



E-Tender

For

**Rendering Services for Sales Force Automation
(SFA) Tool on Subscription Basis for SOHNA Brand**

under

MARKFED

Tender Reference Number: Mfd/Mktg/SA-3/2025/SFA

RFP Issuing Date: 18.09.2025

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

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1. Notice Inviting Bids

MARKFED

RFP Reference Number: Mfd/Mktg/SA-3/2025/SFA

Date: 18.09.2025

The Punjab State Co-operative Supply and Marketing Federation Limited (“**MARKFED**”), an Apex Cooperative Society registered under the Punjab Cooperative Societies Act, 1961, hereby invites e-bids under a two-stage Bidding system (i.e., technical-qualification and financial) for the “**Rendering Services for Sales Force Automation (SFA) Tool on Subscription Basis for SOHNA Brand under MARKFED**”.

The closing date and time to submit Bids on the State e-procurement portal, i.e., <https://eproc.punjab.gov.in> is 03.10.2025 at 11:00 hrs.

Details and terms & conditions can be found at www.markfedpunjab.com and <https://eproc.punjab.gov.in>

Any addendum / corrigendum / correction, if applicable, shall be uploaded on MARKFED’s website, i.e., www.markfedpunjab.com and on <https://eproc.punjab.gov.in> only. No other communication or advertisement will be given. The prospective Bidders are advised to regularly check the specified websites for any corrigendum/addendum/clarifications regarding this RFP Document.

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

2. Document Control Sheet

S.NO	Particular	Details
1.	Tender Document fee*	INR 2,000/- (Indian Rupees Two Thousand only) (inclusive of any applicable GST)
2.	Processing Fee	As mentioned on state e-Procurement portal https://eproc.punjab.gov.in through online mode only
3.	Earnest money deposit (EMD)**	INR 50,000 (Indian Rupees fifty Thousand Only) payable through online transfer RTGS/NEFT.
Schedule of RFP		
4.	Date of publishing the RFP	18.09.2025
5.	Starting date and time for the submission of Bids ("Bid Submission Commencement")	18.09.2025, 9:00 Hrs
6.	Last date and time for the submission of bids ("Bid Submission Deadline")	03.10.2025, 11:00 Hrs
7.	Technical-Qualification Bid opening date and time	03.10.2025, 15:00 Hrs
8.	Venue for Bid opening	Committee Hall, Ground Floor, MARKFED House, Plot No. 4, Sector 35-B, Chandigarh - 160022. The e-Bids shall be opened in the presence of the Bidders, who may wish to be present.
9.	Financial Bid opening date and time	To be communicated to the technically qualified Bidders at a later stage.
10.	Websites for downloading the RFP, corrigenda, addenda, etc.	These documents can be downloaded by the Bidders from: https://eproc.punjab.gov.in OR www.markfedpunjab.com
11.	Contact details	Name: Jaswinder Singh, Chief Manager Telephone Number: 0172-5138765 Email: marketing@markfedpunjab.com

12.	Bid validity period	Until the expiry of 90 (ninety) days after the date of the Bid Opening Deadline
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Earnest Money Deposit/Processing fee shall be paid through State e-procurement portal only. No other modes of payment shall be accepted.

* The cost of the RFP document won't be waived off for MSMEs.

** No exemption from Earnest Money Deposit (EMD) and security amount shall be granted to any entity, irrespective of certifications or exemptions obtained from any authority.

** In case, a Bidder fails to pay the EMD along with the technical qualification stage, the Bid of the Bidder shall be rejected.

All payments including Earnest Money Deposit shall be paid through online / e-payment shall be paid through online / e-payment modes only. No other modes of payment shall be accepted.

All 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 the 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 eproc@punjab.gov.in or supporteproc@nic.in

3. Disclaimer

The information contained in this ‘*Request for Proposal Document*’ (hereinafter known as the “**RFP**”) or subsequently provided to the Bidders (*which term is defined below*) in documentary form by or on behalf of MARKFED or any of its authorized representatives, employees or advisors (which authorization shall be expressly made in relation to this RFP and in writing, and duly published on www.markfedpunjab.com and <https://eproc.punjab.gov.in>) (collectively, the “**Tendering Authority**”), is provided to the Bidder(s) on the terms and conditions set out herein.

This RFP is neither an agreement nor an offer. Further, this RFP is not an invitation by the Tendering Authority to any party other than the entities that are qualified to submit their proposal, whether in the form of an e-bid or otherwise (as may be required by the RFP), in response to it (“**Bid**” or “**e-Bids**”). The purpose of this RFP is to provide potential bidder(s) with information to assist in the formulation of their proposal. This RFP does not purport to contain all the information each Bidder may require. This RFP may not be appropriate for all persons, and it is not possible for the Tendering Authority to consider the investment objectives, financial situation and needs of each potential bidder who reads or uses this RFP. Each potential bidder should conduct their own investigations and analysis and should check the accuracy, reliability and completeness of the information in this RFP and wherever necessary, obtain independent advice from appropriate sources.

The Tendering Authority makes no representation or warranty and shall incur no liability under any law, statute, rules or regulations as to the accuracy, reliability or completeness of the RFP.

The information provided in this RFP to Bidder(s) and / or potential bidder(s) is on a wide range of matters, some of which may depend upon 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 Tendering Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein.

The Tendering Authority, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or potential bidder, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Bid stage.

The Tendering Authority also accepts no liability of any nature whether resulting from negligence or otherwise whatsoever arising from reliance of any Bidder upon the statements contained in this RFP.

The Tendering Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFP.

The issue of this RFP does not imply that the Tendering Authority is bound to select a Bidder or to appoint the Successful Bidder(s), as the case may be, for empanelment or any other purpose. The Tendering Authority reserves the right to reject all or any of the Successful Bidder(s) or Bids without assigning any reason whatsoever. Further, the Tendering Authority is not bound to accept any or all the Bids, and also reserves the right to accept or reject any or all of the Bids received, without assigning any reasons for the same. No Bidder shall have any grievance or claim against the Tendering Authority or its officers, employees, successors or assignees for rejection of any Bids.

The Tendering Authority shall be entitled to assess and determine the *sufficiency* or *completeness* of the documentation furnished by a Bidder at its sole discretion, and where so deemed necessary by the Tendering Authority, seek additional clarification and/or information from any Bidder.

The Bidder(s) shall bear all its costs associated with or relating to the preparation and submission of its e-Bid including but not limited to preparation, copying, postage, delivery fees, and expenses associated with any demonstrations or presentations which may be required by the MARKFED or any other costs incurred in connection with or relating to its e-Bid. All such costs and expenses will remain with the Bidder(s) and the Tendering Authority shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the e-Bid, regardless of the conduct or outcome of the tendering process.

This RFP is being issued with no financial commitment and the Tendering Authority reserves the right to withdraw the RFP and change or vary any part thereof or foreclose the same at any stage. No contract or like binding arrangement shall be deemed to have come into existence between the Tendering Authority and any Bidder pursuant to this RFP including pursuant to any submission from Bidder or any evaluation thereof by the Tendering Authority.

