



**THE HARYANA STATE COOPERATIVE SUPPLY AND
MARKETING FEDERATION LIMITED CORPORATE
OFFICE, SECTOR 5, PANCHKULA HARYANA (INDIA)**
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EXPRESSION OF INTEREST

“HAFED”, an apex Co-operative Federation of Haryana intends to engage services of reputed bank(s) having branches across Haryana for providing services for development and implementation of an “Integrated Sales Monitoring and Management System Solution” for its products, on zero-cost basis to HAFED. The interested banks must come for technical presentation of the proposed solution along-with the EOI proposal in sealed envelop, in Hafed Corporate Office on **04.10.2023 at 2:30 PM**. Further details are available on website of Hafed (<http://hafed.gov.in>).

Hafed reserves the right to reject any/all EOIs without assigning any reason at its sole discretion and shall bear no liability whatsoever consequent upon such a decision.

MANAGING DIRECTOR

Expression of Interest (EOI)

Regarding requirement of development and implementation of “Integrated Sales Monitoring and Management System Solution” for its products in HAFED.

Background :

HAFED is the largest apex cooperative federation of Haryana State. It came into existence on November 1st, 1966 along with the formation of Haryana as a separate State. Since then, it is playing a leading role in serving the farmers of Haryana as well as consumers in India. Over the years, HAFED has become one of the leading organizations in the State in the following segments :

- 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, Cattle/ Animal Feeds in the Domestic and Overseas Markets.
- Largest supply chain network upto the village level in Haryana State for distribution of Agri - Inputs like Fertilizers, Pesticides, Seeds etc.

The main business activities of Hafed are :

- Sales and Distribution of Agri – Inputs to the Farmers
- Procurement and Warehousing of Food Grains.
- Processing of Agriculture produce for value addition
- Manufacturing, Sales and Marketing of Cattle Feeds and Pesticides.
- Sales and Marketing of Consumer Products.

The proposed product range of HAFED to be covered in the scope is broadly categorized into following two categories :

| S.No. | Product Category | Products |
|--------------|-------------------------|---|
| 1. | Consumer Products | Rice, Oils, Wheat Atta, Sugar, Dalia, Biscuits, Namkeen, etc. |
| 2. | Cattle – Feeds | Cattle/ Animal/ Poultry Feed, Feed supplements etc. |

HAFED has a chain of own Agro-processing units like Oil Mills, Rice Mills, Sugar Mill, Wheat Seed Plant, Flour Mill etc. Most of the products in its product range are processed in-house, however, some of the products are purchased and then marketed by Hafed.

The distribution/ sale of the above products is carried out through following distribution/ sales channel:

i. Sale of Consumer Products (Rice, Oil, Atta, Sugar, Biscuits, Namkeen etc.) :

HAFED is one of the few top brands known for its quality products among the consumers. The consumer products are sold through its retail outlets, approved distributors/ dealers, consignee agents in Haryana, Delhi, Chandigarh and Himachal Pradesh etc. Presently, there are 37 no. own Sales outlets/ Hafed Bazars, 65 no. Distributors and 12 nos. of institutions working in & out of State of Haryana.

ii. Sale of Cattle Feed/ Poultry Feed Products (Cattle feed Pallet, Cattle Mash, Layer Mash etc.) :

The sale of cattle feed/ animal feed is done through its approved dealers/ distributors, Cooperative Milk Unions, Cooperative Milk Societies, Mini Banks/ PACS, Government Departments/ institutions in Haryana & Rajasthan State. Presently, 165 no. Distributors/ Dealers working in & out of State of Haryana.

Existing Process of Executing Sale Orders :

Presently, the entire process of placement of indents, order processing, order tracking and payments is manual. As a result, this entire process starting from the placement of indents till its execution takes abnormally longer time and many times results into dissatisfaction of the stakeholders due to non-execution of indents especially on the ground of non-availability of indented items etc.

To address the problems in the existing system and to facilitate the stakeholders with the advantages of IT based solution, HAFED intends to implement an “Integrated Sales Monitoring and Management Portal” for all categories of products for monitoring sales of all products of Hafed online through a single portal and to provide ease of doing

business to all its external stake-holders like Distributors, Dealers, Institutions etc. The portal will have provisions for online indent placements, payment transfer, indents tracking etc. The availability of inventory of all the HAFED products shall be made accessible online to various stakeholders of HAFED so that the dealers/ distributors/ C&F agents etc. can place the indents accordingly and the availability of stock of particulars products would also be verified at the placement of indents etc.

