



**REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF A MARKETING Cum  
SURVEY AGENCY OF THE “HAR-HITH” RETAIL EXPANSION PROJECT  
FOR  
HARYANA AGRO INDUSTRIES CORPORATION LIMITED**

**Ref. No.**

**2021/12/001**

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## **A. DISCLAIMER**

- The information contained in this Terms of Reference document (the “TOR”) or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of Haryana Agro Industries Corporation Limited. (HAICL), Government of Haryana, or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this TOR and such other terms and conditions subject to which such information is provided.
- This TOR is not an agreement and is neither an offer nor invitation by HAICL to the prospective Bidders or any other person. The purpose of this TOR is to provide interested parties with information that may be useful to them in preparing their technical proposals and financial offers pursuant to this TOR (the Proposal”).
- This TOR includes statements, which reflect various assumptions and assessments arrived at by the HAICL in relation to the Assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This TOR may not be appropriate for all persons, and it is not possible for the HAICL, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this TOR. The assumptions, assessments, statements and information contained in this TOR may not be complete, accurate, adequate or correct. Each Bidder 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 TOR and obtain independent advice from appropriate sources. Information provided in this TOR to the Bidder(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. HAICL accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. HAICL, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or Bidder

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 TOR or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the TOR and any assessment, assumption, statement or information contained therein or deemed to form part of this TOR or arising in any way in this Bid Stage. HAICL also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this TOR. HAICL 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 TOR. The issue of this TOR does not imply that HAICL is bound to select a Bidder or to appoint the Selected Bidder or PR cum Marketing Firm, as the case may be, for the Assignment and HAICL reserves the right to reject all or any of the Bidders or Proposals without assigning any reason whatsoever.

- The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by HAICL or any other costs incurred in connection with or relating to its Proposal.
- HAICL shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or for submission of the Proposal, regardless of the conduct or outcome of the Bidding Process.

## **B. Detail Notice Inviting Tenders**

HAICL invites e-tender from reputed marketing & PR firms in single stage two cover system. Under this process, the technical bid application as well as online price bid shall be invited at a single stage under two covers i.e., technical bid and financial bid. The eligibility of bidders will be first examined based on the details submitted online under first cover (Technical) with request to eligibility and qualification criteria in this tender document. The price bid under the second cover shall be opened as per the parameters mentioned in the tender document.

1. The payment for Tender Document Fee and e-Service Fee shall be made by eligible bidders online directly through Debit Cards & Internet Banking Accounts and the payment for EMD can be made online directly through RTGS/NEFT or OTC Please refer to 'Online Payment Guideline' available at the centralized e-Procurement portal of GoH (Govt. of Haryana) and also mentioned under the Tender Document.
2. Intending bidders will be mandatorily required to online sign-up (create user account) on the website <https://etenders.hry.nic.in> to be eligible to participate in the e-Tender. The bidders will be required to make online payment of Rs. 1,00,000/- towards EMD on or before the Bid Due Date in due course of time from **06-12-2021 to 23-12-2021**. The intended bidder who fails to deposit EMD within the stipulated time frame shall not be allowed to submit its bids for the respective event/Tenders.
3. The interested bidders must remit the funds of EMD at least T+1 working day (transaction + One working Day) in advance i.e., on or before **06-12-2021**; and make payment via RTGS /NEFT or OTC to the beneficiary account number specified under the online generated challan. The intended bidder thereafter will be able to successfully verify their payment online, and submit their bids on or before the expiry date & time of the respective events/Tenders at <https://etenders.hry.nic.in>.
4. The interested bidders shall have to pay mandatorily e-Service fee (under document fee – Non-refundable) of Rs.1,000/- (Rupee One Thousand Only) and processing fee of Rs.1,000/- only (Rupee One Thousand Only- Non-refundable) online either by using the service of secure electronic payments gateway which is an online interface between bidders and online payment authorization networks or by submitting a Demand Draft payable at par at all branches at Haryana.
5. The Payment for document fee/e-Service fee can be made by eligible bidders online directly through Debit Cards & Internet Banking.

The interested bidders must remit the funds at least T+1 working day (Transaction + One working Day) in advance before the expiry date & time of the respective events and make payment via RTGS/NEFT to the beneficiary account number specified under the online generated challan.

### C. Key Dates

The bidders can submit their tender documents in two bid sealed envelopes as per the dates mentioned below:

S. No.	Particulars	Details
1	Document Reference Number	2021/12/001
2	(i) Downloading of Tender Document/ Online bid Preparation	06-12-2021 till 23-12-2021
	(ii) DD of Rs.2,000/- (Tender document fee Rs.1,000/-, Processing Fee Rs.1,000/-) are required in the name of HAICL Retail	
	(iii) DD for EMD of Rs.1,00,000/- (Rs. One lac Only)	
3	Last date of submission of queries via email at haicpkl@gmail.com by 5:00 PM or by submitting in pre-bid meeting at 02:00 PM on 13-12-2021 in Main Conference Room, HAICL, Sector-4, Panchkula.	13-12-2021 till 5:00 pm
4.	Pre-bid meeting	13-12-2021
5.	Last date of bid submission	21-12-2021 till 5:00 pm
6	Date of opening of technical bids	22-12-2021 at 11:00 pm
7	Manual submission of only additional document, if required.	22-12-2021 at 1:00 pm
8	Presentation by eligible bidders	23-12-2021 at 11:00 am
9	Date of opening of financial bids	23.12.2021 at 03:00 pm

Note: - In case a Central/ State Holiday is declared on any day, the event will be held on the next working day at the same time and same venue.

### **Important Note:**

1. The bidders have to complete 'Application/Bid Preparation & Submission' stage on scheduled time as mentioned above. If any bidder fails to complete his/her aforesaid stage in the stipulated online time schedule for this stage, his/her application/bid status will be considered as 'Applications/bids not submitted'.
2. Bidder must confirm & check his/her application/bid status after completion of his/her all activities for e-bidding.

3. Applicant/bidder can re-work on his/her bids even after completion of “application/bid preparation and submission stage” (Application/bidders stage), subject to condition that the re-work must take place during the stipulated time frame of the applicant/bidder stage.
4. Due to current crisis, vendors are eligible to pay the EMD amount through RTGS or NEFT to HAICL. The account details of HAICL are mentioned below:

**Haryana Agro Industries Corporation LTD-Retail**

**Punjab & Sind Bank, Sector- 5, Panchkula.**

**A/c No. - 09151100731596**

**IFSC- PSIB0000915**

## **1. Instruction to bidder on Electronic Tendering System**

These conditions will over-rule the conditions stated in the tender documents, wherever relevant and applicable.

1. Registration of bidders on e-Procurement Portal: - All the bidders intending to participate in the tender process online are required to get registered on the centralized e - Procurement Portal i.e., <https://etenders.hry.nic.in>. Please visit the website for more details.