4. Abbreviations

Sr. No.	Abbreviation	Description
1	API	Application Programming Interface
2	ASO	Assistant Sales Officer
3	Canneries	Markfed Canneries Jalandhar
4	CSM	Customer Success Manager
5	DMS	Distributor Management System
6	DSC	Digital Signature Certificate
7	EMD	Earnest Money Deposit
8	ERP	Enterprise Resource Planning
9	FSO	Fertilisers Supply Officer
10	LOA	Letter Of Award
11	LOI	Letter of Intent
12	MARKFED	Punjab State Co-operative Supply and Marketing Federation Limited
13	MIS	Management Information Systems
14	MVAI	Markfed Vanaspati & Allied Industries
15	PACS	Primary Agricultural Cooperative Society
16	RFP	Request for Proposal
17	SLA	Service Level Agreement
18	SFA	Sales Force Automation
19	SO	Sales Officer
20	SSL	Secure Sockets Layer
21	TEC	Tender Evaluation Committee

5. Definitions

5.1.1 “**Applicable Law**” means all laws, brought into force and effect by the government of India or any state government in India including rules, regulations and notifications made thereunder, and judgements, decrees, injunctions, writs and orders of any court of record, applicable to this RFP and the Contract and the exercise, performance and discharge of the respective rights and obligations of the Bidders and MARKFED, as may be in force and effect during the subsistence of the RFP and / or the Contract.

5.1.2 “**Bid Submission Commencement**” shall mean the specific date and time designated in this RFP as commencement of the submission of Bids in response to this RFP, as more particularly set forth herein.

5.1.3 “**Bid Submission Deadline**” shall mean the specific date and time designated in this RFP by which all Bids in response to this RFP must be received, the form and manner as set forth herein.

5.1.4 “**Bid**” or “**e-Bid**” shall have the meaning as specified in the section 3 (Disclaimer) of this RFP.

5.1.5 “**Bidder(s)**” shall have the meaning as specified in the section 10.1 of this RFP.

5.1.6 “**Contract**” shall have the meaning as prescribed to it in the section 6.4 of this RFP.

5.1.7 “**Earnest Money Deposit**” or “**EMD**” shall have the meaning as prescribed to it in the section 11.4 (i) of this RFP.

5.1.8 “**Eligibility Criteria**” shall have the meaning as prescribed to it in the section 10.4 of this RFP.

5.1.9 “**Force Majeure**” shall have the meaning as prescribed to it in the section 8.4(ii) of this RFP.

5.1.10 “**Government Authority**” means any entity, authority or body exercising executive, legislative, judicial, regulatory or administrative functions of or pertaining to government, including any governmental or statutory authority, judicial authority, agency, department, board, commission, public body or instrumentality of any jurisdiction as applicable to the Tendering Authority and / or the Bidders (including the Selected Bidder) including but not limited to any court or tribunal (including any arbitration tribunal) having jurisdiction, as applicable.

5.1.11 “**MARKFED**” means the Punjab State Co-operative Supply and Marketing Federation Limited.

5.1.12 “**Project**” shall have the meaning as prescribed to it in the section 6.5 of this RFP.

5.1.13 “**RFP**” means this Request for Proposal, including all appendices, schedules, and exhibits attached hereto, as well as any amendments, corrections, or clarifications issued pursuant to this RFP, including but not limited to any corrigendum, addendum, or supplemental instructions thereto.

5.1.14 “**SOHNA**” shall have the meaning as prescribed to it in the section 6.2 of this RFP.

5.1.15 “**Security Deposit**” shall have the meaning as prescribed to it in the section 11.4(iii) of this RFP.

5.1.16 “**Selected Bidder**” shall have the meaning as prescribed to it in the section 7 of this RFP.

5.1.17 “**Specifications**” shall mean collectively, the Product Specifications and the Packaging Specifications.

5.1.18 “**Technical qualification**” shall have the meaning as prescribed to it in the section 11.7(i) of this RFP.

5.1.19 **“Tender Process”** shall have the meaning as prescribed to it in the section 7 of this RFP.

5.1.21 **“Tendering Authority”** shall mean MARKFED or any of its authorized representatives, employees or advisors (which authorization shall be expressly made in relation to this RFP and in writing, and duly published on www.markfedpunjab.com and <https://eproc.punjab.gov.in>).

5.1.22 **“Sales Force Automation (SFA) Tool”** refers to a software solution designed to automate, streamline, and enhance MARKFED’s sales, distributor, and depot operations, including but not limited to field force management, order and scheme management, inventory tracking, reporting, integration with ERP, and mobile-based execution.

5.1.23 **“Order Management”** includes the end-to-end process of capturing, processing, tracking, and fulfilling orders from distributors, institutions, and other sales channels, integrated within the SFA Tool.

5.1.24 **“Inventory Management”** includes the real-time tracking of stock across branches, depots, plants, and distributors, with alerts for low stock, batch tracking, and expiry management.

5.1.25 **“ASOs (Assistant Sales Officers)/Sales Officers (SO)”** are field-level officers assigned to a designated territory, preferably one per district, responsible for managing MARKFED’s private distribution network through distributor engagement, sales performance monitoring, and execution of sales strategies.

5.1.26 **“Sales executives”** shall operate under the supervision of the Assistant Sales Officers (ASOs)/FSOs (Fertilisers Supply Officers)/Sales Officers (SO) within a designated district. They will be responsible for driving primary sales from Super Stockists/Distributors/branches offices, executing retail coverage and order collection, and ensuring last-mile distribution management.

5.1.27 **“FSOs (Fertilisers Supply Officers)”** are responsible for overseeing the sale and distribution of fertilisers within an assigned territory, while also ensuring sales of edible products (SOHNA brand) to PACS, institutions, and any other channels in the district.

5.1.28 **“PACS (Primary Agricultural Cooperative Society)”** are cooperative societies at the village or panchayat level that provide credit to small and marginal farmers, act as procurement points for agricultural produce, and serve as sales outlets for MARKFED’s edible products marketed under the “SOHNA” brand. Across Punjab, there are more than 3,000 cooperatives/outlets

5.1.29 **“Branch Offices”** function as liaison units between FSOs and PACS for SOHNA’s edible product range. They maintain sales relationships in rural markets, coordinate with depots for supply, and support local operations in collaboration with FSOs to drive PACS sales. Branch offices are territorial units, with more than one in a district depending on size and capacity.

5.1.30 **“District Offices”** operate as supervisory units overseeing branches, monitoring performance, and managing procurement and marketing activities at the district level, while serving as the key link with the Head Office. There is one district office per district across the state of Punjab.

5.1.31 **“Depots”** are MARKFED’s regional storage and distribution facility that manages product inventory, secondary sales, and dispatch to distributors or institutional buyers. There are a total of 3 depots in the state of Punjab, 3 outside of Punjab (Ambala, Delhi, Chandigarh), and one CFA (Carrying and Forward Agent) in Sirsa, Haryana.

5.1.32 **“Plants”** are MARKFED’s manufacturing or processing facility where raw materials are converted into finished products under the SOHNA brand or other MARKFED labels. MARKFED operates two main plants - **MVAI Khanna** and **Canneries Jalandhar** - which produce a range of edible products under the “SOHNA” brand.

