Email **Gajender**

Fwd: URGENT - Request for upload of REOI in Web site of your Organisation - Request reg.

From : Secretary MoFPI <secy.mofpi@nic.in> Mon, Aug 05, 2024 03:35 PM
Subject : Fwd: URGENT - Request for upload of REOI in Web site of your Organisation - Request reg. 3 attachments
To : Gajender <gs.bisht@nic.in>, minhaj <minhaj@ias.nic.in>

From: "Ajaya Kumar Sahoo" <sahoo.ak68@gov.in>
To: "Manoj Ahuja" <Secy-agri@nic.in>, "Commerce Secretary Office" <csoffice@nic.in>, secydot@nic.in, "Chanchal Kumar" <secydoner@nic.in>, "Secretary Meity" <secretary@meity.gov.in>, "Dr. Abhilaksh Likhi" <secy-fisheries@nic.in>, "Secretary MoFPI" <secy.mofpi@nic.in>, "Apurva Chandra" <secyhfw@nic.in>, "Shri Anurag Jain" <secyurban@nic.in>, "Shri S. C. L. Das (Secy-MSME)" <secretary-msme@nic.in>, secymopr@nic.in, "Shri T.K. Ramachandran" <secyship@nic.in>, secytextiles@nic.in, "Nidhi Khare" <secy-ca@nic.in>, "Atul Kumar Tiwari" <secy-msde@nic.in>, "Shri Kamran Rizvi" <shioff@nic.in>, "Dr Rajendra Kumar" <secybm@nic.in>
Cc: "swatisharma" <js-rl2office-mord@gov.in>, "Rajeshwari S M" <sm.rajeshwari@gov.in>, asnrlmoffice@gmail.com, "Narender Narender" <narender.15@gov.in>, procurementnrlps@gmail.com, "ChanaP Bhaitwal" <chandra.nrlps@nic.in>
Sent: Monday, August 5, 2024 1:04:40 PM
Subject: Fwd: URGENT - Request for upload of REOI in Web site of your Organisation - Request reg.

Respected Sir/Madam,
Kindly arrange to upload the REOI on the website of your Ministry/Department for giving wide publicity.

शुभकामनाओं सहित | With good wishes,

अजय कुमार साहू, अवर सचिव(आरएल) | Ajaya Kumar Sahoo, Under Secretary(RL),
Department of Rural Development, | ग्रामीण विकास विभाग,
Rural Livelihood Division | ग्रामीण आजीविकाप्रभाग,
M/o Rural Development, Government of India, | ग्रामीण विकास मंत्रालय, भारत सरकार,
New Delhi-110001, | नई दिल्ली-110001,
Tel./टेलीफ़ोन`011-23461725 EPABX 7025,
Email: sahoo.ak68@gov.in

Request for Uploding of REOI of Ministry of Rural Development for Technical Support Agency for SARAS Gallery and eSARAS ecommerce portal.pdf
671 KB

REOI esaras gallery & e-com.docx
127 KB

REOI esaras gallery & e-com.pdf
488 KB

फ़ाइल संख्या / File No.: N-11018/05/2023-RL-Proc (Comp. No.: 386466)
भारत सरकार /Government of India
ग्रामीण विकास मंत्रालय/Ministry of Rural Development
ग्रामीण विकास विभाग/Department of Rural Development
राष्ट्रीय ग्रामीण आजीविका संवर्धन सोसाइटी / National Rural Livelihoods Promotion Society
(https://rural.nic.in)

सातवीं मंजिल, एन.डी.सी.सी-II भवन/7th Floor, N.D.C.C –II Building
जय सिंह मार्ग, नई दिल्ली 01/Jai Singh Road, New Delhi-01
दिनाँक/ Dated: 02 August, 2024

Subject: Uploading of REOI of Ministry of Rural Development for Technical Support Agency for Saras Gallery and eSaras eCommerce Portal - Request reg.

The Ministry of Rural Development (MoRD) has invited Request for Expression of Interest (REOI) for engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and the eSaras eCommerce web portal on a 'Revenue Sharing Basis. The REOI is intended to invite competent agencies with relevant experience and capabilities to express their interest in providing the necessary technical support. The advertisement has been uploaded in the Central Public Procurement Portal at url: https://eprocure.gov.in/cppp/.

2. In order to give the REOI wide publicity, all Ministries/Departments of Government of India are requested to kindly upload the enclosed REOI (both Ms word version and pdf version enclosed) in their Ministry/Department's web site today itself as the last date for submission EOI is **21st August, 2024 up to 2.00 PM.**

Rajeshwari SM
02/08/24

(राजेश्वरी एस एम/Rajeshwari S M)
निदेशक भारत सरकार/ Director to the Govt. of India
टेलीफ़ोन-011-23461729
ईमेल. sm.rajeshwari@gov.in

संलग्न/ Enclosure
ऊपरोक्तअनुसार / As above

To,

All Ministry/Department of Government of India as per list attached.

List of All Ministry/Department of Government of India

1. AGRICULTURE& FARMERS WELFARE)
   Shri Sanjeev Chopra, Secretary, Email, secy-agri@gov.in
2. Ministry of Commerce and Industry
   Shri Sunil Barthwal, Secretary, Email: csoffice@nic.in
3. Ministry of Communications
   Shri Neeraj Mittal, Secretary, Email: secy-.@nic.in
4. Ministry of Development of North Eastern Region
   Shri Chanchal Kumar, Secretary, Email: secydoner@nic.in
5. Ministry of Electronics and Information Technology
   Shri S. Krishnan, Secretary, Email: secretary@meity.gov.in
6. Ministry of Animal Husbandry And Dairying
   Dr. Abhilaksh Likhi , Secretary, Email: secy-fisheries@nic.in
7. Ministry of Food Processing Industries
   Smt. Anita Praveen, Secretary, Email: secy.mofpi@nic.in
8. Ministry of Health & Family Welfare
   Shri Apurva Chandra , Secretary, Email: secyhfw@nic.in
9. Ministry of Heavy Industries
   Shri Kamran Rizvi , Secretary, Email: shioff@nic.in
10. Ministry of Home Affairs
    Shri Rajendra Kumar, Secretary, Email: secybm@nic.in
11. Ministry of Housing and Urban Affairs
    Shri Anurag Jain, Secretary, Email: secyurban@nic.in
12. Ministry of Micro. Small & Medium Enterprises
    Shri S. C. L. Das, Secretary. Email: secretary-msme@nic.in
13. Ministry of Panchayati Raj
    Shri Vivek Bhardwaj , Secretary, Email: secy-mopr@nic.in
14. Ministry of Skill Development & Entrepreneurship
    Shri Atul Kumar Tiwari, Secretary, Email: secy-msde@]nic.in
15. Ministry of Ports,Shipping and Waterways
    Shri T K Ramachandran , Secretary, Email: secyship@nic.in

16. Ministry of Textiles
    Smt. Rachna Shah , Secretary, Email: secy-textiles@nic.in

17. Ministry of Consumer Affairs, Food and Public Distribution
    Smt. Nidhi Khare, Secretary, Email: secy-ca@nic.in

Request for Expression of Interest

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

REOI No: N-11018/05/2023-RL-Proc (386466)

Request for Expression of Interest (REOI)

For

Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.

