

**RFP for Selection of Consultancy Agency towards the  
Market Strategy to Revamp the SOHNA Brand under  
Markfed**

**TENDER Reference Number: Marketing/PMU/2025/1132**

**TENDER Issuing Date: 06.02.2025**

**The Punjab State Co-operative Supply and Marketing Federation Limited**  
Plot No.4, Dakshin Marg, Sector-35-B,  
Chandigarh-160022

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## **Notice Inviting e-Bids (NIB)**

**RFP Reference Number: Marketing/PMU/2025/1132**

The Punjab State Co-operative Supply and Marketing Federation Limited invites electronic Bids (e-Bids)/proposals for the Selection of Consultancy Agency towards the Market Strategy to Revamp the SOHNA Brand under MARKFED.

The closing date and time to submit the bids on state e-procurement portal i.e. <https://eproc.punjab.gov.in> is **20.02.2025 at 12:00 Hrs.**

Any addendum/corrigendum/correction, if applicable, shall be uploaded on Markfed website i.e. [www.markfedpunjab.com](http://www.markfedpunjab.com) and on <https://eproc.punjab.gov.in> only.

Managing Director,  
The Punjab State Co-operative Supply and Marketing Federation Ltd.  
(Markfed)

<b>Document Control Sheet</b>	
<b>Particulars</b>	<b>Details</b>
Date and time for the start of sale of RFP Documents	06.02.2025 at 09:00 Hrs.
Last date and time for submission of bids	20.02.2025 at 12:00 Hrs.
Date and time of opening of bids	20.02.2025 at 15.00 Hrs.
Corrigendum and Addendum	Any addendum/corrigendum/correction, if applicable, shall be uploaded on Markfed website i.e. <a href="http://www.markfedpunjab.com">www.markfedpunjab.com</a> and on <a href="https://eproc.punjab.gov.in">https://eproc.punjab.gov.in</a> only.  The prospective bidders are advised to check the above-mentioned websites regularly.
TENDER Document Fee*	INR 10,000/- + GST
Earnest Money Deposit (EMD)**	INR 2,50,000/- (INR Two Lakhs Fifty Thousand only) payable through online transfer RTGS/NEFT.
Contact person details	Mr. Jaswinder Singh, M: 7837200890
Bid Validity	90 Days from the Bid submission end date
* Tender fee won't be waived off for MSMEs	
**In case, a Bidder fails to pay EMD before, the Bid of the Bidder shall be rejected.	

All the Bidders are requested to have a digital certificate and get themselves registered with the application service provider of NIC.

#### **HELP DESK**

For any portal related technical queries, prospective bidders can call at 24x7 central helpdesk numbers i.e. 0120-4200462, 4001002, 4001005 and 6277787 or at local helpdesk numbers 0172-2970263, 2970284 from 9:00 AM to 5:00 PM on all government working days or reach through e-mail at [eproc@punjab.gov.in](mailto:eproc@punjab.gov.in), [supporteproc@nic.in](mailto:supporteproc@nic.in)

## 1. Abbreviations

Sr. No.	Abbreviation	Description
1	DSC	Digital Signature Certificate
2	EMD	Earnest Money Deposit
3	LOA	Letter Of Award
4	LOI	Letter of Intent
5	Markfed	Punjab State Co-operative Supply and Marketing Federation Limited
6	MIS	Management Information Systems
7	MPR	Monthly Progress Report
8	PBG	Performance Bank Guarantee
9	RFP	Request for Proposal
10	SLA	Service Level Agreement
11	SI	System Integrator
12	TEC	Tender Evaluation Committee
13	RFP	Request for Proposal

## 2. Introduction

The Punjab State Cooperative Supply and Marketing Federation Limited (MARKFED), established in 1954, is Asia's largest cooperative venture, dedicated to supporting farmers in marketing their produce through Primary Cooperative Marketing Societies. Headquartered in Chandigarh, it operates 20 district-level offices and serves farmers via its affiliated PACS, Cooperative Marketing Societies, branches, and Agro Service Centers. Markfed provides high-quality fertilizers, pesticides, and insecticides to farmers and acts as a government procurement agency, ensuring a minimum support price (MSP) for key crops such as wheat, paddy. It is the leading supplier of fertilizers in the cooperative sector across Punjab.

### **Markfed have the following verticals/business units -**

1. Supply of agri-inputs: (i) Fertilizers - Urea, DAP, others, and (ii) Agro-chemicals
2. Procurement of various commodities like Wheat, Paddy
3. Agro based processing units for manufacturing SOHNA brand products like vanaspati, refined oils, processed & canned foods and basmati rice etc.
  - a. Markfed Vanaspati and Allied Industries (MVAI), Khanna
  - b. Markfed Canneries, Jalandhar
4. Markfed cattle feed
  - a. Markfed Cattle feed and Allied Industries, Kapurthala
  - b. Markfed Cattle feed and Allied Industries, Gidderbaha
5. Marketing - SOHNA brand products sold and marketed across
  - a. India - (i) e-commerce (ii) Owned stores, and (iii) Partnerships with retailers (iv) Institutions
6. Exports
7. Laboratories
8. Engineering

"SOHNA" is the flagship brand of Markfed, offering a diverse portfolio of over 100 high-quality products across various categories. These products include vanaspati, refined oils, mustard oil, honey, spices, rice, and tea and canned and bottled food items etc, produced under stringent quality standards to ensure customer satisfaction and trust. The SOHNA brand has become synonymous with purity, authenticity, and reliability in the agricultural and food products market.

In addition to its product offerings, Markfed actively promotes contract farming to empower farmers and support sustainable agriculture. Crops like mustard greens, spinach, and fenugreek are grown under its contract farming initiatives, providing financial stability and assured markets to local growers. This initiative not only benefits farmers economically but also encourages the cultivation of high-quality crops that meet market demands.

Markfed further strengthens its commitment to rural development by supporting farmer cooperatives and self help groups (SHGs). By procuring their produce and marketing it under the SOHNA brand, Markfed ensures these cooperatives gain access to broader markets, enhancing their profitability and reach.

Additionally, SOHNA operates through two main production plants—MVAI Khanna and Canneries Jalandhar—and five depots, which facilitate the distribution of products to 6+ states/UTs and 13+ countries.

