



**THE HARYANA STATE COOPERATIVE SUPPLY
AND MARKETING FEDERATION LIMITED**
CORPORATE OFFICE, SECTOR 5, PANCHKULA HARYANA (INDIA)
TEL: 2590520-24, FAX: 2590711 E.Mail: hafed@hry.nic.in
Web-site: www.hafed.gov.in



NOTICE INVITING AGENCIES FOR PROVIDING COMPLETE SOLUTIONS REGARDING PLACEMENT OF HAFED CONSUMER PRODUCTS ON E-COMMERCE PORTALS

The Haryana State Cooperative Supply & Marketing Federation Ltd., popularly known as HAFED invites an Expression of Interest from reputed agencies to be engaged for providing end-to-end solution w.r.t. placement of Hafed Consumer Products on popular E-Commerce.

Expression of Interest (EOI) containing scope of work, eligibility criteria, preparation of proposals and procedure of selection can be downloaded from Hafed website i.e. <http://hafed.gov.in/> .

Interested agencies should submit their proposals along with presentation for participation in the bid on 3rd October, 2019 at 11:30 AM in the Conference room of Hafed Corporate Office, Sector-5, Panchkula. For any clarification / details, contact 0172 – 2590520-26 (Ext.-204) or email at hafedmarketing1@gmail.com. Hafed reserves the right to reject any or all the bids without assigning any reason.

**MANAGING DIRECTOR,
HAFED CORPORATE OFFICE,
SECTOR-5 PANCHKULA – 134019**

**THE HARYANA STATE COOPERATIVE SUPPLY AND
MARKETING FEDERATION LIMITED (HAFED)**

**INVITING AGENCIES FOR COMPLETE SOLUTIONS
REGARDING PLACEMENT OF HAFED CONSUMER PRODUCTS
ON E-COMMERCE PORTALS**

Date of opening of bids : 3rd October, 2019

**Place of opening of bids: Conference Room,
Hafed Corporate Office
Sector-5, Panchkula**

WHO WE ARE

HAFED is the largest apex cooperative federation of Haryana State in India. It came into existence on 1st November, 1966 with formation of Haryana as a separate State. Since then, it is playing a leading role in serving the farmers of the State as well as customers in India and overseas by providing hygienic and safe quality consumer products.

WHAT WE DO

- Largest supply chain network upto the village level in Haryana State for distribution of Agri-Inputs like fertilizers, Certified Seeds, Pesticides etc.
- Largest Food Grains Procurement agency of the State.
- A premier Warehousing agency of the State for scientific storage of Food Grains.
- Largest chain of Agro – Processing units in the State.
- Major supplier of quality, hygienic and safe Consumer Products and Animal Feed.

WHERE ARE WE OPERATING

Our corporate office is situated at Panchkula, a satellite town of Chandigarh, the capital city of Haryana state in India. The core business operations of Hafed are executed mainly within the state of Haryana while some of the other business activities like sale of its products are spread in various states of India including Delhi.

BROAD SCOPE OF WORK

The agency to be engaged for providing end-to-end solution w.r.t. placement of Hafed Consumer Products on popular E-Commerce Portals will be required to primarily work as per the broad scope of work enumerated below. However, the said scope of work is not limited to the activities mentioned below, but may also be broadened as per the requirements / suggestions of the agency for its successful implementation:

1. Detailed report w.r.t. identification of popular E-Commerce Portals reasons/ suggestions, keeping in view the existing product line of Hafed.
2. Detailed report w.r.t the areas of the operation for selling Hafed Consumer Products on E-commerce portal keeping in view all the factors such as existing distributor network, pricing, products portfolio, demography, cost effectiveness etc. The agency will also put up detail report w.r.t. suggestions / measures to further expand the area over a period of time.
3. Recommendations w.r.t. packing and size of Hafed Consumer Products to be placed on E-Commerce Portals viz-a-viz the competitors, cost effectiveness etc.
4. Delivery Model for making door to door deliveries to the customers, to be adopted keeping in view strengths and weaknesses of Hafed.
5. Complete solutions w.r.t. Warehousing Management recommendations for Hafed consumer Products to be placed on E-Commerce Portal.