## **2. Obtaining a Digital Certificate: -**

2.1. The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.

2.2. A Digital Certificate is issued upon receipt of mandatory identity (i.e., Applicant's PAN Card) and Address proofs and verification form duly attested by the Bank Manager / Post Master / Gazetted Officer. Only upon the receipt of the required documents, a digital certificate can be issued. For more details, please visit the website – <https://etenders.hry.nic.in>

2.3. The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities or may obtain information and application format and documents required for the issue of digital certificate from.

2.4. The bidder must ensure that he/she comply by the online available important guidelines at the portal <https://etenders.hry.nic.in> for Digital Signature Certificate (DSC) including the e-Token carrying DSCs.

2.5. Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during the stage of bid preparation. In case, during the process of a particular tender, the user loses his digital certificate (due to virus attack, hardware problem, operating system or any other problem) he will not be able to submit the bid online. Hence, the users are advised to keep a backup of the certificate and also keep the copies at safe place under proper security (for its use in case of emergencies).

2.6. In case of online tendering, if the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate/power of attorney /lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate

authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

2.7. In case of any change in the authorization, it shall be the responsibility of management / partners of the firm to inform the certifying authority about the change and to obtain the digital signatures of the new person / user on behalf of the firm / company. The procedure for application of a digital certificate however will remain the same for the new user.

2.8. The same procedure holds true for the authorized users in a private/Public limited company. In this case, the authorization certificate will have to be signed by the directors of the company.

### **3. Pre-requisites for online bidding: -**

In-order to operate on the electronic tender management system, a user's machine is required to be set up. A help file on system setup/Pre-requisite can be obtained from Tenders Haryana or downloaded from the home page of the website - <https://etenders.hry.nic.in>. The link for downloading required java applet & DC setup is also available on the Home page of the e-tendering Portal.

### **4. Online Viewing of Detailed Notice Inviting Tenders: -**

The bidders can view the detailed N.I.T and the time schedule (Key Dates) for all the tenders floated through the single portal eProcurement system on the Home Page at <https://etenders.hry.nic.in>

### **5. Download of Tender Documents: -**

The tender documents can be downloaded from the eProcurement portal <https://etenders.hry.nic.in>

### **6. Key Dates: -**

The bidders are strictly advised to follow dates and times as indicated in the online Notice Inviting Tenders. The date and time shall be binding on all bidders. All online activities are time tracked and the system enforces time locks that ensure that no activity or transaction can take place outside the start and end dates and the time of the stage as defined in the online Notice Inviting Tenders.

### **7. Online Payment of Tender Document Fee, eService fee & Bid Preparation & Submission (PQQ/Technical & Commercial/Price Bid): -**

7.1. Online Payment of Tender Document Fee + e-Service fee: The online payment for Tender document fee, E-service Fee & EMD can be done using the secure electronic payment gateway. The

Payment for Tender Document Fee and E-service Fee shall be made by bidders/ Vendors online directly through Debit Cards & Internet Banking Accounts and the Payment for EMD shall be made online directly through online. The secure electronic payments gateway is an online interface between contractors and Debit card / online payment authorization networks.

**7.2. Preparation & Submission of online Applications/Bids: -**

7.2.1. Detailed Tender documents may be downloaded from e-procurement website (<https://etenders.hry.nic.in>) and tender (bid) mandatorily be submitted online by following the instruction appear on the screen.

7.2.2. Scan copy of Documents to be submitted/uploaded for Prequalification or Technical bid under online PQQ/ Technical Envelope: The require documents (refer to DNIT) shall be prepared and scanned in different file formats (in PDF/JPEG/MS WORD format such that file size is not exceed more than 10 MB) and uploaded during the on-line submission of PQQ or Technical Envelope.

7.2.3. Financial or Price Bid Proposal shall be submitted mandatorily online under Commercial Envelope and original not to be submitted manually).

**8. Assistance to the Bidders: -**

For queries on Tenders Haryana Portal, Kindly Contact

Note: - Bidders are requested to kindly mention the URL of the Portal and Tender Id in the subject while emailing any issue along with the contact details. For any issues/clarifications relating to the tender (s) published kindly contact the respective Tender Inviting Authority.

Tel: -0120-4200462, 0120-4001002, Mobile: - 8826246593

E-mail: - [support.etender@nic.in](mailto:support.etender@nic.in)

For any technical related queries please call at 24 x 7 Help Desk Number 0120- 4001002, 0120-4200462, 0120-4001005, 0120-6277787

Note:- For Support related to Haryana Tenders in addition to helpdesk you may also contact on e-mail ID [eproc.nichry@yahoo.com](mailto:eproc.nichry@yahoo.com) Tel: - 01722700275

**Timing: -**

Technical Support Assistance will be available over telephone Monday to Friday (09:00 am. to 5:00 pm) (Helpdesk support team shall not be contacted for online bidding on behalf of the Contractors)

**NOTE:** -

(A) Bidders participating in online tenders shall check the validity of his/her Digital Signature Certificate before participating in the online Tenders at the portal <https://etenders.hry.nic.in>.

(B) For help manual please refer to the 'Home Page' of the e-Procurement website at <https://etenders.hry.nic.in>, and click on the available link 'How to...?' to download the file.

**9. Guideline for Online Payments at e-Procurement Portal of Government of Haryana**

Post registration, bidder shall proceed for bidding by using both his digital certificates (one each for encryption and signing) & Password. Bidder shall proceed to select the event/Tenders he is interested in. On the respective Department's page in the e-Procurement portal, the Bidder would have following options to make payment for tender document fee + eService Fee & EMD-cum- Security Amount Deposit: -

- A. Debit Card
- B. Net Banking
- C. Online

**A. Debit Card**

The procedure for paying through Debit Card will be as follows: -

- Bidder selects Debit Card option in e-Procurement portal.
- The e-Procurement portal displays the amount and the card charges to be paid by bidder.

The portal also displays the total amount to be paid by the bidder.

- Bidder clicks on "Continue" button.
- The e-Procurement portal takes the bidder to Debit Card payment gateway screen.
- Bidder enters card credentials and confirms payment.
- The gateway verifies the credentials and confirms with "successful" or "failure" message, which is confirmed back to e-Procurement portal.
- The page is automatically routed back to e-Procurement portal.
- The status of the payment is displayed as "successful" in e-Procurement portal.
- In case of successful payment, a success message along with unique transaction id is passed on to e-procurement system. The bidder shall store the unique transaction number in its database along with the date and timestamp.
- The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

## **B. Net-banking**

The procedure for paying through Net-banking will be as follows: -

- Bidder selects Net-banking option in e-Procurement portal.
- The e-Procurement portal displays the amount to be paid by bidder.
- Bidder clicks on “Continue” button.
- The e-Procurement portal takes the bidder to Net-banking payment gateway screen displaying list of Banks.
- Bidder chooses his / her Bank.
- The Net-banking gateway redirects Bidder to the Net-banking page of the selected Bank.
- Bidder enters his account credentials and confirms payment.
- The Bank verifies the credentials and confirms with “successful” or “failure” message to the Net- banking gateway which is confirmed back to e-Procurement portal.
- The page is automatically routed back to e-Procurement portal.
- The status of the payment is displayed as “successful” in e-Procurement portal.
- In case of successful payment, a success message along with unique transaction id is passed on to e-procurement system. The e-tendering portal shall store the unique transaction number in its database along with the date and timestamp.
- The e-Procurement portal allows Bidder to process another payment attempt in case payments are not successful for previous attempt.