6. Overview

6.1 The Punjab State Co-operative Supply and Marketing Federation Ltd. also known as ‘*MARKFED*’ was registered in 1954 under the Punjab Cooperative Societies Act, 1961 and is an Apex Cooperative Society in the State of Punjab. MARKFED is the State procurement agency and is engaged, *inter alia*, in the procurement of agricultural produce.

6.2 "**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. Additionally, SOHNA operates through two main production plants – MVAI, Khanna and Canneries, Jalandhar—and Seven depots/ C&FA (Carrying and Forward Agent) in Sirsa, Haryana, 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. **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.

6.3 To enhance the efficiency, transparency, and productivity of its sales operations, MARKFED intends to adopt a **comprehensive Sales Force Automation (SFA) Tool** for the SOHNA brand. The proposed SFA solution will enable end-to-end automation of on-ground sales and marketing teams’ operations, distributor and depot/CFA management, order processing, scheme implementation, inventory tracking, and reporting - ensuring data-driven decision-making and improved market responsiveness.

6.4 Accordingly, MARKFED is issuing this **Request for Proposal (“RFP”)** for the selection of a qualified and experienced technology service provider to design, configure, deploy, and maintain an SFA Tool in line with the functional and technical requirements set out herein, and to provide ongoing technical and operational support. The selected bidder shall be responsible for delivering the complete scope of work, as outlined in this RFP, ensuring seamless integration with MARKFED’s existing workflows. The engagement shall be governed by a formal agreement to be entered into between MARKFED and the Selected Bidder (**“Contract”**).

6.5 The planning, development, integration, training, rollout, and ongoing maintenance of the SFA Tool - including all incidental, ancillary, or related activities necessary to fulfil the scope of work detailed herein - shall hereinafter be referred to as the **Project (“Project”)**.

7. Scope of Work

The Bidder selected (**“Selected Bidder”**) consequent to the tendering process detailed in the RFP (**“Tender Process”**) shall be required to undertake the following:

7.1 Users and Scale

The Sales Force Automation (SFA) tool will be deployed across multiple user groups within MARKFED's operational ecosystem. These users represent different functional and hierarchical levels, from on-ground sales officers to central headquarters, each with specific roles and responsibilities in the sales and distribution process. The tool must therefore be designed to accommodate the scale of operations, ensure seamless collaboration between user groups, and provide role-specific functionalities to support MARKFED's integrated sales, distribution, and performance monitoring system.

User Type	Approximate Users*	Features/Responsibilities	Hierarchy	Level
SOs/ASOs/Sales Executives	20	<ul style="list-style-type: none"> Mark attendance through the SFA tool Onboard new distributors and collect/place orders Record distributor visits with details and outcomes. Track own performance, targets, sales/leads generated Monitor distributor performance in the assigned territory Engage distributors with current schemes, offers, and incentives File complaints of distributors/ institutions/ for redressal regarding general issues, stock outs, quality, etc. visible to all users 	Field	Territory/ District
FSOs/Sales Executives	20	<ul style="list-style-type: none"> Oversee edible product sales (SOHNA brand) to PACS (cooperative outlets), and institutional sales. Onboard PACS and maintain updated records Conduct and record PACS visits Collect orders, place orders in the system, and track order status Upload and record payment status of PACS/Institutions Engage PACS with applicable schemes, offers, and incentives Monitor PACS sales performance and institutional sales within assigned territory Payment Status Visibility - for PACS (credit period is given to PACS) 	Field	Territory/ District

Branch Offices**	106	<ul style="list-style-type: none"> • Monitor sales activities, consolidate orders of PACS from FSOs in rural markets, and institutional sales • Generate branch-level sales reports • Coordinate with depots for supply • Periodic reporting to District offices on sales performance • Monthly reconciliation of inventory and order book with PACS and FSOs/Sales executives. • BOs to execute schemes, incentive plans, and rates set by plants for PACs, institutions and any other channel in the district and provide the benefits. 	Regional	Branch
District Offices	23	<ul style="list-style-type: none"> • Coordinate procurement, marketing, sales, and support functions for all branches in the district • Oversee field officer performance along with branch offices • Monitor district sales KPIs and performance metrics • Prepare and approve beat plans for field officers in the district. • DOs to assist BOs in executing schemes, incentive plans, and rates set by plants for PACs, institutions and any other channel in the district and provide the benefits. 	District	District
Depots/C&FA	7	<ul style="list-style-type: none"> • Manage secondary sales, inventory, dispatches, and stock reporting to HQ • Collect and consolidate orders received from ASOs, FSOs, and Branch Offices, and generate the final district-level order. • Supply products to branches in rural markets, private network distributors and institutions. • Depots shall have the responsibility to update and reconcile inventory. • Monthly reconciliation of inventory and order books with distributors/SOs/ASO/Sales executives. • Depots to execute schemes, incentive plans, and rates set by plants for distributors and provide the required benefits. 	Regional	Distribution

Plants	2	<ul style="list-style-type: none"> • Creation of inventory shall be undertaken at the Plant level, based on demand generated through market data. • Coordinate product dispatch to depots with time/date and volume • Update inventory periodically and does product cataloguing and maintain stock visibility • Ensure alignment with sales orders with depots • Plants to update schemes, incentive plans and rates to depots and branch/district offices. 	Manufacturing	Manufacturing
Headquarters	2	<ul style="list-style-type: none"> • Oversee organisation-wide sales performance, inventory flow, and analytics reporting. • Configure and approve schemes, discounts, and sales targets for private distributors, PACS, and officials. • Onboard and create new users in the system, and assign roles with defined access rights. • Approve and validate distributors onboarded by ASOs. • Assign sales targets to officials and distributors, and monitor performance against set objectives. • Approve budgets for campaigns, incentives, and scheme disbursements 	Central	State

*The user count provided herein is indicative and represents a close approximation; the actual number may differ marginally.

7.2 Use Cases

The selected bidder shall design, implement, and maintain a comprehensive Sales Force Automation (SFA) Tool for MARKFED's sales teams, distributors, depots, branch offices, district offices, and plants. The system must streamline field activities, improve order execution, and provide real-time visibility into sales, inventory, schemes, and performance metrics. Key functionalities include:

Module	Use Case
Sales Team Management	<ul style="list-style-type: none"> • Onboard sales team on SFA tool • Assign monthly/quarterly targets for sales teams • HQ admin-controlled geo-fencing to ensure operations within assigned territories. • Sales teams members to mark attendance via SFA tool at site (Geo-tagging) • Sales teams members to record field visits • Branch/District offices to monitor compliance and performance of sales teams
Distributor Management	<ul style="list-style-type: none"> • Sales teams to onboard new distributors • Sales teams to allocate targets for distributors as per their sales record and district targets • Scheme/configuration for distributors by depots/HQ and execution to be done by on-ground sales team • District offices to track performance against sales goals of all distributors

