# RequestforExpressionofInterest

# Ministry of Rural Development Rural Livelihoods Division Government of India

7th Floor, NDCC-II Building, Jai Singh Road, New Delhi-110001, India

Web: https://eprocure.gov.in/cppp/ https://rural.gov.in/en/documents/advertisement-tenders

REOINo:N-11018/05/2023-RL-Proc(386466)

RequestforExpressionofInterest(REOI)

For

Engaging a Technical Support Agency for the Operations and ManagementoftheSarasGalleryandeSaraseCommerceportal underDAYNRLMon'RevenueSharingBasis'.

Note: - For Technical Support on CPPP portal please contract CPPP directly. MoRD will not be able to assist or be responsible for any technical issues on CPPP portal.

S. N	Activity Description	Date
1.	Issue of REOI	30 <sup>th</sup> July 2024
2.	Last Date for Submission of Queries	7 <sup>th</sup> August 2024 upto 1:00 P.M.
3.	Pre-EOI Conference meeting	7th August 2024 at 3:00 P.M. onwards
4	MORD's response to Queries	9 <sup>th</sup> August 2024by 3:00 P.M
5.	Last Date forSubmission of EOI	21 <sup>st</sup> August 2024 up to 2:00 P.M.
6.	Date for Opening of EOIs	21st August 2024 at 3:00 P.M. onwards

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### Part I: REOI Process

### Section I: Request for Expression of Interest (REOI)

#### Invitation

The Ministry of Rural Development, Rural Livelihoods Division, invites Expression of Interest (hereinafter referred as the 'EOIs') from eligible and qualified Agencies for shortlisting for the delivery of services as described in 'Part II: Schedule of Requirements' (hereinafter referred to as 'the Services'). Interested Agencies should provide sufficient and relevant information demonstrating that they meet the specified eligibility criteria and have the required qualifications to be shortlisted for providing the Services. This Request for Expression of Interest (REOI) document, reference number, REOI/ N-11018/05/2023-RL-Proc (386466) details the process of procurement. There will be no shortlisting of agencies during the EoI stage. An open tender is to be issued during the Request for Proposal (RFP) stage on the Government e-Marketplace (GeM) portal. (However, MoRD reserves the right to invite only shortlisted agencies at the RFP inviting stage or to keep it as an open tender, allowing all agencies to participate).

#### 2. Instructions for EOI

#### 2.1 GoverningLanguageandLaw

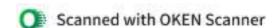
- a) TheEOIsubmittedbytheagencyandallsubsequentcorrespondenceanddocuments relating to the EOI exchanged between the agency and the Procuring EntityshouldbewritteninEnglishlanguage.However,thelanguageofanyprinted literature furnished by an Agency in connection with its EOI may be written in any other language provided a certified translation accompanies the same in the EOI language. For interpretation of the EOI, translation in the language of the EOI shall prevail.EOIs without English translation will not be considered.
- TheREOlprocessshallbesubjecttothelawsoftheUnionofIndiaandtheexclusivejurisd ictionofcourtsrelevanttotheaddressoftheTenderInviting Authority.

#### 2.2 Acronyms

ThefollowingAcronymshavebeenusedinthisREOldocument:

Acronym	Definition		Acronym	Definition
DPIIT	DepartmentforPromotionof IndustryandInternalTrade(DPIIT)	RFP	19.00	uestfor osals
EOI	ExpressionofInterest		TIA	TenderInviting Authority
JV/C	Joint Venture/ Consortium		TOR	Termsof Reference
REOI	Request for Expression of Interes	st		

#### 2.3 TheContentsoftheREOldocument



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This REOI document provides the relevant information and instructions to assist the prospective agencies in preparing and submitting EOIs. It also includes the mode and procedure for receipt/ opening, evaluation of EOIs, and shortlisting of agencies. (There will be no shortlisting of agencies during the EoI stage. An open tender is to be issued during the Request for Proposal (RFP) stage on the Government e-Marketplace (GeM) portal. (However, MoRD reserves the right to invite only shortlisted agencies at the RFP inviting stage or to keep it as an open tender, allowing all agencies to participate). The REOI document consists of the following parts. If additional sections/appendices are included in a specific EOI, these would be detailed in Section II: Appendix.

#### Partl:REOlprocess

SectionI:RequestforExpressionofInterest(REOI) Section II: Appendix SectionIII:QualificationCriteria

#### PartII:ScheduleofRequirements

SectionIV:TermsofReference(TOR)

#### PartIII:EOISubmissionFormats

RefertoAnnexuresIto VI

#### 2.3.1. SectionII:Appendix

Variable parameters and information related to this specific REOI process are summarised in the appendix.

#### 2.3.2. SectionIII:QualificationCriteria:

This section lays down the Qualifying Criteria for shortlisting agencies. The agencies must have requisite experience with assignments similar in nature in general and specific sectors relevant to the subject assignment.

#### 2.3.3. SectionIV:TermsofReference(TOR)

'SectionIV:TermsofReference(TOR)'describesthebackground,purpose/objectives, description/ scope, deliverables/ outcomes, and timelines of Services (hereinafter called the 'Service') required. The 'Service' may include incidental Goods, Works, and other Services if so indicated therein. Any generic referencethe 'Service' shall be deemed to include such incidental Goods, Works, and other Services.

# 2.3.4. EOI Formats for submission (To be filled, duly signed, and submitted by agencies)

The agency must fill, sign and Submit the EOI in the Formats given in Part III: 'EOI Submission Formats'.

