

**GOVERNMENT OF INDIA  
MINISTRY OF AGRICULTURE & FARMERS  
WELFARE DEPARTMENT OF AGRICULTURE,  
CO-OPERATION & FARMERS WELFARE  
DIRECTORATE OF MARKETING & INSPECTION**

**Request for Proposal (RFP)**

**Selection of Bidder for  
Design, Development & Implementation of  
mobile application and portal development for  
Agmarknet 2.0 scope of work**

**RFP REFERENCE NO. S-11017/01/2024**

**DATE: 18-July-2024**

Government of India  
Directorate of Marketing & Inspection  
Ministry of Agriculture & Farmers Welfare  
Department of Agriculture & Farmers Welfare

### **DISCLAIMER**

The information contained in the Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Government of India, Ministry of Agriculture & Farmers Welfare (MoA&FW) (Department of Agriculture & Farmers Welfare) is provided to Bidders in the terms and conditions set out in the RFP and such other terms and conditions subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the Ministry of Agriculture & Farmers Welfare (herein after, MoA&FW) to the prospective Bidders or any other person.

The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP.

Information provided in this RFP to the Bidders is on a wide range of matters, some of which depends upon the interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion in the law expressed herein.

MoA&FW also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. MoA&FW may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that MoA&FW is bound to select any Bidder or to appoint the Selected Bidder, as the case may be, for the project execution and MoA&FW reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by MoA&FW or any other costs incurred in connection with or relating to its Proposal. All such costs and expenses will remain with the Bidder and MoA&FW shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an applicant in preparation or submission of the proposal, regardless of the conduct or outcome of the selection process.

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## **Section 1: Information to Bidders**

## 1. Information Sheet

Request for Proposal (RFP) for Selection of Bidder to Develop a Digital Solution for the Digitization of Auction Transactions and Commodity Arrivals in APMC Markets through the Creation of a Multilingual Mobile Application and Web Portal with Artificial Intelligence and Machine Learning Features for Agmarknet under the Marketing Research and Information Network Scheme

1	Tender Title	Selection of Bidder for Design, Development & Implementation of mobile application and portal development for Agmarknet 2.0
2	Name of the Advertiser	Directorate of Marketing & Inspection, Department of Agriculture and farmers Welfare, New CGO Complex, NH-IV, Faridabad-121001
4	Pre-Bid Meeting	25 <sup>th</sup> July 2024(3.00PM) at Krishi Bhawan, New Delhi
6	Last date of submitting queries/ clarification	23 <sup>rd</sup> July 2024
7	Proposal submission last date and time	9 <sup>th</sup> August 2024 at 5 pm
8	Date & time of opening of technical bid	9 <sup>th</sup> August 2024 at 5 pm
9	Date & time of opening of financial bid	To be decided
10	Tender Fee	INR 5,000 (INR Five thousand only)
11	Earnest of Money/ Deposit/ Performance Bank Guarantee	INR 18,00,000 (INR Eighteen Lakhs only) as per the provisions available on Gem. "Pay & Accounts Officer (Plant Protection & Miscellaneous)"
12	Period of Engagement	5 months Implementation & 3 years Operation & Maintenance
13	Consortium	Allowed (Max 2 firms)
14	Method of Selection	QCBS (70:30- Technical: Financial)
15	Mode of submission	Online through GeM

Note:

- Authority reserves the right to change any schedule of bidding process. Please visit GeM website regularly for the same.
- Proposals must be received not later than time, date and venue mentioned in the RFP. Proposals that are received after the deadline will not be considered in this procurement process.

## 2. List of Abbreviations

1.	EMD	Earnest Money Deposit
2.	INR / Rs.	Indian Rupee
3.	T	Date of release of PO/WO/LoA
4..	RFP	Request for Proposal
5.	CA	Chartered Accountant
6.	PAN	Permanent Account Number
7.	GSTN	Goods and Service Tax Number
8.	PSU	Public Sector Undertaking
9.	FY	Financial Year
10.	PBG	Performance Bank Guarantee
11.	CV	Curriculum Vitae

### 3. Definitions

- a) "Employer" or "Authority" or "DMI" means the Directorate of Marketing & Inspection who has invited bids for the services with whom the selected Bidder signs the Contract for the Services and to whom the selected Bidder shall provide services as per the terms and conditions and Terms of Reference (ToR) of the contract.
- b) "Bidder" means any entity or person or associations of person who have been shortlisted to submit their proposals that may provide or provides the Services to the Employer under the Contract.
- c) "Contract" means the Contract signed by the Parties for this assignment.
- d) "Project specific information" means such part of the Instructions to Bidders used to reflect specific project and assignment conditions.
- e) "Day" means calendar day.
- f) "Government" means the Government of India
- g) "Instructions to Bidders" means the document which provides short-listed Bidders with all information needed to prepare their proposals.
- h) "Personnel" means professionals and support staff provided by the Bidder and assigned to perform the Services or any part thereof.
- i) "Proposal" means the Technical Proposal and the Financial Proposal.
- j) "RFP" means the Request for Proposal prepared by the Authority for the selection of Bidders.
- k) "Assignment / job" means the work to be performed by the Bidder pursuant to the Contract.
- l) "Terms of Reference" (ToR) means the document included in the RFP which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Bidder, and expected results and deliverables of the Assignment/job.

### 4. Introduction

- 4.1. Directorate of Marketing & Inspection wishes to engage services of Bidder for revamping the existing data portal (<https://agmarknet.gov.in>) and digitizing the APMC market operations under Marketing Research and Information Network (MRIN) sub scheme of ISAM.
- 4.2. The Bidder is broadly expected to do:
  - a) Design, Develop & Implement the mobile application & web portal (Agmarknet 2.0)
  - b) Develop a support and helpdesk monitoring mechanism to increase efficiency of market operations.
  - c) Digitization of existing price collection and data reporting process
  - d) Development of a digital quality assessment mechanism for agriculture commodities.
- 4.3. The Bidders are invited to submit their Proposal, for consultancy assignment/job named in the **Section 3 (TOR)**.
- 4.4. The Proposal will be the basis for contract negotiations and ultimately for a signed contract with the selected Bidder.
- 4.5. Bidder should familiarize themselves with local conditions and take them into account in preparing their proposals. If any clarification is required on any clause/condition of the RFP, the same may be forwarded within the prescribed time period to the Employers' representative.



- 4.6. Bidder shall bear all costs associated with the preparation and submission of their proposal and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to award of the Contract without thereby incurring any liability to the Bidders.

## 5. Clarification & Amendment of RFP Document:

- 5.1. Bidders may request a clarification on any clause of the RFP document within the timeframe indicated in the **Section I** of this document.
- 5.2. Any request for clarification must be sent in writing or e-mail to the Employer's address indicated in the **Section I** of this document. The Employer will respond in writing or by e-mail: [mrin-dmi@nic.in](mailto:mrin-dmi@nic.in) and [bk.prusty@nic.in](mailto:bk.prusty@nic.in).
- 5.3. At any time before the submission of proposals, the Employer may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all Bidders. Bidders shall acknowledge receipt of all such amendments. To give the Bidder reasonable time in which to take an amendment into account in their proposals, the Employer may extend the deadline for the submission of proposal.

## 6. Conflict of Interest:

- 6.1. The Authority requires that Bidder provide professional, objective and impartial advice and at all times hold the Authority's interest's paramount, strictly avoid conflicts with other assignment/jobs or their own corporate interest and act without any consideration for future work.
- 6.2. Without limitation on the generality of the foregoing, Bidder, and any of their affiliates, shall be considered to have a conflict of interest and shall not be recruited, under any of the circumstances set forth below:
- 6.2.1. **Conflicting Activities:** A Bidder or any of its affiliates selected to execute the consulting assignment/job for this project shall be disqualified from subsequent downstream supply of goods or works or services resulting from or directly related to this project, if the consultancy or any of its affiliates is found indulged in any such activities which may be termed as the conflicting activities by the employer.
- 6.2.2. **Conflicting Assignment/job:** A Bidder (including its affiliates) shall not be hired for any assignment/job that, by nature, may be in conflict with another assignment/job of the Bidder to be executed for the same or for another Employer.
- 6.2.3. **Conflicting Relationships:** A Bidder that has a business or family relationship with a member of the Authority's staff who is directly or indirectly involved in any part of the project shall not be awarded the contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Authority throughout the selection process and the execution of the contract.
- 6.2.4. Bidders have an obligation to disclose any situation of actual or potential conflict that impacts their capacity to serve the best interest of their Employer, or that may

reasonably be perceived as having this effect. **Any such disclosure shall be made as per the forms of technical proposal provided herewith.** If the Bidder fails to disclose said situations and if the Employer comes to know about any such situation at any time, it may lead to the disqualification of the Bidder during bidding process or the termination of its contract during execution of the assignment.

- 6.2.5. A Bidder part of the consortium shall not be allowed to participate as a consortium member of the other firm participating in the same bid.

## **7. Unfair Advantage:**

If a Bidder could derive a competitive advantage from having provided consultancy assignment/job related to the assignment /job in question and which is not defined as conflict of interest as per para above, the Employer shall make available to all Bidders together with the RFP information that would in the respect give such Bidder any competitive advantage over competing Bidders.

## **8. Proposal**

One Bidder shall submit only one proposal for this project. If a Bidder submits or participates in more than one proposal, all such proposals shall be disqualified.

## **9. Proposal Validity**

The information sheet given in **Section 1** indicates the desired validity of the Bidders' proposals after the submission date. During this period, Bidders shall maintain the availability of technical staff submitted in the proposal and the financial proposal unchanged. If need arises; the Employer may request Bidders to extend the validity period of their proposals beyond the validity period of 90 days. Bidders who agree to such extension shall confirm that they maintain the availability of the professional staff nominated in the proposal and their financial proposal; Bidders could submit new staff replacement, which would be considered in the final evaluation for award of the contract. Bidders who do not agree have the right to refuse to extend the validity of their proposals. Under such circumstance, the evaluation committee shall not consider such proposal for evaluation.

## **10. Preparation of Proposal**

- 10.1. In preparing their proposal, Bidders are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of a proposal.
- 10.2. While preparing the Technical Proposal, Bidders must give particular attention to the following:
- a) The estimated number of professional staff months for the assignment/job shall be shared by the bidders. However, the proposal shall be based on number of professional staff months or budget estimated by the bidders. While making the proposal, the bidder must ensure that he proposes the minimum number and type of experts as sought by the Employer, failing which the proposal shall be considered as non-responsive.
  - b) Alternative professional staff shall not be proposed and only one curriculum vita (CV) may be submitted for each position mentioned.

10.3. Depending on the nature of the assignment/job, Bidders are required to submit Technical Proposal (TP) as forms provided in Annexures.

Submission of the wrong type of technical proposal will result in the proposal being deemed non-responsive. The Technical Proposal shall provide the information indicative in the following para from (a) to (g) using the attached Forms (Annexures).