Inventory Management	<ul style="list-style-type: none"> ● Creation of inventory at Plant level on the basis of orders received from depots/sales teams. ● Stock updates and reconciliation at Depots, and visibility for Branches and field sales teams. ● Depots should be given access to design and log the schemes, incentive plans, or any periodic offers for private distributors/PACS/institutions. ● Payment confirmation from private distributors to depots and stock dispatch information from depots to private distributors should be enabled to keep both parties in loop (MARKFED's policy of advance payment for private distributors). ● Branch offices to get order update from PACS via FSOs/Sales executives and branch offices to send update on dispatch of goods. Further, FSOs to notify branch offices when payment is received from PACS within their credit cycle.
Analytics & Reporting	<ul style="list-style-type: none"> ● Historical Data Feeding: Upload past years' sales, payment, inventory records from MARKFED provided documents for setting up targets for next financial year in SFA tool. ● Generate sales reports with KPI scorecards (Target vs achievement tracking for all roles in a hierarchy level) ● Provide role-specific dashboards showing daily sales vs. targets, order pipeline, fulfillment status, and stock alerts ● Custom Reports - Create/export reports in PDF, Excel, CSV ● Report Timelines - Daily, weekly, monthly auto-generated reports; ad-hoc on-demand reports
Knowledge Repository	<ul style="list-style-type: none"> ● Central repository for product manuals, scheme documents, FAQs, and training material ● HQ to periodically update this with the help of vendor's agent and accessible to all users levels ● Conduct free-of-cost training: Once during onboarding and quarterly training sessions at Head Office or designated Punjab locations.
Communication	<ul style="list-style-type: none"> ● Real-time alerts for scheme launches, stock updates, order confirmations, and compliance nudges. ● This should be system-triggered (configured by HQ), and received by all users as per their role in the hierarchy
Technical Support, Maintenance & Scalability	<ul style="list-style-type: none"> ● Support Levels: <ul style="list-style-type: none"> A. L1: Basic queries, password resets, simple troubleshooting B. L2: Configuration changes, data issues, functional problems C. L3: Code-level fixes, integrations, major errors ● Vendor to provide support at these levels with resolutions approved by MARKFED ● Vendor to provide one dedicated agent to MARKFED to help with any issue/concern throughout the contract period ● Maintenance - Regular updates, patches, enhancements at no extra cost to be provided by vendor ● Scalability - MARKFED can add new users, territories in the SFA tool (extra cost applicable)
Security & Data Privacy	<ul style="list-style-type: none"> ● Maintain confidentiality; no third-party disclosure; implement firewalls, encryption, SSL-secured servers; role-based access controls
Admin Panel	<ul style="list-style-type: none"> ● Create and onboard new users (sales team members) ● Assign roles as per the hierarchy and accountability and set access rights for all user roles ● Configure geo-fencing for on-ground sales teams ● Monitor system compliance ● HQ is responsible for system administration with limited access (wherever needed) at District/Branch level

7.3 User Roles & Administrative Control

This section defines the administrative permissions and settings control within the SFA tool, specifying which user roles are authorized to create, modify, and approve various configurations, and how operational rights are distributed across HQ, regional offices, and field teams.

7.3.1 Beat Plan & Route Scheduling

- District offices will create the master beat plan and routes. On-ground sales executives may add or modify their schedules after consultation and approval from the designated authority. This plan is valid for all the territories within the punjab.
- HQ will create the master beat plan and routes for all the territories outside Punjab where district offices are not present. On-ground sales executives may add or modify their schedules after consultation and approval from the designated authority.

7.3.2 Geo-Fencing

HQ will set geo-fencing boundaries to ensure field operations remain within assigned territories.

7.3.3 Complaint Logging & Escalation

On-ground sales teams will log distributor/institution/PACS complaints. Resolution will follow escalation hierarchy - first handled by branches or depots, then escalated to HQ if unresolved.

7.3.4 Payment Status Updates

On-ground sales teams will update payment statuses for distributors and PACS in real time.

7.3.5 KPI Definition & Report Access

HQ will define KPIs for performance tracking. Each level can view/download its own reports as well as those of the levels directly reporting to them.

7.3.6 Scheme & Incentive Management

- Plants will have rights to create/update schemes, incentive plans, rates, and periodic offers for distributors, PACS, and institutions.
- Depots to execute the schemes, incentive plans, rates, and periodic offers for distributors, PACS, and institutions with the assistance of on-ground sales officers and branch offices.

7.4 Onboarding Timeline & Vendor Responsibilities

The selected vendor shall ensure the complete execution and go-live of the SFA Tool - including system setup, integration, training, and full user rollout - **within T + 60 days**, where **T** is the date of issuance of the Letter of Award. This timeline includes a 15-day buffer for contract signing and agreement finalisation. The vendor shall be responsible for completing all activities required to achieve go-live, including but not limited to:

- Full user rollout across all designated territories.
- Assignment of **two named resources** for **Project Management** and **Technical Support**.
- Provision of **training content** (PPT and videos) to MARKFED in advance of rollout.
- Organize and conduct structured in-person training sessions for all relevant stakeholders in the sales and marketing teams at all levels.
- Sharing of **system administrator credentials** and complete technical documentation at least 5 days before go-live.

- Maintaining a **dedicated WhatsApp group** for real-time communication, issue resolution, and coordination between both parties during the rollout and initial support period.

7.5 Non-Functional Requirements and SLAs (Service Level Agreements)

7.5.1 Support Availability

Support Type	Channels	Timings	Scope
L1 Support	Phone, Chat, Email	Mon-Sat (10 AM - 6 PM IST)	Portal administrators, sub-admins, end-users
L2/L3 Support	Email, Ticketing System (if vendor have it)	Mon-Sat (10 AM - 6 PM IST)	Escalated technical issues
Medium	WhatsApp for Messaging and phone call if needed	Mon-Sat (10 AM - 6 PM IST) + Urgent issues to be addressed on a priority basis	All users
Priority Support	Dedicated CSM via WhatsApp	Off-hours	Show Stopper issues (>25% users affected)

7.5.2 Issue Priority & Resolution SLAs

Priority	Definition	Response Time	Resolution Time	Compliance Target
Urgent Issues	Issues that disrupt core business operations and prevent critical functions for a significant portion of users (>10%). These require immediate attention as they halt business continuity	60 mins	24 hrs	90%
Low-Priority issues	Issues that impact important workflows but allow business operations to continue with limitations or workarounds	12 hrs	5 business days	75%

List of Urgent and Low-Priority Issues:

Urgent Issues	Low-Priority Issues
<ul style="list-style-type: none"> • Users unable to log in to the app due to system error (not network issue) • Order booking function completely unavailable for majority of users. • App crashes on launch for multiple users • Data sync failure affecting order submission or stock updates. • Payment status module down for multiple distributors. • Geo-fencing error blocking attendance marking for all ASOs/FSOs/SOs/Sales executives. 	<ul style="list-style-type: none"> • UI/UX glitches (e.g., misaligned buttons, spelling mistakes) • Delay in scheme/offer updates not impacting order booking • Report filters not working properly, but reports are still generated • Notification delays for non-critical alerts • Learning module videos not loading, but other features work.

*Please note that this is not an exhaustive list of issues, but rather broad categories of possible issues that may arise.