#### 2.4 Corrigenda/AddendatoREOIdocument

 Before the deadline for submitting EOIs, the Procuring Entity may update, amend, modify, or supplement the information, assessment or assumptions

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contained inthe REOI document by issuing corrigenda and addenda. The corrigenda and addenda shall be published in the same manner as the original REOI document. The agencies must check the website(s) for any corrigenda/ addenda. Any corrigendum or addendum thus issued shall be considered a part of the REOI document.

ii. If considered necessary, the Procuring Entity may suitably extend the EOI submission deadline to give reasonable time to the prospective Agencies to take such corrigendum/ addendum into account in preparing their EOI. After the ProcuringEntitymakessuchmodifications,anyAgencywhohassubmittedhisEOI shall have the opportunity to either withdraw his EOI or re-submit his EOI superseding the original EOI within the extended time of submission

iii. TheProcuringEntitymayextendthedeadlinefortheEOIsubmissionbyissuingan amendment. In such a case, all rights and obligations of the Procuring Entity and the agencies previously subject to the original deadline shall then be subject

to the new deadline for the EOI submission.

3. ProcuringEntity-RighttoRejectanyorall EOIs

The issue of the REOI document does not imply that the Procuring Entity is bound to shortlist agencies. The Procuring Entity reserves its right to accept or reject any or all EOIs, abandon/ bypass/ cancel the REOI process and issue another REOIfor the same or similar Services before or after shortlisting agencies. It would have no liability to the affected agency or agencies or any obligation to inform the affected agency or agencies of the grounds for such action(s).

# 4. ParticipationinREOI-EligibilityCriteria

4.1. Eligibility Criteria

SubjecttootherprovisionsintheREOIdocument,participationinthisshortlistingprocess is open to all agencies who fulfil the 'Eligibility' and 'qualification' criteria. agencies should meet the following eligibility criteria as of the date of their EOI submission. agencies shall be required to demonstrate fulfilment of the Eligibility Criteria.

- A Services provider with valid registration regarding GSTIN, PAN, TAN, EPF, ESI, Labour, or equivalent registration certificate issued by the concerned authority/government as applicable to the subject Services.
- b. The bidder should not be blacklisted by Central or State Government or under liquidation, court receivership or similar proceedings and should not be Bankrupt. Bidder must furnish undertaking to this effect with the bid document.
- c. Not have a conflict of interest, which substantially affects fair competition. No attempt should be made to induce any other agency to submit or not to submit an EOI to restrict competition.

# 5. Sub-agencies/Sub-contracting

Not allowed.

# 6. JointVenture/Consortium(JV/C)



- In the case where an agency is or proposes to be a Joint Venture/Consortium(thatis,anassociationofseveralpersons,firms,orcompanies hereinafter referred to as JV/C), then unless otherwise specified in Section II: Appendix.
  - a) members should not be more than three (03)
  - The Lead member must have at least 50% of the Qualification criteria.
  - c) Other members should meet at least 25% of the Qualification criteria.
- one of the shortlisted consultants/ service providers must become the lead member of the consortium. The Procuring Entity only deals with the lead member of consortiums for all the purposes.
- In case of a JV, all members of the JV shall sign the contract and shall be jointly and severally liable for the entire assignment.
- JV/C and its members must jointly meet the qualification criteria in Section III –
  Qualification Criteria. The technical/ experience qualification of all JV/C
  members(substantialmembers, Leadmember) shall be evaluated jointly as per
  Evaluation Criteria.

#### 7. ConflictofInterest

Any agency with a conflict of interest that substantially affects fair competition shall not be eligible to participate in this procurement process. EOIs found to have a conflict of interest shall be rejected as nonresponsive. Agency shall be required to declare the absence of such conflict-of-interest in.

# 8. Downloading the REOI document, Clarifications and Pre-EOI Conference

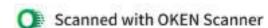
# 8.1 AvailabilityandDownloadingoftheREOIDocument

TheRequest for Expression of Interest shall be published on the CPPP portal& MoRD Website. It shall be available for download after the date and time of the start of availability till the deadline for availability as mentioned in Section II: Appendix. Unless otherwise stipulated in Section II: Appendix.If the Procuring Entity happens to be closed on the deadline for submitting the EOIs as specified above, this deadline shallnot be extended. Any query/ clarification regarding downloadingRequest for Expression of Interest(REOI) on the portal may be addressed to their Help Desk of CPPP& MoRD.

### 8.2 Clarifications

An agency may seek clarification of the REOI document through email to

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procurementnrlps@gmail.comor contact as perSection II: Appendixbefore the date and time mentioned in the EOI documents. This deadline shall not be extended in case of any intervening holidays. No other means of submission of queries shall be entertained. All such queries shall relate to the REOI document alone, and queries related to a detailed analysis of Terms of Reference, payment terms and mode of selection shall onlybe entertained during the RFP Process. The Procuring Entity shall respond

thedeadlineforEOIsubmission. The query and clarifications hall be shared with all prospective agencies by email disclosing its source and also will be uploaded on the MoRD website. If required, the Procuring Entity may modify the REOI document that may become necessary due to the clarification through an Addendum/ Corrigendum issued.

#### 8.3 Pre-EOIConference

If a Pre-EOI conference is stipulated in Section II: Appendix, prospective agencies interested in participating in this REOI may attend a Pre-EOI conference to clarify the conditions of the REOI process at the venue, date and time specified therein.

The date and time by which the written queries for the Pre-EOI must reachthe authority and the last date for participation in the Pre-EOI conference are also mentioned in Section II: Appendix

PriortothePre-EOlconference,theagencymaysubmitalistofqueriesandproposed suggestions in the word format as per 'Annexure-VI', if any, to the EOI requirements. The Pre-EOI conference may also be held physically as well as via VC at the discretion of the Procuring Entity.(Email at procurementnrlps@gmail.comto the Ministry at leastone workingdaysbeforethePreEOImeetingto allow sharing the VC link)

# 9. PreparationofEOIs

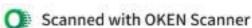
#### 9.1 EOISubmissionFormats:

Agencies must fill and submit the EOI in the Formats in Part III - 'EOI Submission Formats'. EOI by the Agency shall include inter-alia duly signed.