**Markfed SOHNA operates through the following distribution network: -**

1. **Physical Sales:** Markfed Punjab operates over 100 brick-and-mortar locations, including sales centers, booths, and bazaars across Punjab and Chandigarh.
2. **Domestic Distributor Network** - Markfed has a strong network of 240+ distributors across Punjab, Haryana, Delhi and Chandigarh to ensure wider reach of SOHNA's edible products.
3. **Exports:** Markfed Punjab exports various products like RTE, mustard oil and honey to the countries worldwide.
4. **E-commerce:** Markfed Punjab operates through various E-commerce platforms like Swadeshi Dukan and BigBasket.
5. **Institutional Partnerships:** Markfed Punjab has tie-ups with some of the prominent government institutions and departments including SSWCD (for anganwadi), jail; Paramilitary Canteens; Hospitals (PGI); Educational Institutions; Religious Institutions (Shri Mata Vaishno Devi Shrine Board; Mata Mansa Devi, Dera Beas) etc. which enhance its reach to various geographies.

In light of the above, Markfed SOHNA demonstrates significant potential for growth and market expansion; therefore, this RFP has been issued to select a consultancy agency that will collaborate with Markfed on revamping the market strategy for the SOHNA brand.

### **3. Scope of Work for the Bidder**

#### **3.1 Key Deliverables for the team**

The broad scope of work to be carried out by the consulting firm is mentioned below and details of the same will be aligned post selection of bidder -

1. Identify the minimum 5 potential products from existing SOHNA range of edible products and develop a comprehensive forward and backward linkage strategy for the identified products leading to net growth in sales with emphasis on contract farming wherever applicable.

2. Develop an action plan to strengthen institutional partnerships by identifying potential institutions, creating an outreach strategy and implementation of an action plan. Develop a model for increasing collaboration/engagement with other Punjab-based government/co-operative brands such as Verka and PunAgro.
3. Develop Standard Operating Procedure/ (SOP) /standardized template and calendar/software for the tenders/contracts released for procurement of raw material, labour, packaging for products & other activities of MVAI Khanna and Canneries Jalandhar. Also provide recommendations for costing/pricing for the current edibles of Markfed.
4. Develop a comprehensive retail marketing strategy for increasing the sales through private/retail network.
5. Develop or update regulatory and policy frameworks pertaining to distribution channels (*including Credit Policy, Advance Policy, Buyback Policy, Replacement Policy*) and any further policy aligned with Markfed.
6. Design marketing/outreach templates for brochure/flyer/video/campaign (aiming at 70 years of Markfed); website layout, Brand mascot and event(s)/forum(s), along with developing standardized brand guidelines to ensure consistency. Additionally, create a quantifiable review and strategy plan for handling social media/marketing and agency for designing.
7. As part of the export promotion strategy, conduct a detailed review of the export policy and develop a standardized contract template. Identify new market(s)/product(s) for expansion. Identify and prepare a report on opportunities for large-scale exports and carry out a pilot study to evaluate feasibility and impact. Providing support on country specific regulatory compliance(s).
8. Develop a strategy for positioning SOHNA products on quick e-commerce platforms. Out of the 5 potential products selected, deliver and implement a successful plan for at least 3 products.
9. Develop plan for identification/geo-mapping, optimum utilization and monetization of existing Markfed assets.
10. Develop a production and sales forecasting model to anticipate market demand for FY 2025-26 so that the production is aligned with the demand for all edible products of Markfed.

### **3.2 Resource Requirement**

Proposed team structure for the program is mentioned below -

Sr. No.	Profile	No. of Resources	Qualification & Work Experience
1	Project Manager	1	<ul style="list-style-type: none"> <li>- Bachelor's/Master's degree in Business Administration /Management /Agriculture/ Food Processing/ Social Science from a recognized university.</li> <li>- Overall at least 7 years of professional experience</li> <li>- At least 3 years of hands-on experience working as a member of team working on consulting project(s) with central/state government departments/ or public sector organizations, or cooperative bodies</li> <li>- At least 2 years' experience in project management as Team Leader/Project Director/Project Lead/Deputy Lead/Project Manager managing/leading for the teams working on consulting project(s) with central/state government departments/ or public sector organizations/ or cooperative bodies</li> <li>- Minimum 3 years of experience in supply chain management &amp; related activities.</li> </ul>
2	Project Consultant	1	<ul style="list-style-type: none"> <li>- Bachelor's/Master's degree in Business Administration/ Management/Agriculture/Food Processing/ Engineering/Social Sciences from a recognized university.</li> <li>- At least 2 years of professional experience, with a strong focus on project coordination, team management, or consulting roles.</li> <li>- At least 1 year of hands-on experience working as a member of team working on consulting project(s) with central/state government departments/ or public sector organizations, or cooperative bodies</li> </ul>
3	Supply Chain Management Consultant	1	<ul style="list-style-type: none"> <li>- Bachelor's/ Master's degree in management/ engineering from a recognized university</li> <li>- Minimum 3 years of experience in supply chain management &amp; related activities.</li> </ul>
3	Communication and Outreach Consultant	1	<ul style="list-style-type: none"> <li>- Bachelor's degree or equivalent degree in Mass Communication/ Multimedia/Journalism/Public Relations/ Management from a recognized university</li> <li>- At least 4 years of work experience in Communications/Public Relations/Marketing</li> </ul>

- Out of a team of 4, the consultants (2) will be stationed at the Markfed office.
- The team manager will be the primary person of contact (POC) for the project delivery and project communication, and the team will actively engage with Markfed's functional heads for the delivery of respective project outcomes.
- The firm must ensure that the complete team shall be deployed within 15 days from the date of issuance of the work order.
- Details of the consultants should be communicated in writing by the firm after the issuance of the Letter of Intent (LoI).
- The team composition should remain consistent unless an employee exits the company, in which case a one-month notice period must be provided.

## **4. Instruction to Bidders**

### **4.1 Availability of RFP Document**

This RFP document is available on the web site <https://eproc.punjab.gov.in/nicgep/app> to enable the Bidders to view and download, and to submit e-Bids online up to the last date and time mentioned in the RFP document. The Bidder shall have to furnish, as part of its Bid, an Earnest Money Deposit (EMD) of INR 2,50,000/- (INR Two Lakhs Fifty Thousand only) by means of online transfer through RTGS/NEFT.

### **4.2 Preparation and submission of Bid**

#### **4.2.1 Language of Bid**

The Bid prepared by the Bidder as well as all correspondence and documents relating to the Bid exchanged by the Bidder shall be written in English language only.

#### **4.2.2 Documents constituting the e-Bid**

The e-Bid prepared by the Bidder shall comprise the following components:

- a) Technical Bid – Technical Electronic Bid shall comprise of:
  - i) Earnest Money Deposit Details - Scanned copy/soft copy of EMD through NEFT/RTGS.
  - ii) Pre-Qualification Compliance Documents - Includes copies of required documents in PDF format justifying the Documents in compliance to Pre-Qualification Criteria.
  - iii) Technical Compliance Documents - Includes copies of required documents in PDF format justifying the Documents in compliance to Technical Qualification Criteria.