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	30th July 2024
2.	Last Date for Submission of Queries	7th 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	9th August 2024 by 3:00 P.M
5.	**Last Date for Submission of EOI**	**21st 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)

1. 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 Governing Language and Law

a) The EOI submitted by the agency and all subsequent correspondence and documents relating to the EOI exchanged between the agency and the Procuring Entity should be written in English language. However, the language of any printed 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***.

b) The REOI process shall be subject to the laws of the Union of India and the exclusive jurisdiction of courts relevant to the address of the Tender Inviting Authority.

2.2 Acronyms

The following Acronyms have been used in this REOI document:

Acronym	Definition	Acronym	Definition
DPIIT	Department for Promotion of Industry and Internal Trade (DPIIT)	RFP	Request for Proposals
EOI	Expression of Interest	TIA	Tender Inviting Authority
JV/C	Joint Venture/ Consortium	TOR	Terms of Reference
REOI	Request for Expression of Interest		

2.3 The Contents of the REOI document

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.

Part I: REOI process

Section I: Request for Expression of Interest (REOI)
Section II: Appendix
Section III: Qualification Criteria

Part II: Schedule of Requirements

Section IV: Terms of Reference (TOR)

Part III: EOI Submission Formats

Refer to Annexures I to VI

2.3.1. Section II: Appendix

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

2.3.2. Section III: Qualification Criteria:

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. Section IV: Terms of Reference (TOR)

'Section IV: Terms of Reference (TOR)' describes the background, 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 reference the '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/ Addenda to REOI document

i. Before the deadline for submitting EOIs, the Procuring Entity may update,

amend, modify, or supplement the information, assessment or assumptions contained in the 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 Procuring Entity makes such modifications, any Agency who has submitted his EOI 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. The Procuring Entity may extend the deadline for the EOI submission by issuing an 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. Procuring Entity - Right to Reject any or all 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 REOI for 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. Participation in REOI – Eligibility Criteria

4.1. Eligibility Criteria

Subject to other provisions in the REOI document, participation in this shortlisting process 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. 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. Joint Venture/ Consortium (JV/C)

- In the case where an agency is or proposes to be a Joint Venture/ Consortium (that is, an association of several persons, firms, or companies - hereinafter referred to as JV/C), then unless otherwise specified in Section II: Appendix.

  a) members should not be more than three (03)

  b) 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 (substantial members, Lead member) shall be evaluated jointly as per Evaluation Criteria.

7. Conflict of Interest

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 Availability and Downloading of the REOI Document

The Request 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 shall *not* be extended. Any query/ clarification regarding downloading Request 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

procurementnrlps@gmail.com or contact as per Section II: Appendix before 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 only be entertained during the RFP Process. The Procuring Entity shall respond before the deadline for EOI submission. The query and clarification shall 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-EOI Conference

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 reach the authority and the last date for participation in the Pre-EOI conference are also mentioned in Section II: Appendix

Prior to the Pre-EOI conference, the agency may submit a list of queries and proposed 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.com to the Ministry at least one working days before the Pre EOI meeting to allow sharing the VC link**)

9. Preparation of EOIs

9.1 EOI Submission Formats:

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 EOI Validity

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 shorter period shall be rejected as nonresponsive.

In case the day upto which the EOIs are to remain valid falls on/ subsequently declared a holiday or closed day for the Procuring Entity, the EOI validity shall

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. Signing and Submission of EOIs

10.1 Relationship between Agency and eProcurement portal

The Procuring Entity is neither a party nor a principal in the relationship between the agency and the organisation hosting the e-procurement (hereinafter called the CPPP portal). Agencies must comply with the rules, conditions, regulations, procedures, and implied conditions/ agreements of the CPPP portal, including registration, compatible Digital Signature Certificate (DSC) etc. Agencies shall settle 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 provided by the Portal for Agencies.

10.2 Signing of EOI

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 Submission of EOIs.

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.

10.4 Implied acceptance of procedures by Agencies

Submission of EOI in response to the REOI document is deemed to be acceptance of the procedures and conditions of the REOI document.

10.5 Responsibility of the Agency to declare all changes

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. EOI Opening

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. Evaluation of EOIs and Shortlisting of Agencies

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).

General norms

12.1 Evaluation is based only on declared criteria.

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 Clarification of EOIs and shortfall documents

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 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 opening and which have not undergone change since then and do not grant any undue 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 Determining Responsiveness

Only substantively responsive EOIs shall be evaluated for shortlisting. A substantively responsive EOI is complete and conforms to the REOI document's essential terms 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 pre-qualification Declarations. **Every pre-qualification requirement has one score and maximum of Six (06) scoring agencies will be shortlisted.**

13. RfP process

13.1 Verification of Original Documents at RFP Process

The Procuring Entity reserves its right to call for verification, originals of all self-certified copies of uploaded documents from the agencies during the following RFP Process. If the agency fails at that stage to provide such originals or, in case of substantive discrepancies in such documents, it shall be construed as 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 Declaration of Shortlisted 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).

14. Publication of RFP following this EOI

The Procuring Entity shall publish a Request for Proposal (RFP) through open tender for the following procurement process through the GeM 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 & conditions without vitiating the shortlisting process.

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

Code of Integrity and penalties for violating the Govt of India, Ministry of Finance, 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. (Acceptance on Agency's Letterhead signed by the delegated authority.)

Note: For further details, please refer to appended Section II: Appendix.

Signed by

Tender Inviting Authority (TIA)

Joint Secretary RL (II),
To the Government of India
Ministry of Rural Development,
Rural Livelihoods Division

Section II: Appendix

Expression of Interest Document No. **N-11018/05/2023-RL-Proc (386466)**

Tender Title: Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.