#### 9.2 EOIValidity

Unless specified to the contrary in Section II: Appendix, EOIs shall remain valid for a period not less than 60 (sixty) days from the deadline for the EOI submission stipulated in Section II: Appendix. An EOI valid for a shorterperiod shall be rejected as nonresponsive.

IncasethedayuptowhichtheEOlsaretoremainvalidfallson/subsequently



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declaredaholidayorcloseddayfortheProcuringEntity,theEOlvalidityshall automatically be deemed to be extended upto the next working day.

In exceptional circumstances, before the expiry of the original time limit, the Procuring Entity may request the agencies to extend the validity period for a specified additional period. The request and the agencies' responses shall be made in writing or electronically. An agency may agree to or reject the request. An agency who has agreed to the Procuring Entity's request for extension of EOI validity, however, in no case he shall be permitted to modify his EOI.

# 10. SigningandSubmissionofEOIs

### 10.1 RelationshipbetweenAgencyandeProcurementportal

The Procuring Entity is neither a party nor a principal in the relationship between the agency and the organisation hostingthe e-procurement (hereinafter called the CPPP portal). Agencies must comply with the rules, conditions, regulations, procedures, and CPPP including portal. agreements of the implied conditions/ registration,compatibleDigitalSignatureCertificate(DSC)etc.Agenciesshallsettle clarifications and disputes, if any, regarding the portal directly with them. In case of conflict between provisions of the portal with the REOI document, provisions of the portal shall prevail. Agencies may study the resources providedby the Portal for Agencies.

### 10.2 SigningofEOI

The individual signing/ digitally signing the EOI or any other connected documents should submit an authenticated copy of the document(s), which authorises the signatory to commit and submit EOIs on behalf of the Agency along with Agency Information.

#### 10.3 SubmissionofEOIs.

EOIs must be submitted in hard copy in packed envelope to the Ministry by or before the deadline. EOI should be dropped in the tender box at reception at Ground Floor, NDCC II Building, Jai Singh Marg, New Delhi 110001. EOI submitted through modalities other than those stipulated in Section II: Appendix shall be liable to be rejected as nonresponsive.

In the case of downloaded documents, Agencies must not make any changes to the contents of the documents while submitting, except for filling in the required information. Otherwise, the EOI shall be rejected as nonresponsive.

Agencies are advised to ensure they submit their EOI within the deadline of EOI submission.

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10.4 ImpliedacceptanceofproceduresbyAgencies SubmissionofEOlinresponsetotheREOldocumentisdeemedtobeacceptance of the procedures and conditions of the REOI document.

10.5 ResponsibilityoftheAgencytodeclareallchanges Agencies must advise the Procuring Entity immediately in writing of any material change to the information provided in their EOI submission, including any substantial

change in their ownership, eligibility, or financial or performance capacity.

11. EOIOpening

EOIs received shall be opened online (through VC) as well as physical on or after the specified date and time in Section II: Appendix. EOIs cannot be opened before the specified date & time, even by the Tender Inviting Authority, the Procurement Officer, or the Publisher. If the specified date of EOI opening falls on or is subsequently declared a holiday or closed day for the Procuring Entity, the EOIs shall be opened at the appointed time on the next working day.

# 12. EvaluationofEOIsandShortlistingofAgencies

Note: There will be no shortlisting of agencies during the EoI stage. An open tender is to be issued during the Request for Proposal (RFP) stage on the Government e-Marketplace (GeM) portal. (However, MoRD reserves the right to invite only shortlisted agencies at the RFP inviting stage or to keep it as an open tender, allowing all agencies to participate).

#### Generalnorms

# 12.1 Evaluationisbasedonlyondeclaredcriteria.

The evaluation shall be based upon scrutinising and examining all relevant data and details submitted by Agencies in its/ his EOI and other allied information deemed appropriate by Procuring Entity. Evaluation of EOIs shall be based only on the criteria/ conditions included in the REOI document.

# 12.2 ClarificationofEOIsandshortfalldocuments

During the evaluation of EOIs, the Procuring Entity may, at its discretion, but without any obligation to do so, ask Agencies to clarify its EOI by a specified date (or, if not specified, seven days from the date of receipt of such request). Agencies should answer the clarification within that specified date. The clarification request and response shall be submitted in writing or electronically.

No change in the substance of the EOI shall be sought, offered, or permitted that may

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grant any undue advantage to such an agency. Any clarification submitted by an agency regarding its EOI that is not in response to a request by the Purchasing Entity shall not be considered.

The Procuring Entity reserves its right to, but without any obligation to do so, seek any shortfall information/ documents. Provided such information/ documents are historical, which pre-existed at the time of the EOI openingand which have not undergone change since then and do not grant anyundue advantage to any agency.

If the agency fails to provide satisfactory clarification and/or missing information, its EOI shall be evaluated based on available information and documents.

12.3 DeterminingResponsiveness

Only substantively responsive EOIs shall be evaluated for shortlisting. A substantively responsive EOI is complete and conforms to the REOI document's essentialterms and conditions. Unless otherwise stipulated in Section II: Appendix. the EOI shall be rejected as nonresponsive as per the decision of CEC.

#### 12.4 Evaluation of Pre-Qualification

Procuring entity shall determine, to its satisfaction, whether the Agencies are qualified as per Clause above to participate in the REOI process as per submission of prequalification Declarations. Every pre-qualification requirement has one score and maximumofSix(06) scoring agencies willbeshortlisted.

