EXPRESSION OF INTEREST

FOR

ONLINE BOOKING AND DELIVERY OF SEED, BIO-FERTILIZERS AND PAU PUBLICATIONS AT THE DOORSTEP OF THE FARMER

Punjab Agricultural University
Ludhiana
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1. INTRODUCTION

a. The PAU has played a key role in increasing food grain production in the Punjab State by developing improved varieties/ technologies and their dissemination from lab to field.

b. The University also serves the farmers by providing quality seed, bio-fertilizers and PAU literature to the farmers during kisan melas and around the year at seed shops and seed outlet centres at KVK,s, FASC’s RRS’s and USF,s in various districts of Punjab.

c. Punjab Agricultural University, Ludhiana (PAU) intends to improve the access of Punjab farmers to quality seed of field and vegetable crops, bio-fertilizers and PAU literature by providing them at the door step through online booking based delivery system.

d. The purpose of this Expression of Interest is, therefore, to seek the services of a reputed company/ organization having experience of selling the agricultural inputs through online booking and delivery of products at the doorstep of the farmer. The objective of this document is to provide information about the scope and objective of this activity.
2. NOTICE INVITING EOI

a) Punjab Agricultural University invites expression of interest vide EOI NO. DR 6/2021 Online booking of seed- June, 2021 from agencies / companies desirous of providing their expertise and services for online booking and distribution of seed, bio-fertilizers and PAU publications at the doorstep of the farmer.

b) Interested Agencies / Companies who meet the criteria may furnish their Expression of Interest with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory.

c) The term of agreement will be initially for one year and may be extended to five years based on the performance evaluation by a university level committee.

d) The Expression of Interest may be submitted by post/ courier/ in person on or before 7.7.2021 by 16:00 hrs at the following address:

   Dr. N. S. Bains  
   Director of Research,  
   Punjab Agricultural University,  
   Ludhiana – 141 004

d) The EOI submitted by telegram / fax / e-mail etc shall not be considered. PAU shall not be responsible for any postal delay or non-receipt / non-delivery of the documents. No further correspondence on the subject will be entertained.
### 3. TIME LINE

Submission of a proposal in response to this notice should be made after careful study and examination of this document with full understanding of its terms, conditions and implications as per the following timeline.

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<tr>
<td>1</td>
<td>Last date for submission of written queries for clarifications</td>
<td>29.6.2021</td>
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<td>2</td>
<td>Release of response to clarifications on <a href="http://www.pau.edu">www.pau.edu</a></td>
<td>2.7.2021</td>
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<tr>
<td>3</td>
<td>Last date for submission of EOI Proposal</td>
<td>7.7.2021</td>
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<td>4</td>
<td>Opening of EOI</td>
<td>8.7.2021</td>
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BIDDER’S SIGNATURE WITH SEAL 5
4. ELIGIBILITY CRITERIA

The invitation of bids is open to all Indian companies/agencies who fulfil the criteria as specified below:

a) **Expertise**: Must have Website/App with online booking and have arrangements of logistics for supply of agricultural inputs at the farmers doorstep throughout the Punjab (Submit proof of online supply of pesticides/fertilizers/animal feed/seeds to at least 500 farmers of Punjab State for the last one year or rupees one crore turnover in previous year).

b) **Incorporation** - Must have valid licence for sale of seed from Department of Agriculture & Farmer’s Welfare Punjab.

c) **Presence** - The Agency should be able to develop mobile and web-based online system of booking of agricultural inputs and must have infrastructure for handling and transportation of inputs to the doorstep of the farmers covering all districts of Punjab State.

d) **Relaxation** - The work being of exclusive nature, if bids received are limited in numbers, the competent authority may relax one or many dimensions of the eligibility criteria at its discretion.
5. SCOPE OF WORK

a) It is envisaged that the participating firm should fulfil following requirements:

1. The language of the app should be bilingual (English and Punjabi (Gurmukhi script))
2. The app: platform (android, ios, windows) should be workable with both mobile and web.
3. Area of operation will cover all districts of Punjab state.
4. Have the logistics arrangements to supply the seeds of field and vegetables crops, bio-fertilizers and PAU publications at the doorstep of the farmer in various crop season.
5. Provision of call centre support to the farmers from 8 am to 8 pm during sale season.
6. Facility of payment to the consumer through online wallet/banking system and cash on delivery.
7. Will provide dashboard to PAU for access to details of daily transactions.
8. The location of seed to be lifted will be

   (i) University Seed Farms at Nabha (Patiala), Naraingarh (Faridkot) and Ladhowal (Ludhiana)
   (ii) Regional Research Stations at Kapurthala, Gurdaspur and Bathinda
   (iii) KVK, Nagkalan (Amritsar)
   (iv) Punjab Agricultural University Ludhiana Campus
6. TERMS OF ENGAGEMENTS
   (a) Website requirement
   1. Must have system enabling online booking and supply of seeds at the farmers doorstep throughout the Punjab through dedicated App and logistic system.
   2. App or Web portal should be as per PAU requirement.
   3. The company will display a symbol of PAU in its website that will link to menu of exclusively PAU products along with their description.
   4. Company must display 3-6 days time for delivery of the product to the customer.
   (b) Product sale system
   1. The product list (kharif and rabi seeds of field and vegetable crops, bio-fertilizers and PAU publications) as per season will be supplied by PAU.
   2. The products sold online should be as per rate fixed by the PAU.
   3. The product list and quantity will be assigned by the university.
   4. The company will lift the material from designated farms of PAU (List of the farm given in scope of work) at their own cost.
   5. The sale window will start one month before the sowing season.
   6. The stock of seed will be assessed on weekly or daily basis depending upon seed sale pattern and seed stock left.
   7. The company must ensure the product collected in good condition and its safe delivery to the farmer. The wear and tear losses during transit will be the responsibility of the company.
   8. Company will submit the daily report of products ordered and delivered to Associate Director (Seeds), PAU, Ludhiana.
   9. Seed will not be stored for more than 96 hours from lifting to distribution.
   10. Material is to be sold directly to the farmer with a bill and no reselling is allowed. PAU will supply the seed to the company with a bill and company will provide the bill to each farmer. The company will mention the on bill crop, variety, quantity, rate per unit and total cost along with product of PAU.
(c) Security deposit and credit limit

1. Company will provide the Bank guarantee of Rs 5 lakh with Comptroller, PAU, Ludhiana.

2. The maximum credit limit of lifting the material from one station will be Rs 30000 and company has to transfer the payment through IMPS mode in the bank account of Comptroller working in that station with information to the concerned Director/ Deputy Director of the station through sms/email. No seed will be supplied till the payment settles beyond this amount within 5 days from lifting the seed.

(d) Miscellaneous

1. The interested parties has to submit the Expression of Interest with necessary documents. The evaluation committee will screen the E.O.I and afterwards successful parties will quote percentage of commission required from PAU for online booking and delivery of the product for next phase.

2. The successful bidder has to sign the contract as per terms and conditions finalized by PAU for online booking and delivery of the products.

3. In case of any dispute, the decision of the Worthy Vice-Chancellor, PAU, Ludhiana will be final.
7. EVALUATION PROCESS

a) For evaluation purpose, each Agency shall submit

(i) Proof of eligibility as per criteria given.
(ii) A write up describing its strengths as to why it considers itself suitable and fit for award of this work. (Please attach all relevant papers).
(iii) The agency will also describe in detail the methodology for executing this project.

b) PAU will constitute an Evaluation Committee to evaluate the responses of the applicants.

c) The Evaluation Committee constituted by PAU shall evaluate the EOI and all supporting documents & documentary evidence. The committee may seek additional documents / presentation as it deems necessary.

d) Each of the EOI shall be evaluated to validate competence of the applicant according to the supporting documents specified in this document.

e) In case of excessive qualifying EOI received, weightage shall be given based on the written statement of the agency describing its strengths and its claim for suitability for the job.