1.0 Basic REOI Details			
Tender Title	Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.		
Tender Reference Number	N-11018/05/2023-RL-Proc (386466)	Tender ID	N-11018/05/2023-RL-Proc (386466)
Tender Type	Expression of Interest	Tender Category	Services
No. of Covers	Single Cover	Product Category	Retail and eCommerce Portal Operations and Management
Domestic/ Global Procurement	Domestic Procurement	Organisation:	MoRD
The Procuring Entity:	RL Division	Authority on whose behalf EOI is invited	JS, RL (II)
Through the	Procurement Division	Tender Inviting Authority (TIA)	JS, RL (II)
Address	*7th Floor, NDCC-II, Jai Singh Marg, New Delhi -110001*		
2.0 Critical Dates (Clause 6; 7; 8, and 9)			
Published Date	Refer to CPPP Portal	EOI Validity (Days from the date of EOI Opening)	60 days
Document Download Start Date & Time	Refer to CPPP Portal	Document Download End Date & Time	Refer to CPPP Portal.
Clarification Start Date & Time	Refer to CPPP Portal.	Clarification End Date & Time	Refer to CPPP Portal.
EOI Submission Start Date & Time	Refer to CPPP Portal.	EOI Submission Closing Date & Time	Refer to CPPP Portal.
EOI Opening Date & Time	Refer to CPPP Portal.		

3.0 Eligibility and Qualification Criteria (Clauses 2.3.2, 4.1 to 4.5, 10.2 and Section III)			
Nature of Agencies eligible and association with sub- agencies/ JV	Refer to Section III of this EOI		
Any additional Eligibility or responsiveness Criteria	Refer to Section III of this EOI		
Maximum limit of the value of Subcontracting permitted	**Subcontracting is NOT allowed**	Various JV parameters: Maximum number of members etc.,	***Three***
4.0 Obtaining the REOI document and clarifications (Clauses 6 & 8)			
eProcurement and Procuring Entity email	CPPP Portal - https://eprocure.gov.in/eprocure/app MoRD Website- https://rural.gov.in/en/documents/advertisement-tenders **(only for advertisement of EOI- *EOIs have to be submitted in hardcopy by hand to the Ministry*)** Procurement entity -Procurementnrlps@gmail.com		
Cost of REOI document (INR)	Nil		
Office/ Contact Person/ email for clarifications	Mr. Ajit Kumar, Procurement Division Tel: 011 - 2346 1792 Email- Procurementnrlps@gmail.com		

5.0 Pre-EOI Conference (Clause 6.3)	
Is a Pre-EOI Conference proposed to be held?	*Yes*
Place, time, and date of the Pre-EOI Conference	At 3:00 P.M on 7th August 2024 Offline as well as via Video Conferencing - kindly email the Ministry at least one working days before the Pre EOI meeting to allow sharing the VC link
Place, time, and date before which Written queries for the Pre-EOI conference must be received	Via email to Procurement Division (Procurementnrlps@gmail.com), MoRD on or before 7th August 2024 upto 1:00 P.M
Place, time, and date before which participants for the Pre-EOI conference must be received	Via email to Procurement Division (Procurementnrlps@gmail.com), MoRD on or before 7th August 2024 upto 1:00 P.M

6.0 Preparation and Submission and Opening of EOIs (Clauses 7 and 8)			
EOIs to be Addressed to	Joint Secretary RL (II), Ministry of Rural Development, Rural Livelihoods Division, Government of India		
Instructions for 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**.)		
Language of Submission	English	EOI Validity	60 days
EOI Opening Place	Offline as well as via Video Conferencing. kindly email the Ministry at least one working days before opening of EOI. **Ministry of Rural Development, 7th Floor, NDCC II Building, Jai Singh Marg, New Delhi 110001**		

7.0 Evaluation of EOI and Qualification Criteria (clause 10 and Section III: Qualification Criteria			
Maximum number of agencies on the shortlist and criteria on which it would be based	No maximum limit of shortlisted agencies. As per section III	Minimum qualifications to be met by Lead Member and Substantial members	As per Eligibility and Evaluation Criteria
RFP to be issued	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).	Form of Contract from RFP	Contract will be part of the RFP document.

Selection Method	To be clarified in the RFP document – since this is revenue sharing bidder with maximum revenue share shall be selected.	Bid Security Requirements	Yes – shall be detailed in the RFP
Performance Security	Yes – shall be detailed in the RFP		

Section III: Qualification Criteria

REOI document No. REOI/ N-11018/05/2023-RL-Proc (386466); Tender Title: Services

Qualification Requirement of the Bidder

1.1 Pre – Qualification criteria (for being eligible for RFP stage)

S. No.	Pre-Qualification Requirements	Documentary Proof Required
PQ-1	The service provider 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.	Copy of the Certificate of Registration
PQ-2	The service provider must have GST registration certificate as on last date of submission.	Copy of GST registration certificate.
PQ-3	The service provider should **not be blacklisted** or debarred banned from participating or carrying out business by any central govt./state govt./PSUs	Letter of undertaking as in Annexure Form 03 on company letter head
PQ-4	Agency should have a minimum average annual turnover of Rs. 2 crores in the last three financial years i.e. 2021-22, 2022-23 and 2023-24.	Certificate duly signed by Certified Chartered Accountant for average annual Turnover
PQ-5	Agency should have experience 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 clearly providing the evidence required.

Every pre-qualification requirement has one score and maximum of Five (05) scoring agencies will be shortlisted.

1.2 Consortium: Bids received from Consortiums will be considered. However, subcontracting of any work resulting from the tender is not allowed.

Evaluation Criteria (to be at RFP stage)

Part II - Schedule of Requirements

Section IV: Terms of Reference (TOR)

REOI document No. REOI/ N-11018/05/2023-RL-Proc (386466)

Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Model'

1. **Background**

The National Rural Livelihoods Mission (Rural Livelihoods Division of the MoRD) undertakes various 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 that RL division is tying up with.

2. **Existing Initiatives**

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 17th December, 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.

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. of Orders	Sales (INR)
1	eSARAS Portal	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
	Total Sales	**2,223**	**23,32,166**

The learnings and SOPs prepared with the experience of the operations of these 2 verticals would be used to train the states on setting up similar verticals at the state level.

3. Objective of the Assignment

The objective of this assignment is to engage a Technical Support Agency (TSA) to support NRLM in the operations and management of the Saras Gallery and the eSARAS Portal,

The agency will work on a revenue sharing business model with 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. Scope of Work

The key scope of work will include the following:

- Operations and Management of the Saras Gallery and the eCommerce Portal – eSaras (https://www.esaras.in/)
- Ensure products are procured only from the SHG's under DAY-NRLM duly certified by the SRLM through a Vendor Registration Form (**Refer Annexure 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.