# 13. RfPprocess

# 13.1 VerificationofOriginalDocumentsatRFPProcess

The Procuring Entity reserves its right to call for verification, originals of all self-certified copies of uploaded documents from the agencies during the followingRFP Process. If the agency fails at that stage to provide such originals or,incaseofsubstantivediscrepanciesinsuchdocuments,itshallbeconstruedas a breach of the Code of Integrity (see clause below). Such RFP proposals shall be liable to be rejected as nonresponsive in addition to other punitive actions for such a breach.

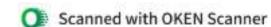
# 13.2 DeclarationofShortlistedAgencies

There will be no shortlisting of agencies during the EoI stage. An open tender is to be issued during the Request for Proposal (RFP) stage on the Government e-Marketplace (GeM) portal. (However, MoRD reserves the right to invite only shortlisted agencies at the RFP inviting stage or to keep it as an open tender, allowing all agencies to participate).

# 14. PublicationofRFPfollowingthisEOI

The Procuring Entity shall publish a Request for Proposal (RFP) through open tender

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for the following procurement process through theGeM portal (Government e-Marketplace). Such Agencies shall be responsible for being on the lookout for the RFP on the portal. While publishing the RFP, the Procuring Entity reserves its right to elaborate further on the brief overview of the proposed procurement/scope of work, qualification Criteria and other terms & conditionswithout vitiating the shortlisting process.

15. Code of Integrity in Public Procurement, Misdemeanours and Penalties:

Code of Integrityand penalties for violating the Govt of India, Ministry ofFinance, Department of Expenditure shall apply to this REOI process. Procuring authorities, agencies, suppliers, contractors, and agencies should observe the highest standard of integrity and not indulge in prohibited practices or other misdemeanours, either directly or indirectly, during the entire procurement Process (including this EOI) or the execution of resultant contracts.

16. Security in terms of bank guarantee

Agency should be willing to give security in the form of bank guarantee for the value of the fixed assets and goods handed over at the time of the commencement of contract. (approx. Rs 1.5 crores). Note: The value of the assets can potentially increase, and the actual value will be determined during contract signing. (AcceptanceonAgency's Letterheadsignedbythe delegated authority.)

Note:Forfurtherdetails,pleaserefertoappendedSectionII:Appendix.

Signedby TenderInvitingAuthority(TIA)

Joint SecretaryRL (II), To the Government of India MinistryofRuralDevelopment, RuralLivelihoods Division

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# SectionII:Appendix

ExpressionofInterestDocumentNo.N-11018/05/2023-RL-Proc(386466)

Tender Title: Engaging a Technical Support Agency for the Operations and ManagementoftheSarasGalleryandeSaraseCommerceportalunderDAY NRLM on 'Revenue Sharing Basis'.

N- 11018/05/2023-		s'.
RL-Proc (386466)	TenderID	N- 11018/05/2023-RL- Proc(386466)
Expressionof Interest	TenderCategory	Services
SingleCover	ProductCategory	RetailandeCommer ce Portal Operations and Management
Domestic Procurement	Organisation:	MoRD
RLDivision	Authority on whose behalf EOI is invited	JS,RL (II)
Procurement Division	TenderInvitingAuthority(TIA)	JS,RL (II)
thFloor, NDCC-	-II,JaiSinghMarg,NewDelhi-11	0001
es(Clause6;7;8	l,and9)	
RefertoCPPP Portal	EOI Validity (Days from the date of EOI Opening)	60 days
RefertoCPPP Portal	Document Download End Date & Time	RefertoCPPP Portal.
RefertoCPPP Portal.	ClarificationEndDate&Time	RefertoCPPP Portal.
RefertoCPPP Portal.	EOI Submission Closing Date & Time	RefertoCPPP Portal.
RefertoCPPP Po	ortal.	
	Domestic Procurement RLDivision Procurement Division ChFloor,NDCC- es(Clause6;7;8 RefertoCPPP Portal RefertoCPPP Portal RefertoCPPP Portal. RefertoCPPP Portal. RefertoCPPP Portal.	Domestic Procurement  RLDivision  Procurement Division  TenderInvitingAuthority(TIA)  ThFloor,NDCC-II,JaiSinghMarg,NewDelhi-11  S(Clause6;7;8,and9)  RefertoCPPP Portal  RefertoCPPP Portal

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Nature of Agencieseligibl e and association with sub- agencies/ JV	RefertoSectionIIIofthisEOI			
Any additional Eligibility or responsiveness Criteria		RefertoSectionIIIofthisEOI		
Maximumlimitof the value of Subcontracting permitted	Subcor nç isNOTal	1	Various JV parameters: Maximum number of members etc.,	Three
4.0Obtaining	theREOI	docume	ntandclarifications(Clause	s6&8)
eProcureme nt and Procuring Entity email	MoRD W	ebsite- <u>h</u> oradver ha	ortal- https://eprocure.gov.in/en https://rural.gov.in/en/docume tenders tisementofEOI-EOIshaveto ardcopy by hand to the Mini-	ents/advertisement- be submitted in istry)
Cost of REOI document(INR)		Procurement entity -Procurementnrlps@gmail.com Nil		
Office/ Contact Person/emailfor clarifications	Tel: 011	- 2346 1	rocurement Division 792 entnrlps@gmail.com	
5.0Pre-EOIC	Accessed to the latest terminal and the latest termina		The state of the s	
Is a Pre-EOI Cor proposed to be h			Yes	10000000
			At3:00P.Mon7 <sup>th</sup> Augus	st2024
Place, time, and the Pre-EOI Con	date of ference	(000)(000)	as well as via Video Confere the Ministry at least gdaysbeforethePreEOImeet the VC link	one
Place, time, and date before which Written queries forthe Pre-EOI conferencemust be received		Via email to Procurement Division(Procurementnrlps@gmail.com), MoRD on or before7 <sup>th</sup> August 2024 upto 1:00 P.M		
Place, time, and date before which participants for the Pre-EOI conference must bereceived		(Procur	Via email to Procurement Division Procurementnrlps@gmail.com), MoRD on or before7 August 2024 upto 1:00 P.M	