## **C. Online**

This solution shall also allow the bidder to make the EMD payment online. This shall add to the convenience of those bidders who are not conversant to use net banking option to make the transaction. Using this module, bidder would be able to pay from their existing Bank account through online. This would offer a wide reach for more than 1,10,000 bank branches and would enable the bidder to make the payment from almost any bank branch across India.

1. To choose Payment of EMD, the bidder clicks on online payment option.
2. Upon doing so, the e-procurement portal will redirect the bidder to a page where it will generate a challan.
3. This challan shall include the beneficiary (Virtual) account number and other details like beneficiary IFSC code etc.

### **Online Payment Procedure**

This provision will ensure that no confidential details regarding the bidder or tender are disclosed to

the third party while remitting the payment online.

The bidder would remit the funds at least one day in advance to the last day and make the payment online.

SBI Bank shall receive this amount and credit the payment gateway service provider intermediary Departments/PSUs Escrow security deposit account post validating the first part of the beneficiary account number, i.e., the client code only. In case the validation of client code is not successful, the Bank shall return the funds and not credit the Tech process Intermediary Departments/PSUs Escrow security deposit A/c.

## 2. Dos and Don'ts for Bidders while doing online payment:

Do's	Don'ts
<ul style="list-style-type: none"><li>• It is the bidder's responsibility to ensure that online payments are made to the exact details as mentioned in the challan which are:</li><li>• Beneficiary account no: &lt;client code&gt; + &lt;random number&gt;</li><li>• Beneficiary IFSC Code: As prescribed by SBI Bank (this shall remain same across all tenders)</li><li>• Amount: As mentioned on the challan. It is specific for every tender/transaction.</li><li>• Beneficiary bank branch: SBI Bank Ltd, CMS</li><li>• Beneficiary name: As per the challan</li><li>• For every tender, details in the challan are different and specific to that tender only. Bidder should not make use of a challan for making payment for another tenders' EMD.</li><li>• It is advised that all the bidders make payment via- online at least one day in advance to the last day of tender submission</li></ul>	<ul style="list-style-type: none"><li>• Bidder should not enter erroneous details while filling the online form at their bank. The following possibilities may arise:</li><li>• Incorrect IFSC code mentioned: - Transaction would be rejected and the amount would be refunded back into the bidder's account.</li><li>• Incorrect Beneficiary account number mentioned (&lt;client code&gt; + &lt;random number&gt;)</li><li>• In case, the beneficiary account number mentioned is incorrect the transaction would be rejected, and the bid would not be accepted.</li><li>• Incorrect Amount mentioned: The amount would be rejected if the amount mentioned in while making the payment is incorrect. Such cases will be captured as unreconciled transactions and will be auto-refunded directly to bidder's account.</li><li>• In the event of any discrepancy, payment would not be considered, and bidder would not be allowed to bid/ participate.</li></ul>

<p>as certain amount of time is required for settlement and various parties are involved. The payment may not be available for the bidder validation. In such cases bidder may not be able to submit the tender.</p> <ul style="list-style-type: none"> <li>• Bidder has to make only single payment against a challan as per the amount mentioned on the challan.</li> <li>• Bidder must do the payment before tender validity gets expired.</li> </ul>	<ul style="list-style-type: none"> <li>• Bidder is not supposed to use challan generated in one tender for payment against another tender since details in the challan are unique to the tender and bidder combination.</li> <li>• Bidder must not make multiple or split payments against a particular challan. Any split payment received against the same challan will be refunded back to the bidder.</li> <li>• Bidder would not be entitled to claim that he is deprived of participating in the tender because his funds are blocked with the division on account of incorrect payment made by the bidder.</li> </ul>
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### 3. Introduction

#### 3.1. Background

This document is a Request for Proposal ('RFP') in order to evaluate and select a Marketing cum Survey Agency for Retail Expansion Project "Har-Hith" of Haryana Agro Industries Corporation Limited ('HAICL').

HAICL under the Retail Expansion Project aims to setup 2000 FMCG retail stores/outlets (1500 outlets for rural locations and 500 for urban locations) across the 22 districts of Haryana, which will help in boosting the spirit of entrepreneurship and generating favorable employment opportunities. Through these retail outlets, Government will offer best quality products at discounted prices under State-owned brands and further the aim of Haryana Retail policy.

The Retail Expansion Project further aims to facilitate the achievement of vision "Atmanirbhar Bharat and Atmanirbhar Haryana" by making over 10,000 people self-reliant by providing them level playing field and making them reap the fruits of a growing food & grocery market. The focal point of this scheme is to make the people of the state of Haryana self-reliant and progressive.

The broad objectives of the same are listed below:

- Provide an alternate channel of sales to MSMEs, FPOs, SHGs and Govt. agencies and bring different stakeholders on a common platform by leveraging the strengths of each other.
- Promote entrepreneurship.
- Provide best quality products at discounted prices.
- Enhance the reach of Haryana based MSME's.
- Promote retail policy of Haryana and generate employment across the State.
- Going forward, the organization would help generate market for innovative products across packaged consumer goods.
- Enhancing manufacturing efficiency in the State.

#### **B. Objectives of RFP**

Haryana Agro Industries Corporation Ltd is issuing this Request for Proposal (RFP) to identify and select a Marketing cum Survey AGENCY to help the HAICL in creating wider awareness for the new initiative, marketing, social media, event, seminar, launch, awareness about project & onboarding of Franchisees, Helping in Sales & order of Franchisee for the Har-Hith Retail Expansion Project of HAICL across Haryana, and create interest amongst potential franchisees, suppliers and consumers across the state.

Furthermore, the agency must be able to provide strategic counsel to develop a long-term brand reputation program covering digital, social and traditional media as well as support in establishing and training an in- house team to independently manage public relations, digital and social media program for Har-Hith.

#### **4. Scope of Work**

The scope of work is divided into following categories given as under:

- I. Marketing cum Survey Activities (Events, Seminars, Awareness & Advertisement)
- II. Franchisee Onboarding
- III. Franchisee Sales Promotion & Support
- IV. E-Commerce Application
- V. Social Media
- VI. Manpower Requirement

## 4.1. Marketing Activity

The marketing activities will cover the following activities

- POS generated Data analysis and necessary action to promote sales of franchisees
- Content creation
- Franchisee Welcome & Onboarding programs
- Collect Marketing reviews about most selling products
- In-store retail marketing: *The selected company to create* In-store retail marketing will cover exclusively on leveraging the customer's in-store experience to promote brand and product awareness. The objective is drive traffic into the store, which may cover
  - In-store merchandising
  - Window displays
  - Curbside displays
  - Staff training
  - Partnerships and collaborations
  - In-store or virtual events
  - Referral and loyalty programs

**In-store merchandising:** The selected company to create to design In-store visual merchandising which will cover everything from storefront displays and product displays. The idea is to display the products in a way that draws attention to them and inspires customers to make a purchase.