- b) Financial Bid – The offers/rates are to be submitted online on e-tendering portal ONLY as per format in Annexure - III. No rate should be quoted in technical bid. The bid quoting rate in technical bid will not be considered and shall be rejected out-rightly

#### **4.2.3 Documents establishing Bidder's Qualification**

- a) The Bidder shall furnish, as part of its technical e-Bid, documents establishing the Bidder's qualification to perform the Contract if its e-Bid is accepted. The documentary evidence should be submitted by the Bidder electronically in the PDF format.
- b) The documentary evidence of Bidder's qualification to perform the contract if its e-Bid is accepted shall be as per qualification requirements specified in e-Bid document.
- c) All the documents submitted by the Bidder shall be signed by authorized signatory and shall also put company's/authorized signatory's seal.
- d) The Applicant not fulfilling the Technical Bid shall not be analyzed and evaluated for their Financial Bid in order to qualify the short-listing stage.

#### **4.2.4 e-Bid Currency**

The prices quoted in the proposal shall be in Indian Rupees only. Proposals in any currency other than Indian Rupee (INR) shall be treated as non-responsive and hence shall be rejected.

#### **4.2.5 Formats and Signing of e-Bid**

- a) The Bidder shall prepare one electronic copy each of the technical Bid and financial Bid separately.
- b) The e-Bid document shall be digitally signed, at the time of uploading, by the Bidder or a person or persons duly authorized to bind the Bidder to the contract.
- c) The bidder shall provide all the information sought under this RFP. The Markfed shall evaluate only those bids that are received in the required formats, complete in all respects and within stipulated time.

#### **4.2.6 Deadline for submission of e-Bid**

E-Bid (Technical and Financial) must be submitted by the Bidder at e-tender website <https://eproc.punjab.gov.in/nicgep/app> not later than the time specified on the prescribed date (as the server time displayed in the e-procurement website). Markfed may, at its discretion, extend this deadline for submission of e-Bid by issuing and publishing a corrigendum on Markfed website (<https://markfedpunjab.com>) and <https://eproc.punjab.gov.in> only; in such case all rights and obligations of the Markfed and the Bidders previously subject to the deadline will thereafter be subject to the deadline as extended.

#### 4.2.7 Submission of e-Bid

- a) The Bid submission module of e-tender website <https://eproc.punjab.gov.in> enables the Bidders to submit the e-Bid online in response to the RFP published by Markfed.
- b) Bid submission can be done only from the Bid submission start date and time till the Bid submission end date and time given in the RFP. Bidders should start the Bid submission process well in advance so that they can submit their e-Bids in time.
- c) The Bidder should submit their e-Bid considering the server time displayed in the e-tender website <https://eproc.punjab.gov.in>. This server time is the time by which the e-Bid submission activity will be allowed till the permissible time on the last/end date of submission indicated in the e-Bid schedule.
- d) Once the e-Bid submission date and time is over, the Bidders cannot submit their e-Bid. For delay in submission of e-Bid due to any reasons, the Bidders shall only be held responsible.
- e) The Bidders must follow the instructions as per "Manual kit section" in the website <https://eproc.punjab.gov.in> for submission of their e-Bid:
  - i. For participating in e-Bid through the e-Bidding system, it is necessary for the Bidders to be the registered users of the e-tender website <https://eproc.punjab.gov.in> if they have not done so previously for registration.
  - ii. In addition to the normal registration, the Bidder must register with his/her Digital Signature Certificate (DSC) in the e-Bidding system and subsequently he/she will be allowed to carry out his/her e-Bid submission activities. Registering the digital signature certificate (DSC) is a one-time activity. Before proceeding to register his/her DSC, the Bidder should first log on to the e-Bidding system using the user login option on the home page with the login Id and password with which he/she has registered.
  - iii. For successful registration of DSC on e-tender website <https://eproc.punjab.gov.in> the Bidder must ensure that he/she should possess class-3 DSC issued by any certifying authorities approved by controller of certifying authorities, Government of India, as the e-tender website <https://eproc.punjab.gov.in/nicgep/app> is presently accepting DSC issued by these authorities only. The Bidder can obtain a user login ID and perform the DSC registration exercise given above even before the e-Bid submission date starts. Markfed, shall not be held responsible if the Bidder tries to submit his/her e-Bid at the moment before end date of submission but could not submit due to DSC registration problem.
  - iv. The Bidder can search for active Bids through the "search active tenders" link, select a Bid in which he/she is interested in and then move it to 'My Tenders' folder using the options available in the e-Bid submission menu. The Bidder should keep all the documents ready as per the requirements of e-Bid document in the PDF as per formats given in the RFP document.

- v. After clicking the 'pay online' option, the Bidder will be redirected to terms and conditions page. The Bidder should read the terms & conditions before proceeding to fill in the EMD online payment details. After entering and saving the EMD details form, the "Bid document preparation and submission" window appears to upload the documents as per technical and financial schedules/packets given in the Bid details.
- vi. Next, the Bidder should upload the technical e-Bid documents i.e. scanned copy of EMD, Technical Proposal related documents/details. Before uploading, the Bidder must select the relevant digital signature certificate. He may be prompted to enter the digital signature certificate password, if necessary. For uploading, the Bidder should click the "browse" button against each document label in technical and financial schedules/packets and then upload the relevant PDF files already prepared and stored in the Bidder's computer. The required documents for each document label of technical and financial schedules can be clubbed together to make single different files for each label.
- vii. The Bidder should click "Encrypt" next for successfully encrypting and uploading of required documents. During the above process, the e-Bid documents are digitally signed using the DSC (digital signature) of the Bidder and then the documents are encrypted/locked electronically with the DSC's of the Bid openers to ensure that the e-Bid documents are protected, stored and opened by concerned Bid openers only.
- viii. After successful submission of e-Bid documents, a page giving the summary of e-Bid submission will be displayed confirming the end of e-Bid submission process. The Bidder can take a printout of the Bid summary using the "print" option available in the window as an acknowledgement for future reference.

#### **4.2.8 Late Bid**

- a) The server time indicated in the Bid management window on the e-tender website <https://eproc.punjab.gov.in> will be the time by which the e-Bid submission activity will be allowed till the permissible date and time scheduled in the e-Bid.
- b) Once the e-Bid submission date and time is over, the Bidder cannot submit his/her e-Bid. Bidders must start the Bid submission well in advance so that the submission process passes off smoothly. The Bidder will solely be responsible if his/her e-Bid is not submitted in time due to any of his/her problems/faults, for whatsoever reason, during the e-Bid submission process.