1. Scope of work :

The proposed solution will have mainly following modules, however, the micro level scope and boundaries of modules will be worked out at the time of Systems Study phase of the project :

- i) Sales Monitoring and Management System.
- ii) Stock and Indent Management System.
- iii) Online payment gateway

i. Sales Monitoring and Management System :

This module includes the activities to be carried out at sales outlets of Hafed and it mainly covers the transactions relating to feeding & raising of sales bills both in offline & online mode, notifications/ alerts to customers, handling of complaints/ feedback of customers, customer rating & review. In addition to above, proposed solution shall also cover following transactions:

- Prospect tracking through various stages, detailed competitor products information location-wise, scheduling marketing executives' visits, tracking expenses.
- Marketing surveys for estimating demand for various products to prepare an effective marketing strategy.
- Target setting for distributors/ dealer/ marketing officers.
- Generation of production advice to plan for production based on sales orders.
- MIS for analyzing sales trends to project and forecast sales.
- Consolidation of sales data for all the distributors/ dealers/ sale counters etc.

Based on different parameters, different type of sales reports shall be generated

by the proposed solution as given under:

- Total sale of Products done.
- Total Revenue Reports.
- Customer wise & product wise sale reports.
- Total indents executed at the sale point.
- Total Monetary benefits coming from the sale outlet.

ii. **Stock and Indent Management System :**

The Proposed system shall keep track of each and every product and provide up-to-date information of each product. At a specific time period, if the inventory is below the threshold level, order information is proposed to be generated for specific stakeholders in order to restock the required items. The proposed solution would also have provisions for generating requirements of inventory based upon the dynamic conditions and buying patterns linked to seasons, market conditions etc. and likely events that may influence near future sales. Broadly, following inventory related transactions shall be carried out in this module :

- Online status of item quantity in terms of on-hand, available, reserved, ordered, to order, rejected, defective and re-workable quantities.
- Notification upon stock reaching below a user-specified level to enable re-order.
- $\text{Re-order point} = (\text{Lead time} \times \text{average daily usage}) + \text{Safety stock}.$
- $\text{Safety stock} = (\text{Maximum daily usage} \times \text{Maximum lead time}).$
 $(\text{Average daily usage} \times \text{Average lead time}).$
- Multiple dispatch location for customers/dealers.
- Stock Transfer between warehouses for multi-location companies.
- MIS for analyzing stock inventory for various stock locations.
- Lot wise tracking of inventory at sales counters/ processing units etc.
- Receiving material against sales order processing, material requirement, subcontracting, gate pass and production requisition.
- Analysis which help in maintaining optimum stock levels.

The authorized dealer, distributors, institutions, C&F agents etc. would be

able to place the indents/ supply order of different products on the basis of inventory details of the products available online and the same would be accessible through the interface. Products details like products catalogue, shopping cart, check out facility be also made in the interface to facilitate users. Mainly, following transactions shall be carried out in this module:

- Complete stock-to-dock tracking of sales order processing cycle.
- Detailed Customers/ Business Partners/ Dealers database including bank details, TDS details, contact details and credit limit.
- Order amendment history.
- Authorization of orders and invoices.
- Order scheduling over a period of time and tracking delivery schedule.
- Order tracking through status and transaction reports.
- Generation of production advice to plan for production based on sales orders.
- Preparation of dispatch advice.
- Multiple dispatches reports.

iii. **Online payment gateway :**

Electronic Payment gateway is expected to be integrated with applications, services of HAFED. Payment Gateway shall allow net banking and debit card payments through leading banks in the country besides payments through credit cards (VISA, Master card etc.). Payment gateway should enable receipt of all payments such as Tax, interest, penalty, arrear and fee etc and crediting the same to the HAFED Department account.

Key features :

- Facilitate e-payment by providing redirection to end users over a secure encrypted channel
- Generate authenticated receipts as proof of transactions
- An automated generated receipt of the payment through e-mail and SMS should also be sent to the payer
- Settlement of transactions as per applicable RBI guidelines in this regard
- Reconciliation of the transactions on daily basis

iv. **Integration with other applications :**

In case, there is a requirement of integration/ interfacing of the proposed application with any other applications of Hafed, the service provider would make required provisions for the same.