- Maintain **system uptime** $\geq 99.5\%$ (excluding planned downtime with 8+ hours notice).
- Provide **quarterly review reports** of adoption, performance KPIs, and issue resolution stats.
- Keep **system documentation** updated for any new releases or changes.
- Ensure **data backup & security compliance** per applicable laws.

7.5.3 Penalties on non-compliance of SLAs

- Delay in onboarding milestones shall attract a penalty of **1% of the total project value per week**, capped at **4%**. Termination may be initiated if delays exceed **4 weeks** from the agreed completion date.
- **Non-compliance of Urgent issues**

Penalty: ₹5,000 per hour beyond the stipulated resolution time (24 hrs), capped at ₹25,000 per incident.
- **Non-compliance of Low-Priority Issues**

Penalty: ₹2,500 per day beyond the stipulated resolution time (5 business days), capped at ₹10,000 per incident.
- If any issue remains unresolved even after reaching the maximum penalty cap, MARKFED reserves the right to impose further penalties, initiate a formal review meeting with the vendor, and, if deemed necessary, terminate the contract.
- Uptime below 99%: Service credit for affected month [Service Credit = (Monthly Subscription Fee \times % Downtime beyond SLA)]

Additional Clauses:

- Penalties shall be deducted from the vendor's monthly payment(s).
- If total penalties in a month exceed **10% of the quarterly payment**, MARKFED reserves the right to review the contract and take corrective actions, including termination.
- Compliance will be measured on a **quarterly basis** against the SLA compliance targets defined in the table above.

8. General Project Terms

8.1 Term

The initial term of the Contract shall be for a period of 2 (two) years. It may be extended on a yearly basis (1(one) + 1(one)), one year at a time, subject to the mutual consent of both the parties to the Contract under the same terms, conditions and rates. However, the maximum period of validity of the Contract shall be 4 (four) years from the date on which it is first executed (i.e., the initial period of 2 (two) years, plus two mutually agreed extensions of one year each).

Considering this is a subscription-based model, it is the intent of MARKFED to continue the project on a long-term basis, with the contract eligible for renewal every year upon mutual consent of both parties.

In the event of termination, the selected vendor shall ensure complete and seamless handover of all data, reports, configurations, and documentation to MARKFED or any designated new vendor prior to exit, without any additional cost or disruption of services.

8.2 Tax Invoice Requirement

The Bidder shall issue tax invoices for GST and other applicable taxes upon the supply of services in the name of Markfed Headoffice (H.O), Chandigarh..

8.3 Payment Terms

8.3.1 General Conditions

- i. MARKFED shall pay the recurring subscription cost within **15 days** from the date of invoice submission by the vendor at the end of each month, subject to fulfillment of contractual obligations. The invoices shall be accompanied by basic monthly reports on the functionality of the tool, including details of downtime issues and SLA compliance.

Cost Type	Particulars	Payment Terms
Recurring Cost	<ul style="list-style-type: none"> User Subscription Cost (per user per month) 	Payments shall be made by MARKFED on a monthly basis, within 15 days from the date of invoice submission by the vendor, subject to fulfillment of contractual obligations.

- ii. All payments are subject to satisfactory submission of deliverables and approval by MARKFED.
- iii. No advance payment shall be made.
- iv. Applicable taxes (GST, etc.) will be paid as per government norms.
- v. Statutory deductions, including income tax deducted at source (IT-DS) and goods and services tax deducted at source (GST-TDS), shall be made as per Applicable Law.
- vi. Any tax liabilities, interest, penalties, or litigation costs incurred due to any GST non-compliance by the Bidder shall be recovered from the Selected Bidder.
- vii. Any tax liabilities, interest, penalties, or litigation costs incurred due to any GST non-compliance by the Bidder shall be recovered from the Selected Bidder.

8.4 Force Majeure

- i. The Security Deposit of the Selected Bidder shall not be forfeited and the Contract shall not be terminated for default, if and to the extent that delays in performance or other failure to perform the Selected Bidder's obligations under the Contract is the result of an event of Force Majeure.
- ii. For the purposes of this section, "**Force Majeure**" means an event that materially impacts the Selected Bidder's performance of its obligations under this RFP and / or the Contract, that is not reasonably foreseeable, is beyond the control of the Selected Bidder, does not involve the Selected Bidder's fault or negligence, and which could not be avoided by reasonable care and due diligence. Such events shall include, *inter alia*, war, revolution, riot, earthquake, fires due to a natural calamity, flood, epidemic and quarantine restrictions.

- iii. If a Force Majeure situation arises, the Selected Bidder shall promptly notify MARKFED in writing of such conditions and the cause thereof. The Selected Bidder shall be obligated, where so required by MARKFED, to provide documentary evidence of the occurrence of the Force Majeure event. Unless otherwise notified by MARKFED in writing, the Selected Bidder shall continue to perform those obligations under the Contract that are reasonably practicable, and shall seek all reasonable means for performance not prevented by the Force Majeure event.

8.5 Grievance Redressal for the Selected Bidder

- i. For any disputes / grievances arising during the term of the Contract, the Selected Bidder shall file a written complaint to the Chief Marketing Manager at MARKFED within 30 (thirty) days of occurrence of the event giving rise to such grievance / dispute.
- ii. If the Selected Bidder is dissatisfied with the decision of the Chief Marketing Manager, the matter may be escalated to the Managing Director, MARKFED.
- iii. The Managing Director, MARKFED, shall adjudicate the appeal within 30 (thirty) days from the date of escalation.
- iv. Further, if the bidder is dissatisfied with the decision of the Managing Director, the bidder may proceed as per clause no. 20 (i.e Arbitration clause).

9. Instructions to Bidders

9.1 The Bid submission module on the 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.

9.2 Bid submission can be done only from the Bid Submission Commencement until the Bid Submission Deadline, as detailed in the Document Control Sheet above. Bidders should start the Bid submission process well in advance so that they are able to submit their e-Bids in time.

9.3 The Bidders shall 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 shall be allowed, till the Bid Submission Deadline.

9.4 Once the Bid Submission Deadline occurs, the Bidders shall not be permitted to submit their e-Bid. The Bidders hereby agree that they are solely responsible for any delays in submission of the e-Bid.

9.5 The Bidders shall be required to follow the instructions as per the “Manual kit section” on the website <https://eproc.punjab.gov.in> while submitting their respective e-Bids.

- i. For participating in the Tendering Process through the e-Bidding system, it is necessary for the Bidders to be 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 the Controller of Certifying Authorities, Government of India, as the e-tender website (<https://eproc.punjab.gov.in>) 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 Bid Submission Commencement. Bidders are encouraged to complete their registration activities well in advance of the Bid Submission Deadline. MARKFED shall not be held in any way responsible if the Bidder fails to submit his/her e-Bid due, *inter alia*, to DSC related registration problems for which the Bidder did not have sufficient time to troubleshoot because of the Bidder chose to undertake such activities too close to the Bid Submission Deadline.
- 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 the '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 shall be redirected to the terms and conditions page. The Bidder shall 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 shall appear, upon which the Bidder shall upload the documents as per technical qualification requirements and financial schedules/packets given in the Bid details.
- vi. Next, the Bidder shall upload the technical qualification documents, i.e., a scanned copy of the EMD, along with the Technical qualifications and the corresponding 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 the 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 shall thereafter be required to click "Encrypt" 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 DSCs 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 shall be able take a printout of the Bid summary using the "print" option available in the window as an acknowledgement for future reference.

