



**THE HARYANA STATE COOPERATIVE SUPPLY AND  
MARKETING FEDERATION LIMITED**

**INVITES**

**Expression of Interest (EOI)  
FOR THE SELECTION OF A PRIVATE AGENCY  
TO  
SUPPORT THE INTERNATIONAL TRADE, EXPORT AND LISTING OF  
HAFED CONSUMER PRODUCTS ON DUBAI MULTI COMMODITIES  
CENTRE (DMCC)**



Ref. No. HAFED/EXPORT/AGM/120

17<sup>th</sup> JAN 2023

CORPORATE OFFICE, SECTOR 5, PANCHKULA HARYANA (INDIA)

TEL: 2590520-24, FAX: 2590711 E.Mail: [hafed@hry.nic.in](mailto:hafed@hry.nic.in)

Web-site: <http://hafed.gov.in/>.

## EOI Notice

### THE HARYANA STATE COOPERATIVE SUPPLY AND MARKETING FEDERATION LIMITED

Corporate Office, Sector 5, Panchkula, Haryana  
TEL: 2590520-24, FAX: 2590711 E.Mail: [hafed@hry.nic.in](mailto:hafed@hry.nic.in)

Web-site: <http://hafed.gov.in/>

No.Hafed/Export/AGM/120

Dated: 17.01.2023

HAFED intends to invite Expression of Interest (EOI) for selection of agency to **support the international trade and export of Hafed consumer products**

Details of EOI Schedule		
1.	Date of Issuance of EOI	17.01.2023
2.	Pre-Bid Meeting/Clarification Meeting	02.02.2023 at 11:00 AM
3.	Last date of acceptance of queries/comments from bidders	08.02.2023 at 5:00 AM
4.	Issue of Response to bidder's queries	08.02.2023
5.	Last date of EOI submission	08.02.2023 at 5:00 AM

The interested bidders/companies shall download the EOI document available on Hafed website <http://hafed.gov.in>

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Managing Director (MD) reserves the rights to accept/reject any EOI without assigning any reason thereof.

Managing Director  
Hafed

## 1. Introduction

### A. Background

HAFED is the largest apex cooperative federation of Haryana State in India. It came into existence on November 1st, 1966 with the formation of Haryana as a separate State. Since then, it is playing a leading role in serving the farmers of the State as well as customers in India and overseas by providing hygienic and safe quality consumer products.

Lately Hafed has stepped into the international trade and successfully executed export to the Middle Eastern countries, and has recognized the huge potential in the domain. Also demand for food imports is significantly high in the Gulf Area and keeping in view growing global food security issues, agro goods can be crucial for trading. Accordingly, HAFED intends to onboard an agency to form a Joint Venture(JV) for setting up the export house with a focus on trading( import/export) and listing of consumer goods on Dubai Multi Commodities Centre (the DMCC).

### B. Objectives-cum- Scope of Work:

- To form a Joint Venture Entity with the private agency for setting up the export house with a focus on trading( import/export) and listing of consumer goods on Dubai Multi Commodities Centre (the DMCC).
- This JV will Act as international liaison and node for HAFED in order to develop its lines of business:
  - Supply of Agri - Inputs
  - Food Grains Procurement
  - Food Grains Warehousing
  - Agro - Processing
  - Marketing / Exports
- Support the export functionality of HAFED, including facilitation for trade through appropriate sale models and channels approved by HAFED.
- Promote the sale of HAFED Consumer Products through the appropriate channels as approved by HAFED by:

- Identifying and establish relationships with new international customers.
- Maintain and grow relationships with existing international customers.
- Support HAFED in Identify and responding to international client needs.
- To recommend and implement the export sale and distribution strategy for HAFED
- To recommend and implement international collaboration and memberships with leading international governmental / corporate bodies and trading platforms to enhance operations and/ or revenue generation avenues for HAFED.
- Since demand for food imports is significantly high in the Gulf Area and keeping in view growing global food security issues, agro goods can play strategic roles. Accordingly, JV will explore the listing of products on trading platforms or commodity exchange such as Dubai Multi Commodities Centre (the DMCC).

### **C. Project implementation**

The project will be implemented by HAFED by forming a Joint Venture(JV) with an agency which has requisite know how of international trade of consumer goods.