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	onandSubmission			
EOIs to be Addressedto	MinistryofRuralDevelopment, RuralLivelihoods Division, Government of India			
Instructionsfor EOI Submission	Offline-EOIs must be submitted in hard copy, enclosed in a packed envelope to the Ministry.  (EOI should be dropped in the tender box at reception at Ground Floor, NDCC II Building, Jai Singh Marg, New Delhi 110001.)			ry. at reception at Ground
Languageof Submission	English	EOIValidity		60 days
EOIOpening Place 7.0 Evaluatio	at leastone work	ingdaysbefore of Development, w Delhi 11000 ralification Crit	opening of 7 <sup>th</sup> Floor,I 1	NDCCIIBuilding,Jai
Maximum number ofagenciesonthe shortlist and criteria on which it would be based	No maximum limit of	Minimum qualificationst o be met by Lead Member andSubstantia I members	AsperElig	ibilityandEvaluation Criteria
RFPtobeissued	There will be no shortlisting of agencies during the Eol stage. An open tender is to be issued during the Request for Proposal (RFP) stage on the Government e-Marketplace (GeM) portal. (However, MoRD reserves the right to invite only shortlisted agencies at the RFP inviting stage or to keep it as an open tender, allowing all agencies to	Form of Contractfrom RFP	Contract	will be part of the RFF document.

SelectionMetho d	Tobeclarifiedin the RFP document – sincethisis revenue sharingbidder with maximum revenue share shall beselected.	Bid Security Requirements	Yes-shallbedetailedintheRFP
Performance Security	Yes-shallbe detailed in the RFP		

### SectionIII:QualificationCriteria

REOldocumentNo.REOl/ N-11018/05/2023-RL-Proc (386466);TenderTitle:Services

# QualificationRequirementoftheBidder

1.1 Pre-Qualificationcriteria(forbeingeligibleforRFPstage)

S.No.	Pre-QualificationRequirements	Documentary Proof Required
PQ-1	Theserviceprovider must be a Company registered in India under the Provisions of Companies Act 1956/2013, Registered Partnership Firm or Society Registered under Societies Act 1860, or a Public Trust registered under Indian Trust Act 1982, or a company registered under Section 8 Companies Act etc.	CopyoftheCertificateof Registration
PQ-2	TheserviceprovidermusthaveGSTregistration certificateasonlastdateofsubmission.	Copyof GST registration certificate.
PQ-3	The service provider should <b>not be blacklisted</b> or debarred banned from  participating or carrying  outbusinessbyanycentralgovt./state  govt./PSUs	Letterofundertakingasin Annexure Form 03 oncompany letter head
PQ-4	Agency should haveaminimum average	Certificatedulysignedby CertifiedCharteredAccounta nt for average annual Turnover
PQ-5	Agencyshouldhaveexperiencein minimum 3 projects of similar nature i.e retail operations and /or ecommerce management with per project value of 1 crore or above during the last 3 years.	CopyofContract/WorkOrder/ oranyotherdocumentclearly providing the evidence required.

Every pre-qualification requirement has one score and maximumofFive(05) scoring agencies willbeshortlisted.

1.2 Consortium:BidsreceivedfromConsortiumswillbeconsidered.However, subcontracting of any work resulting from the tender is not allowed.

EvaluationCriteria(tobeatRFPstage)

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# Part II - Schedule of Requirements

SectionIV:TermsofReference(TOR)

REOldocumentNo.REOl/N-11018/05/2023-RL-Proc(386466)

### EngagingaTechnicalSupportAgencyfortheOperationsandManagement of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on'RevenueSharingModel'

1. Background

The National Rural Livelihoods Mission (Rural Livelihoods Division of the MoRD) undertakesvarious Marketing activities with an effort to enhance the marketing outreach of Self-Help Groups (SHGs) products, such as managing the SARAS Gallery in New Delhi, organising SARAS Aajeevika Mela's and operating the E- SARAS online portal, tying up with other online portals like Amazon and Flipkart and supporting states to set up their own portal or to sell through the portals thatRL division is tying up with.

2. ExistingInitiatives

Two of these activities, the Saras Gallery and eSARAS portal are important initiatives that can create a mechanism of improving the market readiness of the SHG producers so that they are trained and sensitized to produce quality products at scale with proper quality, standardization, packaging and compliance with statutory requirements.

The NRLM manages a retail store of 4000 sqft on Baba Kharak Singh Marg, near Connaught Place, New Delhi, where entire management is being undertaken from sourcing of goods from SHGs, setting up the gallery with stock, managing the logistics and sales and other aspects of the supply chain and on a yearlong basis, etc. The Saras Gallery Store was open on 17th December 2021 and the sales from 17thDecember, 2021 till 16th May 2024 is 4.13 Cr.

An online portal (eSaras.in) is also operated for online sales of SHG products. It was launched on 28th October 2022. The TSA is expected to manage the operations of the portal which include taking pictures and uploading the pictures taken of the products, writing content for them, pricing the products and uploading the same on the portal. Thereafter the entire ecommerce order management operations including management of a fulfilment centre in Janakpuri, Delhi, accepting orders, picking, packing, invoicing to the customer, dispatch and confirmation of receipt by the customer, handing returns etc receipt of payment from customer and paying the SHG suppliers.

Apart from this online portal, the SHG products from the Saras Gallery are also expected to be sold on the mainstream online platforms like GEM/ Amazon/ Flipkart / Meesho/ Jiomart etc.