#### **4.2.9 Withdrawal and Resubmission of e-Bid**

- a) At any point of time, a Bidder can withdraw his/her e-Bid submitted online before the Bid submission end date and time, as per instructions provided in "Manual kit section" in the website [eproc.punjab.gov.in](https://eproc.punjab.gov.in).

- b) No e-Bid may be withdrawn in the interval between the deadline for submission of e-Bids and the expiration of the period of e- Bid validity. Withdrawal of an e-Bid during this interval may result in the forfeiting of Bidder's EMD.
- c) The Bidder can re-submit his/her e-Bid as when required till the e-Bid submission end date and time. The e-Bid submitted earlier will be replaced by the new one. The payment made by the Bidder earlier will be used for revised e-Bid and the new e-Bid submission summary generated after the successful submission of the revised e-Bid will be considered for evaluation purposes. Resubmission can be done as per instructions provided in "Manual kit section" in the website [eproc.punjab.gov.in](http://eproc.punjab.gov.in).
- d) The Bidder can submit their revised e-Bids as many times as possible by uploading their e-Bid documents within the scheduled date & time for submission of e-Bids.
- e) No e-Bid can be resubmitted after the deadline of submission of e-Bids.

#### **4.2.10 Markfed's Right to accept any e-Bid and to reject any or all e-Bids.**

Markfed reserves the right to accept or reject any e-bid, and to annul the bidding process and reject all e-Bids any time, without thereby incurring any liability to the affected Bidder or bidders.

#### **4.2.11 Period of validity of e-Bid**

- a) e-Bid shall remain valid for 90 days (Ninety days) from the Bid submission due date/end date as prescribed by Markfed. An e-Bid valid for a shorter period shall be rejected by Markfed as non-responsive.
- b) In exceptional circumstances, Markfed may solicit the Bidder's consent to an extension of the period of e-Bid validity. The request and the response thereto shall be made in writing. A Bidder may refuse the request without forfeiting its e-Bid security. A Bidder granting the request will not be required nor permitted to modify its e-Bid.
- c) During the Bid validity period, the Bidder is expected to keep available the personnel proposed for the assignment.
- d) Markfed will make its best effort to evaluate the Bids and sign the contract within this period. Markfed wishes to extend the validity period of the proposals, the Bidders who do not agree, Markfed shall have the right not to extend the validity of their proposals.
- e) The validity of bids may be extended by mutual consent of the respective bidders and Markfed.

#### **4.3 Earnest Money Deposit**

- a) The Bidder shall furnish, as part of its Bid, an Earnest Money Deposit (EMD) of INR 2,50,000/- (INR Two Lakh and Fifty Thousand Rupees only) through NEFT/RTGS from a

scheduled bank. No Bidder is exempted from furnishing the said EMD. The currency of the EMD shall be Indian Rupees (INR) only.

- b) The EMD is payable by online transfer through NEFT/RTGS
- c) Bids received without the EMD shall be rejected outright as non-responsive. No further communication from the Bidder, in this regard, shall be entertained by Markfed.
- d) No interest shall be payable by Markfed for the sum deposited as EMD.
- e) The punitive action shall be taken as per the provision of Punjab Transparency Procurement Act, 2019, Rules and amendment thereof, EMD shall be forfeited in the following cases:
  - i. Any information submitted by the Bidder is found to be incorrect / forged.
  - ii. If Bid is withdrawn during the validity period or any extension agreed by Markfed and Bidder thereof.
  - iii. If the Bid is modified in a manner not acceptable to Markfed after opening of the Bid. If a bidder engages in a corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice;
  - iv. If the Bidder tries to influence the evaluation process.
  - v. If the successful Bidder fails to sign the contract in accordance clause no. 6.1 "Notification of award".
  - vi. If the bidder is not earnest in accepting/executing any order placed under specification.

#### **4.4 Amendments in RFP Document**

- a) Markfed may, in its absolute discretion, but without being under any obligation to do so, whether at its own initiative or in response to clarifications requested by a bidder, update, amend or supplement the information in this RFP document.
- b) At any time prior to the deadline for submission of the Bids, Markfed may amend the RFP document by issuing addendum/corrigendum without notifying any Bidder or without giving any reason. Any addendum/corrigendum issued shall be part of the Bidding document and shall be uploaded solely on the Markfed website (<https://markfedpunjab.com>) and on <https://eproc.punjab.gov.in> only. No such advertisement will be published in newspapers. In case of issuing addendum/corrigendum, the last date of Bid submission may be extended by Markfed, if felt necessary.
- c) The Bidders are requested to refrain from requesting extension of time on any grounds since the same will not be entertained by Markfed.
- d) No clarification obtained through verbal communication by the Bidder with any employee of Markfed will be deemed as addendum/corrigendum to this RFP document.

The Bidder acting on such a verbal communication will do so at his own risk and Markfed shall bear no responsibility for any outcome arising out of this.

- e) Notwithstanding anything to the contrary contained in the RFP, the detailed terms specified in the Agreement shall have overriding effect; provided, however, that any conditions or obligations imposed on the Selected Bidder hereunder shall continue to have effect in addition to its obligations under the Agreement.

#### 4.5 Pre-Qualification Criteria

S. No.	Eligibility Criteria	Supporting Documents
1.	The bidder should be a single Business Entity. For the purpose of this Invitation for RFP document, a Business Entity shall mean a company registered in India under the Companies Act, 1956 & 2013 or a partnership firm registered under the Limited Liability Partnership Act of 2008. Any kind of consortium/ Joint Venture / Sub-contracting is not allowed	Incorporation/ Registration Certificate
2.	The bidder should be operating for the last 4 (four) years in Business Consulting as of March 31, 2024.	Incorporation/Registration Certificate, along with self-declaration by Authorized Signatory
3.	The bidder shall be registered for GST and shall have valid PAN number.	<ul style="list-style-type: none"> <li>● Copy of PAN card of the bidder</li> <li>● Copy of GST Registration Number of the bidder</li> </ul>
4.	The bidder should have at least 20 (twenty) consultants on full time payroll	Monthly payroll statement / EPF / TDS documents
5.	The Bidder should have an annual average turnover of INR 3 crores from Indian operations in consulting services in last three financial years (2021-22, 2022-23, 2023-24)	Yearly Financial Statements (Balance Sheets Audited by a Certified Chartered Accountant) or Certificate from Chartered Accountant
6.	The Bidders should have prior experience of at least 2 (two) projects for providing consulting services to Central/ State Government/ PSU in India as on date of submission of Bid proposal.	Copy of Memorandum of Understanding / Work Order / Purchase Order / Client Certificate
7.	The Bidder has not been debarred and blacklisted by any Govt. Or Semi-Govt. organization for quality of services.	Self-declaration by Authorized Signatory
8.	The bidder should accept the terms and conditions of the tender document.	Self-declaration for acceptance of terms and conditions of the tender documents

#### 4.6 Technical Evaluation Criteria

Technical Proposal for only those Bidders who have been found to be in compliance with the Eligibility Criteria mentioned above would be considered by the Markfed for further evaluation.

