

Terms of Reference (TOR)
For on-boarding a professional agency to provide
services for promotion of Mega Food Park
at IMT Rohtak



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

DISCLAIMER

The information contained in this Terms of Reference document (the "TOR") or subsequently provided to Bidder(s), whether verbally or in documentary or any other form by or on behalf of The Haryana State Co-op. Supply & Marketing Federation Ltd. (HAFED), Government of Haryana, or any of their employees or advisors, is provided to Bidder(s) on the terms and conditions set out in this TOR and such other terms and conditions subject to which such information is provided.

This TOR is not an agreement and is neither an offer nor invitation by HAFED to the prospective Bidders or any other person. The purpose of this TOR is to provide interested parties with information that may be useful to them in preparing their technical proposals and financial offers pursuant to this TOR (the Proposal").

This TOR includes statements, which reflect various assumptions and assessments arrived at by the HAFED in relation to the Assignment. Such assumptions, assessments and statements do not purport to contain all the information that each Bidder may require. This TOR may not be appropriate for all persons, and it is not possible for the HAFED, its employees or advisors to consider the investment objectives, financial situation and particular needs of each party who reads or uses this TOR. The assumptions, assessments, statements and information contained in this TOR may not be complete, accurate, adequate or correct. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this TOR and obtain independent advice from appropriate sources. Information provided in this TOR to the Bidder(s) is on a wide range of matters, some of which depends 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. HAFED accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on law expressed herein. HAFED, its employees and advisors make no representation or warranty and shall have no liability to any person, including any Bidder or 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 TOR or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the TOR and any assessment, assumption, statement or information contained therein or deemed to form part of this TOR or arising in any way in this Bid Stage. HAFED also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this TOR. HAFED 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 TOR. The issue of this TOR does not imply that HAFED is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Assignment and HAFED reserves the right to reject all or any of the Bidders or Proposals without assigning any reason whatsoever.

The Bidder shall bear all its costs associated with or relating to the preparation and submission of its Proposal including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by HAFED or any other costs incurred in connection with or relating to its Proposal.

HAFED 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 for submission of the Proposal, regardless of the conduct or outcome of the Bidding Process.

Detailed Notice Inviting Short Term e-Tenders

Hafed invites e-tender for promoting Mega Food Park Rohtak from the reputed agencies/firm. The tender document containing detailed terms & conditions etc. are available on portal <http://etenders.hry.nic.in> and at Hafed's website <http://hafed.gov.in> can be downloaded. The tender document fee is Rs. 500/- (non-refundable) and eservice fee of Rs. 1000/- (non-refundable). The online tender document must be accompanied with the EMD of Rs. 1,00,000/-(One lakh). The tender document fee and the EMD must be remitted on or before 13.10.2022 up to 5:00 PM. The date of technical and financial bids submission is up to 14.10.2022 at 2:00 PM through etender portal. All the bidders are required to get registered on the e-tendering portal and obtain a Digital Signature. The technical bid will be opened at 2.30 PM on 14.10.2022. Hafed reserves the right to accept/ reject any/all the tenders without signing any reason whatsoever.

1. The payment for Tender Document Fee and Processing Fee shall be made by the bidders online directly through Debit Cards & Internet Banking Accounts and the payment for EMD can be made online directly through RTGS/NEFT or OTC Please refer to 'Online Payment Guideline' available at the Single e-Procurement portal of GoH (Govt. of Haryana) and also mentioned under the Tender Document.
2. Intending bidders will be mandatorily required to online sign-up (create user account) on the website <https://etenders.hry.nic.in> to be eligible to participate in the e-Tender. He/ She will be required to make online payment of required EMD of Rs. 1,00,000/- in due course of time. The intended parties fails to pay EMD fee under the stipulated time frame shall not be allowed to submit his/her bids for the respective event/Tenders.
3. The interested bidders must remit the funds at least T+1 working day (Transaction + One Day) in advance as given under Key Dates and make payment via RTGS/NEFT or OTC to the beneficiary account number specified under the online generated challan. The intended bidder/ agency thereafter will be able to successfully verify their payment online, and submit their bids on or before the expiry date & time of the respective events/Tenders at <https://etenders.hry.nic.in>
4. The interested bidders shall have to pay mandatorily Processing Fee (under document fee – Non-refundable) of Rs.1000/- (Rupee One Thousand Only) online by using the service of secure electronic gateway. The secure electronic payments gateway is an online interface between bidders & online payment authorization networks. The Payment for document fee (Rs.500/-) and Processing Fee (Rs.1,000/) can be made by eligible bidders online directly through Debit Cards & Internet Banking.