**Partnerships and collaborations:** The selected company to establish partnerships with other local businesses in order to expand the Franchise and HAICL reach and connect with new Clients members. For example, connecting with Local Govt./Private Institutions where the retail product consumption is high.

**In-store events :** *The selected company to create to organize* In-store events which can be organized in order to attract the retail customer which may boost the franchisee daily sale.

**Referral program :** *The selected company to create referral program, creating incentives for customers to refer their friends can bring in high-value traffic and encourage repeat purchases from both. For example the offer likes coupon for customers and their friends if they successfully refer someone. If needed, HAICL will provide IT assistance to implement this scope of work.*

**Loyalty program:** *The selected company to create Loyalty programs for promotional activity of retail stores to show their appreciation of repeat customers. If needed, HAICL will provide IT assistance to implement this scope of work.*

**Note:** The selected company will submit weekly/monthly report on the same to HAICL

In addition to above mentioned activities, the following activities also to be covered:

- i. A dedicated person for coordination with DIPR, Haryana on behalf of HAICL.
- ii. Brand Building - To create awareness among the customer about HAICL products and increase sale in Haryana
- iii. To create Radio Jingles - 10 sec/ 20 sec/ 30 sec
- iv. To design Special events for brand promotion/ market activation. (Budget to be approved and paid as per actuals by HAICL)
- v. To create Commercial Advertising for Television/Social Media Campaign - 10 sec/20 sec/30 sec
- vi. To make a corporate film - Making 5-minute corporate film showcasing the manufacturing excellence & quality and capturing the views/bytes of all stakeholders.
- vii. To publish Advertisement in local newspaper (DAVP Rate).
- viii. Designing and publishing Hoardings in Haryana (except NCR region) (As per actuals)
- ix. Advertisement in radio Channels/ TV Channels (DAVP Rate).
- x. Media Plan: Assist HAICL team in drafting both the media engagement as well as social media plan for the new brand "Har-Hith".
- xi. Setting up communications department: Help in resourcing an in-house team for both traditional and social media management, create roles and responsibilities and effectively manage the public relations and social media programs. The selected vendor will be responsible in the growth of followers across different social media channels
- xii. Social media strategy: Designing a comprehensive social media strategy that meets overall objectives of HAR-HITH and should including following:
- xiii. Communication Strategy: define objective for communicating with the audience including messaging tone.
- xiv. Conversation Strategy: strategy plan for creating and managing the social media channels as well as promoting conversations, participations, contributions and subsequently revenues from target audience. Also, to identify gaps and manage to run successful campaigns on social media and Google platforms.

- xv. For example, improving the likes and shares of the social media posts by 25% month on month and bringing in market audience to our stores.
- xvi. Brand Online Safety Management Strategy: The agency needs to devise an implementable strategy plan to manage the online reputation of HAR-HITH.
- xvii. Managing negative voices- filtering or removing such voices
- xviii. Promoting the brand “Har-Hith”: Create an integrated promotion plan covering both traditional and social media for the new brand and its amplification across key media hubs in Haryana and selective national media.
- xix. The marketing firm through an integrated promotion plan covering both traditional and social media strategy needs to promote the brand in the local trade area and on national forum of relevance. Illustrative activities which may be included in the strategy are as below:
- xx. Trade area mobilization plan through digital, physical, print media and other traditional media activities such as billboards, unipoles, etc.
- xxi. Customer awareness and mobilization plan
- xxii. Amplification of the brand message across key media hubs.
- xxiii. Any other Marketing cum Survey activity plan as HAICL may seek.
- xxiv. Content Generation: Draft content material such as background notes, profiles, press releases etc. for the company and the brand. At least 2 per month on a for nightly basis.
- xxv. Create innovative content such as GIFs, Jpegs, Infographics, Videos, etc. for social media.
- xxvi. Write social media posts for social media channels. - 2-3 posts per week.
- xxvii. Draft custom content (articles/editorial/opinion/advertorial pieces) for publications or media opportunities on request. 2-3 per month.
- xxviii. Media Management: Build contacts and relationships with all relevant print, online and broadcast media across select cities in Haryana and select national media.
- xxix. Manage general media inquiries on behalf of HAICL.
- xxx. Coordinate, set up and manage interviews. Draft talking points and prepare spokesperson for the interviews.at least 2 on a bi-monthly basis.
- xxxi. Prepare and issue press releases as and when required.

### **Reporting and Analysis:**

Daily reporting on media coverage along with social media listening.

A monthly report, various reports for specific initiatives / KPI-driven campaigns responsible by the agency or as requested by company.

### **Roles and Responsibilities of selected vendor/ HAICL:**

The selected vendor will submit the overall Marketing cum Survey strategy plan for successfully building of Har-Hith as a brand.

The vendor will ensure supervision of proposed marketing strategy on time-to-time basis.

Training and hand holding of HAICL marketing team for successful execution of marketing activities.

HAICL marketing team will execute the marketing activities in terms of social media post, content creation, social media account management, grievances handling, graphic designing, etc. in line with selected Marketing cum Survey vendor.

The HAICL marketing team will work in sync with proposed marketing strategy submitted by the vendor.

The selected agency will develop any marketing activity or task as assigned by HAICL during the time of engagement.

### **4.2. Franchisee Onboarding**

The franchisee onboarding is of the main objective of this RFP which will cover following activities.

*HAICL has online IT software to implement this scope of work. Total time for allotment of Franchise from the date of Application is 30 Days*

Sr.	Description	Days
1	Franchise Application Screening	2
2	Franchise Site Survey	3
3	Franchise Agreement	10
4	Franchise Store Fitment	12 (As per tender 21 Days)
5	Store Stock shipment & opening	3
Total		30

Pre-Application Check to avoid duplicate allotment while Registration:

#### **Step: -1 Eligibility Check**

Eligibility team / member will check the following parameter:

- i. Qualification (10+2) Passed

- ii. Age Criteria
  - a. 21-35 and up to 50 in case of defense ex-service man
- iii. Address proof
  - a. In case of village, address of the same village or ownership of shop in the same village.
  - b. In case of Municipal committee: the applicant should be from the same ward (address proof like Aadhar, voter card, Family id or Govt. approved document.)
  - c. In case of District: The applicant from the district city like Panchkula should be from the any of the sector of district city.
- iv. Step:-1 Eligibility Check

The screening committee/member will trigger the application for site survey or rejection (if any) within 2 days of receipt of application.