Sl. No.	Description	Maximum Score	Supporting Documents
1.	<p><b>Bidders Turnover:</b> Annual average turnover of Bidders in the last 3 financial years (FY 2021-2022, FY 2022-2023, FY 2023-2024).</p> <p>3 Cr and above - 5 marks 7.5 Cr and above - 10 marks 12.5 Cr and above - 15 marks 15 Cr and above - 20 marks</p>	20 Marks	Balance Sheets Audited by a Certified Chartered Accountant or Certificate from Chartered Accountant
2	<p><b>Prior experience:</b> The Bidder has worked/working in providing consulting services to Central/ State Government (except Punjab)/ PSU in India as on date of submission of bid proposal</p> <p>2 Projects - 10 Marks 3-4 Projects - 15 Marks &gt;=5 Projects - 25 Marks</p> <p><i>(To be submitted as format given in annexure V)</i></p>	25 Marks	Copy of Memorandum of Understanding / Work Order / Purchase Order / Client Certificate
3.	<p><b>Team Size:</b> The bidder should have at least 20 consultants on full time payroll</p> <p>20 Consultants - 10 Marks &gt;=30 Consultants - 20 Marks</p>	20 Marks	Monthly payroll statement / EPF / TDS documents
4.	<p>Experience in providing consulting services to any departments/agencies of Government of Punjab in any domain in last 3 years</p> <p>1 project - 10 marks 2 projects - 20 marks &gt;=3 projects - 25 marks</p>	25 Marks	Copy of Memorandum of Understanding / Work Order / Purchase Order / and Client Certificate
5.	<p>Experience in providing consulting services/program management with any State or Central Govt. Department/cooperative organization in the domain of cooperative/agriculture/agricultural marketing/ agri value chain/rural development or livelihood promotion in the last 5 years.</p> <p>1 project - 5 marks &gt;=2 projects - 10 marks</p>	10 Marks	Client Certificate and Copy of Memorandum of Understanding/Work Order / Purchase Order
<b>Total Technical Score (TS)</b>		<b>100 Marks</b>	

Bidders with a technical score (TS) of overall 50 marks or higher in the technical evaluation, as per the criteria mentioned above, shall be considered for financial evaluation.

#### **4.7 Opening of Bids**

- a) Bid Opening shall take place through the e-Procurement Portal <https://eproc.punjab.gov.in>. Online Proposals submitted along with the EMD shall be considered for Bid opening as per the timelines mentioned in the Bid Data Sheet.
- b) In case EMD is not received as per the timeline mentioned in Bid Data Sheet, the Bid submitted in e-Procurement Portal would be rejected.
- c) Opening of Technical e-Bid
  - i. The Bidder's representatives who are present shall sign a register evidencing their attendance. In the event of the specified date of e-Bid opening being declared a holiday for Markfed, the e-Bids shall be opened at the appointed time and place on the next working day.
  - ii. The Markfed will open all technical e-Bids, in the presence of Bidder's representatives who choose to attend the Bid opening process on the prescribed date and time of opening at the prescribed venue as mentioned in NIB of this RFP.
  - iii. If any information furnished by the Bidder is found to be incomplete, or contained in formats other than those specified herein, Markfed may, in its sole discretion, exclude the relevant information from computation for the Bidder.
  - iv. Where any information is found to be patently false or amounting to a material misrepresentation, Markfed reserves the right to reject the Bid.
  - v. To facilitate evaluation of Bids, Markfed may, at its sole discretion, seek clarifications in writing from any Bidder regarding its Bid.

#### **4.8 Clarifications from Bidders**

- a) Markfed may at its sole discretion contact the Bidder for clarification of the response.
- b) Markfed reserves the right to verify the credentials (including documents, declarations, self-certifications) provided by the Bidders by its own means and methods. In case Markfed receives feedback contrary to the responses of the Bidder or is not satisfied with compatibility of the experience with the required standards/expectations, Markfed reserves the right to form its own opinion and even reject the Bids and forfeit the EMD.
- c) Markfed/ Evaluation Committee may use other sources of information in proposal evaluation as required.

#### **4.9 Taxes & Duties**

All taxes including in GST during the contractual period shall be as per applicable rates.

#### **4.10 Evaluation of Bids/Proposals**

To evaluate the Tender, Markfed shall formulate a Tender Evaluation Committee (TEC) (also referred to as "Evaluation Committee"). The Evaluation Committee shall evaluate the Technical and Financial Bids as per the following process:

1. Tender Evaluation Committee (TEC) will evaluate and compare the bids that have been determined to be substantially responsive.
2. Tender Evaluation Committee shall review the Technical bid along with Eligibility Criteria. To assist in the examination, evaluation, and comparison of the Bids, and qualification of the Bidders, Evaluation Committee may, at its discretion, ask any Bidder for a clarification of its Bid.
3. All Technically Eligible Bidders shall be considered for financial evaluation.
4. The Financial Proposals of only those Bidders who have been qualified in the Technical Proposal will be opened in the presence of their representatives, who may choose to attend the session on the specified date, time and address mentioned in the Bid Data Sheet.

#### **4.11 Financial Evaluation & Award Criteria**

1. A fixed price fee to be quoted for the entire scope of work for the aforementioned assignment. Prices quoted should be inclusive of all fees towards complete scope of work, all taxes, duties, levies, license fees, (excluding GST) and shall also include all expenses incurred for the execution of the contract such as travel expenses, transportation expenses, other expenses, office expenses, out of pocket expenses etc.
2. The Bid of the Bidder, who obtains the lowest project value, will be rated as the L1 bidder. In the event of a tie, the bid with the highest technical score (ST) will be rated as the best bid. Beyond that, the Tendering Authority will decide the matter in its full discretion.

#### **4.12 Rights of Tendering Authority:**

The Tendering Authority has the right to ask the bidder to submit any document required in support of qualification for its satisfaction/confirmation at any stage.

## 5. Award of Contract

Following finalization of selected Bidders, the contract shall be signed between Markfed and the empaneled Bidders to whom work has been allocated. After signing of the Contract Agreement, no variation in or modification of the term of the contract shall be made except by written amendment signed by both parties.