- a) Form 1 in Annexures is a sample letter of bid cover letter which is to be submitted along with the proposal.
- b) A brief particular of the bidders will be provided in Form-2.
- c) Power of attorney for authorized signatory of the bid in Form-3
- d) Power of attorney for lead bidder of consortium in Form-4
- e) Consortium agreement/ MoU (If Applicable) in Form-5
- f) EMD as per fact sheet in Form-6
- g) A brief description of Bidder's experience will be provided in Form-7
- h) A description of the approach, methodology and work plan for performing the assignment/job covering the following: technical approach and methodology, work plan, project organization and availability of experts, and transfer of knowledge/training. Guidance on the content of this section of the Technical Proposals is provided under Form 8 of Annexures. The work plan should be consistent with the Work Schedule (Form -12 of Annexures) which will be shown in the form for the timing of each activity.
- i) The list of the proposed professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in Form -10 of Annexures
- j) CVs of the professional staff signed by the staff themselves or by the authorized representative of the Professional Staff (Form -9 of Annexures).
- k) Estimates of staffing schedule should be given in Form -11 of Annexures
- l) Information relating to "conflict of interest" should be furnished in Form -17 of Annexures.

The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared non-responsive.

**Financial Proposals:** The Financial Proposal shall be prepared using the prescribed Form-13 & Form-14 (Annexures). It shall list all costs associated with the assignment/job, including (a) remuneration for staff and (b) reimbursable expenses. If appropriate, these costs should be broken down by activity. The financial proposal shall be rejected summarily, if found not in the prescribed forms.

## 11. Taxes

The Bidder shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the contract. All such duties and taxes must be included by the Bidder in the financial proposal.

## 12. Currency:

Bidder shall express the price of their assignment/job in Indian Rupees (INR) only.

## 13. Earnest Money Deposit (EMD)

### 13.1. Tender Fee & Earnest Money Deposit (EMD)

- a) Bid must be accompanied by cost of Tender form (non-refundable) of INR 5,000 (INR Five thousand only) by way of RTGS / NEFT inclusive of all Taxes and an earnest money of INR 18,00,000 (INR Eighteen Lakhs only) as per the provisions available on Gem. "Pay & Accounts Officer (Plant Protection & Miscellaneous)", payable at Faridabad in the technical bid or payment can also be made through RTGS/NEFT in the following.

Account No.: 30104398045 [in the name of PAO (PPM)]  
Bank: State Bank of India  
State: Haryana  
District & City: Faridabad  
IFSC Code: SBIN0000734  
MICR Code: 110002195  
Branch Code: 000734

- b) Proposals not accompanied by EMD shall be declared as non-responsive.  
c) The EMD will be refunded to all bidders after the selection process is over. Conditional bids shall not be considered and will be rejected out-right.  
d) EMD in respect of the successful bidder shall be retained until the Performance Guarantee is deposited. No interest shall be payable by the Employer for the sum deposited as EMD.  
e) Government Technical/ Educational institutes may be exempted for payment of EMD and Performance Guarantee  
f) The Bidder shall mandatorily submit the hard copy of EMD, in case of BG, before the bid submission date and time. Failing to do so Authority shall have the right to reject the bid  
g) In case of NEFT/RTGS transfer the proof of account transfer shall be incorporated in the proposal

### 13.2. Forfeiture of Earnest Money Deposit (EMD)

The EMD shall be forfeited by the Employer in the following events:

- a) If the proposal is withdrawn during the validity period or any extension agreed by the Bidder thereof.  
b) If the proposal is varied or modified in a manner not acceptable to the Employer after opening of proposal during the validity period or any extension thereof.  
c) If the Bidder tries to influence the evaluation process.

### 13.3. Performance Guarantee:

The selected Bidder shall be required to furnish a Performance Bank Guarantee equivalent to 5% of the contract value rounded off to the nearest thousand Indian Rupees in the form of an unconditional and irrevocable Bank Guarantee from a scheduled commercial Bank in India in favor of "Pay & Accounts Officer (Plant Protection & Miscellaneous)", payable at Faridabad for the period of contract with 60 days claim period beyond the completion of all contractual obligations. The Bank guarantee must be submitted after award of contract but before signing of the consultancy contract. The successful bidder

has to renew the Bank guarantee on same terms and conditions for the period up to contract including extension period, if any. Performance Guarantee would be returned only after successful completion of tasks assigned to them and only after adjusting/recovering any dues recoverable/payable from/by the selected Bidder on any account under the contract. On submission of performance guarantee and after signing of the contract, EMD would be returned.

#### **14. Documents to be enclosed with BID:**

1. Bid Cover Letter (Form-1)
2. Particulars of bidders (Form-2)
3. Power of attorney/board resolution to the authorized signatory of the bid (Form-3)
4. Power of attorney for lead bidder of consortium if applicable (Form-4)
5. Consortium agreement (if applicable) (Form-5)
6. Details of EMD submission (Form-6)
7. Bidder's organization and experience (Form-7)
8. Description of Approach, Methodology and Work Plan (Form-8)
9. Curriculum Vitae for Proposed professional staff (Form-9)
10. Team composition and Task assignment (Form-10)
11. Staffing Schedule (Form-11)
12. Work Schedule (Form-12)
13. Performa for financial details (Form-13)
14. Unit Cost Rating (Form-14)
15. Statement of Deviations (Form-15)
16. Audited Balance Sheet duly certified by Chartered Accountant
17. Self-attested copy of the organization's PAN/ TIN Number.
18. Self-attested copy of the company/firm/agency registration certificate.

#### **15. Submission, Receipt and opening of Proposal**

The original proposal, both Technical and Financial shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the formats mentioned in the RFP. An authorized representative of the Bidders shall initial all pages of the original Technical and Financial Proposals. Technical Proposals will be opened on the date and time indicated in Part I in the presence of the representatives of the Bidders who wish to attend.

#### **16. Negotiations**

Financial Negotiations: Negotiations, if considered necessary, shall be held only with the Bidder who obtains highest marks after combined evaluation of the Technical and Financial Proposal. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the Bidder. Date and Time for negotiation shall be communicated to the selected Bidder. Representatives conducting negotiations on behalf of the Bidder must have the written authority to negotiate and conclude the contract.

#### **17. Award of Contract**

After completing negotiations the Employer shall issue a Letter of Intent to the selected Bidder and promptly notify all other Bidders who have submitted proposals about the decision taken. The Bidder

will sign the contract after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of Bidder), within 5 days of issuance of the letter of intent.

## **18. Confidentiality**

Information relating to evaluation of proposals and recommendation concerning awards shall not be disclosed to the Bidders who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of contract. The qualified bidders in the technical bid may attend the financial bid opening meeting of the evaluation committee, if desired. The undue use by any Bidder of any information related to the process may result in the rejection of its proposal and may be subject to the provisions of the Employer's antifraud and corruption policy.

## **19. Payment Terms:**

- I. The terms of payment would be linked to the deliverables of the project and are specified in the other terms and conditions (provided in RFP). Bidders are required to submit their bank details to facilitate e-payment vide RTGS/ NEFT, if any.
- II. The date of satisfactory completion of services shall be the date which the Authority accepts by issuing an appropriate certificate of satisfactory completion of services, subject to such date being on or before the completion date given in Information Sheet and other terms and conditions of the Agreement.
- III. If the terms of payment defined in RFP relate to phase-wise progress of rendering the services, each such phase shall be deemed to have been completed subject to such conditions, as contained therein, if any, on issue of a letter acknowledging receipt, such letter being duly signed by an authority authorized on this behalf by Authority.

## **20. Arbitration Policy:**

In case of any dispute between the Authority and the selected Bidder arising out of or in relation to the Agreement, the dispute shall be referred to arbitration of a sole arbitrator to be appointed by the Secretary, Department of Agriculture, Cooperation & Farmers Welfare, Ministry of Agriculture & Farmers Welfare, Government of India. The Arbitration and Conciliation Act, 1996 shall be applicable to arbitration under this clause. The award of the arbitrator shall be binding on the parties to the dispute provided; however, any party aggrieved by such award may make a further reference for setting aside or revision of the award to the Law Secretary or any other officer when so authorized by the Law Secretary, whose decision shall bind the parties finally and conclusively. The place of arbitration shall ordinarily be at New Delhi but may be changed by the arbitrator for sufficient reasons. The Courts at Delhi shall alone have jurisdiction in the matters.

## **21. Force Majeure:**

- I. Force Majeure shall include un-predictable, un-foreseen, catastrophic and Natural calamities or acts of God, beyond the control of both the parties and not brought about at the instance of the Party claiming to be affected by such event or which, if anticipated or foreseeable, could not be avoided or provided for and which has caused the non-performance or delay in performance, such as earthquake, flood, land slide, epidemic, drought, hail storm, high variation in temperature, fire, war, curfew, riots, existing on or after the effective date of this agreement which prevent totally or partially the fulfillment of the obligations of one or both the parties.
- II. The party invoking Force Majeure shall provide to the other party confirmation of the existence of facts constituting Force Majeure. Such evidence shall consist of a statement of certificate of any

Governmental Department or Agency. If such a statement or certificate cannot reasonably be obtained, the party claiming Force Majeure may, as a substitute, therefore, make a notarial statement describing in detail the facts claimed to constitute Force Majeure and the reasons, why such a certificate or statement confirming the existence of such facts cannot reasonably be obtained.

- III. During the period that the performance by one of the parties of its obligations under this Agreement has been suspended by an event of Force Majeure, the other party may likewise suspend the performance of all or part of its obligations hereunder, except for payment of any amounts then already due and payable.
- IV. If the period of Force Majeure continues for more than six calendar months, either party may terminate this Agreement without liability to the other party, except for payments due as of the termination date, upon giving written notice and recovery of advance payment including invoking of Bank Guarantee.

## **22. Progress Monitoring:**

- I. Authority shall have full rights to monitor the progress of services being rendered by the selected Bidder at all stages and to give suitable instructions and directions as deemed fit by the Authority within the purview of the RFP. The Selected Bidder shall implement such modifications unconditionally.
- II. Authority shall have right at all times to enter the premises and work area of the Selected Bidder for the purposes of inspection of the progress of the services.
- III. If during the course of monitoring the work of the selected Bidder, Authority is satisfied that the services being rendered are not to its complete satisfaction, then, Authority shall have the right to cancel the Agreement after giving a notice of 15 days and have the work completed by any other body at the sole risk and cost to the Selected Bidder. This shall be without prejudice to Authority's right to call bank advance, invoke bank guarantee and impose such recoveries, penalties and sanctions as it deems fit.

## **Section 2: Terms of Reference**



## 23. Background Information

### 23.1. About the Directorate of Marketing and Inspection (DMI)

The Directorate of Marketing and Inspection (DMI), an attached Office of the Department of Agriculture, Cooperation and Farmers Welfare under Ministry of Agriculture & Farmers Welfare, was set up in the year 1935 to implement the agricultural marketing policies and programmes for the integrated development of marketing of agricultural and other allied produce in the country with a view to safeguard the interests of farmers as well as the consumers. It maintains a close liaison between the Central and the State Governments.

The Directorate is headed by Agriculture Marketing Adviser to Government of India and has its Head Office at Faridabad (Haryana), Branch Head Office at Nagpur (Maharashtra) and 11 Regional Offices at Delhi, Mumbai, Chennai, Kolkata, Hyderabad, Chandigarh, Jaipur, Lucknow, Bhopal, Kochi and Guwahati and the Central Agmark Laboratory at Nagpur.

### 23.2. About the Marketing Research & Information Networks (MRIN)

Market Research and Information Network (MRIN) a sub scheme of Integrated Scheme of Agriculture Marketing (ISAM) was launched in March 2000 to provide electronic connectivity to the wholesale markets of the country. The objective is to collect, analyse and disseminate market information to the farmers, traders, Policy makers and other stakeholders. The scheme is being implemented by the Directorate of Marketing & Inspection with technical assistance from the National Informatics Centre (NIC) and in association with the State Agricultural Marketing Boards/Directorates and APMCs.