Completion Time: T+2 Days

Step:-2 Site Survey: A site survey of the site will be conducted by the team of selected company for the applications triggered by application screening team.

The following parameter will be taken care by the site survey team: -

- a. The visibility and reachability of the Shop.
- b. The Geo co-ordinates of the shop on Google.
- c. 360 degree view images of shop.
- d. Exact Size of Shop. (L x B x H)
- e. Approx. distance from the state highway or city main road.
- f. Internet availability and connectivity.
- g. No. of Rashan shops nearby.
- h. Overall no of shops nearby.
- i. Whether the shop is in the market or at isolated place.
- j. Distance from electricity transfer or grid.
- k. Space availability for front signage, display/paint space on outer walls of shop.
- l. Reachability street/road or raw with width of street.
- m. The unit of measure should be filled properly.
- n. Current status of shop: Running business / Vacant
- o. Age of shop : Newly constructed / OLD building (No of Years)/under construction/under renovation)

Completion Time: T+5 Days

The site survey of the application should be conducted within 3 days post the date of trigger by screening team/member.

**Franchisee allotment:**

The franchise allotment team will check following documents/parameters:

- i. Owner ship of Shop (Rent agreement/ property ownership documents)
- ii. Security deposited ( The applicant will be given a time frame of 7 days, in case the applicant is not able to deposited to security/do not respond back to HAICL team. The application stand canceled automatically through system and an email shall be sent to applicant from the system.
- iii. An email will be sent to the franchise for confirmation of allotment of Franchisee.

The complete application along with requisite document will be submit to HAICL for execution of agreement between Franchisee and HAICL

Completion Time: T+15 Days

**Store Fitment:** A list of franchisees agreements will be shared with the store fitment team. The following activities shall be taken care by store fitment team:

- i. The store fitment will divide the list of franchisees among the empaneled vendor based on the district of franchisee or as per the availability of store fitment vendors.
- ii. The store fitment vendor shall conduct a Racee of the allotted franchise in 3 days of the receipt of franchisee detail and the vendor shall submit the Performa Invoice to the franchise with cc to HAICL Store Fitment team.
- iii. The store fitment vendor shall complete the store-Fitment in a period of 7 days in all respect.
- iv. T+3 day survey
- v. T+5 PI
- vi. T+7 Submission of DD from franchisee
- vii. T+14 completion of store fitment in all respect (As per tender T+21)

**Note :** The selected company will be divide the application in 2 categories 1 for Mudra applications and 2 Non-Mudra application. The selected company will deploy a dedicated team to take follow-up with the Bank official for fast execution of Mudra Loan for the applicants.

This communication will held at 2 stages:-

- Loan approval for Store Fitment before Store Fitment

- Loan approval for Stock Order After Store Fitment

Note: Start from the day communicated to vendor by Store Fitment Manager.

Completion Time: T+27 Days

Store Stock Shipment & Opening (Marketing Team): The Store Fitment shall send the list of Franchise whose store-Fitment is completed. The following activities shall be carried out by the marketing team: -

- i. Intimation to Franchise for submission of Payment for transfer of Stock.
- ii. Resolving their queries related to products assortment, rates, and margin, display of stock & reordering /replenishment of stock.
- iii. Intimation to Procurement team for the payment receipt for franchise as per the assortment lot in respect to Rural/Small Urban/Urban.
- iv. Awareness to franchises regarding necessary marketing and promotion schemes and display material.
- v. Co-ordination with warehouse for dispatch of stock from warehouse to franchisee.
- vi. Training to Franchisee for POS and store maintains.
- vii. Final opening of Store.

Completion Time: T+30 Days

### **4.3. Franchisee Sales Promotion & Support**

The selected agency will conduct the following activities (but not limited to)

- a) Har-Hith Stores- To Tie-up with Har-Hith Stores- Retailers of Haryana Agro in Haryana for improvement in their sales.
- b) Store Audit: Agency will do fortnightly Audit of each & every store which falls under Har-Hith Scheme.
- c) Audit Report: Agency will submit the Audit within 3 days of Audit as per parameters defined by Haryana Agro
- d) POS machine: Audit of POS Machine in terms of reconciliation of
  - i) Profit & Loss Report
  - ii) Stock Recon
  - iii) Invoice recon
- e) Field Report: Field report of existing & upcoming stores to check their performance & inventory demand.

#### 4.4. E-Commerce Application

Implementation of Cloud based application (WEB BASED APP) as: Harhith will provide the e-commerce platform by which customers can access nearest Harhith stores inventory online

i. 'Sign Up' and 'Sign In' of Customer:

HARHIT E-Commerce application will be available Cloud based application. By accessing them, potential customer has to sign up to book orders on nearest **Harhith** Stores.

ii. **Product Display and Cart functionality:**

List of all available products ( of particular Store) will be shown to customers to choose from. Customer chosen products will be collected in virtual carts.

iii. **Stock availability Check:**

**iv. Customers will be able to order products those are having available stocks with Harhith outlets.**

v. Order confirmation and invoice generation:

Upon confirmation of order, following screen will be displayed to customer -

Optionally, customer may view invoice with the help link / button.

vi. Order Tracking:

Customers will be able to track their orders based on order number and/or history of orders.

vii. SMS along with OTP generation, submission & validation:

OTP verification functionality will be available during signup process. The same can be used for 'Forgot Password' functionality. Screen similar to following may help us while customer receives OTP messages.

viii. Web Application:

Like mobile application, web interface to provide similar functionalities will be available.

#### 4.5. Social Media Support

Social Media Marketing to promote and increase sale of HAICL products in Haryana

The selected agency shall be responsible for the overall Digital Marketing and Communication online campaigns across all social media and digital channels. It will also create a digital marketing architecture and roadmap pertaining to broad objectives of HAICL. Agency must be able to design and develop the Digital Media Marketing strategy for specific digital media marketing plan to reach out targeted customers or brand promotion purpose.

- a) Facebook Content Creation- Developing content, write-ups, photos, posts on regular basis for Facebook.
- b) Twitter Content Creation - Developing content, write-ups, photos, posts on regular basis for Twitter.
- c) YouTube Content Creation - Developing content, write-ups, photos, posts on regular basis for YouTube.
- d) WhatsApp Content Creation - Developing content, write-ups, photos, posts on regular basis for WhatsApp.
- e) SMS/Email Campaign Management: Content Response, Content Moderation, Campaign Management.

Note- Actual cost for buying electronic media, buying hoarding space etc. will be borne by HAICL

Handholding of HAICL personnel

Note: Any activity not included in the scope of work but is found necessary or important to increase sales in Haryana and strengthen HAICL Brand's position to be carried out after the submission of proposal by an Agency and approval by HAICL.

- 4.6.** Advisable Manpower Requirement (but not limited to in order to provide scope mentioned in this document)
- i. SENIOR MANAGER with over 10 years' experience in Retail marketing,
  - ii. Marketing specialist with over 4 years' relevant experience in digital marketing,
  - iii. SEO marketing and a Marketing project manager with over 3-4 years' experience in handling and devising campaigns /events.