The interested bidders must remit the funds at least T+1 working day (Transaction + One Day) in advance before the expiry date & time of the respective events. And make payment via RTGS/NEFT to the beneficiary account number specified under the online generated challan.

The Bidders can submit their tender documents (Online) as per the dates mentioned in the key dates.

Key Dates

S.NO	Particulars	Details
1	Document reference number	
2	Start Date/ Time for issue of TOR Document	03/10/2022 at 5.00 PM
3	Last date/Time of submission of queries through email at hafed@hry.nic.in	10/10/2022 upto 5.00 PM
4	Last Date/ Time for submission of Technical and Financial bids.	14/10/2022 upto 2.00 PM
5	Date of opening of technical bids	14/10/2022 at 2.30 PM
6	Manual submission of only additional document, if required.	To be intimated later on
7	Date of opening of financial bids	To be intimated later on
8	HAFED contact details	Addl.GM(Systems), HAFED Corporate Office, Sector 5, Panchkula, Haryana 134109 Email- hafed@hry.nic.in Tel- 0172- 2590520
9	Method of selection	QCBS method
Note: - In case a Central/ State Holiday are declared on any day, the event will be held on the next working day at the same time and same venue.		

Important Note:

1. The bidders have to complete 'Application/ Bid Preparation & Submission' stage on scheduled date and time as mentioned above. If any bidder failed to complete his/ her aforesaid stage in the stipulated online time schedule for this stage, his/ her application/ bid status will be considered as 'Applications/bids not submitted'.
2. Bidder must confirm & check his/her application/bid status after completion of his/her all activities for e-bidding.
3. Bidder can rework on his/her bids even after completion of 'Application/Bid Preparation & submission stage' (Application/Bidder Stage), subject to the condition that the rework must take place during the stipulated time frame of the Applicant/ Bidder Stage.

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Terms of Reference

1. Objective:

HAFED, is setting up a Mega Food Park at IMT Rohtak under the Mega Food Park Scheme of Govt. of India with a Project Cost of approx. 180 Crore. Execution of this project is at its advance stage and now finding reputed investors and timely setting up of units by the investors in the Mega Food Park, are of utmost importance for long term success of this Project and for optimum utilization of the common facilities being set up by HAFED in the Mega Food Park. To achieve above objectives, HAFED intends to onboard a professional agency to provide services with regard to promotion of Mega Food Park Rohtak and assisting/ facilitating investors for completing facilities for setting up of units in the Park.

2. Scope of Work:

The macro level scope of work but not limited to for the agency is given below:

Promotion of Mega Food Part Rohtak

- Profile preparation of Food Park
- Identifying Backward and Forward linkages of the Mega Food Park and finalization of Report along-with specific action plan
- Collaboration of relevant schemes of the related Ministries/Departments.
- Mobilization and Response Management
- Knowledge Creation and Management
- Investor Contact program and Investment Promotion Activities.
- Investor Facilitation Support (Investment Grounding Support & After Care).

Minimum two resources having relevant qualification and experience would be deployed on-site for this assignment who will be having back-end support of the team of the Agency/ Firm. The back-end team will also attend the meetings in HAFED as & when required. Minimum qualification of the resources to be deployed on-site will be BE/ B.Tech/ Postgraduate with 60% marks And/ Or MBA and ≥ 5 Years of experience

3. Duration of the assignment:

The project duration is of Twelve (12) months and further extendable on mutual agreement basis as per actual requirement.

4. Eligibility Criteria:

The bidders will be assessed as per the pre-qualification criteria defined in the TOR. Only the bidders who qualify pre-qualification shall be eligible for technical evaluation.