- Achievement of sales as per the targets defined as part of the bid/Contract
- Ensure payment to the supplying SHG producers / their federations within 15 days of the goods being delivered in the store.
- The maximum mark-up that the bidding entity can keep and the revenue share which the entity shall give to MoRD shall have to be shared by the bidding entity – category wise eg.

	Cost Price (INR)	Sale Price (net of GST) (INR)	Revenue Share
Apparel & Fabric	100	200	
Handicrafts	100	170	
Food	100	125	

- Develop and implement, marketing plans including media spend for achievement of sales targets (monthly, quarterly, six-monthly and yearly, etc.).
- Promotion of the SARAS Gallery and e-Saras Platform of the MoRD on digital platforms and social media to ensure achievement of targets of footfall in both these locations – physical store and online store.
- BTL promotions and activities as required.

Saras Gallery management:

- Sourcing of goods from SHGs
- Defining a stock budget for the Gallery and the Ecommerce business and the stock turns planned to be achieved.
- Ensuring setting up of quality standards and ensuring quality checks of the goods received.
- Pricing of the products as per market price benchmarks
- 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 yearlong basis – for both inbound (SHG to fulfilment centre/store) and outbound (from fulfilment centre/ store to customers)
- Achieving sales targets through various channels – In store sales, corporate and government orders, sales by participating in Saras melas etc. eCommerce sales – through the NRLM portal eSaras and also through other portals like Amazon, flipkart, meesho, GeM etc.

- Organise events / do BTL activities to draw traffic to the gallery and to retain existing customers and attract new customers.
- Meeting statutory compliances – licenses, payment of GST etc
- Make timely payments to the SHG suppliers for the goods supplied to the Gallery and eCommerce fulfilment centre.

- e-SARAS Ware House Management:
  - Curating goods from the SHG producers which can be sold in online platforms.
  - Working with the SHG producers to ensure standardization of the products so that there is consistency between the picture and the finally delivered product.
  - Managing the fulfilment centre and ensuring picking, packing and dispatch within the defined timelines
  - Getting the products photographed, content written and uploaded on the online sales platforms
  - Pricing the products and planning and executing promotions benchmarked to competition to ensure visibility and sales of the Saras products.
  - Tying up with logistics service providers for the logistics of the goods for Saras – both inbound and outbound.
  - Achieving sales targets for the online sales.

5. Deliverables and Sales Targets

The agency is expected to deliver the following:

a) Operations and Management (O&M) of the Saras gallery on Baba Kharak Singh Marg, New Delhi
b) 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 suppliers and 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:-

Financial year	Sales Amount (Rs. Lakhs)
2024-25	Rs. 300
2025-26	Rs. 450

6. **Travel and other related Cost**
   This has to be worked out and managed by the successful bidder. MoRD will not pay any such costs.
7. **Manpower and Expertise requirement**
   Bidders will have to recruit its own team. It is TSAs responsibility that they mobilise a team with skill sets that would support such a model.

   MoRD will not pay any such costs.
   A reference for the team conceptualization is placed as under: -
   - Concept Head
   - Store Manager
   - Category Manager – Handloom and Handicraft
   - Asst Category Manager – Food
   - Accounts Manager
   - Digital media content creator
   - Executive in store and BTL marketing
   - 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. **Duration of the Assignment**
   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. Responsibilities of Ministry and TSA

The key responsibilities are as follows:

S.N.	Responsibility	Description
1	MoRD	• 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) • The TSA would be provided access to data, reports, details of state contracts, etc. as required. • Issue official letters to the SRLMs communicating about the TSA and the necessary cooperation required from them
2	TSA	• Mobilise a team with skill sets that would support such a model. • Entire team to be available for review meetings/discussions at NMMU/Ministry on pre defined dates. • Provide all necessary equipment etc., to its own team/s (such as laptops, internet connectivity, travel (to and fro between home and office in New Delhi) and logistic support, etc. • Travel expenses etc. • 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. No non SHG produce should be sold from the Gallery or the ESaras Platform.

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.

Part III- EOI Submission Formats

Annexure-I: REOI Submission Letter

To
Joint Secretary, RL (II)
Ministry of Rural Development Rural
Livelihoods Division
7th Floor, NDCC-II Building Jai
Singh Road
New Delhi 110001

Sub: *Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.*

Ref: REOI No N-11018/05/2023-RL-Proc (386466)

I/ We, the undersigned, offer to provide above services to MoRD. We are hereby submitting our EOI as per requirements of the REOI.

I/We, hereby declare that:

a. I/We are enclosing and submitting herewith our EOI, with the details as per the requirements of the tender, for your evaluation and consideration.
b. I/We have read carefully the terms and conditions of REOI document attached hereto and hereby agree to abide by the said terms and conditions.
c. The EOI is unconditional.
d. I/We undertake that documents submitted are genuine/ authentic and nothing material has been concealed. I/We understand that the contract is liable to be cancelled, if it is found to be having obtained, through fraudulent means/concealment of information.
e. We shall make available to the MoRD any additional information it may find necessary or require to clarify, supplement or authenticate the EOI.
f. Until a formal agreement is prepared and executed, acceptance of this tender 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. We agree to keep this EOI valid for acceptance for a period of sixty (60) days from the date of opening the EOI.

We understand that the MoRD is not bound to accept any tender that the MoRD receives.

Yours faithfully,

Authorized Signatory

(with Name, Designation, Contact no. and Seal)

Note: On the Letterhead of the Agencies.

Annexure-II: Bidder's Authorization Certificate

To

Joint Secretary, RL (II)
Ministry of Rural Development Rural
Livelihoods Division
7th Floor, NDCC-II Building Jai
Singh Road
New Delhi 110001

Sub: *Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.*

Ref: REOI No N-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.

Thanking you,

Name of the Agency representative: -

Authorised Signatory: - Verified Signature: -

Seal of the Organisation: -

Date: -

Place: -

Annexure-III: Performa for Affidavit of backlisted/debarred

(on non-judicial stamp paper of Rs. 100/-)

I_____Proprietor/Director/Partner of the firm M/s.____do hereby solemnly affirm that our firm M/s._____ has never been blacklisted/debarred by any organization/office and 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.

… ..... Name of the Agency.