#### **Objective of the Scheme:**

- To establish a Nation-wide market information Network for speedy collection and
- To facilitate collection and dissemination of information related to better price dissemination of market information and data for its efficient and timely utilization. realization and market access by the farmers. This would cover:
  - Market related information
  - Price related information
  - Infrastructure related information
  - Market requirement related information.
- To sensitize and orient farmers to respond to new challenges in agricultural marketing by using IT as a vehicle of extension.
- To improve efficiency in agricultural marketing through regular training and extension for reaching region- specific farmers in their local language.
- To provide assistance for marketing research to generate market information for its dissemination to farmers and other market functionaries at grass root level to create an ambience of good marketing practices in the country.
- The information relating to the Schemes in respect of agricultural marketing implemented by the Government Departments and central agencies. Once the farm produce is standardized and labelled, backed by quality certification, it can be directly offered for sale on spot exchange in national and international markets.

### **23.3. About Agmarknet Portal**

Agmarknet portal provides information about the current market prices and arrivals of more than 350 commodities and about 2000 varieties of those commodities. The Agmarknet portal caters to information from about 3800 APMC markets spread across 600 districts in 33 states and UTs. The information available on the portal is utilized by farmers, traders, processors, and state & central government along with other stakeholders included in the Agri value chain.

Agmarknet Portal serves useful information such as price trends of commodities, including daily market / mandi prices, profile of each Mandi etc. The Portal provides both static and dynamic information relating to agricultural marketing in India. The static information is about infrastructure- related (Storage, warehousing, Cold Storage, grading and packing facilities), Market – related (market fee/ charges, weighment, handling, market functionaries, development programmes, market laws, composition of market Committees, income and expenditure, etc.) and Promotion-related information (Standards, Grades, Labelling, Sanitary and Phyto-Sanitary requirements, Pledge Financing, Marketing Credit and new opportunities available, etc.). The dynamic part comprises Price-related information comprising maximum, minimum and model prices of varieties, total arrivals and dispatches with destination. The portal provides information on commodity profiles, reports of important research studies, CODEX Standards of agricultural commodities, markets profile, etc. E-mail addresses of the agencies involved in agricultural marketing sector are progressively being published for public access for facilitating direct interaction.

### **23.4. About the Project:**

The Directorate of Marketing and Inspection is responsible for ensuring the accuracy and reliability of agricultural market data. DMI oversees the dissemination of crucial information regarding the arrivals and prices of agricultural commodities across more than 3400 Agricultural Produce Market Committee (APMC) markets nationwide. The current process of data collection and dissemination is a cumbersome process which includes multiple manual data entry points. This often results in errors, inconsistencies, and delays in data reporting, undermining the integrity and usefulness of the information provided. Since this data is utilized by farmers, traders, exporters, importers, scholars and government for various trade and policy decisions, ensuring its accuracy and accessibility is of utmost importance.

To address the challenges in existing process, the Directorate of Marketing and Inspection is undertaking a strategic initiative to modernize data entry and other operations within Agricultural Produce Market Committee (APMC) markets. The primary objective of the project is to digitize and streamline the existing data collection and dissemination process revamping the data displayed on Agmarknet.com. The project will include development of a user- friendly mobile application and web portal that will serve as centralized platforms for accessing essential market information such as commodity prices and arrivals. The project aims to automate data collection process and enhance the accuracy of commodity quality assessment by leveraging advanced technologies such as Optical Character Recognition (OCR) and Artificial Intelligence (AI).

Through this digital transformation, the Directorate of Marketing and Inspection seeks to strengthen the agricultural ecosystem by promoting transparency, efficiency, and accessibility in APMC market operations. The project by utilizing latest technological solutions, focuses to create a more inclusive and resilient agriculture trade mechanism which benefits all stakeholders including farmers, traders, consumers, and government with timely and reliable information to support informed decision-making.

## 24. Scope of Work

Design, development and implementation of a multilingual mobile application (for both Android and iOS) and web portal for Agmarknet 2.0, aiming to provide farmers, traders, and stakeholders with easy access to agricultural market information, prices, arrivals, and other relevant data. The primary objective is to streamline the process of recording auction transactions in APMCs by digitizing auction slips or auction register. Ensure accurate data entry and seamless integration with the Agmarknet portal. The Selected Bidder shall also develop APIs for retrieving commodities data (such as type, variety, grade, modal price etc.) from the state portals or mobile apps deployed in APMCs and integrate it on Agmarknet 2.0 portal.

The mobile app and the portal shall perform the following, but not limited to.

### 24.1. Capturing of APMC data

- Development of dynamic mobile application (Digital eRegister) containing modules of buyer-seller information, trade information, daily price, arrival variety & grade data of Agri commodities by APMCs as per the requirement of the state.
- Develop APIs for seamless data flow from the mobile app and portal to multiple database of state APMCs portal, Agmarknet, eNAM etc. as per the state requirements.
- The mobile application shall be compatible to all latest versions of Android & iOS mobile devices and iPad/tabs.
- Development of separate user logins for APMC officials and data entry operators with customizable options for respective states based on their requirements.
- Development of the facility to conduct daily data entry in both mobile application as well as web portal.
- Hosting of mobile application and Portal on cloud infrastructure
- Hosting of mobile app in Android's play store and Apple's app store
- Mapping of state APMCs, Commodities and Varieties with Agmarknet database for the states where the APMC data is captured on the state portal
- Map present Agmarknet Commodities data with the crop registry in order to follow a standardized nomenclature of the Ministry.
- Develop APIs for retrieving commodities data (such as type, variety, grade, modal price etc.) from the state portals or mobile apps deployed in APMCs and integrate it on Agmarknet 2.0 portal

### 24.2. Reporting & Dashboarding

DMI intends to develop Agmarknet 2.0 as a Market Intelligence platform with a view to help farmers, traders, government officials and other stakeholders have access to real-time commodity price information coupled with multiple intelligence reports & dashboards on the commodities that are been presently traded under Agmarknet. The Selected Bidder should be responsible for implementation of Advanced Analytics Solution with capabilities of Machine Learning, Statistical Modelling, Predictive & Prescriptive analytics. AI powered predictive analysis should be implemented for price forecasting bases vast historical and real-time data to identify trends, patterns, and anomalies. The selected bidders shall also provide visual dashboard including following information but not limited to-

- Capturing of price and arrivals data with proper identification of varieties and grade of commodities traded in APMC markets covered under Agmarknet.
- Development of GIS based Market Atlas for major agricultural commodities.

- Development of Price Trigger System for major markets for major agricultural commodities
- Capturing of market sentiments in major agricultural markets to address the price volatility.
- Data Capturing and Integration from FPO/ Direct Purchase Centers/ Central Nodal Agency Centers (FCI, NAFED & NCCF etc.)
- Development of farmer support system analytics such as Price Trend Analysis, Historical arrivals trend analysis, sowing progress details, commodity prices in nearby markets etc.
- Development of predictive price trends and market trends by leveraging AI & ML algorithms to enhance decision-making, market analysis, and transparency in agricultural marketing ecosystem. Development of support system to generate personalized recommendation for farmers and buyers based on historical & current data.
- Provisions for timely dissemination of market information to farmers, traders, policymakers, and other stakeholders through customizable reports.
- Data triangulation Report including production data, arrivals data and state boarder data.
- Commodity flow mapping of major agricultural commodities
- Any other reports & dashboards which the Authority requires.
- The selected Bidder shall prepare APIs to consume data from other portals (as required) to display such reports.

### **24.3. Helpdesk & Support**

- Establish a responsive and efficient helpdesk system that assists APMC stakeholders (farmers, traders, policymakers, etc.) with their queries related to the Agmarknet portal and mobile app.
- Deploy chatbots and virtual assistants to automate stakeholder interactions and resolve queries.
- Development of an automated ticketing system for the query resolution of the stakeholders.
- Development of relevant dashboards and reports to capture the functionality and operation efficiency of helpdesk. These may include open tickets & their status, average response time, end user satisfaction etc. which can be displayed in a weekly report format to the DMI.

### **24.4. Proof of Concept (PoC)**

#### **APMC data capturing through OCR based image to text converter.**

- The selected Bidder shall do a proof of concept for capturing image of physical registers at APMCs, via the mobile app, and convert it into editable text. This will include the following –
  1. **Scanning:** Set up a system for scanning physical register at APMCs through the mobile app.
  2. **Image-to-Text Conversion:** Develop an algorithm or use open-source Optical Character Recognition (OCR) software to convert scanned images into machine-readable text.
  3. **Data Validation:** Validate the converted text against predefined formats and rules. Detect anomalies, highlight outliers and flag exceptions. The solution should also highlight the text where the solution is not confident about the correct data capturing so as the user can change it manually if required.
- The AI model should be trained on a diverse dataset of register samples in across selected APMCs in India.
- The solution shall capture prices with proper identification of varieties and grades of commodities traded in APMC markets covered under Agmarknet.

- The PoC shall be done in the selected states where the registers are maintained in Hindi language and later scale it up to the other non-Hindi states, as per the change request received from the selected Bidder and approved by the Authority, if the PoC is successful.

#### **Assaying & Grading of the commodity**

- Automate variety-wise quality assessment of agricultural commodities within APMCs using open-source AI-based tools by scanning the commodities through the mobile app.
- Ensure accurate and consistent grading, which benefits both farmers and buyers.
- Integrate an AI model capable of assessing quality parameters (such as size, color, texture, and defects) from images.
- The model should be trained on a diverse dataset of commodity samples. The Selected Bidder needs to train the AI model on the commodities which are presently being traded in the APMCs and the data has been captured on the Agmarknet portal.
- The PoC shall be done only for 2 commodities Paddy & Wheat and later scale it up to the other commodities, as per the change request received from the selected Bidder and approved by the Authority, if the PoC is successful.

#### **Integration with the camera at the APMCs entrance gate:**

APMCs may have camera strategically positioned at the entrance of APMCs to;

- Capture vehicles count and their type as they enter APMCs.
- Along with vehicle identification, the camera system will also capture images of the agricultural commodities being transported.
- The captured vehicle type, count and the commodity images shall be shared with the Agmarknet 2.0 portal on the real-time.
- This integration ensures that relevant stakeholders, including farmers, traders, and policymakers, have access to real-time information about market arrivals and commodity trends.

Please note that the supply and installation of cameras is not part of this RFP. The Selected Bidder shall only be responsible for accessing the vehicle data from the camera, identifying the type of commodity from the image shared by camera and displaying the real-time information on the mobile app and portal.

#### **24.5. Requirement Study**

The Selection Bidder shall perform the detailed assessment of the solution requirements by having stakeholder consultation with DMI and APMCs officials. The Selected Bidder shall visit few selected APMCs for study of field & office activities, business process and their requirement.

The Selected Bidder shall perform the following tasks.

- Stakeholder consultations, including DMI and APMCs officials, to transfer all the requirements into the system requirements.
- Utilize various requirements elicitation techniques such as interviews, surveys, workshops, focus groups, and observation to gather information from stakeholders.
- Identify functional, non-functional and data requirements, including data sources, formats, structures, and integration points.
- Gather interface requirements for user interfaces, APIs, integrations, and external systems.