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The sales as from 28th October 2022 to 16th May 2024 on ecommerce platforms by the existing agency is as under:-

S.N	eCommerce	No.ofOrders	Sales (INR)
1	eSARASPortal	650	5,52,524
2	GEM	23	1,00,219
3	Amazon	781	5,23,147
4	Flipkart	755	2,50,478
5	Meesho	14	6,392
6	Jiomart		
7	Mela		8,99,406
	TotalSales	2,223	23,32,166

The learnings and SOPs prepared with the experience of the operations of these 2 verticalswouldbeusedtotrainthestatesonsettingupsimilarverticalsatthestate level.

#### 3. ObjectiveoftheAssignment

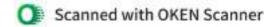
TheobjectiveofthisassignmentistoengageaTechnicalSupportAgency(TSA)tosupport NRLM in the operations and management of the Saras Gallery and the eSARAS Portal.

The agency will work on a revenue sharing business modelwith the MoRD providing for a rent free, furnished retail store including electricity charges and inventory of the sellable goods in the Saras Gallery and eSARAS WH (on as is where is basis) on the date of handover of the premises to the agency (to prevent any disruption of business) and the agency is expected to bear all other charges including, but not limited to, providing managerial and sales manpower for the operations, working capital for the business, all operating expenses (GST, repairs and maintenance, licensing), marketing and branding, inventory management, packaging cost, and share a part of the revenue with MoRD as revenue share. The revenue share shall be on net sales (Net sales = MRP sales less discount less GST)

#### 4. ScopeofWork

Thekeyscopeofworkwillincludethefollowing:

- OperationsandManagementoftheSarasGalleryandtheeCommercePortal eSaras(https://www.esaras.in/)
- Ensureproducts are procured only from the SHG's under DAY-NRLMduly certified by the SRLM through a Vendor Registration Form (ReferAnnexure VII). This certification has to be done by the SRLM confirming that the said SHG is a genuine producer of the products proposed to be supply to SARAS/eSARAS.



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- · Achievement of sales as per the targets defined as part of the bid/Contract
- EnsurepaymenttothesupplyingSHGproducers/theirfederationswithin15 days of the goods being delivered in the store.
- Themaximummark-upthatthebiddingentitycankeepandtherevenue sharewhichtheentityshallgivetoMoRDshallhavetobesharedbythe bidding entity – category wise eg.

	CostPrice (INR)	SalePrice(netof GST) (INR)	RevenueShare
Apparel&Fabric	100	200	
Handicrafts	100	170	
Food	100	125	

- Develop and implement, marketing plans including media spend for achievementofsalestargets(monthly,quarterly,six-monthlyandyearly, etc.).
- Promotion of the SARAS Gallery and e-Saras Platform of the MoRD on digitalplatformsandsocialmediatoensureachievementoftargetsoffootfall in both these locations – physical store and online store.
- BTL promotions and activities as required.

### SarasGallerymanagement:

- Sourcing of goods from SHGs
- DefiningastockbudgetfortheGalleryandtheEcommercebusiness and the stock turns planned to be achieved.
- Ensuringsettingupofqualitystandardsandensuringqualitychecksof the goods received.
- Pricingoftheproductsaspermarketpricebenchmarks
- Managing the stock for the business
- Visual merchandising
- Liquation of slow-moving stocks
- Building a large vendor base from among the SHG members
- Managing the logistics and other aspects of the supply chain on a yearlongbasis-forbothinbound(SHGtofulfilmentcentre/store)and outbound (from fulfilment centre/ store to customers)
- Achieving sales targets through various channels In store sales, corporateandgovernmentorders,salesbyparticipatinginSarasmelas etc.eCommerce sales – through the NRLM portal eSaras and also through other portals like Amazon, flipkart, meesho, GeM etc.
- o Organiseevents/doBTLactivitiestodrawtraffictothegalleryandto retain
  Page 19 of 31

existing customers and attract new customers.

- Meeting statutory compliances licenses, payment of GST etc
- MaketimelypaymentstotheSHGsuppliersforthegoodssuppliedto the Gallery and eCommerce fulfilment centre.

# •e-SARASWare House Management:

- CuratinggoodsfromtheSHGproducerswhichcanbesoldinonline platforms.
- Working with the SHG producers to ensure standardization of the productssothatthereisconsistencybetweenthepictureandthefinally delivered product.
- Managingthefulfilmentcentreandensuringpicking,packingand dispatch within the defined timelines
- Gettingtheproductsphotographed,contentwrittenanduploadedon the online sales platforms
- Pricing the products and planning and executing promotions benchmarkedtocompetitiontoensurevisibilityandsalesoftheSaras products.
- Tyingupwithlogisticsserviceprovidersforthelogisticsofthegoodsfor Saras both inbound and outbound.
- .Achieving sales targets for the online sales.

# 5. DeliverablesandSalesTargets

Theagencyisexpectedtodeliverthefollowing:

- a) Operations and Management (O&M) oftheSarasgalleryonBabaKharakSinghMarg,New Delhi
- Setting up, Operations and management of the eSaras fulfilment centre appropriate the size of online sales- including operations of an Escrow A/C as mandated for eCommerce Operators
- c) The operations and management include the TSA buying and selling goods using the TSA's GST number.
- d) The O&M activities shall include, but not limited to, the maintenance of the 2 physical locations, housekeeping and security for the locations from a third party agency, GST compliances, all statutory and legal compliances wrt the O&M and sales from the 2 locations, Purchase of packaging material, and doing inward and outward logistics of the goods purchased (to be covered partially from the sales margin), payment of GST, getting insurance cover for the fixed assets and sellable goods in the locations, maintaining all business accounts including payments to all suppliersand vendors, maintaining of inventory of goods on behalf of the MoRD, doing marketing activities online promotion and BTL activities of a quantum required to ensure adequate visibility and sales as per targets mentioned below:-

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Financialyear	SalesAmount(Rs. Lakhs)
2024-25	Rs.300
2025-26	Rs.450

#### 6. TravelandotherrelatedCost

This has to be worked out and managed by the successful bidder.MoRD will not pay any such costs.