10. Eligibility Criteria for Bidders

10.1 Each Bidder shall be a single business entity ("Bidder"). No JV/consortium shall be allowed to submit a Bid. For the purposes of this RFP, the term "single business entity" shall mean:

- i. A company registered in India under the Companies Act 1956, or the Companies Act 2013;
- ii. A registered partnership firm;
- iii. A limited liability partnership (LLP) registered under the Limited Liability Partnership Act, 2008;
- iv. A sole proprietorship firm;
- v. A cooperative society registered under Applicable Law.

10.2 Subletting/sub-contracting of the work by the selected bidder is strictly prohibited.

10.3 The Bidders are required to submit the following proofs regarding the constitution of an entity:

- i. For Companies:
 - a. Certificate of incorporation;
 - b. Certified memorandum of association and articles of association;
 - c. List of directors.
- ii. For Partnership Firms:
 - a. Certified partnership deed;
 - b. Certificate of registration issued by the competent authority.
- iii. For Limited Liability Partnerships:
 - a. Certificate of incorporation issued by the competent authority.
- iv. For Sole Proprietorship Firms:
 - a. Duly signed self-declaration.
- v. For Cooperative Society:
 - a. Documents of registration as a cooperative society issued by the competent authority.

10.4 Each bidder shall be evaluated as per the technical qualification criteria mentioned below. Bids of the Bidders, who don't meet the required pre-qualification/eligibility-cum-technical qualification criteria mentioned in this RFP shall be treated as non-responsive and shall not be considered further for technical evaluation. The technical qualification criteria are given as below:-

S. No.	Category	Eligibility Criteria	Supporting Documents
1.	Financial Capabilities	The service provider must have an average annual turnover of at least INR 2,00,00,000 (Indian Rupees Two Crores Only) in the following three financial years: (i) 2022-2023, (ii) 2023-2024, and (iii) 2024-2025,	A certificate from a practicing Chartered Accountant (CA). For each of the financial years 2022-23, 2023-2024 and 2024-2025, the Bidder shall submit a certificate from a practicing Chartered Accountant (CA) specifically certifying the turnover generated.
2.	Relevant Experience	The service provider must have a minimum of three (3) years of proven experience in implementing and managing Sales Force Automation (SFA) tools.	Copy of Memorandum of Understanding / Work Order / Purchase Order / Client Certificate/ Completion of work documents

3.	Relevant Experience	The party must have prior experience with at least 2 (two) FMCG clients with over 150 unique users in the system in their client base working for their on-ground sales team.	Copy of Memorandum of Understanding / Work Order / Purchase Order / Client Certificate with the relevant information needed by MARKFED
4.	Regulatory & Compliance Documents	Various requisite documents	Goods and Service Tax (GST) Certificate and PAN Card Copy. General power of attorney given by the organisation to sign papers and documents etc. along with signature and ID proof of the concerned person.
5.	Legal and Financial Declarations	<ul style="list-style-type: none"> a. The Bidder has not been blacklisted or debarred by any “Government Authority”. b. The Bidder does not have any pending criminal cases. c. The Bidder has not been convicted for such offences by any court, tribunal, quasi-judicial or administrative authority, or any other legal body with legal jurisdiction over such matters. 	Self-declaration by Authorized Signatory, as per Annexure-A
6.	Acceptance of Terms and Conditions	The Bidder shall submit a self- declaration of acceptance of all terms and conditions of this RFP.	Self-declaration for acceptance of terms and conditions of the RFP, as per Annexure-A

11. Bid Related Details and Evaluation

11.1 Preparation of Bids

- i. The Bidder is expected & deemed to have carefully examined all the instructions, guidelines, forms, requirements, appendices and other information along with all terms and conditions and other formats of the tender process. Failure to furnish all the necessary information as required by this RFP Document or submission of a Bid not substantially responsive to all the requirements of this RFP Document shall be at Bidder’s own risk and may be liable for rejection.
- ii. Once the Bid is submitted, it will be presumed that the Bidder has seen and understood the quantum of work to be done.
- iii. The Bidder(s) shall be responsible for all costs incurred in connection with participation in the tender process.
- iv. The Bid(s) submitted by fax/ e-mail/ envelope etc. shall not be accepted. No correspondence will be entertained on this matter.

- v. All information supplied by Bidders shall be treated as contractually binding on such Bidders, including specifically the Selected Bidder.

11.2 Scenarios for Bid Rejection

Failure to comply with the below requirements shall lead to the bid rejection

- i. compliance with all requirements as set out within this RFP.
- ii. submission of the forms and other particulars as specified in this RFP and responding to each element in the order as set out in this RFP.
- iii. Submission of all supporting documentations specified in this RFP, corrigenda or any addenda issued hereto.
- iv. Bidder shall ensure strict compliance with the Technical Qualification criteria..

11.3 Validity of bids

- i. Bids shall remain valid till the expiry of 90 (ninety) days from opening of the Bids. MARKFED reserves the right to reject any Bid valid for a shorter period.
- ii. If required, MARKFED may solicit the Bidder's consent to extend the period of validity. The request and the response thereto shall be made in writing. Extension of validity period by the Bidder shall be unconditional. A Bidder may refuse the request and MARKFED shall not forfeit his/her EMD. A Bidder granting the request shall not be permitted to modify its Bid.
- iii. The Purchaser MARKFED reserves the right to annul the Tender Process, or to accept or reject any or all the Bid(s) in whole or part at any time without assigning any reasons and without incurring any liability to the affected Bidder(s) or any obligation to inform the affected Bidder(s) of the grounds for such decision.
- iv. MARKFED The Purchaser may, at its own discretion, extend the date for submission of proposals.

11.4 Earnest Money Deposit (EMD) and Security Deposit

- i. The Technical Bid shall be accompanied by an **Earnest Money Deposit ("EMD")** of INR 50,000/- (Indian Rupees fifty Thousand Only), adjustable towards the security deposit (in accordance with Clause 11.4(ii) below), which shall be submitted online through the e-payment gateway only.
- ii. The EMD of all bidders (except the selected bidder) will be refunded after the tender process is completed, and no later than 15 business days after the Letter of Award is issued to the selected bidder. The Letter of Award will be issued before the bid validity period ends. For the selected bidder, the EMD will be adjusted against the security deposit.
- iii. The Selected Bidder shall, within 15 (fifteen) days of receiving the LOA, be required to furnish a security deposit for an amount equivalent to 5% (five percent) of the '*allotted contract value*' (the security deposit payable by each Selected Bidder under this Clause 11.4 (ii) shall be the **"Security Deposit"**).
- iv. The successful bidder must submit the security amount and sign the contract within 15 days of issuance of LOA; a delay beyond 15 days will incur a penalty of INR 5,000 per day, and if the delay exceeds 21

days, the contract may be cancelled, the EMD forfeited, and action taken under the Punjab Transparency in Public Procurement Act, 2019.