… ..... Signature of the Authorized Signatory

… ..... Name of the Authorized Signatory

Place:_____
Date: _____

Annexure-IV: Information on Bidder's Organization

S. N.	Particulars	Details
1.	Name of the Bidder *(Name of representative responsible for the EOI – please do not insert name of senior official/s who are not responsible for this bid)*	
2.	Address of the Bidder	
3.	Incorporation status of the Bidder (Company or Firm) (Relevant Certificate to be submitted in Technical Bid)	
4.	Year of Establishment	
5.	Valid GST registration No. (Copy of certificate to be submitted)	
6.	Permanent Account No. (PAN) (Copy of PAN Card to be submitted)	
7.	Name and Designation of the contact person to whom all references shall be made regarding this Bid	
8.	Telephone No. (with STD Code)	
9.	E-mail id of the Contact Person	
10.	Fax No. (with STD Code)	
11.	Website (if any)	

… ..... Name of the Agency

… ..... Signature of the Authorized Signatory

… ..... Name of the Authorized Signatory

Place:_____

Date: _____

_____

Annexure-V-A: Documents required for Pre-Qualification Requirements:

Bidders that do not fill this table with required details and indication of exact 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-Qualification Requirements	Documentary Proof Required	Documentary Proof Attached Fill details carefully	Page No where proof is attached Fill details carefully
PQ-1	The service provider 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.	Copy of the Certificate of Registration		
PQ-2	The service provider must have GST registration certificate as on last date of submission.	Copy of GST registration certificate.		
PQ-3	The service provider should **not be blacklisted** or debarred banned from participating or carrying out business by any central govt./state govt./PSUs	Letter of undertaking as in Annexure Form 03 on company letter head		
PQ-4	Agency should have a minimum average annual turnover of Rs. 2 crores in the last three financial years i.e. 2021-22, 2022-23 and 2023-24.	Certificate duly signed by Certified Chartered Accountant for average annual Turnover		
PQ-5	Agency should have experience 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 clearly providing the evidence required.		

Annexure-VI - FORMAT OF PRE-PROPOSAL QUERIES

To

Joint Secretary, RL (II)
Ministry of Rural Development Rural
Livelihoods Division
7th Floor, NDCC-II Building Jai
Singh Road
New Delhi 110001

Sub: *Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.*

Ref: REOI No N-11018/05/2023-RL-Proc (386466)

Following are the Clarifications and Comments from the Terms and Conditions and Scope of Work for the subject REOI. These Clarifications are exhaustive.

S N	Clause No. and Page reference	EOI text	Query
1			
2			
…..			

Yours faithfully,

Authorized Signatory
(with Name, Designation, Contact no. and Seal)

Note:
On the Letterhead of the Agency.

Annexure VII – Format for Vendor Registration Form

1	Enterprise Name	
2	Enterprise Address	
3	Contact Person Name	
4	Contact Number	
5	Email Id	
6	GST No.	
7	FSSAI No. (for food items)	
8	Group Enterprise / Individual Enterprise	
9	If Group, FPO / PE - promoted /recognised by NRLM (Y/N)	
10	If group - type of organisation – (Partnership / Cooperative / PC / AoP/Others)	
11	Is the Enterprise in the name of the SHGmember (Y/N)	
12	If not, relationship of the Entrepreneur with the SHG member	
13	Name of SHG member	
14	ID of SHG member	
15	SHG name	
16	SHG code in NRLM MIS	
17	Village	
18	GP	
19	Block	
20	District	
21	VO Name	
22	VO Code	

23	CLF Name		
24	CLF Code		
25	Bank Account details, same as NRLMMIS (Y/N)		
26	If not, then bank details		
	(i)	Account name	
	(ii)	Account no.	
	(iii)	IFSC code	
	(iv)	PAN no.	
27	Cheque / Passbook copy attached (Y/N)		
28	GST Certificate attached (Y/N)		
29	FSSAI Certificate copy attached (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

Request for Expression of Interest

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

REOI No: N-11018/05/2023-RL-Proc (386466)

Request for Expression of Interest (REOI)

For

Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.

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	30th July 2024
2.	Last Date for Submission of Queries	7th 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	9th August 2024 by 3:00 P.M
5.	**Last Date for Submission of EOI**	**21st 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)

1. 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 Governing Language and Law

a) The EOI submitted by the agency and all subsequent correspondence and documents relating to the EOI exchanged between the agency and the Procuring Entity should be written in English language. However, the language of any printed 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***.

b) The REOI process shall be subject to the laws of the Union of India and the exclusive jurisdiction of courts relevant to the address of the Tender Inviting Authority.

2.2 Acronyms

The following Acronyms have been used in this REOI document:

Acronym	Definition	Acronym	Definition
DPIIT	Department for Promotion of Industry and Internal Trade (DPIIT)	RFP	Request for Proposals
EOI	Expression of Interest	TIA	Tender Inviting Authority
JV/C	Joint Venture/ Consortium	TOR	Terms of Reference
REOI	Request for Expression of Interest		

2.3 The Contents of the REOI document

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.

Part I: REOI process

Section I: Request for Expression of Interest (REOI)
Section II: Appendix
Section III: Qualification Criteria

Part II: Schedule of Requirements

Section IV: Terms of Reference (TOR)

Part III: EOI Submission Formats

Refer to Annexures I to VI

2.3.1. Section II: Appendix

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

2.3.2. Section III: Qualification Criteria:

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. Section IV: Terms of Reference (TOR)

'Section IV: Terms of Reference (TOR)' describes the background, 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 reference the '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/ Addenda to REOI document

i. Before the deadline for submitting EOIs, the Procuring Entity may update,

amend, modify, or supplement the information, assessment or assumptions contained in the 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 Procuring Entity makes such modifications, any Agency who has submitted his EOI 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. The Procuring Entity may extend the deadline for the EOI submission by issuing an 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. Procuring Entity - Right to Reject any or all 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 REOI for 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. Participation in REOI – Eligibility Criteria

4.1. Eligibility Criteria

Subject to other provisions in the REOI document, participation in this shortlisting process 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. 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. Joint Venture/ Consortium (JV/C)

- In the case where an agency is or proposes to be a Joint Venture/ Consortium (that is, an association of several persons, firms, or companies - hereinafter referred to as JV/C), then unless otherwise specified in Section II: Appendix.

  a) members should not be more than three (03)

  b) 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 (substantial members, Lead member) shall be evaluated jointly as per Evaluation Criteria.

7. Conflict of Interest

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 Availability and Downloading of the REOI Document

The Request 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 shall *not* be extended. Any query/ clarification regarding downloading Request 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

procurementnrlps@gmail.com or contact as per Section II: Appendix before 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 only be entertained during the RFP Process. The Procuring Entity shall respond before the deadline for EOI submission. The query and clarification shall 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-EOI Conference

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 reach the authority and the last date for participation in the Pre-EOI conference are also mentioned in Section II: Appendix

Prior to the Pre-EOI conference, the agency may submit a list of queries and proposed 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.com to the Ministry at least one working days before the Pre EOI meeting to allow sharing the VC link**)

9. Preparation of EOIs

9.1 EOI Submission Formats:

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 EOI Validity

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 shorter period shall be rejected as nonresponsive.