#### **24.6. Design**

- After completion of system study, Selected Bidder shall design the solution architecture and specifications for meeting the requirements mentioned as part of this document. The Selected Bidder shall be entirely responsible for the design and architecture of the system implemented to satisfy all requirements as described in this document.
- Selected Bidder shall be responsible for the preparation of System Requirement Specification (SRS) document covering all modules & features planned to be covered as specified based on the outcome of detailed System Study and refined/ improvised FRS.
- Selected Bidder shall demonstrate the SRS including screen templates, reporting requirements, process flow, and new features suggested for review and shall incorporate all the suggestions / modifications for approval by DMI department.
- Selected Bidder is required to update the SRS documents as and when any enhancement/ modifications is made into the module/ system till the duration of contract.

#### **24.7. Development**

The Selected Bidder shall design and develop the Multi-Lingual Web portal and mobile app (for both android and iOS app) for real-time data collection from various APMCs along with provision of multiple dashboards and reports. The development shall be in English & Hindi at the initial phase, however more regional languages shall be covered during the later course of implementation.

Bidder shall develop the entire solution using Open Source.

The selected Bidder shall supply the following documents along with the developed components.

- Business process guides
- Data model descriptions
- User manual for mobile app and portal
- Sample reports
- Frequently asked question (FAQ) guides
- Any other documentation required for usage of implemented solution.

#### **24.8. Testing**

- The Selected Bidder shall design the testing strategy including test cases and conduct testing of various components of the solution developed. The solution testing shall at least include Unit Testing, System Integration Testing, Performance Testing, and User Acceptance Testing (UAT).
- The Selected Bidder shall perform the testing of the solution based on the test plan, document the results, fix the bugs found during the testing and take remedial action based on outcome of the tests.
- The Selected Bidder shall ensure that each module & features developed under this RFP is tested as per the latest version of the IEEE 730 (Software Quality Assurance Processes) standards and shall comply with latest versions of GIGW guideline & Government's Digital Brand Identity Manual
- Selected Bidder must ensure deployment of necessary resources, tools and related logistics during the testing phases.

#### **24.9. Security Audit**

- The Selected Bidder needs to ensure that the solution is in compliance with the CERT-In Security Policy and Guidelines.
- The Selected Bidder shall appoint CERT-In empaneled auditor who shall be responsible for performing the Security Audit of the solution.
- The cost of audit & rectification of non-compliances shall be borne by the Selected Bidder.
- The Selected Bidder shall carry out Security audit before Go-live of application to obtain the Safe-to-host certification.
- Perform periodic audit & certification as and when it is required as per the Open-Source policy.
- The audit shall be performed at least on the below mentioned aspects.
  - Functional Testing
  - Accessibility Testing
  - Application Security Audit
  - Vulnerability Testing

#### **24.10. Deployment & Configuration**

- The Web portal is proposed to be hosted on the cloud infrastructure to be arranged by DMI after successful UAT. The Selected Bidder shall provide the signing requirement for the application to be hosted.
- The Selected Bidder will be responsible for configuration, installation and hosting of the Web application in High Availability mode.
- The Selected Bidder shall be responsible for the end-to-end management of hosting and deployment of the application.
- The Selected Bidder shall carry out necessary installation, configuration, maintenance & support for the Application production environment and the supplied software(s) to ensure that the services are made accessible to the users.
- The Selected Bidder will be required to develop the solution in their own test environment; however, the progress needs to be showcased to DMI or its representatives as and when asked for.
- The Selected Bidder shall transfer the data from the existing Agmarknet portal to the proposed Agmarknet 2.0 portal.

#### **24.11. UAT & Go-Live**

- After completion of the development work for application, DMI will conduct the reviews of development work performed by the Selected Bidder as UAT. DMI may constitute a UAT committee for this purpose.
- The Selected Bidder shall be responsible for:
  - Preparation and submission of test strategy, test cases and test results
  - Demonstration of module-wise functionalities/ features before the DMI in staging environment
  - Support DMI and its designated authority for conducting the testing and provide access of the systems as required by them.
  - Rectification in the new application for any issues/ bugs/ and improvements/ enhancements / upgradations (if any) during the UAT without any additional cost.
  - It would be Selected Bidder's responsibility to ensure that all issues raised during UAT are closed and signed-off from respective authority.

- After incorporation of the suggestions made during the UAT phase, the Selected Bidder shall host the application in the production environment and Go-live of the system will be declared.
- After the Go-live, the application will be rolled out for Operation and Maintenance.
- The Go-live in the APMCs shall happen in the phased manner in 2 phases. The Authority shall identify the states and the selected Bidder shall be informed accordingly.

#### **24.12. Training & Capacity Building**

- The Selected Bidder is required to undertake training in the technical and process aspects of the application to the stakeholders including APMCs.
- The schedule / training calendar and the training material for imparting training shall be developed by the Selected Bidder in consultation with DMI. It is also proposed that the training contents / User Manuals be made available to Users in downloadable (PDF) format so that the Users may refer / download it for their own personal reference as and when needed.
- The Selected Bidder shall undertake training and capacity building in the phased manner depending on the Go-live of the application in the APMCs.
- The training shall be conducted in the hybrid mode – Online and Physical depending upon the location of the APMCs.

#### **24.13. Support and Maintenance**

Warranty support shall be provided for a period of 12 months from the date of Go-Live of the application. Support & Maintenance will be for a period of two years from the date of completion of warranty.

The Selected Bidder shall provide support services during the Warranty and Application Support & Maintenance phase as indicated below.

##### *A. Application support*

Application support includes, but not limited to, production monitoring, troubleshooting, and addressing the functionality, availability and performance issues, implementing the system change requests etc. The Selected Bidder shall keep the application software in good working order; perform changes and upgrades to applications as requested by the DMI team. Key activities to be performed by Selected Bidder in the application support phase are as follows:

- Enhancement of MIS report as per the requirement.
- Database query report management.
- Optimization of the already developed reports.
- Tuning of transactions.
- User & access management.
- The Selected Bidder shall ensure compliance to SLAs as indicated in this RFP and any upgrades / major changes to the software shall be accordingly planned by Selected Bidder ensuring the SLA requirements are met at no additional cost.

##### *B. Software Maintenance*

- The Selected Bidder shall provide unlimited support through Telephone/Email/Video Conferencing/ Installation Visit as required.
- The Selected Bidder shall address all the errors/bugs/gaps in the functionality in the solution implemented by the Selected Bidder (vis-à-vis the SRS signed off) at no additional cost during the support phase.



- Any changes/upgrades to the software performed during the support phase shall be subject to comprehensive and integrated testing by the Selected Bidder to ensure that the changes implemented in the system meet the specified requirements and don't impact any other function of the system.
- Tuning of products/ applications, databases, third party software's and any other components provided as part of the solution software including reconfiguration of the system in the event of any hardware/ network/ software failures or replacement, shall be the responsibility of the Selected Bidder.
- Issue log for the errors and bugs identified in the solution and any change done in the solution shall be maintained by the Selected Bidder and periodically submitted to the Department.

#### **24.14. Functional Requirement**

##### *A. APMC Data Capturing on mobile application and web portal*

###### **1) Data Input & Validation:**

- Allow users to add commodity data like arrival, variety, grade, price etc.
- Validate the extracted information for accuracy and consistency. The modal price of the commodity (variety of the commodity) shall be auto calculated at the end of the APMC operations for the day. The Selected Bidder shall put statistical formulas to identify the variations in the modal price and flag data anomalies in the data.
- The solution shall have the provision for state-wise master e-Register with all the fields that an APMC user captures in the physical register.
- Upon sending relevant data to the respective portals post validation

###### **2) Integration with Agmarknet Portal:**

- Data Mapping: Map the extracted data fields to the corresponding fields in the Agmarknet portal.
- API Integration: Develop APIs to seamlessly transmit the converted text data to the Agmarknet portal.
- The solution shall capture data, through APIs, from the state portals, eNAM etc. where the APMCs are capturing the data.

##### *B. Reporting & Dashboarding*

###### **1) User Authentication and Authorization:**

- Users (APMC staff, traders, policymakers) should log in securely to access reports and dashboards.
- Role-based access control should be implemented to restrict features based on user roles.

###### **2) Report Types: Following are the types of reports/dashboards that the system shall generate, but these are not limited to;**

- Market Price Reports:
  - Display daily, weekly, and monthly price trends for different commodities across National/State level.
  - Include historical price comparisons.
- Arrival Reports:
  - Show real-time arrival data for various crops.
  - Highlight seasonal patterns and variations.

- Quality Reports:
  - Present quality parameters (grading) for agricultural produce.
  - Ensure compliance with standards.
- Market Performance Dashboards:
  - Visualize key metrics such as trade volume, turnover, and price fluctuations.
  - Provide real-time insights.
  - Use heatmaps for price variations.
- Custom Dashboards:
  - Allow users to create personalized dashboards based on their preferences.

### **3) Real-Time Updates:**

- Ensure that reports and dashboards reflect real-time data.
- Implement data refresh intervals based on user needs.

### **4) User-Friendly Interface:**

- Design intuitive and responsive interfaces for both web and mobile platforms.
- Prioritize relevant information and minimize clutter.

### **5) Export and Print Options:**

- Allow users to export reports in various formats (PDF, Excel, CSV).
- Provide print-friendly versions for physical documentation.

## *C. Helpdesk & Support*

### **1) User Access and Authentication:**

- The helpdesk should allow users (farmers, traders, APMC staff) to log in securely using their credentials.
- User roles (e.g., farmer, trader, administrator) should be defined, and access permissions should be enforced.

### **2) Query Submission and Tracking:**

- Users should be able to submit queries related to the Agmarknet portal and mobile app.
- Each query should be assigned a unique ticket number.
- The system should track the status of each query (open, in progress, resolved).

### **3) Multi-Channel Support:**

The helpdesk should be accessible through multiple channels:

- Phone: Users can call a dedicated helpline number.
- Email: Users can send queries via email.
- Web Chat: An online chat feature should be available on the Agmarknet website.
- Mobile App Integration: Users can submit queries directly through the Agmarknet mobile app.

### **4) Knowledge Base and FAQs:**

- The helpdesk should maintain a comprehensive knowledge base with frequently asked questions (FAQs), troubleshooting guides, and user manuals.

- Users should be able to search for answers to common queries within the knowledge base.

#### **5) Ticket Management and Escalation:**

- The system should assign incoming queries to helpdesk agents based on workload and expertise.
- Escalation paths should be defined for urgent or complex queries.

#### **6) Feedback and Satisfaction Surveys:**

- Users should have the option to provide feedback on query resolution.
- Regular satisfaction surveys should be conducted to assess user experience.

#### **7) Reporting and Analytics:**

- The helpdesk should generate reports on query volume, resolution times, and user satisfaction.
- Insights from analytics should drive continuous improvement.

#### **8) Integration with Agmarknet Systems:**

- The helpdesk should be seamlessly integrated with the Agmarknet portal and mobile app.
- Query data should be synchronized across platforms.

### *D. Others*

#### **1) User Authentication and Authorization:**

- User Roles: Define roles (e.g., APMC staff, traders, farmers) and permissions for accessing the system.
- Secure Access: Ensure secure login and data transmission.

#### **2) Error Handling and Alerts:**

- Error Notifications: Notify users if there are discrepancies or missing data during the conversion process.
- Exception Handling: Handle cases where the OCR fails to extract accurate information.

#### **3) Data Storage and Retrieval:**

- Database: Store the converted text data securely in a database.
- Search and Retrieval: Enable users to retrieve historical auction slip data when needed.

#### **4) Audit Trail and Logging:**

- Audit Records: Maintain an audit trail of all converted auction slips, including timestamps and user details.
- Logging: Log system activities and errors for troubleshooting.