### 5.1 Notification of Award

The successful Bidders for empanelment shall be notified by Markfed in writing or by email, that its proposal has been accepted (hereinafter the "Letter of Intent"), prior to the expiration of the period of validity of the proposals. The receipt of this letter shall be acknowledged by the successful Bidder in writing and shall send its acceptance letter (hereinafter the "Letter of Acceptance") along with the required Security Deposit in the form of Bank Guarantee or demand draft, to enter into the Contract within fifteen (15) days from the receipt of the Letter of Intent. Upon the successful furnishing of Security Deposit by the successful Bidder, contract signing process will take place.

### 5.2 Signing of Contract

Once the Markfed notifies the successful Bidder that its proposal has been accepted, pursuant to the Bidder for acknowledging the Letter of Award (LoA), the successful Bidders and Markfed shall sign the Contract as early as possible, within 15 days. This shall be subject to the furnishing of the Security Deposit in the form of Bank Guarantee (BG) as stated in clause above. The signing of the Contract shall amount to the award of the Contract and the successful Bidder shall initiate the execution of the work as specified in the Contract.

### 5.3 Contract Period

The contract shall remain in force for a period of 6 Months from the date when the Bidder is called upon to perform the services i.e. date of issuance of Letter of Award.

### 5.4 Performance Bank Guarantee

The selected Bidder must submit Performance Bank Guarantee @ 5% of total contract value within 15 days of the date of issuance of the work order. PBG should be issued from any of the scheduled commercial banks in India, in favour of **"The Managing Director, Punjab State Cooperative Supply and Marketing Federation (Markfed), Punjab"**.

- a) Performance Bank Guarantee should be valid for a period of minimum 180 days beyond the validity of contract period.
- b) The Performance Security will be discharged/returned by Markfed and returned to the selected Bidder on completion of the Bidder's performance obligations under RFP/contract.

### **5.5 Annulment of Award**

Failure of the successful Bidder to comply with qualification criteria and other terms and conditions set out in the RFP document shall constitute sufficient ground for the annulment of the award of contract, in which event Markfed may call for new Bids. Markfed reserves the rights to take punitive action as per Punjab Transparency Public Procurement Act-2019 and amendments thereof.

## 6. General Terms and Conditions

### 6.1 Payments related terms and timelines

50% of the total payment will be paid as a fixed component on a monthly basis over the 6 month time period. For the remaining 50% linked to deliverables delivery, the table below outlines the corresponding percentage of payment allocated for the consulting assignment.

Sr. No.	Deliverable	Assigned (%) <i>Out of remaining 50% payment</i>
1	Identify the minimum 5 priority edible products and develop a comprehensive forward and backward linkage strategy for the identified products leading to net growth in sales with emphasis on contract farming wherever applicable.	15%
2	Develop an action plan to strengthen institutional partnerships by identifying potential institutions, creating an outreach strategy and implementation of an action plan. Develop a model for increasing collaboration/engagement with other Punjab-based govt./co-operative brands such as Verka and PunAgro.	15%
3	Develop Standard Operating Procedure (SOP) /standardized template and calendar/software for the tenders/contracts released for procurement of raw material, labour and packaging for products of MVAI Khanna and Canneries Jalandhar. Also provide recommendations for costing/pricing for the current edibles of Markfed.	10%
4	Develop a comprehensive retail marketing strategy for increasing the sales through private/retail network.	5%
5	Develop or update regulatory and policy frameworks pertaining to distribution channels (including Credit Policy, Advance Policy, Buyback Policy, Replacement Policy) and any further policy aligned with Markfed.	10%
6	Design marketing/outreach templates for brochure/flyer/video/campaign (aiming at 70 years of Markfed); website layout and event(s)/forum(s). Along with developing standardized brand guidelines to ensure consistency. Additionally, create a quantifiable review and strategy plan for handling social media/marketing and agency for designing.	15%

7	As part of the export promotion strategy, conduct a detailed review of the export policy and develop a standardized contract template. Identify new market(s)/product(s) for expansion. Identify and prepare a report on opportunities for large-scale exports and carry out a pilot study to evaluate feasibility and impact. Providing support on country specific regulatory compliance(s).	10%
8	Develop a strategy for positioning SOHNA products on quick e-commerce platforms. Out of the 5 priority products selected, deliver and implement a successful plan for at least 3 products.	5%
9	Develop plan for identification/geo-mapping, optimum utilization and monetization of existing Markfed assets.	10%
10	Develop a production and sales forecasting model to anticipate market demand for FY 2025-26 so that the production is aligned with the demand for all edible products of Markfed.	5%

**Note - The timelines for the deliverables would be detailed in the work order to be given to the successful bidder.**

### **Payment Terms**

- a) A steering committee, chaired by the AMD consisting of Chief Manager (Marketing), Deputy Chief Manager (Marketing), Chief Manager (Inputs), Chief Accounts Officer, Chief (Internal Audit), Chief Manager (Law), will be established to review the outlined deliverables.
- b) Selected bidder will submit/present monthly progress to the steering committee at the end of each month as part of the monthly meeting.
- c) Payments will be made upon review and approval of the deliverables by the steering committee at the end of each month. The bidder may then submit the invoice, with payment to be processed within 15 days of invoice submission.
- d) T.D.S. and other applicable taxes will be deducted from payments in accordance with prevailing tax regulations at the time of payment.
- e) All payments will be made exclusively through NEFT/RTGS.
- f) In the event of any disputes, MD Markfed will serve as the final appellate authority.

### **6.2 Applicable law and its jurisdictions**

- a) The contract shall be governed as per Indian law and shall be subject to jurisdiction of Courts in Punjab/ Chandigarh.
- b) The Bidder involved in any misconduct or resiles any of the terms and conditions of the RFP and agreement will be blacklisted after following due procedure of Punjab Transparency in Public Procurement Act-2019 and amendments thereof besides any

other action as warranted under law and terms of the contract along with forfeiture of EMD and invoking of performance bank guarantee.

- c) The successful tenderer shall execute an agreement with Markfed containing all the conditions as stated in the RFP.

### **6.3 Relationship between the Parties**

Nothing mentioned herein shall be constructed as a relationship of principal and agent as between 'Markfed' and the 'Bidder'. The Bidder, subject to this contract will have complete charge of its personnel, performing the services under this project from time to time. The Bidder shall be fully responsible for the services performed by them or on their behalf hereunder.