## **5. Period of engagement:**

The firm will be engaged for an initial period of **12 months** with effect from signing of agreement. However, it may be extended for **06 months twice**, and that decision lies at the sole discretion of MD HAICL.

## **6. Eligibility criteria, Technical and Financial capability of bidders**

### **6.1. Eligibility of applicants**

As part of eligibility criteria, only those bidders who meet the following eligibility criteria are eligible to participate in the Technical and Financial bidding process. Bidders failing to meet these criteria or not submitting requisite supporting documents / documentary

evidence for supporting pre-qualification criteria are liable to be rejected summarily.

To be eligible for evaluation of the Proposal, the Bidder shall fulfill the following Minimum Eligibility Criteria:

Basic requirement	Minimum Eligibility Criteria	Document Proof to be submitted for supporting the Eligibility Criteria
1. Legal Entity	<p>The bidder must be a Company (as per Companies Act, 1956), Partnership Firm or Sole Proprietorship Firm.</p> <p>The Organization should be in existence in India for last Ten (5) years at the end of 31st March 2021.</p>	Copy of the Proprietor details/ Partnership deed / Bye Law/ Certificate of Incorporation from Registrar of Companies.
2. Bidder's Past Experience in fields	<p>The bidder must have experience in most of the similar domains (i.e., Marketing, Brand Building, brand positioning, electronic media, corporate Film making, commercial advertisement, public relations, media management, content development, digital media, social media services) for at least 3 years.</p> <p>The firm should be in the business of providing software development services or retail operations management for at least 03 year as on 31.03.2021</p>	Attach relevant Work orders issued by the client & Completion Certificate / self- certificate from authorized signatory of the organization.

3. Bidder's past work execution value	The bidder must have executed similar works of average value Rs. 25 lacs. or more in last three financial years (FY 2017-18, 2018-19, 2019-20).	Copy of WorkOrder & Successful project or Appreciation letter Completion certificate should be attached.
4. Human Resource Deployment	<p>Bidder must have experts with more than 05 years of experience in designing, planning, marketing strategy, IT development.</p> <p>Education – BE/Btech/MBA / PGDM</p>	CVs/ work experience proofs/ educational certificates of the resources
5. Annual Turnover	The average financial turnover of the bidder in last three financial years should not be less than Rs. 5 Cr. in last three financial years (FY 2017-18, 2018-19, 2019-20).	CA Certificate
6. Additional Legal Documents	<ul style="list-style-type: none"> <li>- GST Certificate</li> <li>- Income Tax Return (Latest 03 years)</li> <li>- Copy of PAN</li> <li>- Articles of Association/ Company Registration (depending on company type)</li> <li>- Undertaking that no cases in any court of law will impact the deliverance in HAICL project.</li> </ul>	Copy of GST, PAN, ITR, AoA, and Self-declaration on entity letter head, etc.

7. Other Documents	Bidder should not currently be blacklisted by any of the State/Central Government or organizations of the State/Central Government in India and the bidder shall not be under declaration of ineligibility for corrupt or fraudulent practices.	A self-declaration on entity letter head by competent authority
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## 6.2. Technical bid qualification

Technical evaluation will be done only for those bidders who have qualified the pre-qualification stage. The technical evaluation of the qualified bidders shall be done based on the following evaluation criteria: -

S.No	Evaluation Criteria	Maximum marks	Reference document
1	Average Turnover of last 03 financial year (FY FY 18-19, FY 19-20, FY 20-21) minimum 5 Crore	20	
2	Bidder must have executed POS based retail store Management Project more than Rs. 50 Lakhs Yearly	20	
3	Bidder must have experience of working with governments in implementing similar works as per the scope	5 – Experience in retail business  5- Marketing Survey and digital marketing  5- IT software development  5- Stores operations  Total – 20	
	Bidder must have experts with more than 05 years of experience in		

4	designing, planning, marketing strategy ,IT development.  Education – BE/Btech/MBA / PGDM i. Up to 10 Resources: 10 Marks ii. More than 10 Resources: 20 Marks	20	
5	Presentation	20	
	Total	100 marks	

*Note: Bidder with at least 70 marks will be eligible for the financial bid.*

### 6.3 Presentation Requirements

S.No.	Presentation Evaluation Criteria	Description	Maximum Marks
1	Approach & Implementation Methodology	<ul style="list-style-type: none"> <li>Overall marketing and Marketing &amp; Survey strategy for buildup of “Har-Hith” brand along with detailed timelines till the engagement</li> <li>Any unique project implementation strategy (or strategies) proposed, which can impact project’s outcomes in positive manner</li> </ul>	5
2	Har-Hith Promotional Strategy	<ul style="list-style-type: none"> <li>Planning and budgeting</li> <li>Resource Deployment</li> <li>Media to be used</li> <li>Directing, coordinating, and reporting</li> </ul>	5
3	Social Media	As per Vendor choice	5
4	Human Resource Deployment	<ul style="list-style-type: none"> <li>Relevant experience of the resources engaged for the project</li> </ul>	5

## 7. Evaluation

Bidder with at least 70 marks will be eligible for the financial bid. The least financial bid will be considered. Negotiations will be done as per state government policy.

## 8. Payment Terms

The proposal shall include a financial quote of monthly retainer-ship value. The terms of payment would be on a monthly basis that will be paid out within the first week of the month against invoices raised along with the progress report after verification of deliverables. However, this payout will also be linked to the progress on the project charter submitted by selected vendor.

## 9. Implementation of work

The vendor should stick to the timelines below for completion of project:

Sr.	Activity	Time Line
1.	Marketing Activity	Within 15 Days of Work order
2.	Franchisee Onboarding	Within 15 Days of Work order
3.	Franchisee Sales Promotion & Support	Within 15 Days of Work order
4.	Social Media	Within 15 Days of Work order
5.	Marketing & Survey strategy (Events, Seminars, Awareness Advertisement)	Within 15 Days of Work order
6.	Manpower Requirement	Within 15 Days of Work order

The service level agreement will be signed post issuance of Work Order

## 10. Contract Performance Guarantee

- Within 7 days of receipt of LOI, the successful bidder, to whom the work is awarded, shall be required to furnish a performance Bank Guarantee from a Scheduled/

Nationalized Bank, in branch situated in Panchkula in the form attached in favor of the HAICL. The guarantee amount shall be equal to **Five percent (5%)** of total contract price valid up to 90 days after the expiry of contract period as below: -

- If the bank guarantee is not submitted within 15 days from the date of issue of LOI, HAICL reserves the right to cancel the LOA and initiate the action for allotment to L-2 agency at L-1 rate or below.
- The Contract Performance Guarantee is intended to secure the execution/ performance of the entire Contract. The Performance guarantee will be returned to the vendor without any interest at the end of the contract period with the approval of HAICL.