#### **5) User Training and Support:**

- Training Workshops: Conduct workshops to train APMC staff on using the image-to-text conversion system.
- Helpdesk: Set up a responsive helpdesk to address user queries.

#### **6) Testing and Quality Assurance:**

- Functional Testing: Rigorously test the system for accuracy, reliability, and performance.

➤ User Acceptance Testing: Involve end-users in testing to validate functionality.

**7) Compliance and Security:**

➤ Data Privacy: Ensure compliance with data protection regulations.

➤ Secure Transmission: Encrypt data during transmission to prevent unauthorized access.

## **25. General**

### **25.1. Adherence to Standards**

- a) The development of application should be done using open-source platform.
- b) The system shall ensure compliance with relevant defined industry standards (their latest versions as on date) wherever applicable. This will apply to all the aspects of solution including but not limited to its design, development, security, implementation, and testing. The proposed architecture shall be scalable & flexible for modular expansion and shall ensure ease of integration with other applications.
- c) The solution architecture should thus have provision to cater to the evolving requirements of DMI.

### **25.2. Design Consideration**

- a) Application should be built with open standards and open APIs.
- b) Mobile application should be compatible and accessible on major mobile device OS such as Android and iOS.
- c) Application should provide an update feature in case of newly published version.
- d) Application should be of responsive design that will automatically expand / compress itself as per the screen resolution.
- e) Application should be capable to plug-in new technologies and components in a seamless manner.
- f) Application should have capability to connect to the network in batches, in order to overcome the no network scenarios.
- g) Application design should have capability to minimize its power and memory footprint during low memory scenario.

### **25.3. Security, Integrity & Confidentiality**

- a) **Web Services Security:** System shall comply to all the Web services including routing, management, publication, and discovery should be carried out in a secure manner. Those who are using the Web services should be able to utilize security services such as authentication, authorization, encryption and auditing. Encryption of data shall take place at client level itself. Application server shall provide SSL security.
- b) **Data Integrity and Confidentiality:** Data integrity techniques need to be deployed to ensure that information has not been altered or modified during transmission without detection. Similarly, Data confidentiality features are also to be applied to ensure that the data is only accessible by the intended parties.

- c) Transactions and Communications: With respect to the Data Transactions and Communications, system needs to ensure that the business process is done properly and the flow of operations is executed in correct manner.
- d) Database Controls: The system shall enforce database controls for online transaction processing systems like access to database directly, access to database through application, access to log files, access by the remote terminals, DBA controls, backup policy and backup procedures.

#### **25.4. Change Management Procedure**

Any requirement beyond the scope of work mentioned above shall be treated as Change Request. Change request management shall be conducted based on request received from the Department subject to the approval of the Change Request proposal. The activities that shall be treated as changes request is mentioned below:

- Functional changes in the application
- Development of new modules/Form/Report in the developed system
- Changes in the workflow or core application framework
- Addition of new modules

The procedure for executing the change request is as follows:

- **Analysis:** The changes suggested shall be analyzed and an effort estimation including timeline shall be submitted to the Department.
- **Approval:** Department shall provide approval on the effort and timeline suggested.
- **Incorporation:** After receiving the approval, the changes will be incorporated in the application.

#### **25.5. Intellectual Property Rights**

The Intellectual Property Rights (IPR) of all software code, data, algorithms, documentation, manuals, digitized documents etc. generated as a part of implementation and O&M of this project shall solely vest with the Department. The Selected Bidder will not have any right to share, use or disclose above mentioned components/artifacts. The source code of entire applications along with necessary documentations developed under this RFP/ Contract should be shared with DMI after Go-live of the application.

#### **25.6. Exit Plan**

- a) The selected firm will provide systematic Exit Plan and conduct proper knowledge transfer process to handover operations to Department Team at least three months before project closure. All knowledge transfers should be documented.
- b) Selected Bidder will ensure capacity building of Technical Team nominated by DMI on maintenance of the application software.

#### **25.7. Project Deliverable Documentation**

The Selected Bidder shall maintain & update System documentation and share below list of documents with DMI during the project contract period.

- a) Software Requirement Specification (SRS)

- b) Project Plan
- c) User Training Manual
- d) Application Installation & Configuration Manual
- e) Report of Security Audit & Safe-to-Host Certificate
- f) Project Progress Report
- g) Source Code & Data Base of Web Application

## 26. Project Timelines & Payment Terms

#	Activity	Deliverables	Timeline	Payment
1	System Study	<ul style="list-style-type: none"> <li>• Team mobilization</li> <li>• Project plan</li> <li>• Requirement Gathering, Gap Analysis &amp; Documentation</li> <li>• SRS</li> </ul>	T + 30 days	10% of the implementation cost
2	Application Development	<ul style="list-style-type: none"> <li>• Hosting in staging environment</li> <li>• Covering all the modules of the mobile application &amp; portal development</li> <li>• Migration of database from the existing Agmarknet portal to the new solution</li> </ul>	Phase 1: T + 60 days	15% of the implementation cost
			Phase 2: T + 120 days	15% of the implementation cost
3	Testing and Audit	<ul style="list-style-type: none"> <li>• UAT</li> <li>• Safe to host Certificate</li> </ul>	Phase 1: T + 75 days	5% of the implementation cost
			Phase 2: T + 135 days	5% of the implementation cost
4	Deployment	<ul style="list-style-type: none"> <li>• Deployment Over Hosting Infrastructure</li> </ul>	Phase 1: T + 80 days	5% of the implementation cost
			Phase 2: T + 140 days	5% of the implementation cost
5	Go-Live	<ul style="list-style-type: none"> <li>• Application Demonstration &amp; Training completion report</li> <li>• UAT Signoff</li> <li>• Go-Live</li> </ul>	Phase 1: T + 90 days	20% of the implementation cost
			Phase 2: T + 150 days	20% of the implementation cost
6	Operation and Maintenance, Handholding of from the date of go-live	<ul style="list-style-type: none"> <li>• Periodic O&amp;M reports</li> </ul>	Post go-live	Equal quarterly installments of the Operation & Maintenance

#	Activity	Deliverables	Timeline	Payment
7	Addition of new APMC markets		As and when desired by the Authority during the contract period	cost spread over 3 years

**T is the date of issuance of PO/WO/LoA by the Authority.**

Addition of new APMC shall not be considered as a change request and the Authority will not cover any extra cost over and above the cost finalized with the selected Bidder through this RFP.

**Note:**

- All payments to the Selected Bidder shall be made upon submission of invoices along with necessary approval from the Authority.
- The above payments are subject to meeting of SLA's failing which the appropriate deductions as mentioned in the SLA document of this RFP.

## 27. Service Level & Penalty

The Selected Bidder shall agree to the following Service Level Agreement (SLA), if it fails to deliver as per scope of work within the corresponding Delivery Period and any extension thereof. These SLAs shall be tracked on the basis of timeline and are envisaged to have penalty and/or liquidation damage clauses on non-adherence to any of them.

- Maximum penalty capping is 10% of the overall cost of the project.
- In case, the delay is more than 24 weeks, and the cause of delay is attributable to selected Bidder, authority reserves right to increase the penalty value and/ or take appropriate action against the bidder such as cancellation of contract, increase of penalty percentage etc.
- Penalty will not be applicable if the delay is not attributable to the Selected Bidder due to force majeure situation. However, in such cases, the Selected Bidder has to communicate in writing the reason of delay. The decision of the Authority in this regard shall be final.
- If at any time during the Contract, the selected Bidder encounters conditions impeding timely performance of service, then the selected Bidder shall promptly notify to DMI in writing of the fact of the delay and its likely duration along its cause(s). As soon as practicable, after receipt of the selected Bidder's notice, DMI shall evaluate the situation and may at its discretion waive the penalty on the request of the selected bidder.

### 27.1. Implementation Phase

#	Major Area	Parameter	Requirements	Penalty
1	Development & Implementation	Major milestone during development and implementation as per project timeline	As per project timeline	0.2% of the implementation cost per day

**27.2. Operation & Maintenance**

<b>#</b>	<b>Major Area</b>	<b>Parameter</b>	<b>Requirements</b>	<b>Penalty</b>
1	Response time for bug fixing	Time taken (after the request has been informed) to acknowledge problem	Response Within 12 hours from the time the bug is reported.	0.1% of the monthly O&M cost
2	Resolution Time for bug fixing	Time taken by the selected Bidder to fix the problem	Resolution within 48 hours from the time of reporting	0.1% of the monthly O&M cost



## **Section 3: Qualification & Evaluation Criteria**

## 28. Evaluation Process

Authority shall constitute a Tender Evaluation Committee to evaluate the responses of the Bidders. The Tender Evaluation Committee shall evaluate the responses to the RFP and all supporting documents/documentary evidence. Inability to submit requisite supporting documents/documentary evidence by bidders may lead to rejection of their bids.

The decision of the Tender Evaluation Committee in the evaluation of bids shall be final. No correspondence will be entertained outside the process of evaluation with the Committee. The Tender Evaluation Committee may ask for meetings or presentation with the Bidders to seek clarifications or confirmations on their bids.

The Tender Evaluation Committee reserves the right to reject any or all bids. Each of the responses shall be evaluated as per the criteria and requirements specified in this RFP.

The steps for evaluation are as follows:

### 28.1. Stage 1: Pre-Qualification

1. Authority shall validate the Set “Bid Processing Fees & Earnest Money Deposit (EMD)”.
2. If the contents are as per requirements, Authority shall evaluate the “Pre-Qualification Bid”. Each of the Pre-Qualification condition mentioned in the document is MANDATORY. In case, the Bidder does not meet any one of the conditions, the Bidder shall be disqualified.
3. Bidders will be informed of their qualification/disqualification based on the Pre-Qualification criteria through Email and Phone and subsequently, the EMD amount shall be returned to the respective disqualified Bidders after the submission of Performance Bank Guarantee by the successful Bidder.
4. Technical and Price bids for those bidders who don't pre-qualify will not be evaluated and opened respectively. Price bid will not be opened for those Bidders, who don't qualify the technical evaluation. EMD amount shall be returned for those who don't qualify the financial evaluation stage after Performance Bank Guarantee is submitted by successful bidder.

### 28.2. Stage 2: Technical Evaluation

1. “Technical bid” will be evaluated only for the Bidders who succeed in Stage 1.
2. Authority (or Committee approved by the Authority) will review the technical bids of the short-listed Bidders to determine whether the technical bids are substantially responsive. Bids that are not substantially responsive are liable to be disqualified at Authority's discretion.
3. The Bidders' technical solutions proposed in the bid document shall be evaluated as per the requirements specified in the RFP and technical evaluation framework as mentioned in the RFP.
4. The Bidders shall make a presentation to the Authority/ Committee appointed by the Authority to supplement their bids which include the following.
  - Approach & Methodology including Project Experience
  - Proposed Solutions
  - Manpower – Technical Resources

- Project Plan
  - Demonstration of the proposed solution
5. The Authority envisages to share proof of concept / technical demonstration to evaluate the technology & system performance for getting business outcome; During the Demonstration/Proof-of-Concept (PoC) at technical evaluation stage, the Evaluation Committee will give special attention to verify the quality, robustness and appropriateness of the proposed solution. If any brand / products are found un-suitable, Bidder may get disqualified or may be asked to replace the product with better products, meeting the tender requirements, without any change in commercial bid. Bidder may demonstrate local setup or existing deployments over network/cloud.
  6. The Authority will notify the date and venue for conducting such proof of concept / technical demonstration to the prospective bidders.