Scope Disclaimer : All Indicative requirements/ activities given above are not exhaustive, they are provided in order to explain the requirements related with that section/ category. Detailed requirements would be captured by the Service provider during the Requirements gathering Phase.

HAFED invites Expression of Interest from the eligible Banks to develop and implement an Integrated Sales Monitoring and Management System Solution for real-time data/ information **on zero-cost basis to HAFED** i.e. the costs of application and its maintenance will be borne by the participating bank(s).

(i) Eligibility Criteria:

The Bank(s) intending to bid for providing an Integrated Sales Monitoring and Management System Solution for real-time data/ information on zero-cost basis to HAFED shall fulfill the following eligibility criteria:

- a) Should be a Banking Company in India registered under the Reserve Bank of India and the Banks included in the 2nd schedule of Reserve Bank of India (RBI) Act 1934.
- b) Should have extensive Branch network in Haryana - The Banks may provide the list of all the branches along with EOI.
- c) Should not have been debarred or blacklisted by any Central/ State Government or Governmental Agency at the time of submission of the proposal.
- d) The selected banks will have to provide the solution/ services at **zero-cost basis** to the Hafed. All the costs pertaining to solution deployment/ customization/ maintenance etc., is to be borne by the selected bank.
- e) The selected bank will also provide training and other related supports required to all concerned stakeholders of Hafed, as and when required.
- f) The selected bank will have to start the operations within 15 working days of award of the job.
- g) The interested banks will depute its representative for technical presentation along with all required details before the committee of Hafed on **04.10.2023 at 2:30 PM.**

Note: Appropriate documentary proof(s) with necessary details should be attached for all above requirements.

(ii) Broad Scope of Work

The scope of work will include, but not limited to, the following activities:-

- a) The bank(s) will be responsible for development and implementation of the integrated Sales and Management Solution to capture/ record all the transactions as given in the background above in an online/real-time system.
- b) Deployment and smooth functioning of the solution in designated District Offices/ Sale Points/ HAFED BAZARs etc..
- c) Providing transaction details on-line to HAFED.
- d) Providing web based Portal to HAFED for monitoring the sales etc. transactions alongwith required MIS Reports.
- e) To impart training to concerned officials for terminal handling.

(iii) Project Schedule/ Time Limit:

HAFED intends to implement the proposed solution for different product categories of Hafed immediately.

(iv) Submission of Proposal

All interested and eligible Banks are hereby invited to submit the documents, as under:

- a) Containing information/ supporting documents as indicated in the 'Eligibility Criteria'.
- b) Detailed profile of the organization with a copy of incorporation/ registration certificate and PAN must be attached with the proposal.
- c) Proposed Methodology & Work Plan.
- d) Should provide a list of number of branches in the State of Haryana and the locations of these branches.
- e) Should provide details of any existing or potential conflict of interest.
- f) A copy of this document duly signed by the authorized signatory on each page as a token of acceptance of all the terms and conditions.
- g) Non-refundable Demand Draft of Rs. 25,000/- (Rupees Twenty Five Thousand only) plus Service Tax, in favour of "The Haryana State Cooperative Supply and Marketing Federation Limited" payable at

Panchkula/ Chandigarh towards processing fees.

- h) Any/ all other information/ document(s) as required in support of this document and as mentioned elsewhere.

(v) Sealing and Marking of Proposal

The applicant organization shall seal the Proposal in an envelope marked on the top as “**Application for providing an integrated Sales Monitoring and Management System Solution for real-time data/ information**” and addressed so as to reach the following address :

The Managing Director,
The Haryana State Co-operative Supply and
Marketing Federation Limited (HAFED),
Sector-5, Panchkula (Haryana) – 134109
Phone No: 0172-2590520-26

(vi) Other requirements

- a) The proposal may be submitted by Registered post/ Speed post/ Courier/ By hand delivery at the above mentioned address. Telex, cable, email or facsimile proposals will not be accepted under any circumstances.
- b) The last date and time for the receipt of the proposal is 04.10.2023 by 2.00 PM.
- c) The application received after the last date and time will not be considered in any circumstances.

(vii) Evaluation of Bids

- a) The EOI shall be opened after the scheduled presentations on 04.10.2023 at 2:30 PM at Hafed Corporate Office, Panchkula.
- b) The representatives of the interested bidders may be present during presentations/ opening of EOI.