- v. No interest shall be paid on the EMD or the Security Deposit submitted by the Selected Bidder.
- vi. The Security Deposit shall be released by MARKFED no later than the date falling 4 (Four) months after the expiry of the Contract, and shall be kept valid until such date.
- vii. The EMD shall be forfeited by the Bidder(s) on account of one or more of the following reasons: -
 - a. Bidder withdraws its Bid during the validity period as specified in this RFP;
 - b. Bidder fails to provide required information during the Tender Process;
 - c. In case of a selection, the Selected Bidder fails to sign the Contract and / or delays the submission of the Security Deposit beyond such period prescribed in 11.4 (iv) that the EMD is forfeited in accordance with the terms therein;
 - d. If a Bidder is found to have made misleading or false representations in the forms, statements and attachments submitted in its Bid;
- viii. The Security Deposit of the Selected Bidder shall be forfeited in full or in part in the following cases:
 - a. When the terms and conditions of Contract are breached/ infringed;
 - b. When the Contract is being terminated due to non-performance of the Selected Bidder;
 - c. MARKFED incurs any loss due to the Selected Bidder's negligence in carrying out the Project implementation as per the agreed terms and conditions in the Contract and this RFP; and / or
 - d. Any other case as mentioned in this RFP or in the Contract to be signed.
- ix. No Bidder shall be exempted from submitting the EMD and / or the Security Deposit, for any reason whatsoever.

11.5 Deviations

Bids submitted with any deviations to the contents of the RFP may be considered as non-responsive, at MARKFED's sole discretion. No deviation(s) / assumption(s) / recommendation(s) shall be permitted with the Bid.

11.6 Amendment to the RFP Document

- i. Amendments / corrigenda / addenda / clarifications necessitated due to any reasons, shall be made available on websites i.e. <https://eproc.punjab.gov.in> and www.markfedpunjab.com and only as provided in the Document Control Sheet. No separate communication either in writing or through email will be made to any interested/ participating bidders. It shall be the responsibility of the Bidder to keep on visiting the website to amend their bids incorporating the amendments so communicated through the websites.
- ii. In order to provide prospective Bidders reasonable time for taking the corrigenda or addenda into account, MARKFED, at its sole discretion, may extend the last date for the receipt of Bids.

11.7 Bid Evaluation Process

- i. Technical qualification Criteria Assessment: All the bids will be checked for conformance to the eligibility criteria stated in the Clause 10.4 ("**Technical Qualification**"), of the RFP document. Non-conforming proposals will be rejected.
- ii. Bids of the Bidders, who don't meet the required technical qualification criteria mentioned in this RFP shall be treated as non-responsive and shall not be considered further for financial bid.

- iii. The bid evaluation will be carried out in a single stage - **Financial Bid Evaluation**. The contract shall be awarded to the bidder quoting the lowest evaluated price (L1), subject to fulfilling all terms and conditions of the tender.
- iv. During the process of evaluation of the Bids, MARKFED may, at its discretion, ask Bidders for clarifications on their Bids. The Bidders are required to respond within the prescribed time frame given for submission of such clarification, failing which the MARKFED shall make its own reasonable assumptions at the total risk and cost of the Bidder and the Bid may be rejected.

11.8 Bid Opening

- i. MARKFED shall (either by itself or through its nominated representatives) evaluate the Bids submitted by the Bidders. No correspondence will be entertained outside the process of evaluation with the MARKFED (or its representatives).
- ii. The Bids submitted will be opened at the time & date as specified in the Document Control Sheet of this RFP by MARKFED or any other officer authorized by MARKFED, in the presence of Bidders or their representatives who may wish to be present at the time of Bid opening.

11.9 Financial Bid Evaluation

- i. The second stage shall be the evaluation of the Financial Bid of Qualified Bidders.
- ii. Financial Bids will be opened for those bidders who have qualified the Technical qualification stage as per section 10.4.
- iii. In the event that the date for Bid opening falls on a Saturday, Sunday, or a public holiday, the Bids shall be opened on the next working day without any further notification.
- iv. The bidder is required to quote the following costs for the entire scope of work:
 - a. **Per-User Cost Per Month**

Per-user monthly subscription cost, inclusive of all licenses, support, hosting, maintenance, upgrades, and any other recurring charges. Vendors shall provide a consolidated quotation for 1 month per user. This includes the one-time setup cost as well.

User Base for Financial Evaluation: For calculating the financial score, the user base shall be considered as one hundred and seventy-five (175) users approximately.

The cost indicated in the Financial Bid shall be deemed final and all-inclusive, covering the complete scope of work, all applicable duties, levies, and license fees (excluding GST), as well as all expenses incurred for the execution of the contract, including but not limited to travel, transportation, office, and out-of-pocket expenses.

- v. Omissions, if any, in costing any item shall not entitle the bidder to be compensated and the liability to fulfill its obligations as per the Scope of Work within the total quoted price shall be that of the bidder.
- vi. Any conditionality included in the financial proposal will lead to disqualification of the entire bid and forfeiture of the EMD.
- vii. The prices/rates quoted by the Bidder shall remain firm (fixed) during the period of Contract and shall not be subject to any variation on any account. A Bid submitted with variable price quotation will be treated as non-responsive and hence, shall be liable to be rejected.
- viii. The fees are to be submitted online on e-tendering portal ONLY as per format in Annexure-B. 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.

11.10 Final Evaluation of Financial Bid

The evaluation will be based solely on the Financial Bids submitted by the bidders. The bidder quoting the **lowest total evaluated cost (L1)**, as per the financial bid format provided in this RFP, shall be declared the successful bidder, subject to compliance with all terms and conditions of the tender.

12. Disqualifications

MARKFED may, at its sole discretion and at any time during the Tender Process, without prejudice, and in addition to its other rights detailed in this RFP or otherwise under Applicable Law, disqualify any Bidder, if the Bidder has:

12.1 made misleading or false representations in the forms, statements and attachments submitted in Bid documents.

12.2 exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any Project in the preceding three years.

12.3 failed to provide clarifications related thereto, when sought.

12.4 submitted more than one Bid (directly / indirectly).

12.5 declared ineligible by the Government of India / State / UT Government / PSUs / any Government Society/Board/Corporation for corrupt and fraudulent practices.

12.6 submitted a bid with price adjustment/variation provision.

12.7 not submitted documents as specified in this RFP.

12.8 suppressed any details related to the Bid.

12.9 submitted incomplete information, subjective, conditional offers and / or partial offers.

12.10 not submitted documents as requested in this RFP, including any checklist prescribed hereunder.

12.11 submitted a Bid with an inadequately long validity period.

12.12 submitted a Bid that is conditional.

12.13 committed any non-adherence/non-compliance with the provisions of the RFP.

13. Issue of Letter of Award (LOA)

Upon the selection of the Selected Bidder, MARKFED shall issue such Selected Bidder a Letter of Award (“LOA”). The LOA shall oblige the Selected Bidder to execute the Contract and submit the Security Deposit in accordance with the terms of this RFP.