### **28.3. Stage 3: Commercial Evaluation**

1. All the technically qualified Bidders will be notified to participate in Commercial Bid opening process.
2. The commercial bids for the technically qualified Bidders shall then be opened on the notified date and time and reviewed to determine whether the commercial bids are substantially responsive. Bids that are not substantially responsive are liable to be disqualified at Authority's discretion.
3. Commercial Bids that are not as per the format provided in the RFP shall be liable for rejection.
4. The bid price shall include all taxes and levies and shall be in Indian Rupees and mentioned separately.
5. The Authority or any other government agency shall not have any liability of paying any taxes (including GST)/charges/levies as part of this project. The Bidder has to quote their price duly factoring all these costs.

If there is any discrepancy in the Price Bid, it will be dealt as per the following:

- a) If, in the price structure quoted for the required Product and Services, there is discrepancy between the unit price and total price (which is obtained by multiplying the unit price by the quantity), only the total price/cost as quoted in the table in the Performance for financial bidding in Form 13 shall prevail. The unit prices quoted in the Price Bid Format 14 shall be considered only in case of any deviations/modifications in the scope of the work in due course.
- b) If there is a discrepancy between words and figures, the amount in words shall prevail.

### **28.4. Successful bidder evaluation**

The selection of Bidder shall be through 3 stage Quality Cost Based System (QCBS).

- Prequalification
- Technical Criteria evaluation. The minimum qualifying marks for 2nd stage would be 80 marks out of 100 marks.

- 3rd stage would be evaluation of Financial Bid with QCBS 70%:30% where 70% weightage is given to technical score and remaining 30% to financial score.

The final score will be evaluated as.

$$FS = (C_{low}/C) \times 0.30 + (T/T_{high}) \times 0.70$$

where,

FS = Final Score

C = Evaluated bid price of the Bidder

C<sub>low</sub> = The lowest of the evaluated bid prices among the responsive bids

T = The total marks obtained by the bidder against Technical Criteria

T<sub>high</sub> = The highest mark scored against Technical Criteria among all responsive bids

The Bidder with highest Financial Score will be awarded the contract.

## 29. Pre-Qualification Bid Evaluation Criteria

The Bidder must possess the requisite experience, strength and capabilities in providing services necessary to meet the requirements as described in the RFP document. Keeping in view the complexity and volume of the work involved, following criteria are prescribed as the eligibility criteria for the Bidder interested in undertaking the project. The Bidder must also possess technical know-how and financial ability that would be required to successfully provide the services for the entire contract duration. The bids must be complete in all respect and should cover entire scope of work as stipulated in the bid document. This invitation to bid is open to all Bidders who qualify the eligibility criteria as given below:

#	Eligibility Criteria	Document Proof
1.	<p>The Sole Bidder OR Lead Bidder (in case of consortium) Should be:</p> <ul style="list-style-type: none"> <li>• Registered under the Companies Act 1956 in India</li> <li>• In operation in India for a period of at least 3 years as on publication of bid</li> </ul> <p><b>Consortium Members</b></p> <ul style="list-style-type: none"> <li>• Max 2 companies are allowed in a consortium including lead bidder.</li> <li>• Should have registered in India under Companies Act 1956/2013</li> </ul>	<p><b>For Sole/Lead Bidder</b></p> <ul style="list-style-type: none"> <li>• Copy of Certificate of Incorporation / Registration under Companies Act 1956/2013</li> <li>• Memorandum and Articles of Association</li> <li>• GST Registration Certificate</li> <li>• Copy of purchase orders showing at least 3 years of operations or Certified true copy of relevant extracts of balance sheet and PL statements for last 3 years</li> </ul> <p><b>For Consortium members other than lead bidder</b></p> <ul style="list-style-type: none"> <li>• Copy of Certificate of Incorporation / Registration under Companies Act, 1956/2013</li> <li>• GST Registration Certificate</li> </ul>

#	Eligibility Criteria	Document Proof
	<ul style="list-style-type: none"> <li>In operation in India for a period of at least 3 years as on publication of bid</li> </ul>	<ul style="list-style-type: none"> <li>Consortium agreement clearly stating the roles and responsibilities of each member</li> </ul>
2.	Lead/Sole Bidder should have an average annual turnover of INR 3 cr. Crore for last 3 audited financial years (2023-24, 2022-23, 2021-22).	<p>The Lead/Sole Bidder shall submit:</p> <ul style="list-style-type: none"> <li>Audited statement for last 3 financial years of Lead/Sole Bidder</li> <li>Certificate from the Statutory auditor / CA clearly specifying the average annual turnover for the specified years</li> </ul>
3.	<p>The Bidder (Sole/Consortium) should have experience in Agritech business including development and O&amp;M of mobile application/portal development in the Central/State Ministries/Departments, PSUs, Agriculture Markets.</p> <p>The developed mobile application &amp; portal must have dashboarding &amp; reporting and must have integrated (via APIs) with other portals.</p>	Work order / Contract / Completion certificate
4.	<p>The Bidder (Sole/Consortium) should have experience in either of the two in the last 3 years;</p> <p>a) AI enabled OCR based image to text conversion.</p> <p>Or,</p> <p>AI enabled assaying and grading of the agriculture commodities</p>	Work order / Contract / Completion certificate
5.	The Bidder (Sole/Consortium) should have a valid CMMi level 3 certification on the Bidder's name	CMMi level 3 certificate
6.	Self-declaration by the Sole Bidder or each member of consortium (if applicable) duly signed by the authorized signatory confirming they	Undertaking by the authorized signatory of the Bidder (In case of Consortium to be provided by each member)

#	Eligibility Criteria	Document Proof
	have not been blacklisted by any Central / State Government Department or Central/State Public Sector Units (PSUs), Government (Central / State / PSU/ ULBs/Smart Cites SPV/Multilateral Banks) Organization in India as on the bid submission date in India	

**Important Note:**

For all the project experience, following documentary evidence are required:

- Work order / Contract clearly highlighting the scope of work, Bill of Material and value of the contract/order along with completion certificate from the client. Completion Certificate shall be issued & signed by the authorized signatory of the client entity on the entity's Letterhead.
- The ongoing project where the go-live is complete and is in the O&M phase shall only be considered.
- In case project is on-going a certificate from Client has to be provided mentioning the stage of the project.

### 30. Technical Bid Evaluation Criteria

The Bidder's technical solution proposed in the Technical Evaluation bid shall be evaluated as per the evaluation criteria in the following table.

Section #	Evaluation Criteria	Points
A	Bidder Profile	17
B	Sole Bidder /Consortium Project Experience	30
C	Approach & Methodology & Project Presentation/Demonstration	37
D	Proposed Resources for the Project	16
Technical Score		100

**Important Note:**

For all the project experience, following documentary evidence are required:

- Work order / Contract clearly highlighting the scope of work, Bill of Material and value of the contract/order along with completion certificate from the client. Completion Certificate shall be issued & signed by the authorized signatory of the client entity on the entity's Letterhead.
- The ongoing project where the go-live is complete and is in the O&M phase shall only be considered.

- In case project is on-going a certificate from Client has to be provided mentioning the stage of the project.

**Important: Qualification criteria for Technical Evaluation and progression to commercial evaluation stage:**

- Minimum 80% (80 marks) of the overall technical score total

Note: Authority (or a nominated party) reserves the right to check/validate the authenticity of the information provided in the Pre-qualification and Technical Evaluation criteria and the requisite support must be provided by the Bidder.

The following sections explain how the Bidders shall be evaluated on each of the evaluation criteria:

### **30.1. Technical Bid Evaluation Criteria**

#	Technical Evaluation Criteria	Technical Evaluation parameter	Marks								
<b>A</b>	<b>Bidder Profile – 17 marks</b>										
A1	Annual Turnover	<p>Lead/Sole Bidder should have an average annual turnover of INR 3 Crore for last 3 audited financial years (2023-24, 2022-23, 2021-22).</p> <table border="1"> <thead> <tr> <th>Turnover</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>More than INR 7 Crore</td> <td>15</td> </tr> <tr> <td>&gt; INR 5 Crore to &lt;= INR 7 Crore</td> <td>10</td> </tr> <tr> <td>&gt;= INR 3 Crore to &lt;= INR 5 Crore</td> <td>5</td> </tr> </tbody> </table>	Turnover	Marks	More than INR 7 Crore	15	> INR 5 Crore to <= INR 7 Crore	10	>= INR 3 Crore to <= INR 5 Crore	5	15
Turnover	Marks										
More than INR 7 Crore	15										
> INR 5 Crore to <= INR 7 Crore	10										
>= INR 3 Crore to <= INR 5 Crore	5										
A2	CMMi level certification	<p>The Bidder (Sole/Consortium) should have a valid CMMi level 3 certification on the Bidder's name.</p> <ul style="list-style-type: none"> <li>• CMMi Level 5 certification – 2 marks</li> <li>• CMMi Level 3 certification – 1 mark</li> </ul>	2								
<b>B</b>	<b>Sole Bidder /Consortium Project Experience – 30 marks</b>										
B1	Agritech Experience	<p>The Bidder (Sole/Consortium) should have experience in Agritech business including development and O&amp;M of mobile application/portal development in the Central/State Ministries/Departments, PSUs, Agriculture Markets.</p> <p>The developed mobile application &amp; portal must have dashboarding &amp; reporting and must have integrated (via APIs) with other portals.</p> <table border="1"> <thead> <tr> <th>No. of projects</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>&gt; 5 projects</td> <td>15</td> </tr> <tr> <td>&gt; 3 projects</td> <td>10</td> </tr> <tr> <td>&gt; 2 projects</td> <td>5</td> </tr> </tbody> </table>	No. of projects	Marks	> 5 projects	15	> 3 projects	10	> 2 projects	5	15
No. of projects	Marks										
> 5 projects	15										
> 3 projects	10										
> 2 projects	5										



B2	AI/ML Experience	<p>The Bidder (Sole/Consortium) should have experience in either of the two in the last 3 years;</p> <p>a) AI enabled OCR based image to text conversion.</p> <p>Or,</p> <p>b) AI enabled assaying and grading of the agriculture commodities.</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>No. of projects</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>&gt; 5 projects</td> <td>15</td> </tr> <tr> <td>&gt; 3 projects</td> <td>10</td> </tr> <tr> <td>&gt; 2 projects</td> <td>5</td> </tr> </tbody> </table>	No. of projects	Marks	> 5 projects	15	> 3 projects	10	> 2 projects	5	15				
No. of projects	Marks														
> 5 projects	15														
> 3 projects	10														
> 2 projects	5														
C	<b>Approach &amp; Methodology &amp; Project Presentation/Demonstration – 37 marks</b>														
C1	Approach & Methodology	<table border="1" style="width: 100%;"> <thead> <tr> <th>Parameter</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Understanding of the project and conformity scope of work</td> <td>4</td> </tr> <tr> <td>Identification of major risks for the projects and also propose suitable mitigation plan for each of identified risks.</td> <td>4</td> </tr> <tr> <td>Methodology, tools and Technologies to create, monitor &amp; maintain all the SLAs and managing change requests</td> <td>4</td> </tr> <tr> <td>Proposed project plan</td> <td>4</td> </tr> <tr> <td>Proposed resource plan</td> <td>4</td> </tr> </tbody> </table>	Parameter	Marks	Understanding of the project and conformity scope of work	4	Identification of major risks for the projects and also propose suitable mitigation plan for each of identified risks.	4	Methodology, tools and Technologies to create, monitor & maintain all the SLAs and managing change requests	4	Proposed project plan	4	Proposed resource plan	4	20
Parameter	Marks														
Understanding of the project and conformity scope of work	4														
Identification of major risks for the projects and also propose suitable mitigation plan for each of identified risks.	4														
Methodology, tools and Technologies to create, monitor & maintain all the SLAs and managing change requests	4														
Proposed project plan	4														
Proposed resource plan	4														
C2	Technical Presentation	<p>The Bidder will need to exhibit functional and non-functional requirements through presentation.</p> <p>The presentation should demonstrate capabilities against the parameters highlighted in Approach &amp; Methodology section</p>	17												
D	<b>Proposed Resources for the Project – 16 marks</b>														
D1	People on project	Each of the following profiles suggested by the bidder will be evaluated	16												

### 30.2. Key Personnel Criteria

The Bidder shall provide adequate number of personnel, each responsible for a specific role within the project. The Bidder shall provide clear definition of the role and responsibility of each individual personnel.