Non-conforming Proposals will be rejected and will not be eligible for any further processing. The pre-qualification criterion for the organization is as below:

#	Section	Requirement	Supporting documents
1	Legal Entity	The bidder (a Business Entity) shall mean a company registered in India under the Companies Act, 1956 or 2013 or a partnership firm registered under the Limited Liability Partnership Act of 2008 and operating for atleast last 5 (five) years as on March 31, 2022.	Incorporation/ Registration Certificate
2	Financial credentials	The entity should be an existing profit-making company, with at-least an average turnover of INR 20 Cr. from consulting services during the last three financial years	Certificate from the statutory auditor
3	Prior Experience	The bidder should have at-least one similar engagement with Central / State Government or any of its agencies in last three year with total project value of atleast INR 2 Cr.	Work orders/ Agreement
4	Blacklisting	The bidder should not currently have been blacklisted/banned/debarred by any State/ Central Government or any of its Agency/ PSU or under a declaration of ineligibility for fraudulent or corrupt practices or inefficient/ ineffective performance.	Undertaking by the bidder Falsification and non-disclosure will lead to disqualification from the evaluation process.

5. Evaluation Criteria:

#	Criteria	Maximum marks
1	Organization Credentials:	55 marks
1.1	Experience of working on engagements involving activities such as formulation of marketing strategies, Industrial Park promotion etc with Central / State Government or their institutions with project fee of atleast 50 Lakhs for each project in the last three years <i>5 marks for each project subject to maximum of 10 marks</i>	10 marks
1.2	Experience of working in infrastructure/real estate projects with Central or State Government <i>5 marks for each project subject to maximum of 10 marks</i>	10 marks
1.3	Experience of working on consulting assignments with Govt of Haryana/ Department of Government of Haryana OR with any Donor/Multilateral Agency for Govt. of Haryana with minimum project value of 50 Lakhs <i>5 marks each project subject to maximum of 10 marks</i>	10 marks

1.4	Turnover from Consultancy/ Advisory services at the time of submission of bid i.e., in Financial Year 2021-22 <ul style="list-style-type: none"> • 25-50 Cr – 5 marks • >50 Cr – 10 marks 	10 marks
1.5	People on payroll of the agency: <ul style="list-style-type: none"> • >=50 and <75- 5 marks • >=75 and <100- 10 marks • >=100- 15 marks 	15 marks
2	Qualification, Experience & Skills of the Manpower proposed to be deployed & Back-End Team	30 marks
2.1	<ul style="list-style-type: none"> • Team proposed to be deployed on site in HAFED. 	20 marks
2.2	<ul style="list-style-type: none"> • Back-End Team. 	10 marks
3	Approach & Methodology and Technical Presentation	15 marks
	Total	100 marks

6. Evaluation of Technical Proposal

The minimum Technical Qualification score for the bidder to be qualified is 70 for opening of Financial Bid. The Bidder shall be selected on the basis of QCBS Method, whereby technical proposal will be allotted weightage of 70% and financial proposal will be allotted weightage of 30%. The bidders will submit in a separate envelop (technical bid) the strengths of their company in respect of the requirements of the assignment and the curriculum vitae of the resources proposed to be deployed by them in HAFED onsite for this assignment and the proposed back end team. A committee of Hafed will interview the manpower proposed to deployed by the bidders for evaluation purpose.

7. Evaluation of Financial Proposal

In the second stage, the financial evaluation will be carried out. Each Financial Proposal will be assigned a financial score (SF). For financial evaluation, the total cost indicated in the Financial Proposal will be considered. The department will determine whether the Financial Proposals are complete, unqualified and unconditional. The lowest financial proposal (FM) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:

$$SF = 100 \times FM/F \text{ (F = amount of Financial Proposal of the applicant)}$$

8. Combined and Final Evaluation

- i. Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores as follows:

- ii. $S = ST \times 0.70 + SF \times 0.30$ (Where S is the combined score)
- iii. The Selected Bidder shall be the First Ranked Bidder (having the highest combined score). The Next Ranked Bidder shall be kept in reserve and maybe invited for negotiations in case the selected Bidder withdraws, or fails to comply with the requirements specified in this document.