In case the day upto which the EOIs are to remain valid falls on/ subsequently declared a holiday or closed day for the Procuring Entity, the EOI validity shall

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. Signing and Submission of EOIs

10.1 Relationship between Agency and eProcurement portal

The Procuring Entity is neither a party nor a principal in the relationship between the agency and the organisation hosting the e-procurement (hereinafter called the CPPP portal). Agencies must comply with the rules, conditions, regulations, procedures, and implied conditions/ agreements of the CPPP portal, including registration, compatible Digital Signature Certificate (DSC) etc. Agencies shall settle 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 provided by the Portal for Agencies.

10.2 Signing of EOI

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 Submission of EOIs.

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.

10.4 Implied acceptance of procedures by Agencies

Submission of EOI in response to the REOI document is deemed to be acceptance of the procedures and conditions of the REOI document.

10.5 Responsibility of the Agency to declare all changes

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. EOI Opening

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. Evaluation of EOIs and Shortlisting of Agencies

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).

General norms

12.1 Evaluation is based only on declared criteria.

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 Clarification of EOIs and shortfall documents

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 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 opening and which have not undergone change since then and do not grant any undue 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 Determining Responsiveness

Only substantively responsive EOIs shall be evaluated for shortlisting. A substantively responsive EOI is complete and conforms to the REOI document's essential terms 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 pre-qualification Declarations. **Every pre-qualification requirement has one score and maximum of Six (06) scoring agencies will be shortlisted.**

13. RfP process

13.1 Verification of Original Documents at RFP Process

The Procuring Entity reserves its right to call for verification, originals of all self-certified copies of uploaded documents from the agencies during the following RFP Process. If the agency fails at that stage to provide such originals or, in case of substantive discrepancies in such documents, it shall be construed as 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 Declaration of Shortlisted 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).

14. Publication of RFP following this EOI

The Procuring Entity shall publish a Request for Proposal (RFP) through open tender for the following procurement process through the GeM 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 & conditions without vitiating the shortlisting process.

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

Code of Integrity and penalties for violating the Govt of India, Ministry of Finance, 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. (Acceptance on Agency's Letterhead signed by the delegated authority.)

Note: For further details, please refer to appended Section II: Appendix.

Signed by

Tender Inviting Authority (TIA)

Joint Secretary RL (II),
To the Government of India
Ministry of Rural Development,
Rural Livelihoods Division

Section II: Appendix

Expression of Interest Document No. **N-11018/05/2023-RL-Proc (386466)**

Tender Title: Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.

1.0 Basic REOI Details			
Tender Title	Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.		
Tender Reference Number	N-11018/05/2023-RL-Proc (386466)	Tender ID	N-11018/05/2023-RL-Proc (386466)
Tender Type	Expression of Interest	Tender Category	Services
No. of Covers	Single Cover	Product Category	Retail and eCommerce Portal Operations and Management
Domestic/ Global Procurement	Domestic Procurement	Organisation:	MoRD
The Procuring Entity:	RL Division	Authority on whose behalf EOI is invited	JS, RL (II)
Through the	Procurement Division	Tender Inviting Authority (TIA)	JS, RL (II)
Address	*7th Floor, NDCC-II, Jai Singh Marg, New Delhi -110001*		
2.0 Critical Dates (Clause 6; 7; 8, and 9)			
Published Date	Refer to CPPP Portal	EOI Validity (Days from the date of EOI Opening)	60 days
Document Download Start Date & Time	Refer to CPPP Portal	Document Download End Date & Time	Refer to CPPP Portal.
Clarification Start Date & Time	Refer to CPPP Portal.	Clarification End Date & Time	Refer to CPPP Portal.
EOI Submission Start Date & Time	Refer to CPPP Portal.	EOI Submission Closing Date & Time	Refer to CPPP Portal.
EOI Opening Date & Time	Refer to CPPP Portal.		

3.0 Eligibility and Qualification Criteria (Clauses 2.3.2, 4.1 to 4.5, 10.2 and Section III)			
Nature of Agencies eligible and association with sub- agencies/ JV	Refer to Section III of this EOI		
Any additional Eligibility or responsiveness Criteria	Refer to Section III of this EOI		
Maximum limit of the value of Subcontracting permitted	**Subcontracting is NOT allowed**	Various JV parameters: Maximum number of members etc.,	***Three***
4.0 Obtaining the REOI document and clarifications (Clauses 6 & 8)			
eProcurement and Procuring Entity email	CPPP Portal - https://eprocure.gov.in/eprocure/app MoRD Website- https://rural.gov.in/en/documents/advertisement-tenders **(only for advertisement of EOI- *EOIs have to be submitted in hardcopy by hand to the Ministry*)** Procurement entity -Procurementnrlps@gmail.com		
Cost of REOI document (INR)	Nil		
Office/ Contact Person/ email for clarifications	Mr. Ajit Kumar, Procurement Division Tel: 011 - 2346 1792 Email- Procurementnrlps@gmail.com		

5.0 Pre-EOI Conference (Clause 6.3)	
Is a Pre-EOI Conference proposed to be held?	*Yes*
Place, time, and date of the Pre-EOI Conference	At 3:00 P.M on 7th August 2024 Offline as well as via Video Conferencing - kindly email the Ministry at least one working days before the Pre EOI meeting to allow sharing the VC link
Place, time, and date before which Written queries for the Pre-EOI conference must be received	Via email to Procurement Division (Procurementnrlps@gmail.com), MoRD on or before 7th August 2024 upto 1:00 P.M
Place, time, and date before which participants for the Pre-EOI conference must be received	Via email to Procurement Division (Procurementnrlps@gmail.com), MoRD on or before 7th August 2024 upto 1:00 P.M

6.0 Preparation and Submission and Opening of EOIs (Clauses 7 and 8)			
EOIs to be Addressed to	Joint Secretary RL (II), Ministry of Rural Development, Rural Livelihoods Division, Government of India		
Instructions for 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**.)		
Language of Submission	English	EOI Validity	60 days
EOI Opening Place	Offline as well as via Video Conferencing. kindly email the Ministry at least one working days before opening of EOI. **Ministry of Rural Development, 7th Floor, NDCC II Building, Jai Singh Marg, New Delhi 110001**		
7.0 Evaluation of EOI and Qualification Criteria (clause 10 and Section III: Qualification Criteria			
Maximum number of agencies on the shortlist and criteria on which it would be based	No maximum limit of shortlisted agencies. As per section III	Minimum qualifications to be met by Lead Member and Substantial members	As per Eligibility and Evaluation Criteria
RFP to be issued	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).	Form of Contract from RFP	Contract will be part of the RFP document.