The Bidder shall have a defined hierarchy and reporting structure for the team that shall be part of the project. The Bidder has to provide the list of proposed resources for the Project. Any changes in resource

deployment will have to be approved by the Authority.

Following table indicates the minimum qualification required for key positions identified for this project.

Note: All the resource should be on the payroll of the bidder (sole bidder or Lead bidder / consortium member), however the Project Manager should be on the payroll of the Lead Bidder in case of consortium;

#	Name of the resource	Minimum Qualification
1	Project Manager	Min 10 years of experience in mobile application & portal development for Government organizations. Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
2	Business Analyst	Min 5 years of experience as a Business Analyst Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
3	System Architect	Min 7 years of experience as System Architect Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
4	UI/UX Designer	Min 5 years of experience as UI/UX designer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
5	Front-end Developer	Min 5 years of experience as front-end developer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
6	Back-end Developer	Min 5 years of experience as back-end Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
7	Mobile App Developer	Min 5 years of experience as mobile-app developer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
8	AI/ML Developer	Min 7 years of experience as AI/ML developer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
9	Data Analyst	Min 5 years of experience as data analyst Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
10	Data Administrator	Min 5 years of experience as data administrator Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
11	DevOps	Min 5 years of experience as DevOps engineer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT

#	Name of the resource	Minimum Qualification
12	Test Engineer	Min 5 years of experience as test engineer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
13	Content Writer	Min 5 years of experience as content writer Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT
14	Agriculture Marketing Expert	Min 7 years of experience as Agriculture Marketing Expert Fulltime graduate/ Post-Graduate in Agriculture/Horticulture/Agribusiness/ Food Technology/ Forestry administration and institutional development in relevant field.
15	O&M Expert	Min 5 years of experience as O&M expert for mobile app and web portal Fulltime B.E./ B.Tech/MCA in Computer Science/ Computer Engineering/ System Design/ IT

All the proposed positions shall be onsite throughout the entire project implementation phase. The Bidder needs to mention the man-months for each deployed personnel in order to meet the end-to-end Scope of Work and SLAs mentioned in the RFP.

Any additional or support manpower shall be estimated and should be accounted for in the commercial proposal by the selected bidder so that the project as per the scope defined and agreement are fulfilled, and the project objectives & SLAs are met.

## **Section 4: Annexures**

### 31. Checklist 1: Pre-Qualification Checklist

:

S. No.	Description	Documents/Format	Submitted (Y / N)	Documentary Proof (Page No.)
1.	Bid Cover Letter	As per format mentioned in Form -1		
2.	Particulars of the bidders	As per format mentioned in Form-2		
3.	Power of attorney/board resolution to the authorized Signatory of the Bid	As per format mentioned in Form-3		
4.	Power of attorney for lead bidder of consortium	As per format mentioned in Form- 4		
5.	Consortium agreement (if applicable)	As per format mentioned in Form-5		
6.	EMD	As per format mentioned in Form-6		
7.	Tender fee (Non-refundable)	As per Information Sheet		
8.	PAN documents	Copy of PAN documents		
9.	GST registration	Copy of GST registration		
10.	Bidder's Experience	As per format mentioned Form-7		
11.	Blacklisting Certificate	As per Pre-Qualification Bid Evaluation Criteria		

### **31.1. Form 1: Bid Cover Letter**

(To be submitted on the letterhead of the Bidder)

To

Agricultural Marketing Adviser,  
Directorate of Marketing & Inspection,  
Head Office 'A' Block, New Building,  
New CGO Complex, NH- IV, Faridabad-121001

Subject: RFP for Selection of Bidder for Design, Development & Implementation of mobile application and portal development for Agmarknet 2.0

Ref: Tender No: \_\_\_\_\_

Dear Sir/ Madam,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide the professional services as required and outlined in the RFP for the Selection of Bidder for Design, Development & Implementation of mobile application and portal development for Agmarknet 2.0.

We attach here to our responses to pre-qualification requirements, Technical and Price Bids as required by the RFP. We confirm that the information contained in these responses or any part thereof, including the exhibits, and other documents and instruments delivered or to be delivered is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

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

We agree for unconditional acceptance of all the terms and conditions set out in the RFP Document and also agree to abide by this RFP response for a period of 180 days from the date fixed for bid submission. We hereby declare that in case the contract is awarded to us, we shall submit the performance bank guarantee bond in the form prescribed in the RFP.

We agree that you are not bound to accept any RFP response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the bids and also all or any of the products/ services specified in the RFP response.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated: Day of 2024

(Signature)

In the capacity of:

Name

Duly authorized to sign the RFP response for and on behalf of:

(Name and Address of Company) seal/stamp of Bidder

Witness Signature:

Witness Name:

Witness Address:

### 31.2. Form 2: Particulars Of the Bidder

#	Description	Details (to be filled by the bidder)
1.	Name of Bidder	
2.	Legal status of Bidder (company, Pvt. Ltd., LLP etc.)	
3.	Main business of the Bidder	
4.	Registered office address	
5.	Incorporation/Registration date and number	
6.	Details of Company's Registration <b>(Please enclose copy of the company registration document)</b>	
7.	Name of Registration Authority	
8.	Registration Number and Year of Registration	
9.	GST/CST/LST/VAT registration No. (as applicable)	
10.	Permanent Account Number (PAN)	
11.	Primary Contact Person (Name, Designation, address, mobile number, fax, email)	
12.	Secondary Contact Person (Name, Designation, address, mobile number, fax, email)	
13.	Role in Consortium (if applicable)	Brief scope of work in the consortium

#### A. Financial Turnover

The financial turnover of the company is provided as follows:

Year	2021-2022	2022-2023	2023-2024
Annual Turnover			

- Copy of audited financial statements or declaration from the appointed statutory auditor/CA to be provided as proof of the financial turnover.

#### B. Certifications

Provide copy of valid CMMI Level 3 or above certification as required in Pre-Qualification criteria of RFP.



**31.3. Form 3: Format for Power of Attorney to Authorize Signatory**

POWER OF ATTORNEY

*[To be executed on non-judicial stamp paper of the appropriate value in accordance with relevant Stamp Act. The stamp paper to be in the name of the company who is issuing the power of attorney.]*

We, M/s. \_\_\_\_\_ (name of the firm or company with address of the registered office) hereby constitute, appoint and authorize Mr. or Ms. \_\_\_\_\_ (Name and residential address) who is presently employed with us and holding the position of \_\_\_\_\_, as our Attorney to do in our name and our behalf all or any of the acts, deeds or things necessary or incidental to our RFP for the Project \_\_\_\_\_ (name of the Project), including signing and submission of the RFP response, participating in the meetings, responding to queries, submission of information or documents and generally to represent us in all the dealings with Client or any other Government Agency or any person, in connection with the works until culmination of the process of bidding till the Project Agreement is entered into with \_\_\_\_\_ (Client) and thereafter till the expiry of the Project Agreement.

We hereby agree to ratify all acts, deeds and things lawfully done by our said Attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid Attorney shall and shall always be deemed to have been done by us.

(Add in the case of a Consortium)

Our firm is a Member or Lead bidder of the Consortium of \_\_\_\_\_ and \_\_\_\_\_.

Dated this the \_\_\_\_\_ day of \_\_\_\_\_ 2024

For \_\_\_\_\_

(Signature, name, designation and address)

Seal of firm Company

Witness 1:

Witness 2:

Accepted

(Signature, Name, Title and Address of the Attorney)

Notes:

- a. *To be executed by all the members individually.*
- b. *The Mode of execution of the power of attorney should be in accordance with the procedure, if any laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*

**31.4. Form 4: Format for Power of Attorney for lead bidder of consortium.**

*[To be executed on non-judicial stamp paper of the appropriate value in accordance with relevant Stamp Act. The stamp paper to be in the name of the company who is issuing the power of attorney]*

Whereas \_\_\_\_\_ has invited RFP response for \_\_\_\_\_ (Name of the Project)

Whereas, the Members of the Consortium comprising of M/s. \_\_\_\_\_, and M/s. \_\_\_\_\_ (the respective names and addresses of the registered offices to be given) are interested in bidding for the Project and implementing the same in accordance with the terms and conditions contained in the RFP Documents.

Whereas, it is necessary for the members of the Consortium to designate one of them as the lead member with all necessary power and authority to do, for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium's RFP response for the Project.

NOW THIS POWER OF ATTORNEY WITNESSETH THAT

We, M/s. \_\_\_\_\_ hereby designate M/s. \_\_\_\_\_

being one of the members of the Consortium, as the lead member of the Consortium, to do on behalf of the Consortium, all or any of the acts, deeds or things necessary or incidental to the Consortium's RFP response for the Project, including submission of the RFP response, participating in meetings, responding to queries, submission of information or documents and generally to represent the Consortium in all its dealings with Client or any other Government Agency or any person, in connection with the Project until culmination of the process of bidding till the Project Agreement is entered into with Client and thereafter till the expiry of the Project Agreement.

We hereby agree to ratify all acts, deeds and things lawfully done by our said Attorney pursuant to this power of attorney and that all acts, deeds and things done by our aforesaid Attorney shall and shall always be deemed to have been done by us or Consortium.

Dated this the \_\_\_\_\_ day of \_\_\_\_\_ 2024

(Signature)

(Name in Block Letter of Executant) *[Seal of Company]*

Witness 1

Witness 2

*Notes: To be executed by all the members individually, in case of a Consortium/Joint Venture.*

*The Mode of execution of the power of attorney should be in accordance with the procedure, if any laid down by the applicable law and the charter documents of the executant(s) and when it is so required the same should be under common seal affixed in accordance with the required procedure.*

**31.5. Form 5: MEMORANDUM OF UNDERSTANDING FOR JOINT VENTURE AGREEMENT**

**(On Stamp Paper of Requisite Value)**

This Joint Venture Agreement is made and entered at ..... on..... Day of, 2024 to be submitted to Agricultural Marketing Adviser, Directorate of Marketing & Inspection, Head Office 'A' Block, New Building, New CGO Complex, NH- IV, Faridabad-121001 for "Design, Development & Implementation of mobile application and portal development for Agmarknet 2.0" against Tender No

\_\_\_\_\_

Between

....., Having its Registered Office at..... Represented by..... ( ..... ).

And

....., Having its Registered Office at..... Represented by..... ( ..... ).