## **2. Role of HAFED**

1. HAFED shall provide the office and required infrastructure to setup the Export House for international trading.
2. HAFED shall procure and provide the commodity or goods for the export purposes as per the determined quality and specification.
3. Facilitate in providing necessary regulatory approvals as and when required.
4. HAFED holds the Rights of marketing for the products jointly with the bidder.

### 3. Role of Bidder

1. Agency will assist in listing of product on trading platforms or commodity exchange such as Dubai Multi Commodities Centre (the DMCC).
2. To establish markets and distribution channels
3. To provide technical expertise, especially in the Middle East
4. To recommend and implement the export sale and distribution strategy for HAFED
5. To assist in organizing Road shows, export promotion, participating in the relevant industry events, Facilitating One-to-one meetings, and following but not limited to:
  - Knowledge Management Support: Creation of Knowledge repository
  - Degree of participation of each commodity in international trade
  - Existing supply and demand gap (production surplus / shortage)
  - Key production clusters, SWOT analysis for each cluster,
  - New market assessment (new strategic geographies for export)
  - New product / commodity identification and suggesting suitable interventions to
  - the State for promoting export for newly identified commodities.
6. Exploring ways to associate with key Trade Bodies, Industry Chambers, Business Councils, Embassies, etc. for global export promotion
7. To make business connections both internationally and across India
8. Provide guidance and support to new and existing exporters in context of information about export opportunities and identifying top commodities to be exported.
9. Provide counseling on the regulatory framework in India with regards to the policies of DGFT, customs, central excise and other agencies.

### 4. Eligibility Criteria

1. The Bidder can be a Partnership Firm / Limited Liability Partnership (LLP) firm duly registered under the Partnership Act or a Company duly registered under the Companies Act.
2. Agency should have presence in Middle East/Gulf.
3. Agency should have positive net worth of INR 03 Crores or above.
4. Agency should have international exposure vis-à-vis to international trade.

5. Agency should have never been blacklisted or debarred by any Central or State Government or Semi-Government Department or Organization in past or in present for any reason(s) for any kind of breach of Contract.

## 5. Submission of EOI

Interested bidders are required to submit the response on e-tender website of Govt. of Haryana <https://etenders.hry.nic.in/> with complete information in all respect as per the enclosed format Annexure-A. The furnished information shall be supported with relevant documents if any. Suitable agencies will be called for detailed discussion/presentation.

## 6. Disclaimer

Prospective respondents to this EOI acknowledges and agrees that:

- HAFED has issued this Expression of Interest (EOI) with the best intention to explore the market for eligible and interested bidders and has no compulsions to enter into definitive contractual agreements. The EOI does not guarantee conversion of this EOI into any definitive contractual agreements.
- It is also agreed that HAFED in its sole discretion, may reject any and all proposals made by respondent(s), may change the conditions relating to the EOI or cancel this EOI at any time without assigning any reason.
- Prospective respondent(s) acknowledge and agree that response to the EOI is purely voluntary action on their part and for any expenditure on this account shall be borne by the respondent(s).

**Annexure A**

Detail of the Bidder (enclose copies of all relevant documents)		
1.	Name and address of the Company	
2.	Company registration number and GST registration number	
3.	Date of Incorporation	
4.	Address of the Registered Office in India and Middle East/Gulf and proof of registration with relevant authorities	
5.	Contact detail of Authorized person (name, address, phone no. and email)	
6.	Nature of the Company Proprietary Company Name, Address & Telephone No. of the proprietor a. In case of proprietary Company (Name, address & Telephone no. of the proprietor) b. In case of Partnership Company (Name, address & Telephone no. of the Partners) c. In case of public/private Ltd. (Company Name, Address & Telephone no. of the CEO's)	
7.	Details of International Trade, if any (copy of relevant documentary proof to be attached).	
9.	Positive Net Worth of the Bidder (Attach CA certified certificate)	
11.	Any other related/relevant information, the Bidder feels appropriate to disclose to strengthen his Technical Proposal in terms of Technical and/or Trade Capabilities.	
12.	Approach and Methodology, which may include <ul style="list-style-type: none"> <li>• Emerging Markets for export</li> <li>• Hafed's approach in grabbing emerging Market</li> <li>• Share of Equity in the Joint Venture</li> </ul>	

Certified that the information given above is correct to the best of my knowledge.

Signature of Authorized person:

Signed at \_\_\_\_\_ dated \_\_\_\_\_ by \_\_\_\_\_

Designation \_\_\_\_\_ for \_\_\_\_\_ Agency

Seal of Agency