Selection Method	To be clarified in the RFP document – since this is revenue sharing bidder with maximum revenue share shall be selected.	Bid Security Requirements	Yes – shall be detailed in the RFP
Performance Security	Yes – shall be detailed in the RFP		

Section III: Qualification Criteria

REOI document No. REOI/ N-11018/05/2023-RL-Proc (386466); Tender Title: Services

Qualification Requirement of the Bidder

1.1 Pre – Qualification criteria (for being eligible for RFP stage)

S. No.	Pre-Qualification Requirements	Documentary Proof Required
PQ-1	The service provider 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.	Copy of the Certificate of Registration
PQ-2	The service provider must have GST registration certificate as on last date of submission.	Copy of GST registration certificate.
PQ-3	The service provider should **not be blacklisted** or debarred banned from participating or carrying out business by any central govt./state govt./PSUs	Letter of undertaking as in Annexure Form 03 on company letter head
PQ-4	Agency should have a minimum average annual turnover of Rs. 2 crores in the last three financial years i.e. 2021-22, 2022-23 and 2023-24.	Certificate duly signed by Certified Chartered Accountant for average annual Turnover
PQ-5	Agency should have experience 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 clearly providing the evidence required.

Every pre-qualification requirement has one score and maximum of Five (05) scoring agencies will be shortlisted.

1.2 Consortium: Bids received from Consortiums will be considered. However, subcontracting of any work resulting from the tender is not allowed.

Evaluation Criteria (to be at RFP stage)

Part II - Schedule of Requirements

Section IV: Terms of Reference (TOR)

REOI document No. REOI/ N-11018/05/2023-RL-Proc (386466)

Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Model'

1. **Background**

The National Rural Livelihoods Mission (Rural Livelihoods Division of the MoRD) undertakes various 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 that RL division is tying up with.

2. **Existing Initiatives**

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 17th December, 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.

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. of Orders	Sales (INR)
1	eSARAS Portal	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
	Total Sales	**2,223**	**23,32,166**

The learnings and SOPs prepared with the experience of the operations of these 2 verticals would be used to train the states on setting up similar verticals at the state level.

3. Objective of the Assignment

The objective of this assignment is to engage a Technical Support Agency (TSA) to support NRLM in the operations and management of the Saras Gallery and the eSARAS Portal,

The agency will work on a revenue sharing business model with 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. Scope of Work

The key scope of work will include the following:

- Operations and Management of the Saras Gallery and the eCommerce Portal – eSaras (https://www.esaras.in/)
- Ensure products are procured only from the SHG's under DAY-NRLM duly certified by the SRLM through a Vendor Registration Form (**Refer Annexure 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.

- Achievement of sales as per the targets defined as part of the bid/Contract
- Ensure payment to the supplying SHG producers / their federations within 15 days of the goods being delivered in the store.
- The maximum mark-up that the bidding entity can keep and the revenue share which the entity shall give to MoRD shall have to be shared by the bidding entity – category wise eg.

	Cost Price (INR)	Sale Price (net of GST) (INR)	Revenue Share
Apparel & Fabric	100	200	
Handicrafts	100	170	
Food	100	125	

- Develop and implement, marketing plans including media spend for achievement of sales targets (monthly, quarterly, six-monthly and yearly, etc.).
- Promotion of the SARAS Gallery and e-Saras Platform of the MoRD on digital platforms and social media to ensure achievement of targets of footfall in both these locations – physical store and online store.
- BTL promotions and activities as required.

Saras Gallery management:

- Sourcing of goods from SHGs
- Defining a stock budget for the Gallery and the Ecommerce business and the stock turns planned to be achieved.
- Ensuring setting up of quality standards and ensuring quality checks of the goods received.
- Pricing of the products as per market price benchmarks
- 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 yearlong basis – for both inbound (SHG to fulfilment centre/store) and outbound (from fulfilment centre/ store to customers)
- Achieving sales targets through various channels – In store sales, corporate and government orders, sales by participating in Saras melas etc. eCommerce sales – through the NRLM portal eSaras and also through other portals like Amazon, flipkart, meesho, GeM etc.

- Organise events / do BTL activities to draw traffic to the gallery and to retain existing customers and attract new customers.
- Meeting statutory compliances – licenses, payment of GST etc
- Make timely payments to the SHG suppliers for the goods supplied to the Gallery and eCommerce fulfilment centre.

- e-SARAS Ware House Management:
  - Curating goods from the SHG producers which can be sold in online platforms.
  - Working with the SHG producers to ensure standardization of the products so that there is consistency between the picture and the finally delivered product.
  - Managing the fulfilment centre and ensuring picking, packing and dispatch within the defined timelines
  - Getting the products photographed, content written and uploaded on the online sales platforms
  - Pricing the products and planning and executing promotions benchmarked to competition to ensure visibility and sales of the Saras products.
  - Tying up with logistics service providers for the logistics of the goods for Saras – both inbound and outbound.
  - Achieving sales targets for the online sales.

5. Deliverables and Sales Targets

The agency is expected to deliver the following:

a) Operations and Management (O&M) of the Saras gallery on Baba Kharak Singh Marg, New Delhi
b) 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 suppliers and 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:-

Financial year	Sales Amount (Rs. Lakhs)
2024-25	Rs. 300
2025-26	Rs. 450

6. **Travel and other related Cost**
   This has to be worked out and managed by the successful bidder. MoRD will not pay any such costs.
7. **Manpower and Expertise requirement**
   Bidders will have to recruit its own team. It is TSAs responsibility that they mobilise a team with skill sets that would support such a model.

   MoRD will not pay any such costs.
   A reference for the team conceptualization is placed as under: -
   - Concept Head
   - Store Manager
   - Category Manager – Handloom and Handicraft
   - Asst Category Manager – Food
   - Accounts Manager
   - Digital media content creator
   - Executive in store and BTL marketing
   - 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. **Duration of the Assignment**
   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. Responsibilities of Ministry and TSA

The key responsibilities are as follows:

S.N.	Responsibility	Description
1	MoRD	• 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) • The TSA would be provided access to data, reports, details of state contracts, etc. as required. • Issue official letters to the SRLMs communicating about the TSA and the necessary cooperation required from them
2	TSA	• Mobilise a team with skill sets that would support such a model. • Entire team to be available for review meetings/discussions at NMMU/Ministry on pre defined dates. • Provide all necessary equipment etc., to its own team/s (such as laptops, internet connectivity, travel (to and fro between home and office in New Delhi) and logistic support, etc. • Travel expenses etc. • 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. No non SHG produce should be sold from the Gallery or the ESaras Platform.