f) The decision of the Evaluation Committee in the evaluation of Expression of Interest shall be final. No further correspondence will be entertained in this regard.

g) The Evaluation Committee reserves the right to reject any or all proposals.

h) Based on the recommendation of the Evaluation Committee, selected agencies shall be invited for the next phase.
8. SUBMISSION OF EOI

a) The application shall be submitted in a single sealed envelope and superscripted as “EOI – Online booking of seed and its distribution at the farmer’s doorstep and EOI No. DR 6/2021- e- Online booking and delivery of seed, biofertilizers and PAU publications. This envelope should contain signed hard copy of EOI proposal and other necessary documents mentioned below.

b) Applicant shall enclose supporting proofs and documents as specified in para 3 on page no. 6 as will be necessary to prove the eligibility of the applicant to be considered for the award of work.

c) No overwriting/changes is allowed in submitted EOI documents.

9. EOI PROPOSAL PREPARATION COSTS & RELATED ISSUES

a) The Applicant is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in preparation of proposal, participation in meetings / discussions. PAU in no case will be responsible or liable for these costs, regardless of the conduct or outcome of the EOI process.

b) This EOI does not commit PAU to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this EOI.

c) All materials submitted by the Applicants will become the property of PAU and may/may not be returned completely at its sole discretion.
EOI NO. DR 6/2021- Online booking and delivery of seed, bio-fertilizers and PAU publications - June, 2021

9. QUERIES

a) All queries may be sent to the following Officer of PAU by post, or e-mail on or before 29.6.2021

Dr. N.S.Bains
Director of Research

Punjab Agricultural University,
Ludhiana- 141 004
E-mail: director-research@pau.edu

b) All enquiries / clarifications from the Applicants, related to this EOI, must be directed in writing exclusively to the contact person(s) notified in 9 (a) above. Enquiries received after the due date shall not be entertained.

c) The preferred mode of delivering questions is through e-mail. Telephonic responses, if sought for, shall not be treated as valid responses. The queries by the applicants shall be raised in the following format:

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<tr>
<th>S. No.</th>
<th>Page</th>
<th>Clause of the EOI</th>
<th>Clarification required</th>
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BIDDER’S SIGNATURE WITH SEAL 11
10. RESPONSES TO PRE-SUBMISSION QUERIES & ISSUE OF CORRIGENDUM

a. Based on the response to the EOI, queries from interested parties would be taken to clarify / to amend the scope and revised scope / term shall be issued to the parties responding to the EOI. Further, evaluation of bids received shall be as per Para 3 of page 6. The contact person notified by PAU will begin accepting written questions from the applicants. PAU will endeavour to provide timely response to all queries. However, PAU makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does PAU undertake to answer all the queries that have been posed by the applicants. The responses to the queries from all Applicants will be posted online on www.pau.edu by 2.7.2021.

b. At any time prior to the last date for receipt of EOI, PAU may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the EOI document by a corrigendum.

c. The corrigendum (if any) shall be posted only online at www.pau.edu.

d. Any such corrigendum shall be deemed to be incorporated into this EOI.

e. In order to provide prospective applicants reasonable time for taking the corrigendum into account, PAU may, at its discretion, extend the last date for the receipt of EOI proposals which shall again be notified online through PAU portal www.pau.edu.
Covering Letter on Letterhead of the Applicant

<Location, Date>

To,

The Director of Research,
Punjab Agricultural University,
Ludhiana – 141 004

Kind Attn. – Dr. N. S. Bains

Dear Sir / Madam,

We, the undersigned, offer to provide our services to online booking and delivery of seed, bio-fertilizers and PAU publications at the farmer’s doorstep on turnkey basis.

We are hereby submitting our Expression of Interest. We understand you are not bound to accept any proposal you receive.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be dismissed from the EOI selection process or termination of the contract during the project.

We agree to abide by the conditions set forth in this EOI.

We hereby declare that our proposal submitted in response to this EOI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

<Applicant’s Name with seal>

Name: <<Insert Name of Contact>>
Title: <<Insert Title of Contact>>
Signature: <<Insert Signature>>