# 7. ManpowerandExpertiserequirement

Bidderswillhavetorecruititsownteam. Itis TSA sresponsibility that they mobilise a team with skill sets that would support such a model.

### MoRDwillnotpayanysuchcosts.

Areferencefortheteamconceptualizationisplacedasunder: -

- Concept Head
- StoreManager
- CategoryManager-HandloomandHandicraft
- Asst Category Manager Food
- Accounts Manager
- Digital media content creator
- ExecutiveinstoreandBTLmarketing
- Assistant Manager IT

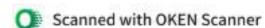
#### 8. Reporting

The TSA will submit monthly sales and revenue share reports to Director RL within first week of the following month. The TSA will also present the progress made in the last quarter and plan for future quarter to the Contract Monitoring Committee (CMC) of the Ministry.

#### 9. DurationoftheAssignment

The assignment will be for a period of 24 months initially. The assignment may be extended for another two years based on need and performance of the TSA.

# 10. ResponsibilitiesofMinistryandTSA



# Thekeyresponsibilitiesareasfollows:

S.N.	Responsibility	Description
		<ul> <li>Rentfree,furnishedretailstoreincludingelectricity charges and inventory of the sellable goods in the SarasGalleryandeSARASWH(onasiswhereis basis) on the date of handover of the premises to theagency(topreventanydisruptionofbusiness)</li> </ul>
1	MoRD	<ul> <li>TheTSAwouldbeprovidedaccesstodata,reports, details of state contracts, etc. as required.</li> </ul>
		<ul> <li>IssueofficialletterstotheSRLMscommunicating about the TSA and the necessary cooperationrequiredfromthem</li> </ul>
2	TSA	<ul> <li>Mobiliseateamwithskillsetsthatwouldsupport suchamodel.</li> </ul>
		<ul> <li>Entire team to be available for review meetings/discussionsatNMMU/Ministryonpre defined dates.</li> </ul>
		<ul> <li>Provide all necessary equipment etc., to its own team/s(suchaslaptops,internetconnectivity,travel (to and fro between home and office in New Delhi) and logistic support, etc.</li> </ul>
		<ul> <li>Travelexpensesetc.</li> </ul>
		<ul> <li>The TSA to ensure that all the states are represented in the Gallery and their products showcased in the gallery and on the Ecommerce platform.NononSHGproduceshouldbesoldfrom the Gallery or the ESaras Platform.</li> </ul>

### 11. Confidentiality and ownership

All information collected by TSA shall be confidential and will be used only for the purpose of delivering the scope specified in the TORs. No part of the information shall be used for any other purpose without the prior explicit consent of the Ministry. All material and data collected shall be the property of the Ministry.



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# Part III- EOI Submission Formats

# Annexure-I:REOISubmissionLetter

To
JointSecretary, RL (II)
MinistryofRuralDevelopment Rural
Livelihoods Division
7thFloor,NDCC-IIBuilding Jai
Singh Road
NewDelhi110001

Sub:Engaging a Technical Support Agency for the Operations and Management oftheSarasGalleryandeSaraseCommerceportalunderDAYNRLMon'Revenue Sharing Basis'.

Ref: REOINON-11018/05/2023-RL-Proc(386466)

If We, the undersigned, offer to provide above services to MoRD. We are herebysubmitting our EOI as per requirements of the REOI.

#### I/We,herebydeclarethat:

 I/WeareenclosingandsubmittingherewithourEOI, with the details asper the requirements of the tender, for your evaluation and consideration.

 b. I/We have read carefully the terms and conditions of REOI document attachedheretoandherebyagreetoabidebythesaidtermsandconditions.

TheEOlisunconditional.

 I/Weundertakethaldocumentssubmittedaregenuine/authenticandnothing materialhasbeenconcealed.I/Weunderstandthalthecontractisliabletobe cancelled, if it is found to be having obtained, through fraudulent means/concealment of information.

e. WeshallmakeavailabletotheMoRDanyadditionalinformationitmayfind necessary or require to

clarify, supplement or authenticate the EOI.

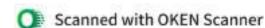
 f. Untilaformalagreementispreparedandexecuted,acceptanceofthistender document shall constitute a binding contract between MoRD and us subject to the modifications, as may be mutually agreed to, between MoRD and us.

g. WeagreetokeepthisEOlvalidforacceptanceforaperiodofsixty(60)days from the date of

opening the EOI.

WeunderstandthattheMoRDisnotboundtoacceptanytenderthattheMoRD receives.

Yours faithfully, AuthorizedSignatory (withName,Designation,Contactno.andSeal) Note:OntheLetterheadoftheAgencies.



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### Annexure-II:Bidder's Authorization Certificate

To

JointSecretary, RL (II)
MinistryofRuralDevelopment Rural
Livelihoods Division
7thFloor,NDCC-IIBuilding Jai
Singh Road
NewDelhi110001

Sub: Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and e Saras e Commerce portal under DAYNRLM on 'Revenue Sharing Basis'.

Ref:REOINoN-11018/05/2023-RL-Proc(386466)

Dear Sir.

I/ We (Name/ Designation) hereby declare/ certify that (Name/ Designation) is hereby authorised to sign relevant documents on behalf of the company/ firm in dealing with tender. He/ She is also authorised to attend meetings & submit technical & commercial information/ clarifications as may be required by you in the course of processing the EOI. For the purpose of validation, his/ her verified signatures are as under.