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.

Part III- EOI Submission Formats

Annexure-I: REOI Submission Letter

To
Joint Secretary, RL (II)
Ministry of Rural Development Rural
Livelihoods Division
7th Floor, NDCC-II Building Jai
Singh Road
New Delhi 110001

Sub: *Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.*

Ref: REOI No N-11018/05/2023-RL-Proc (386466)

I/ We, the undersigned, offer to provide above services to MoRD. We are hereby submitting our EOI as per requirements of the REOI.

I/We, hereby declare that:

a. I/We are enclosing and submitting herewith our EOI, with the details as per the requirements of the tender, for your evaluation and consideration.
b. I/We have read carefully the terms and conditions of REOI document attached hereto and hereby agree to abide by the said terms and conditions.
c. The EOI is unconditional.
d. I/We undertake that documents submitted are genuine/ authentic and nothing material has been concealed. I/We understand that the contract is liable to be cancelled, if it is found to be having obtained, through fraudulent means/concealment of information.
e. We shall make available to the MoRD any additional information it may find necessary or require to clarify, supplement or authenticate the EOI.
f. Until a formal agreement is prepared and executed, acceptance of this tender 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. We agree to keep this EOI valid for acceptance for a period of sixty (60) days from the date of opening the EOI.

We understand that the MoRD is not bound to accept any tender that the MoRD receives.

Yours faithfully,

Authorized Signatory

(with Name, Designation, Contact no. and Seal)

Note: On the Letterhead of the Agencies.

Annexure-II: Bidder's Authorization Certificate

To

Joint Secretary, RL (II)
Ministry of Rural Development Rural
Livelihoods Division
7th Floor, NDCC-II Building Jai
Singh Road
New Delhi 110001

Sub: *Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.*

Ref: REOI No N-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.

Thanking you,

Name of the Agency representative: -

Authorised Signatory: - Verified Signature: -

Seal of the Organisation: -

Date: -

Place: -

Annexure-III: Performa for Affidavit of backlisted/debarred

(on non-judicial stamp paper of Rs. 100/-)

I_____Proprietor/Director/Partner of the firm M/s.____do hereby solemnly affirm that our firm M/s._____ has never been blacklisted/debarred by any organization/office and 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.

… ..... Name of the Agency.

… ..... Signature of the Authorized Signatory

… ..... Name of the Authorized Signatory

Place:_____
Date: _____

Annexure-IV: Information on Bidder's Organization

S. N.	Particulars	Details
1.	Name of the Bidder *(Name of representative responsible for the EOI – please do not insert name of senior official/s who are not responsible for this bid)*	
2.	Address of the Bidder	
3.	Incorporation status of the Bidder (Company or Firm) (Relevant Certificate to be submitted in Technical Bid)	
4.	Year of Establishment	
5.	Valid GST registration No. (Copy of certificate to be submitted)	
6.	Permanent Account No. (PAN) (Copy of PAN Card to be submitted)	
7.	Name and Designation of the contact person to whom all references shall be made regarding this Bid	
8.	Telephone No. (with STD Code)	
9.	E-mail id of the Contact Person	
10.	Fax No. (with STD Code)	
11.	Website (if any)	

… ..... Name of the Agency

… ..... Signature of the Authorized Signatory

… ..... Name of the Authorized Signatory

Place:_____

Date: _____

_____

Annexure-V-A: Documents required for Pre-Qualification Requirements:

Bidders that do not fill this table with required details and indication of exact 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-Qualification Requirements	Documentary Proof Required	Documentary Proof Attached Fill details carefully	Page No where proof is attached Fill details carefully
PQ-1	The service provider 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.	Copy of the Certificate of Registration		
PQ-2	The service provider must have GST registration certificate as on last date of submission.	Copy of GST registration certificate.		
PQ-3	The service provider should **not be blacklisted** or debarred banned from participating or carrying out business by any central govt./state govt./PSUs	Letter of undertaking as in Annexure Form 03 on company letter head		
PQ-4	Agency should have a minimum average annual turnover of Rs. 2 crores in the last three financial years i.e. 2021-22, 2022-23 and 2023-24.	Certificate duly signed by Certified Chartered Accountant for average annual Turnover		
PQ-5	Agency should have experience 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 clearly providing the evidence required.		

Annexure-VI - FORMAT OF PRE-PROPOSAL QUERIES

To

Joint Secretary, RL (II)
Ministry of Rural Development Rural
Livelihoods Division
7th Floor, NDCC-II Building Jai
Singh Road
New Delhi 110001

Sub: *Engaging a Technical Support Agency for the Operations and Management of the Saras Gallery and eSaras eCommerce portal under DAY NRLM on 'Revenue Sharing Basis'.*

Ref: REOI No N-11018/05/2023-RL-Proc (386466)

Following are the Clarifications and Comments from the Terms and Conditions and Scope of Work for the subject REOI. These Clarifications are exhaustive.

S N	Clause No. and Page reference	EOI text	Query
1			
2			
…..			

Yours faithfully,

Authorized Signatory
(with Name, Designation, Contact no. and Seal)

Note:
On the Letterhead of the Agency.

Annexure VII – Format for Vendor Registration Form

1	Enterprise Name	
2	Enterprise Address	
3	Contact Person Name	
4	Contact Number	
5	Email Id	
6	GST No.	
7	FSSAI No. (for food items)	
8	Group Enterprise / Individual Enterprise	
9	If Group, FPO / PE - promoted /recognised by NRLM (Y/N)	
10	If group - type of organisation – (Partnership / Cooperative / PC / AoP/Others)	
11	Is the Enterprise in the name of the SHGmember (Y/N)	
12	If not, relationship of the Entrepreneur with the SHG member	
13	Name of SHG member	
14	ID of SHG member	
15	SHG name	
16	SHG code in NRLM MIS	
17	Village	
18	GP	
19	Block	
20	District	
21	VO Name	
22	VO Code	

23	CLF Name		
24	CLF Code		
25	Bank Account details, same as NRLMMIS (Y/N)		
26	If not, then bank details		
	(i)	Account name	
	(ii)	Account no.	
	(iii)	IFSC code	
	(iv)	PAN no.	
27	Cheque / Passbook copy attached (Y/N)		
28	GST Certificate attached (Y/N)		
29	FSSAI Certificate copy attached (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