## **11. Termination by Default**

HAICL may terminate the contract if:

- a) The selected vendor fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, within fifteen (15) days of receipt of notice of default or within such further period as Department may have subsequently granted in writing.
- b) The selected vendor becomes insolvent or bankrupt.
- c) If the selected vendor fails to comply decisions / mandate of Department.
- d) Any document, information, data or statement submitted by the selected vendor in its Proposals, based on which it was considered eligible or successful, is found to be false, incorrect or misleading; or
- e) If the acts of the selected vendor are found to be unethical by Department.
- f) In case of termination, HAICL will approach L2 bidder to either work at L1 rates and if not agreed, then L2 rates. The difference will be recovered from L1 agency i.e. work will be executed at risk and cost basis. If L2 bidder doesn't agree, HAICL will approach to other bidders to either work at L1 rates, and if not agreed, then at its bid value. The difference will be recovered from L1 agency i.e. work will be executed at risk and cost basis. However, if neither of bidders is interested in working then HAICL will get the work executed from open market at risk and cost and recovery will be done from L1 bidder.

## **12. Blacklisting of the Firm**

The Vendor will be blacklisted in the following conditions:

- If the vendor backs out of the contract at any stage, the firm will be issued two 15 days notices to commence the work failing which no further notices will be issued and the firm will be straightway blacklisted, without prejudice to other terms and conditions of the contract.
- If the vendor indulges in fraudulent and illegal practices such as forgery, cheating or any civil/criminal wrongdoing or any grave misconduct of similar nature which has a direct impact on the contract and the HAICL in such case no notice of default will be issued and the firm will be straightway blacklisted in addition to initiating the legal proceedings etc., without prejudice to the other terms and conditions of the contract.
- If the vendor fails to complete the work within the delivery/completion schedule, the deduction of the penalty will commence as per the terms and conditions of the present Bid Documents.
- The Performance Bank Guarantee of the Blacklisted vendor s will be forfeited and the firm shall have no claim whatsoever on the same.

## **13. Other Terms & Conditions**

- MD HAICL will be sole arbitrator
- MD HAICL will be the authority to increase or decrease the quantity of scope of work/ the units mentioned in the financial bid as per the requirement of the project and selected bidder will not raise any objection.
- The financial proposal by the Bidders shall be in Indian Rupees (inclusive of all taxes and expenses) as per enclosed format with no escalation provision for any reason whatsoever till the completion of the Assignment.
- The Bidder shall make available appropriate personnel as may be required for successful execution of the Assignment and or as may be required by HAICL on specified dates, venues and time in order to meet the obligations of HAICL.
- All claims shall be raised by the Bidder as per the terms of payment after being due and would be accepted for payment based on satisfactory progress and quality of the work at the sole discretion of the competent authority.

- In case there is a delay by the Bidder in accomplishing the deliverables which in the opinion of HAICL is attributable to the Bidder, HAICL reserves the right to get such specific work(s) done through any other Agency(ies) at the risk and cost of the Bidder for timely completion of the deliverables.
- In case the performance of the proposed team member(s) is not satisfactory, the Bidder will be asked to change/replace the team members within 3 days of receipt of such request from HAICL with a member acceptable to HAICL.
- HAICL can cancel the contract at any stage of the work with 7 days of notice period, in case it is found that the knowledge of a team/team member(s) and or his/her performance is not satisfactory, any information given at the time of submission of the bid is found to be incorrect.
- Given the nature of the work being entrusted, the firm would have to give an undertaking to the effect that the contents/ essence of any reference/ documents given would not be disclosed to any third person without the express approval of HAICL, failing which the engagement of the firm could be terminated.
- If due to any reason or decision of the Govt., the Assignment is dropped and the Bidder is directed to discontinue work, the Drop-Dead Fee would be limited to the payments received by the Bidder and the claims already raised, as per the payment terms relating to the Assignment, till the point of calling off the Assignment or as mutually agreed.
- HAICL reserve the right to accept or reject any or all Proposals/Offer or annul the bid Process or modify/ change the content of the bid document without assigning any reason.
- At any time prior to the deadline for submission of Bids, the HAICL may, for any reason, whether at its own initiative or in response to a clarification required by a prospective Bidder, modify the Bidding Documents by amendment(s). The amendment will be notified through Corrigendum uploaded in the websites of HAICL and <https://etenders.hry.nic.in/>. HAICL will bear no responsibility or liability arising out of non-receipt of the same in time or otherwise. In order to afford prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the HAICL may, at its discretion, extend the deadline for the submission of Bids. Such amendments, clarifications etc. shall be binding on Bidders and will be given due

consideration by the Bidder while they submit their Bids and invariably enclose such documents as a part of the Bid.

- HAICL shall not entertain any claim of any nature, whatsoever, including without limitations, any claim of expenses in relation to the preparation, submission or any other activity relating to bidding or any other expense till award of contract.
- The Bidder shall not be permitted to sub-contract any part of its obligations under the Contract with the utilities.
- All matters, question, disputes, differences and/or claims arising out of and/or concerning and/or in connection and/or in consequences or relating to this Contract whether or not obligations of either of both parties under this Contract be subsisting at the time of such dispute and whether or not this Contract has been terminated or purported to be terminated or completed, shall be referred to the Sole Arbitrator to be appointed by the Managing Director, HAICL. The arbitrator shall pass a speaking award. The Award of the Arbitrator shall be final and binding on the parties to this Contract.

#### 14. Information and instructions to the bidders – General instructions

##### Checklist of Submission

S. No.	Criteria/Form	Documents required	Status (Submitted/ Not Submitted)	Page No.
1.	Tender Processing fee	Rs 1000 (online payment)		
2.	Bid Security Amount	EMD Rs 1 Lakh. (Online payment)		
3.	Tender Fee	Rs 1000 (online payment)		
4.	The bidder must have experience in most of the similar domains (i.e., Marketing, Brand Building, brand	Copy of the Proprietor details/ Partnership deed / ByeLaw/ Certificate of Incorporation from Registrar of Companies.		

	positioning, electronic media, corporate Film making, commercial advertisement, public relations, media management, content development, digital media, social media services) for at least 3 years.			
5.	The bidder must have executed similar works of average value Rs. 25 lacs. or more in last three financial years (FY 2017-18, 2018- 19, 2019-20).	Attach relevant Work orders issued by the client & Completion Certificate / self- certificate from authorized signatory of the organization.		
6.	Bidder must have experts with more than 05 years of experience in designing, planning, marketing strategy ,IT development.  Education – BE/Btech/MBA / PGDM	CVs/ work experience proofs/ educational certificates of the resources		

7.	The average financial turnover of the bidder in last three financial years should not be less than Rs. 5 cr.	CA Certificate as per Tech Form 5		
8.	<ul style="list-style-type: none"> <li>- GST Certificate</li> <li>- Income Tax Return (Latest 10 years)</li> <li>- Copy of PAN</li> <li>- Articles of Association/ Company Registration (depending on company type)</li> <li>- Undertaking that no cases in any court of law will impact the deliverance in HAICL project.</li> </ul>	Copy of GST, PAN, ITR, AoA as per Tech Form 4, and Self-declaration on entity letter head, etc.		
9.	Bidder should not currently be blacklisted by any of the	A self-declaration on entity letter head by competent authority of at least C-level or above		

	State/Central Government or organizations of the State/Central Government in India and the bidder shall not be under declaration of ineligibility for corrupt or fraudulent practices.			
10.	Technical Proposal Submission Form	Form Tech 1		
11.	Bidder Details	Form Tech 2 – Tech 6		
12.	Performa for Commercial cost	Form FIN 1		

## Appendices

### **Form Tech 1- Technical Proposal Submission Form**

To,

The Managing Director

Haryana Agro Industries Corporation Ltd.