9. Payment Terms

10% of the total value of the assignment shall be payable on signing of contract. The remaining 90% shall be payable in equal monthly instalments on submission of the Monthly Progress Report.

#	Milestone	Payment
1	Signing of Contract	10%
2	Monthly Payment on submission of Monthly progress report	90%

10. Award of Contract

HAFED will notify the successful bidder in writing that its proposal has been accepted. On receipt of notification the bidder shall furnish acceptance of award within 7 days of its issuance from HAFED, thereafter, sign Contract Agreement. After signing of the Contract Agreement, no variation in or modification of the terms of the Contract shall be made except by written amendment signed by the parties.

11. Earnest Money Deposit (EMD) and Performance Bank Guarantee

The bidders are required to submit EMD of Rs. 1,00,000/- (Rs. One Lakh). The successful bidder shall submit a Performance Bank Guarantee @ 2% of the financial proposal submitted by the bidder.

12. Instructions to Bidder on Electronic Tendering System

12.1 Registration of bidders on e-Procurement Portal

All the bidders intending to participate in the tenders process online are required to get registered on the e - Procurement Portal i.e. <https://etenders.hry.nic.in/>. Please visit the website for more details.

12.2 Obtaining a Digital Certificate

1. The Bids submitted online should be encrypted and signed electronically with a Digital Certificate to establish the identity of the bidder bidding online. These Digital Certificates are issued by an Approved Certifying Authority, by the Controller of Certifying Authorities, Government of India.

2. The bidders may obtain Class-II or III digital signature certificate from any Certifying Authority or Sub-certifying Authority authorized by the Controller of Certifying Authorities
3. Bid for a particular tender must be submitted online using the digital certificate (Encryption & Signing), which is used to encrypt and sign the data during the stage of bid preparation.
4. If the digital certificate issued to the authorized user of a firm is used for signing and submitting a bid, it will be considered equivalent to a no-objection certificate /power of attorney / lawful authorization to that User. The firm has to authorize a specific individual through an authorization certificate signed by all partners to use the digital certificate as per Indian Information Technology Act 2000. Unless the certificates are revoked, it will be assumed to represent adequate authority of the user to bid on behalf of the firm in the department tenders as per Information Technology Act 2000. The digital signature of this authorized user will be binding on the firm.

12.3 Download of Tender Documents

The tender documents can be downloaded from the eProcurement portal <https://etenders.hry.nic.in> and also from Hafed's website <http://hafed.gov.in>.

13.Queries related to ToR

Bidders may request a clarification with regard to any part of the ToR document in the format given below. Any request for clarification must be sent in writing through e-mail on hafed@hry.nic.in upto 10.10.2022 (5.00 PM) with subject as "ToR for promoting Mega Food Park Rohtak". Any query received after due date and time will not be considered. The format for the clarification is as follows:

S.No.	Section/ Clause No.	Name of Section/ Clause	Text (which is mentioned and required clarification)	Clarification required (Suggested/ proposed text)

Form Tech 1- Technical Proposal Submission Form

To

The Managing Director,
Haryana State Co-operative Supply and Marketing Federation Limited (HAFED)
HAFED Corporate Office, Sector 5, Panchkula,
Haryana - 134109

Sub: Terms of Reference (TOR) for promoting Mega Food Park Rohtak

We, the undersigned, offer to provide our proposal for the assignment “for promoting Mega Food Park Rohtak” in accordance with your Terms of Reference (ToR) dated _____. We are hereby submitting our Proposal only through online mode, which includes Technical Proposal, and a Financial Proposal.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services related to the assignment not later than the date indicated in Document Control sheet.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Signature with date:

Name of authorized signatory

Seal of Agency

Date:

Place:

Form Tech 2- Details of Bidder

1. Name of the Company:
2. Registered Office:
3. Date of Incorporation:
4. Constitution of the Bidder Company:
5. Core business activities:
6. Experience in consultancy services/similar domain (years) with proof:
7. Details of contact persons:
8. Any other details:

Name:

Designation:

Contact tel. No.:

Mobile no.:

Fax no.:

Email ID:

Postal address:

(Signature of Authorized signatory)

Form Tech 3- Project Experience Format

Project Name:		
Project Location within Country:		Professional Staff Provided by the Firm:
Name of Client:		
Start Date (Mon/YYYY):	Completion Date (Mon/YYYY):	Approx. Value of Services:
Detailed Narrative Description of Project:		

Form Tech 4- Write up on Project Conceptual Clarity and Approach

In this write up the firm should propose the following:

- Understanding of the project,
- Action plan it intends to follow – Approach & Methodology
- Value addition proposed for the assignment.

The practical difficulties and obstacles which can possibly arise during the course of assignment and how to address them should also be highlighted.

Authorized Signature [*In full and initials*]: _____

Name and Title of Signatory: _____

Name of Bidder: _____

Address: _____

Form Tech 5- Format of Curriculum Vitae (of the resources to be deployed on site and the back end team)

1. Name of the Staff
2. Designation
3. Name and address of the firm presently employed, if any
4. Position in the Proposed project (describe degree of responsibility also)
5. Qualifications (Technical and General)
6. Experience (Relevant in the context of assignment)
7. Employment Record (starting with present position, all previous assignments may be covered) Name of the Firm
8. Position Held
9. Years of Employment
10. Integrity

Date:

Signature of the Bidder / Authorized Representative

Seal / Stamp of the Firm

Form Tech 6- Chartered Accountant Certificate

[ON THE LETTER HEAD OF AUDITORS / CHARTERED ACCOUNTANTS]
CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that M/s. having its
Registered Office had achieved the
following level of Turnover in respect for the financial years mentioned hereunder:

Particulars	2019-20	2020-21	2021-22
Turnover			

The figures certified for the stated Financial Years are based on the Books of Account, Audited
Balance Sheet of the Company and the records produced before us.

Signatures of Auditors/ Chartered Accountants:

Name :

Seal

Place :

Date :

Form Tech 7- Self Undertaking regarding blacklisting

To
The Managing Director,
Haryana State Co-operative Supply and Marketing Federation Limited (HAFED)
HAFED Corporate Office, Sector 5, Panchkula,
Haryana - 134109

Sub: Terms of Reference (TOR) for promoting Mega Food Park Rohtak

Dear Sir/Madam,

I/We (Name of the Bidder) hereby take that I/We (Name of the Bidder) have not been blacklisted/banned/debarred by any State / Central Government or any of its Agency / PSU or under a declaration of ineligibility for fraudulent or corrupt practices or inefficient/ ineffective performance.

Yours faithfully

(Signature, name and designation of the authorized signatory)

For and on behalf of

Date :

Place :

Format for Financial Bid

Form Fin-1(A): Covering Letter

To
The Managing Director,
Haryana State Co-operative Supply and Marketing Federation Limited (HAFED)
HAFED Corporate Office, Sector 5, Panchkula,
Haryana – 134109

Sub: Terms of Reference (TOR) for promoting Mega Food Park Rohtak

Dear Sir/Madam,

I/We, (Applicant's name) herewith enclose the Financial Proposal for selection of our firm as an Agency for above.

I/We agree that this offer shall remain valid for a period of 180 (One Hundred and Eighty) days from the Proposal Due Date or such further period as may be mutually agreed upon.

Yours faithfully,

(Signature, name and designation of the authorized signatory)

Date :

Place :

Form Fin-1(B): Financial Proposal (To be uploaded online only)

S.No	Manpower	Amount (in INR)
1	Total Project Cost for 12 months (Exclusive of all taxes)	

Authorized Signature:

Name:

Designation

Name of firm: ...

Address.....

Note:

1. GST shall be paid separately as per prevailing rate and the same is not required to indicated in Financial Proposal
2. All payment shall be made in Indian Rupees and shall be subject to applicable Indian laws withholding taxes if any.
3. The financial proposal shall not include any conditions attached to it and any such conditional financial proposal shall be rejected summarily