6. Detailed report w.r.t. to pricing of Hafed Consumer Products to be fixed individually, or in combo packs to make it cost effective for selling on E-Commerce Portal. The agency will provide complete solution with recommendations regarding pricing / packaging / discount schemes / Shipping Charges etc.
7. Detailed report containing recommendations regarding payment mode i.e. Cash on Delivery / advance etc. replacement of products and refunds to be adopted by Hafed for selling its products on E-Commerce Portals.
8. Detailed report w.r.t schemes / offers from time to time to improve sales on E-Commerce Portal.
9. Detailed report on ways to manage regular feedback and review management of E-Commerce Portal in consultation with Hafed Corporate Office, including taking care of any negative feedback etc.
10. Detailed report w.r.t. for maximum visibility of Hafed Products on E-Commerce Portals.
11. Complete end to end solution w.r.t documentation, registration and other statutory requirements of the company viz-a-viz the latest guidelines/laws for trading on E-Commerce Portals etc. Visibility of products on E-Commerce Portals i.e. through high resolution rotating pictures, videos, description of products etc.
12. All and any other work related to E-Commerce portal activity for Hafed.

ELIGIBILITY CRITERIA

1. The agency should follow SCRUM as per IT requirements.
2. In order to invite reputed companies in the field and to avoid un-structured organizations, only the Pvt., Ltd. & Co. are eligible to participate.
3. The participating agencies should possess certificates w.r.t. authorized service provider for reputed online portals such as Amazon etc.
4. The participating agency should be registered with reputed online portals such as Amazon etc. w.r.t. photography, cataloguing, enhance brand content, boost services, training, sales & promotion, Account Management etc.
5. The agency should have a valid GST no.
6. The participating agencies must have an experience of 3 yrs in providing solutions in the field of e-Commerce.
7. The participating agency must have undertaken at least 1 project for placement of products / development of applications for E-Commerce Portal for State / Central Government Organizations.
8. The agency will quote its rates for complete end-to-end solution for placement of Hafed Consumer Products on popular E-Commerce Portals as per the broad scope of work defined. However, the scope of work is not limited as defined in the scope of work, but may also include required activities for successful running of the project.
9. Presentation to be made by the participating agency as well as rates quoted by it shall define the selection criteria for allotment of work.

10. The agency engaged for performing the work as defined in the scope or work but not limited to it and may include other requirements, will be hired initially for a period of 6 months. However, the performance of Agency shall be reviewed on a quarterly basis and if the performance of the agency is found satisfactory and Hafed feels the need to extend the term as per requirement, the period shall be extended further for a period of another 6 months.

PREPARATION OF PROPOSALS

Agencies are required to submit supporting document / proposal as specified below:

- a) Documents in support of eligibility criteria vis-a-vis objectives of Hafed.
- b) Details of similar project of comparable stature.
- c) A complete proposed plan with tentative time line for project (in soft and hard copies as mentioned in the procedure for selection) i.e. placement of Hafed consumer products on E-Commerce Portal.

PROCEDURE FOR SELECTION

Interested agencies will send their complete profile along with experience, proposed plan and tentative time lines for Hafed, which will be reviewed by Hafed as per the eligibility criteria. The agency will also give a presentation on their proposed plan / time lines etc. for executing the work as per scope of work defined by Hafed on 3rd October, 2019 at 11:30 AM. In addition, the participating agency will submit all its relevant documents as well as proposal in a seal envelope super subscribing "Technical Bid". The bid / rate quoted by the participating agency for the EOI as per scope of work defined by Hafed, shall be given in a separate sealed envelope super subscribed as "Financial Bid". Both "Technical Bid" & "Financial Bid" will further be put in an envelope super subscribed as "Bid for EOI of Hafed".

The Management Committee of Hafed, after evaluating both technical bid & road map put forth by the participating agencies during the presentation, will call only those participants who have qualified in technical bid, for opening their financial bids. The rates found lowest as quoted by the party in the Financial Bid shall be declared as L-1 and further negotiations will only be done with the L-1 party.

Mere submission of application / proposal does not, in any way constitute any right for allotment of any job from Hafed. The work will be allotted as and when need arise at the sole discretion of Hafed.

Hafed reserves the right to cancel any / all EOI without assigning any reason.

**MANAGING DIRECTOR
HAFED PANCHKULA**