BaysNo.15-20, Sector-4, Panchkula, Haryana.

Pin:134112, India.

Tel: +91-172-2561305,2561324,2561303

Fax: +91-172-2561310,2561326

Email: [haicpkl@gmail.com](mailto:haicpkl@gmail.com)

Sir,

RFP NO: \_\_\_\_\_ FOR APPOINTMENT OF MARKETING AGENCY SUBMISSION OF BID

We, the undersigned, offer to provide our proposal for the assignment ‘Selection of Marketing agency for designing, planning & Implementation of marketing cum survey strategy for Har-Hith brand and its products in Haryana (except NCR region)’ in accordance with your Request for Proposal dated XX/XX/2021. We are hereby submitting our Proposal only through online mode, which includes Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Document Control sheet.

We understand you are not bound to accept any Proposal you receive. Yours sincerely,

Signature with date:

Name of authorized signatory:

Seal of Agency:

**Form Tech 2 Details of Bidder**

Form A: Details of the Bidder	
Name	
Date of Incorporation	
Date of Commencement of Business	
Address of Headquarters	
Address of the Registered Office in India	
Contact detail of Authorized person (name, address, phone no. and email)	

**Form Tech 3 – Experience of bidder**

Assignment name:	Approx. Value of Contract: (Mandatory field) (Mention contract value in INR or provide ranges)
Country: Location within country	Duration of assignment (months):
Name of Employer:	Total No. of staff-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (in INR):
Start date (month/year): Completion date (month/year):	No of professional staff-months provided
Name of senior professional staff of your firm involved & functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

***Note: Please provide the copy of Letter of agreement/ Certificate of Completion for each project***

**Form Tech 4- Registration Certificates**

(On Agency's letter head)

**TO WHOM SO EVER IT MAY CONCERN**

This is certified that this Agency has given below statutory registrations, photocopy of which are annexed hereto.

S.No.	Registration for	Registration No.	Date of Registration
1	PAN		
2	AoA		
3	GST		
4	ITR		
5	Others		
6	Others		

Signature of Authorized person:

Signed at \_\_\_\_\_ dated \_\_\_\_\_ by \_\_\_\_\_

Designation \_\_\_\_\_ for \_\_\_\_\_ Agency

**Seal of Agency**

**Form Tech 5- Chartered Accountant Certificate**

**[ON THE LETTER HEAD OF AUDITORS /CHARTERED ACCOUNTANTS]**

**CERTIFICATE**

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that M/s. .... having its  
Registered Office ..... had achieved  
the following level of Turnover in respect for the financial years mentioned hereunder:

Financial Year	2017-18	2018-19	2019-20
Turnover			

The figures certified for the stated Financial Years are based on the Books of Account, Audited Balance Sheet of the Company and the records produced before us.

Signatures of Auditors/Charted Accountants:

Name:

Seal:

Place:

Date:

**Form Tech 6- Curriculum Vitae**

**CURRICULUM E (CV) OF THE PROPOSED TEAM FOR HAICL**

Name of Agency:

Name of Team member:

Designation:

Number of years in marketing cum survey:

Employment Record [Starting with present position, list in reverse order every related assignment/employment held by staff member since graduation as per format below]:

Sl. No.	Name of the Organization	Positions Held	Experience in years and months as on 31/05/2021	Key Accounts Worked on & corresponding key role	Notable Achievements

Note: Any other relevant information may be added(Signature of Authorized Signatory)

Name of the Authorized Signatory:

Firm Name:

**Form FIN- I- This will be filled online and not to be sent separately to HAICL or any other person associated to HAICL.**

**Format for Financial Bid**

Dated:

To,

The Managing Director

Haryana Agro Industries Corporation Ltd.

BaysNo.15-20, Sector-4, Panchkula, Haryana.

Pin:134112, INDIA.

Tel: +91-172-2561305,2561324,2561303

Fax: +91-172-2561310,2561326

Email: [haicpkl@gmail.com](mailto:haicpkl@gmail.com)

Sub: Selection of Marketing agency for designing, and planning & Implementation Supervision of **marketing cum survey** strategy for Har-Hith brand and its products in Haryana (except NCR region)

Dear Sir,

1. With reference to your RFP document dated XXXX I/we, having examined the Bidding Documents and understood their contents, and pursuant thereto, hereby submit my/our Financial Bid for the aforesaid mentioned services as per Schedule of Requirements and other terms of the RFQ cum RFP. The Bid is unconditional and unqualified.
2. Our Financial Bid offer will be as per the following table which inclusive of all expenses (inclusive of all applicable taxes).

Sr.No.	Cost Head	Total Unit F1	Unit Cost Rs. (Inclusive of all taxes) F2	Total cost (F1*F2)
1.	Marketing Activity, social media activity, and other scope mentioned in this document (Monthly cost for 12 months )	12		
2	Franchisee Onboarding ( one time cost per store)	1000		

	Application screening and Documents validation per application Eligible Applicant site survey per application Store Fitment Recce. Application Loan Approval each application in case of Mudra Applicant. Store Stock placement & Inauguration for new Store Opening.			
3	Franchisee Sales Promotion, audit & Support ( cost per store per visit ) ( atleast one visit to 1000 stores)	1000		
4	E-Commerce Application (one time cost)	1		
5	TOTAL ( SUM OF F1*F2)			

**Note:** please don't provide the financial details in the technical document or in this format.

It is to be submitted online only.

3. I/We agree to keep this offer valid for 180 (One Hundred Eighty days) days from the BidDue Date specified in the RFQ cum RFP.
4. I/We agree and undertake to abide by all the terms and conditions of the Bidding Documents. By filling this Form online, we hereby irrevocably consent and agree to be bound by all the terms and conditions set out hereunder.
5. I / We further confirm that we shall not demand Additional Fee, any other charges etc. from Haryana Government during the mentioned Period.
6. We hereby declare that our Financial Proposal is unqualified and unconditional in all respects and there are no deviations from the stated terms in the Bidding Documents.

Yours faithfully,

(Signature of the Authorized signatory)

(Name and designation of the of the Authorized signatory)