Whereas:

1. The parties hereby agreed to form Joint Venture, under the name of.....
2. The parties have agreed to join hands for executing the work of "Design, Development & Implementation of mobile application and portal development for Agmarknet 2.0" together and work together until successful completion of this business on hand.
3. The parties shall carry on the part of and responsibility and all expenses of the partners will be paid by themselves.
4. M/s..... would have overall lead management responsibility for the work and will be called Lead Partner and is authorized to deal with the tender, sign the agreement or enter into contract in respect of the said tender, to receive payment, to witness joint measurement of work done, to sign measurement books and similar such action in respect of the said tender/contract. All notices / correspondences with respect to the contract will be sent only to this authorized member of the JV firm and will be considered as notices / correspondences to joint venture entity.
5. The percentage participation in the Joint Venture shall be as under: -  
M/s..... - .....% (..... Percent) i.e. Lead Partner  
M/s..... - .....% (..... Percent)

6. This Joint Venture agreement shall remain valid and in force for the entire period of the completion/ extended period of completion of the work including Maintenance/ Guarantee period and can be extended by mutual agreement among its members.

7. The parties shall be jointly and severally liable/ responsible to the employer for the successful completion of the contract in accordance with General and Special conditions of the contract as per the terms and conditions of the contract agreement irrespective of their share and role specified in the Joint Venture. The JV members shall also be liable jointly and severally for

the loss, damages caused to the government during the course of execution of the contract or due to non-execution of the current or part thereof.

8. It is agreed that member of the JV firm shall have the right to assign or transfer the right or liability in the contract without the written consent of the members and that of the employer (DMI) in respect of the said tender/ contract.

9. It is certified that none of the members of this JV has been black listed or debarred by DAC&FW or any other Ministry/ Department of the Government of India/ State Government from participation in tenders/ contract in the past either in their individual company on the JV firm or partnership firm in which they were members/partners.

For and on behalf of

.....

M/s.....

For and on behalf of

.....

M/s.....

Witness:

1. ....

2. ....

**31.6. Form -6: Format for EMD**

**(Either DD or BG from Nationalized / Scheduled Bank on INR 100/- Stamp Paper). In case of NEFT/RTGS, the bidder shall submit the bank transfer proof for both EMD and Tender fees**

To,

Agricultural Marketing Adviser,  
Directorate of Marketing & Inspection,  
Head Office 'A' Block, New Building,  
New CGO Complex, NH- IV, Faridabad-121001

Whereas <<Name of the bidder>> (hereinafter called 'the sole bidder / lead bidder') has submitted the bid for Submission of RFP <<RFP Number>> dated <<Date>> for <<Name of the assignment>> (hereinafter called "the Bid") to <<Authority>>.

Know all Men by these presents that we <<... >> having our office at <<Address>> (hereinafter called "the Bank") are bound unto the <<Authority>> (hereinafter called "the Authority") in the sum of Indian Rupees<<Amount in figures>> (Rupees <<Amount in words>> only) for which payment well and truly to be made to the said Authority, the Bank binds itself, its successors and assigns by these presents. Sealed with the Common Seal of the said Bank this <<Date>>.

The conditions of this obligation are:

1. If the Bidder having its bid withdrawn during the period of bid validity specified by the Bidder on the Bid Form; or
2. If the Bidder, having been notified of the acceptance of its bid by the Authority during the period of validity of bid.
  - (a) Withdraws his participation from the bid during the period of validity of bid document; or
  - (b) Fails or refuses to participate in the subsequent Tender process after having been short listed.

We undertake to pay to the Authority up to the above amount upon receipt of its first written demand, without the Authority having to substantiate its demand, provided that in its demand the Authority will note that the amount claimed by it is due to it owing to the occurrence of one or both of the two conditions, specifying the occurred condition or conditions.

This guarantee will remain in force up to <<insert date>> and including <<extra time over and above mandated in the RFP>> from the last date of submission and any demand in respect thereof should reach the Bank not later than the above date.

NOTWITHSTANDING ANYTHING CONTAINED HEREIN:

1. Our liability under this Bank Guarantee shall not exceed Indian Rupees<<Amount in figures>> (Rupees <<Amount in words>> only)

2. This Bank Guarantee shall be valid up to <<*insert date*>>)
3. It is condition of our liability for payment of the guaranteed amount or any part thereof arising under this Bank Guarantee that we receive a valid written claim or demand for payment under this Bank Guarantee on or before <<*insert date*>>) failing which our liability under the guarantee will automatically cease.

(Authorized Signatory of the Bank)

Seal:

Date:

**32. Checklist 2: Technical Bid Checklist**

S. No.	Checklist Item	Format	Compliance (Yes/No)	Page No. and Section No. in the Bid
1.	Bidder's Experience	As per format mentioned Form-7		
2.	Description of Approach, Methodology	As per format mentioned in Form-8		
3.	Proposed CVs	As per format mentioned in Form- 9		
4.	Team Composition & task Assignment	As per format mentioned in Form- 10		
5.	Staffing schedule	As per format mentioned in Form-11		
6.	Project work schedule plan	As per format mentioned in Form-12		

### **32.1. Form-7: Project Execution Experience**

**(On Bidding Entity's Letter Head)**

#### **Bidder's Experience**

[Using the format below, provide information on each Assignment/job for which your firm, and each partner in the case of consortium or joint venture, was legally contracted either individually as a corporate entity or as one of the major partners within an association, for carrying out consulting Assignment/job similar to the ones requested under this Assignment/job. In case of consortium, association of Bidder, the Bidder must furnish the following information for each of the consortium member separately]

**1. Total Number of consultancy projects done by bidder:**

2. Details of the individual completed project to be submitted in following format:

2.1. Assignment / Job name:

2.2. Firm's name (your firm or joint venture or consortium partner, as the case may be:)

2.3. Description of Project:

2.4. Approx, value of the contract (in Rupees):

2.5. Country & location:

2.6. Duration of Assignment/job (months):

2.7. Name of Employer:

2.8. Address:

2.9. Total No. of staff-months of the Assignment/job:

2.10. Completed value of the contract (in Rupees):

2.11. Start date (month/year):

2.12. Completion date (month/year):

2.13. Name of associated Bidders, in any:

2.14. No. of professional staff-months provided by associated Bidders:

2.15. Name of senior professional staff of your firm involved and functions performed:

2.16. Description of actual Assignment/job provided by your staff within the Assignment/job:

Note:

The Bidder needs to provide the following as the documentary proof;

- Work order / Contract clearly highlighting the scope of work, Bill of Material and value of the contract/order along with completion certificate from the client. Completion Certificate shall be issued & signed by the authorized signatory of the client entity on the entity's Letterhead.
- The ongoing project where the go-live is complete and is in the O&M phase shall only be considered.
- In case project is on-going a certificate from Client has to be provided mentioning the stage of the project



**32.2. FORM 8: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT/JOB**

[Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:]

- a) Understanding of the project and conformity scope of work
- b) Identification of major risks for the projects and also propose suitable mitigation plan for each of identified risks.
- c) Methodology, tools and Technologies to create, monitor & maintain all the SLAs and managing change requests
- d) Proposed project plan
- e) Proposed resource plan

### **32.3. FORM 9: CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF**

1. Proposed Position:

[For each position of key professional separate form Tech-6 will be prepared]:

2. Name of Firm/Institute:

[Insert name of firm proposing the staff]:

3. Name of staff: [Insert full name]:

4. Date of Birth:

5. Nationality:

6. Education:

[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience: [List countries where staff has worked in the last ten years]:

10. Languages [for each language indicate proficiency: good, fair, or poor in speaking, reading and writing]:

11. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below):

- dates of employment, name of employing organization positions held.]:
- From [Year]: To Year]:
- Employer
- Position Held

12. Detailed Tasks Assigned

[List all tasks to be performed under this Assignment/job]

13. work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned

[Among the Assignment / job in which the staff has been involved, indicate the following information for those Assignment/jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of Assignment/job or project:

Year:

Location:

Employer:

Main project features:

Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

[Signature of staff member or authorized representative of the staff]

[Full name of authorized representative]

Date:

Place:

**32.4. FORM 10: TEAM COMPOSITION AND TASK ASSIGNMENT / JOBS**

**Professional Staff:**

<b>Serial No</b>	<b>Name of Staff</b>	<b>Qualification</b>	<b>Area of Expertise</b>	<b>Work Experience in Consultancy (In Years)</b>	<b>Position/ Task assigned for this job</b>

**Note:** The Selected Bidder will hire such Subject Matter Bidders, as required by them who will ensure technical soundness of the subject leading to the satisfactory completion of work.

**32.5. FORM 11: STAFFING SCHEDULE**

S. No	Name of Staff	Staff Input (in the form of a bar chart)												Total Months
		1	2	3	4	5	6	7	8	9	10	11	n	
1														
2														
3														
4														
5														

Note:

1. For Professional Staff the input should be indicated individually; for Support Staff it should be indicated by category (e.g. draftsmen, clerical staff, etc.).
2. Months are counted from the start of the Assignment/job. For each staff indicate separately staff input for home and field work.

**32.6. FORM 12: WORK SCHEDULE**

S. No	Activity	Months												Total Months
		1	2	3	4	5	6	7	8	9	10	11	12	
1														
2														
3														
4														
5														

Note:

1. Indicate all main activities of the Assignment/job, including delivery of reports (e.g., inception, draft and final reports), and other benchmarks such as approvals from the Authority. For phased Assignment/jobs indicate activities, delivery of reports and benchmarks separately for each phase.
2. Duration of activities shall be indicated in the form of a bar chart.

### 33. Checklist 3: Financial Bid Checklist

S. No.	Checklist Item	Format	Compliance (Yes/No)	Page No. and Section No. in the Bid
1.	Performa for financial bidding	As per format mentioned Form-13		
2.	Unit Cost Rating	As per format mentioned in Form-14		

**33.1. Form 13: Proforma for giving financial details.**

**(To be submitted only on firm's letter head)**

Details	Amount (in Rs.)
<b>Total CAPEX price</b> (Exclusive of all taxes, levies, duties, etc. as applicable)	
<b>Total OPEX price</b> (Exclusive of all taxes, levies, duties, etc. as applicable)	
<b>Total Project Cost (1 + 2)</b>  (Towards the Design, supply, Implementation, operation and maintenance of the Project, inclusive of 3 years O&M of the Project from the Phase wise Go-Live as detailed in the Project scope, Exclusive of all taxes, levies, duties, etc. as applicable)	

Total amount in words (Rupees.....only)

Name and Signature(s) with seal.

Notes:

1. Figures rounded off to the nearest Rupees.
2. The rate should be quoted in figures as well as in words. If there is variation between the rates quoted in figures and words, the lower one shall be taken as correct.



**33.2. Form 14: Unit Rate Costing**

#	Name of the resource	Man-month price
1	Project Manager	
2	Business Analyst	
3	System Architect	
4	UI/UX Designer	
5	Front-end Developer	
6	Back-end Developer	
7	Mobile App Developer	
8	AI/ML Developer	
9	Data Analyst	
10	Data Administrator	
11	DevOps	
12	Test Engineer	
13	Content Writer	
14	Agriculture Marketing Expert	
15	O&M Expert	

**Note:** Please note that all unit rates quoted as per this Format is for the sole purpose of price adjustment in case of any increase to/decrease from the scope of work or quantities under the contract. These rates will not be considered for evaluation or finalisation of the bid, though providing the rates are mandatory for the Bidders. However, based on the market trends, Authority retains the right to negotiate this rate for future requirement.