-style-type: none"> > 10 years of experience – 2 Marks Experience in working with Central/ State Govt. for schemes in agriculture sector – 3 Marks Experience of working on wholesale / terminal markets and supply chain infrastructure Experience in Business Development for Horticulture Markets of at least 100 acres in size - 5 marks 	12	Detailed CV of proposed resource
3	Senior Market Analyst – 3 Marks <ul style="list-style-type: none"> Educational Qualification – 0.5 Mark Total work experience – 1 Mark <ul style="list-style-type: none"> > 6 years of experience – 1 Marks Experience of working with government clients and experience in the agriculture sector –1.5 Marks 	03	Detailed CV of proposed resource
4	Infrastructure Expert – 2 Marks <ul style="list-style-type: none"> Total work experience – 1 Mark <ul style="list-style-type: none"> > 3 years of experience – 1 Mark Experience of working with government clients – 1 Mark 	02	Detailed CV of proposed resource
III.	Expert Team		
1	Agri Policy Expert – 10 Marks <ul style="list-style-type: none"> PG or MBA / Engineering / Marketing and Operations / Finance – 2 Marks Experience of working with government agency focused on agri-market operations, such as Mandis or APMCs – 4 Marks Experience in projects related to agriculture retail sales and operations of agriculture market – 4 Marks 	10	Detailed CV of proposed resource
2	Finance Expert – 4 Marks <ul style="list-style-type: none"> CA or MBA/MSc. in Finance - 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

Sr. No	Criteria	Maximum Marks	Supporting Documents
3	Contracts & Legal Expert – 4 Marks <ul style="list-style-type: none"> • Graduation in Law - 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	Research Associate – 3 Marks <ul style="list-style-type: none"> • Post Graduate in any field – 1 Mark • Total Work experience – 1 Mark <ul style="list-style-type: none"> ◦ > 6 years – 1 Mark • Experience in primary / secondary research – 1 Mark 	03	Detailed CV of proposed resource
4	Research Analysts (04 nos.) – 4 Marks <ul style="list-style-type: none"> • Minimum work experience of 3 years – 0.5 Mark per resource • Experience in primary / secondary research – 0.5 Mark per resource 	04	Detailed CV of proposed resource
IV	Qualitative Assessment		
1	Personal Interaction with proposed resources in person	5	Personal Interaction/Interview with proposed resources
2	Presentation and unique value proposition of the bidder	7	Presentation and unique value 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 technical score will be awarded the project.

11. Payment Schedule

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

S.N.	Deliverables	Payment (%) of	Timeline in Months
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		Consultancy Fees)	
I: Operationalization Plan for HIHMCL			
1.	Acceptance of Preliminary Concept Plan for Operationalization of the Market	5%	T+3
2.	Acceptance of Updated Business Plan for the Market	15%	T+5
3.	Acceptance of Revised Organization Structure and SoP for Market Operations	5%	T+7
4.	Acceptance of Bankable Documents and Tender Documents for selection of Third-Party Agency	10%	As per Execution Plan
5.	Evaluation of Bids submitted by agencies, finalization of agency and issuance of work order/agreement to such agency	15%	As per Execution Plan
6.	Monthly Payment for Program Management Services for HIHMCL	50%	Equal Monthly Instalment starting T+1

- i. All payments shall be subject to deduction of taxes at source as per Applicable Laws.
- ii. All payments shall be made in INR.
- iii. All applicable taxes under Applicable Laws in India shall be paid over and above the fee quoted in the Financial Proposal.

12. Validity of the Proposal

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

13. 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 HIHMC.

Prospective Applicants may visit the Site and HIHMC'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, HIHMCL

Executive Engineer, HIHMCL

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

14. Financial Format

S.No.	Resource	Unit Price (A)	Man-months (B)	Total Resource Cost (in INR) (C=A*B)
1	Team Leader / Agri-Infrastructure Expert		24	
2	Senior Market Analyst		24	
3	Wholesale Market Expert		24	
4	Infrastructure Expert		24	
5	Finance Expert		18	
6	Contracts & Legal Expert		8	
7	Agri Policy Sales Expert		12	
8	Research Associate		24	
9	Research Analyst 1		2	
10	Research Analyst 2		2	
11	Research Analyst 3		2	
12	Research Analyst 4		2	
Total Manpower Fee (A)				
Operational Expenditure (B)				
Total Fee (A+B)				

The above rates are excluding GST.

Operational expenditure 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.