Thankingyou, NameoftheAgency representative:-

Authorised Signatory: - VerifiedSignature:-

Seal of the Organisation: -

Date: -Place:-

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# Annexure-III:PerformaforAffidavit of backlisted/debarred

(onnon-judicialstamppaperofRs.100/-)
IProprietor/Director/Partner of the firm M/s_do hereby solemnly affirm that our firm M/s_do hereby solemnly af
there has not been any work cancelled against them for poor performance in the last three years reckoned from the date of invitation of EOI.
NameoftheAgency.
SignatureoftheAuthorizedSignatory
NameoftheAuthorizedSignatory
Place:

# Annexure-IV:InformationonBidder'sOrganization

S.N.	Particulars	Details
1.	Name of the Bidder(Name of representative responsible for the EOI – please do not insert name ofsenior official/s who are not responsible for this bid)	
2.	AddressoftheBidder	
3.	IncorporationstatusoftheBidder(CompanyorFirm) (RelevantCertificatetobesubmittedinTechnicalBid)	
4.	YearofEstablishment	
5.	ValidGSTregistrationNo.(Copyofcertificatetobe submitted)	
6.	PermanentAccountNo.(PAN)(CopyofPANCardto be submitted)	
7.	NameandDesignationofthecontactpersontowhom allreferencesshallbemaderegardingthis Bid	
8.	TelephoneNo.(withSTDCode)	
9.	E-mailidoftheContactPerson	
10.	FaxNo.(withSTDCode)	
11.	Website(ifany)	

	 NameoftheAgency	
444 44444444	 SignatureoftheAuthorizedSignator	
	 11 NI A II - 10 - 1011	
Place:		
Date:		

# Annexure-V-A:DocumentsrequiredforPre-QualificationRequirements:

Biddersthatdonotfillthistablewithrequireddetailsandindicationofexact page number where each evidence is attached will not be considered for award or will be scored zero for each empty, incorrect entry.

S. No.	Pre- QualificationRequirements	Documentary Proof Required	Documentary Proof Attached Filldetails carefully	PageNo where proof is attached Filldetails carefully
PQ-1	Theserviceprovider must be a Company registered in India under the Provisions of Companies Act 1956/2013, Registered Partnership Firm or Society Registered under Societies Act 1860, or a Public Trust registered under Indian Trust Act 1982, or a company registered under Section 8 Companies Act etc.	Certificateof Registration		
PQ-2	Theserviceprovidermusthave GSTregistration certificateasonlastdateofsubmi ssion.	CopyofGST registration certificate.		
PQ-3	The service provider should not be blacklisted or debarred banned from participating or carrying outbusinessbyanycentralgovt./ state govt./PSUs	Letterof undertakingasin Annexure Form 03 on company letter head		
PQ-4	Agency should haveaminimum a verage annual turnover of Rs.2 crores in the last three financial years i.e. 2021-22, 2022-23 and 2023-24.	Chartered		
PQ-5	Agencyshouldhaveexperience in minimum 3 projects of similar nature i.e retail operations and /or ecommerce management with per project value of 1 crore or above during the last 3 years.	Copy of Contract/ Work Order/ or any other document		

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# Annexure-VI-FORMATOFPRE-PROPOSALQUERIES

To

JointSecretary, RL (II)
MinistryofRuralDevelopment Rural
Livelihoods Division
7thFloor,NDCC-IIBuilding Jai
Singh Road
NewDelhi110001

Sub:Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and e Saras e Commerce portal under DAYNRLM on Revenue Sharing Basis'.

Ref:

REOINoN-11018/05/2023-RL-Proc(386466)

FollowingaretheClarificationsandCommentsfromtheTermsandConditionsand Scope of Work for the subject REOI. These Clarifications are exhaustive.

SN	ClauseNo.andPage reference	EOItext	Query
1			3
2			
-			

Yoursfaithfully,

AuthorizedSignatory (withName,Designation,Contactno.andSeal)

Note:

OntheLetterheadoftheAgency.

# Annexure VII – Format for Vendor Registration Form

1	EnterpriseName	
2	EnterpriseAddress	
3	ContactPersonName	
4	ContactNumber	
5	EmailId	
6	GSTNo.	
7	FSSAINo.(forfooditems)	
8	GroupEnterprise/IndividualEnterpris	
9	IfGroup,FPO/PE- promoted/recognisedbyNR LM(Y/N)	
10	If group - type of organisation – (Partnership/Cooperative/PC/Ao P/Others)	
11	IstheEnterpriseinthenameoftheSH Gmember(Y/N)	*
12	Ifnot,relationshipoftheEntrepreneur withtheSHGmember	
13	NameofSHGmember	
14	IDofSHGmember	
15	SHGname	
16	SHGcodeinNRLMMIS	
17	Village	
18	GP	
19	Block	
20	District	
21	VOName	
22	VOCode	

_			
23	CLFName		
24	CLFCode		
25	BankAccountdetails,sameasNR LMMIS(Y/N)		
26	Ifnot,thenbankdetails		
	(i)	Accountname	
	(ii)	Accountno.	
	(iii)	IFSCcode	
	(iv)	PANno.	
27	Cheque/Passbookcopyattached(Y/N)		
28	GSTCertificateattached(Y/N)		
29	FSSAICertificatecopyattached(Y/N)		

#### **Vendor Declaration**

I certify that the goods being supplied are manufactured / packed by me and are not purchased from non SHG members. In case it is discovered that the goods being supplied are not manufactured by me / SHG members suitable action may be taken against me.

### Declaration (by State Co-ordinator)

I certify that the above is correct and has been verified by me.

Sign (Entrepreneur)

Sign (State co-ordinator)

Name Name Designation Designation Rubber Stamp

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