14. Signing of Contract

The Selected Bidder shall sign the Contract with MARKFED within 15 (fifteen) days of the issuing of the LOA. After signing of the Contract, no variation or modification in the terms of the Contract shall be made except by mutual written amendment signed by both the Parties.

This RFP, along with each of its annexures, shall form an integral part of the Contract, and shall be legally binding on each of the parties to the Contract. The Selected Bidder shall be required to adhere to the conditions laid down in this RFP. Further, each of the annexures to this RFP shall be deemed to form part of the RFP.

15. Standards of Performance

The Selected Bidder shall deliver the services and carry out its obligations under the Contract with due diligence and efficiency in accordance with generally accepted professional standards and practices. The Selected bidder shall always act in respect of any matter relating to this Contract as a faithful Bidder to MARKFED. The Selected Bidder shall always support and safeguard the legitimate interests of MARKFED, in any dealings with a third party. The Selected Bidder shall conform to the standards laid down in this RFP in totality.

16. Confidentiality

16.1 Confidential information shall mean and include any and all confidential or proprietary information furnished, in whatever form or medium, or disclosed verbally or otherwise by the Bidders and/ or MARKFED to the other including, but not limited to, the services, plans, financial data and personnel statistics, whether or not marked as confidential or proprietary by the parties.

16.2 The Selected Bidder shall ensure that while executing the Project, all the details and information exchanged are kept confidential.

16.3 During the execution of the Project except with the prior written consent of MARKFED, the Selected Bidder or its personnel shall not at any time communicate to any person or entity any confidential information acquired in the course of the Contract, including the terms of the Contract.

16.4 The Selected Bidder shall be required to take appropriate actions with respect to its personnel to ensure that the obligations of non-use & non-disclosure of confidential information are fully satisfied. In case of failure, MARKFED reserves the right to: (i) encash the Security Deposit; (ii) terminate the Contract and (iii) take legal action against the Selected Bidder.

17. No Employee-Employer Relationship

17.1 The personnel of the Selected Bidder shall not claim to become the employees of MARKFED and there will be no employee and employer relationship between the personnel engaged by the Selected Bidder and MARKFED.

17.2 The Selected Bidder is solely responsible for any accident / medical / health related liability for the personnel deployed by the Selected Bidder for all Project related activities. MARKFED shall have no liability in this regard. The Selected Bidder shall be solely responsible for the redressal of grievances / resolution of disputes relating to persons engaged and / or deployed.

17.3 The persons deployed shall not claim any master and servant relationship against MARKFED.

17.4 In case of the termination of the Contract/ agreement or on its expiry or otherwise, the personnel engaged and deployed/deputed by the Selected Bidder, shall not be entitled to and shall not claim any absorption in the regular or otherwise services of MARKFED.

18. Termination of Contract

18.1 Termination of Contract for Default

18.1.1 If the selected bidder fails to deliver and perform any or all the services within the period(s) specified in the contract, or within any extension thereof granted by the MARKFED or if the selected bidders fail to perform any other obligation(s) under the contract.

18.1.2 The Selected Bidder shall be required to take appropriate actions with respect to its personnel to ensure that the obligations of non-use & non-disclosure of confidential information are fully satisfied. In case of failure, MARKFED reserves the right to terminate the contract.

18.1.3 In the event of non-achievement of the assigned targets and reach for 2 consecutive months, the contract shall be liable for termination, and the security deposit shall be forfeited as liquidated damage.

18.2 Termination of Contract for Convenience

MARKFED may terminate the Contract for any reason or in the event that any directive/instruction/policy is issued by the Government of Punjab, in whole or in part, by giving one (1) month's written notice to the Selected vendor(s), which notice of termination shall refer to this clause. Upon receipt of the notice of termination under this Clause, the Selected vendor(s) shall either as soon as reasonably practical or upon the date specified in the notice of termination cease all further work, except for such work as MARKFED may specify in the notice of termination for the sole purpose of protecting that part of the services already executed. No additional compensation, damages or amounts of any nature shall be payable to the Selected Supplier(s) from MARKFED on account of any termination by MARKFED pursuant to this Clause.

19. Blacklisting

MARKFED has the right to blacklist a Bidder for a specified time from participating in any tender notified by MARKFED for such period as it may deem fit as per the Punjab Transparency in Public Procurement Rules, 2022. The procedure for blacklisting shall be as follows:

(i) The Project Steering Committee shall assess the reasons for blacklisting and submit its recommendations to the Managing Director, MARKFED.

(ii) The Managing Director, MARKFED, shall then issue a 15 (fifteen) day show cause notice to the supplier, incorporating the reasons for blacklisting based on the recommendations of the Project Steering Committee.

(iii) The bidder may either give his response in writing or through personal hearing if allowed by the Managing Director, MARKFED.

(iv) On receiving the response in writing or through personal hearing or on expiry of period of show cause notice, whichever is earlier, the Managing Director, MARKFED shall take a decision and pass a speaking order on the blacklisting of the bidder and communicate the same to the blacklisted bidder.

(v) If the Bidder is dissatisfied with the decision made by the Managing Director, MARKFED the bidder may only then approach the court under jurisdiction of Chandigarh.

20. Arbitration

All the disputes and difference arising out of or in any manner touching or concerning the agreement whatsoever, shall be referred to the sole arbitration of an Arbitrator to be appointed by the SPA/Markfed from the panel of the independent Arbitrators. The second party will have no objection to the appointment of the Arbitrator from the panel of independent Arbitrators maintained by SPA/Markfed, which is in consonance with

the 7th schedule of the Arbitration & conciliation Act, 1996. The award of the Arbitrator shall be final and binding on the parties to the contract. In the event of death of an Arbitrator or his being transferred or vacating his office or being unable to act for any reasons, the SPA/Markfed concerned at the time of such transfer, vacation of office, death or inability, shall appoint another person. to act as Arbitrator. Subject as aforesaid, the Arbitration & Conciliation Act, 1996 (as amended in 2015) or any statutory re-enactment or modifications thereof shall apply to the arbitration provided under this clause. The fee of the Arbitrator so appointed shall be governed by the terms and conditions of the Markfed.

21. Annexures [To be submitted on Bidders Company Letterhead]

Annexure-A: Self-declaration Format -Debarment/ Clean Track Record

Self-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: 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

Annexure-B: 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 Rendering Services for Sales Force Automation (SFA) Tool on Subscription Basis for SOHNA Brand under MARKFED.

(RFP Ref No.: _____ Dated: _____)

Dear Sir,

We are pleased to submit our Financial Proposal for the RFP for Rendering Services for Sales Force Automation (SFA) Tool on Subscription Basis for SOHNA Brand under MARKFED.

We hereby declare that our Financial Proposal is unconditional in all respects. Our Financial Proposal is as follows:

Per user cost per month (excluding GST)	Cost in INR (to be quoted in words and figures separately)

We hereby agree to abide by all the terms and conditions laid down in the RFP document.

Yours Faithfully,

Place
signatory

Signature of the authorized

Date

Name

Designation

Address

Phone

Email