### **6.4 Standards of Performance**

The Bidder shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Bidder shall always act in respect of any matter relating to this contract as faithful advisor to Markfed. The Bidder shall always support and safeguard the legitimate interests of Markfed, in any dealings with the third party. The Bidder shall abide by all the provisions/ Acts/ Rules etc. of Information Technology prevalent in the country and conform to the standards laid down in this RFP document, in totality.

### **6.5 Governing Language for Assignment**

The contract shall be written in 'English Language'. The English version of the contract shall govern its interpretation. All correspondences and other documents pertaining to the contract, which are exchanged between the parties, shall be written in the English Language.

### **6.6 Forfeiture of PBG**

The PBG submitted by the Successful Bidder shall be forfeited under the following conditions in addition to punitive action under Punjab Transparency Public Procurement Act-2019 and amendments thereof:

- If the Bidder violates any conditions mentioned in this RFP.
- If the Bidder indulges any activities prejudicial to the interest of Markfed.

### **6.7 Limitation of Liability:**

Limitation of Liability towards the consultant shall not exceed the contract value.

### **6.8 Force Majeure**

1. Force Majeure would include natural and unavoidable catastrophe that interrupts the expected course of events. For purposes of this clause, "Force Majeure" means an event beyond the control of both the parties (Markfed & Consultancy Agency) and not involving

the both the parties and not involving the fault of both the parties and negligence and not foreseeable. Such events may include, but are not restricted to, instances of, wars or revolutions, fires, floods, epidemics/pandemic (such as COVID etc.), quarantine restrictions and freight embargoes which would have an impact on both the parties.

2. If a Force Majeure situation arises, any of the parties shall promptly notify the other in writing of such conditions and the cause thereof. Unless otherwise directed by, the bidder shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
3. The Markfed may also discuss the issue with the Consultancy Agency and revise the existing timelines for the Project.
4. The Force Majeure circumstances and events shall include the following events to the extent that such events or their consequences (it being understood that if a causing event is within the reasonable control of the affected party, the direct consequences shall also be deemed to be within such party's reasonable control) satisfy the appropriate definition as per this agreement. Without limitation to the generality of the foregoing, Force Majeure Event shall include the following classes of events and circumstances and their effects:
  - i. Natural events ("Natural Events") to the extent they satisfy the foregoing requirements including:
    - Any material effect on the natural elements, including lightning, fire, earthquake, cyclone, flood, storm, tornado, or typhoon;
    - Explosion or chemical contamination (other than resulting from an act of war);
    - Epidemic such as plague, COVID or any other pandemic declared by Govt of India/Punjab;
    - Any event or circumstance of a nature analogous to any of the foregoing
  - ii. Other Events (Political Events) to the extent that they satisfy the foregoing requirements including:
    - Act of war (whether declared or undeclared), invasion, armed conflict or act of foreign enemy, blockade, embargo, revolution, riot, insurrection, civil commotion, act of terrorism or sabotage;
    - Any act of Government
    - Strikes, work to rules, go-slows which are either widespread, nation-wide, or state-wide and are of political nature;
    - Any event or circumstance of a nature analogous to any of the foregoing

### **6.9 Penalty Clause**

Any contracts awarded in connection with this tender will include the following penalty clause:

1. In addition to, and without prejudice to any other rights and remedies available to Markfed, if the successful bidder fails to deliver the Services or Deliverables in accordance with the agreed timeline or if Markfed determines that the Services or Deliverables do not meet the requirements outlined in the Contract, Markfed may impose a penalty on the Contractor.

2. The penalty will be calculated at 10% per week of the total corresponding assigned percentage in case of delay in the completion of deliverables as per the agreed timeline.
3. The imposition or deduction of such penalties will not absolve the Contractor from fulfilling other obligations or liabilities under the Contract.

#### **6.10 Suspension of Contract**

If the bidder fails to carry out the award / work order in terms of this document within the stipulated period or any extension thereof, as may be allowed by Markfed, without any valid reasons acceptable to Markfed, Markfed may terminate the contract after giving 30 days' notice, and the decision of Markfed on the matter shall be final and binding on the bidder. The successful bidder shall not assign, transfer, sublet or subcontract any portion of the contract of the work awarded under this tender to any third party. Any such unauthorized assignment or subletting shall be deemed a material breach of the contract, entitling to termination of the contract. Upon termination of the contract, Markfed shall be at liberty to get the work done at the risk and expense of the bidder through any other agency, and to recover from the bidder compensation or damages. Markfed reserves the rights to take punitive action as per Punjab Transparency Public Procurement Act-2019, rules and amendments thereof.

#### **6.11 Dispute Resolution Mechanism**

In the event of disputes or differences arising out of or related to the payment and deliverables, the selected bidder shall submit a written statement setting out the dispute to the steering committee. The committee will have to respond within 15 days. In case the dispute still persists, the appeal lies with the MD Markfed and the decision of the MD shall be binding on both the parties.

## 7. Annexures

### 7.1 Annexure-I: Technical Bid Submission

*Technical Bid Submission Certificate*  
*[To be submitted on Bidders Company Letterhead]*

To:

Date:

**The Managing Director**  
**The Punjab State Co-operative Supply and Marketing Federation Limited**  
**Plot No.4, Dakhshin Marg, Sector-35-B,**  
**Chandigarh-160022**

**Sub: Technical Bid Submission**

**(RFP Ref No.: \_\_\_\_\_ Dated: \_\_\_\_\_)**

Dear Sir,

We are pleased to submit our Technical bid for proposal for '*RFP for Selection of Consultancy Agency towards Market Strategy to Revamp the SOHNA Brand under MARKFED.*

I declare that I am an authorized person to submit the technical bid.

I hereby declare that our Technical bid is complete in all respects and certify:

1. That all documents and Information furnished are correct in all respects to the best of my knowledge and belief.
2. That I have not suppressed or omitted any information as desired in R.F.P. document "If found faulty/ improper, the Markfed can act against the bidder by disqualifying/ debarring in the bid".

Place .....

**Signature of the authorized signatory**

Date .....

Name .....

Designation .....

Address .....

Phone .....

Email .....

**7.2 Annexure-II: Self-declaration Format -Debarment/ Clean Track Record**

Self-Certificate

*[To be submitted on Bidders Company Letterhead]*

Date:

To:

**The Managing Director  
The Punjab State Co-operative Supply and Marketing Federation Limited  
Plot No.4, Dakshin Marg, Sector-35-B,  
Chandigarh-160022**

Sub: Undertaking of Debarment/ Clean Track Record

Dear Sir,

With reference to the above subject, we hereby wish to inform that, \_\_\_\_\_<<Name of the Firm>>\_\_\_\_\_ has not been debarred by any Central / State Government Department / Institution as on the date of submission of the Bid and there has been no litigation with any Department / PSU / Corporation in Central / State Government which may have any impact on our ability to deliver the project (if awarded) or under a declaration of ineligibility for corrupt or fraudulent practices as on date\_\_\_\_\_.