(viii) General Terms and condition of work

- a) Prior to the commencement of the contract, the applicant organization is required to sign an agreement on non-disclosure, confidentiality and IPR to which access is provided to the Bank’s resources.

- b) No charges shall be incurred by HAFED other than those specifically specified herein, if any and the Bank(s) shall be responsible for insurance and any other statutory requirements of the personnel deputed for carrying out the activities to accomplish the objective and the scope of work.
- c) No subjective condition will be accepted in the EOI.
- d) On the basis of evaluation of proposal(s) submitted by the Bank(s), the competent authority of HAFED will assign the work to the selected Bank(s) only as per the suitability of their proposal to HAFED. The decision taken by such Authority of HAFED will be final and binding on the participating Bank(s).
- e) The competent authority of HAFED shall be the only authority to accept and/or reject any of the proposal(s) and no further queries will be entertained.

(ix) Amendment in the terms & conditions

At any time, prior to the deadline for submission of applications, HAFED either on its own or on request of any participating Bank may amend this document, which will be informed to all by way of publication on the HAFED'S website.

(x) Processing fee

- a) The applicants shall pay a non-refundable amount of Rs. 25,000/- (Rupees Twenty Five Thousand only) plus applicable service tax etc. as processing fee. This amount shall be paid through a demand draft drawn on any scheduled bank in favour of the Haryana State Cooperative Supply and Marketing Federation Limited payable at Panchkula/ Chandigarh and shall be enclosed with the application at the time of submission, failing which the application shall be rejected.
- b) The applicant shall bear all costs associated with the preparation and submission of its Application. HAFED will in no case be responsible or liable for those costs, regardless of the conduct or outcome.

(xi) Right to Accept/ Reject any or all Applications

HAFED reserves the right to accept and/ or reject any or all proposals/ applications and to annul the qualification process at any time without any liability

or any obligation for such acceptance, rejection or annulment, without assigning any reasons.

(xii) Arbitration Clause :

“if any dispute or difference of any kind whatsoever shall arise between the parties in connection with or arising out of this agreement (and whether before or after the termination on breach of this agreement) parties shall promptly and in good faith negotiate with a view to arrive at amicable resolution and settlement. In the event no amicable resolution and settlement is reached within a period of 15 days from the date on which the dispute or differences arose, such dispute or differences shall be referred to a mutually acceptable sole Arbitrator, or upon the failure of the parties to agree upon a sole Arbitrator, either party may get the appointment of Sole Arbitrator from the competent court of governing jurisdiction. The Arbitration proceedings shall be conducted as per the provision of the Arbitration and Conciliation Act and rules made there under. The fees and expenses shall be borne equally by both the parties.

The existence of any dispute or differences or the initiation or continuation of the Arbitration proceeding shall not postpone or delay the performance by the parties of their respective obligation pursuant to this agreement. The outcome of the Arbitration shall be binding upon all the parties involved.”

Further, in all agreements, it must be incorporated as a Clause that all the contents of Tender Documents shall be read as part of the contents of the Agreement. It is also advisable that there should not be any kind of ambiguity in the language of tender document as well as of agreement.

(xiii) Clarification

For any further clarification please contact – The Addl.GM (Systems), HAFED, Sector-5, Panchkula (Haryana). Contact No: 0172-2590520-26.

(xiv) Number of Proposals

No bidder or its Associate shall submit more than one proposal for the engagement.

(xv) Cost of Proposals

The applicant/ bidder shall be responsible for all of the costs associated with the preparation of their proposals and their participation in the bid process including

subsequent negotiations/ visits to HAFED Office, Project Site etc. HAFED will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

(xvi) Commencement of Assignment

The selected Bank(s) shall commence the services/ assignment within ____ working days from the date of award of the job/ signing of the Agreement.

(xvii) Indemnity

The Bank(s) shall, subject to the provisions of the Agreement, indemnify HAFED for any direct loss or damage that is caused due to any deficiency in services.

(xviii) Drop Dead Fee

The Bank(s) shall, subject to the provisions of the Agreement, indemnify HAFED for any direct loss or damage that is caused due to any deficiency in services.

(xix) Language of Application

The language of the Application as well as the supporting documents shall be in English/ Hindi.