Further, I/We also declare that \_\_\_\_\_<<Name of the Firm>>\_\_\_\_\_not been convicted in any criminal case and also no case under the Essential Commodities Act is pending against us.

We hope that this undertaking provided hereinabove shall suffice the purpose. In case you need further clarification, we would be glad to provide the same.

Yours faithfully,

Place .....

**Signature of the authorized signatory**

Date .....

Name .....

Designation .....

Address .....

Phone .....

Email .....

**7.3 Annexure-III: Financial Bid**

*[Financial Bid Submission format is provided in .xls format alongwith this RFP document, Bidders are advised to download and quote rates and upload it in the site at the respective location. Same is provided below for kind reference only]*

To:

Date:

**The Managing Director**

**The Punjab State Co-operative Supply and Marketing Federation Limited**

**Plot No.4, Dakhshin Marg, Sector-35-B,**

**Chandigarh-160022**

**Sub - RFP for Selection of Consultancy Agency towards the Market Strategy to Revamp the SOHNA Brand under MARKFED**

**(RFP Ref No.: \_\_\_\_\_ Dated: \_\_\_\_\_)**

Dear Sir,

We are pleased to submit our Financial Proposal for the RFP for Selection of **Consultancy Agency** towards the Market Strategy to Revamp the SOHNA Brand under MARKFED.

We hereby declare that our Financial Proposal is unconditional in all respects.

**Our Financial Proposal is as follows:**

<b>Total Cost of the Financial Proposal as per clause 4.11.1 (excluding GST)</b>	<b>Cost in INR (to be quoted in words and figures separately)</b>

We hereby agree to abide by all the terms and conditions laid down in the tender documents.

Place .....

**Signature of the authorized signatory**

Date .....

Name .....

Designation .....

Address .....

Phone .....

Email .....

#### **7.4 Annexure IV: Bank Guarantee Format for PBG**

**THIS DEED OF GUARANTEE** executed on this the \_\_\_\_\_ day of \_\_\_\_\_ at \_\_\_\_\_ by \_\_\_\_\_ (*Name of the Bank*) having its Head/ Registered office at \_\_\_\_\_ hereinafter referred to as “the Guarantor” which expression shall unless it be repugnant to the subject or context thereof include successors and assigns;

**In favour of**

**MARKFED, PUNJAB**”, which expression shall, unless repugnant to the context or meaning thereof include its administrators, successors or assigns.

**WHEREAS**

- A. By the Agreement (“AGREEMENT”) being entered into between MARKFED, PUNJAB and \_\_\_\_\_, a company incorporated under the provisions of the Companies Act, 1956, having its registered office \_\_\_\_\_, Selected Bidder, for RFP for selection of consultancy agency towards market strategy to revamp the SOHNA Brand under Markfed (hereinafter referred to as “The Project”).
- B. As per terms of RFP, the Selected Bidder is required to furnish to Markfed,, an unconditional and irrevocable bank guarantee for an amount of INR \_\_\_\_\_ only as security for due and punctual performance/discharge of its obligations under the Agreement relating selection of consultancy agency towards market strategy to revamp the SOHNA Brand under Markfed as specified under the section 4 - scope of work of this RFP.
- C. At the request of the Selected Bidder, the Guarantor has agreed to provide bank guarantee, being these presents guaranteeing the due and punctual performance/ discharge by the Selected Bidder of its obligations relating to the Project.
- D. Sanctions for Violation shall be applicable for forfeiture of Security Deposit in case of a decision by Markfed, to forfeit the same without assigning any reason for imposing sanction for violation of Integrity Pact.

**NOW THEREFORE THIS DEED WITNESSETH AS FOLLOWS:**

- 1. Capitalized terms used herein but not defined shall have the meaning assigned to them respectively in the Agreement.
- 2. The Guarantor hereby irrevocably guarantees the due and punctual performance by \_\_\_\_\_ (hereinafter called “the Selected Bidder”) of all its obligations relating to the scope of work by the Selected Bidder, in accordance with the Agreement.
- 3. The Guarantor shall, without demur, pay Markfed, sums not exceeding in aggregate INR \_\_\_\_\_, within five (5) calendar days of receipt of a written demand therefore from Markfed, stating that the Company has failed to meet its obligations under the

Agreement. The Guarantor shall not go into the veracity of any breach or failure on the part of the Selected Bidder or validity of demand so made by Markfed, and shall pay the amount specified in the demand, notwithstanding any direction to the contrary given or any dispute whatsoever raised by the Selected Bidder or any other Person. The Guarantor's obligations hereunder shall subsist until all such demands are duly met and discharged in accordance with the provisions hereof.

4. In order to give effect to this Guarantee, shall be entitled to treat the Guarantor as the principal debtor. The obligations of the Guarantor shall not be affected by any variations in the terms and conditions of the Agreement or other documents or by the extension of time for performance granted to the Selected Bidder or postponement/non exercise/delayed exercise of any of its rights by Markfed, or any indulgence shown by Markfed, to the Selected Bidder and the Guarantor shall not be relieved from its obligations under this Guarantee on account of any such variation, extension, postponement, non-exercise, delayed exercise of any of its rights by Markfed, Govt. of Punjab, or any indulgence shown by Markfed, provided nothing contained herein shall enlarge the Guarantor's obligation hereunder.
5. This Guarantee shall be irrevocable and shall remain in full force and effect until \_\_\_\_\_(180 days after completion of tenure of appointment) unless discharged / released earlier by Markfed, in accordance with the provisions of the Agreement. The Guarantor's liability in aggregate be limited to a sum of INR.\_\_\_\_\_
6. This Guarantee shall not be affected by any change in the constitution or winding up of the Selected Bidder/the Guarantor or any absorption, merger or amalgamation of the Concessionaire/the Guarantor with any other Person.
7. The Guarantor has power to issue this guarantee and discharge the obligations contemplated herein, and the undersigned is duly authorized to execute this Guarantee pursuant to the power granted under \_\_\_\_\_.

IN WITNESS WHEREOF THE GUARANTOR HAS SET ITS HANDS HEREUNTO ON THE DAY, MONTH AND YEAR FIRST HEREINABOVE WRITTEN.

SIGNED AND DELIVERED

by \_\_\_\_\_ Bank, by the hand of Mr. /Ms.  
\_\_\_\_\_ its \_\_\_\_\_ and authorized official.

