

**REQUEST FOR PROPOSAL (RFP)**  
for  
**Selection of a Consulting Firm for Setting up  
Program Management Unit (PMU) for  
Directorate of Agricultural Marketing & Agriculture  
Foreign Trade, Uttar Pradesh (DAM&AFT), Lucknow.**

**E-Tender No: (RFP)P**



**Directorate of Agricultural Marketing & Agriculture Foreign Trade (DAM&AFT), UP  
(Agriculture Export Nodal Agency, Uttar Pradesh)  
4th Floor, Kisan Mandi Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow-226010**

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**Directorate of Agricultural Marketing & Agriculture Foreign Trade,  
Uttar Pradesh (DAM&AFT)**

## Disclaimer

The Information contained in the Request for Proposal (RFP) document or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), is provided to Applicants on the terms and conditions set out in the RFP and such other terms and condition subject to which such information is provided.

The RFP is not an agreement and is neither an offer nor invitation by the Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), to the prospective Applicants or any other person.

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

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

Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT) also accepts no liability of any nature whether resulting from negligence or otherwise however caused arising from reliance of any applicant upon the statements contained in this RFP. DAM&AFT may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumption contained in this RFP.

The issue of the RFP does not imply that DAM&AFT is bound to select any Applicant or to give work order to the Selected Applicant, as the case may be, for carrying out studies and DAM&AFT reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

The Applicant 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 presentation which may be required by DAM&AFT, or any other costs incurred in connection with or relation to its Proposal. All such costs and expenses will remain with the Applicant and DAM&AFT shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by an Applicant in preparation or submission of the Proposal, regardless of the conduct or outcome of the selection Process.

# Section 1: Terms and Conditions, and Instructions to Consultants

## Part-I

### 1. Definitions

- (a) "**Employer**" means the Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), who invited bids for the tasks and to whom the selected Consultant shall provide services as per the terms and conditions and Terms of Reference (TOR) of the contract.
- (b) "**Consultant**" means any entity or person or associations of person or Consulting Firms that may provide or provides the Services to the Employer under the contract.
- (c) "**Contract**" means the Contract signed by the Parties for this assignment.
- (d) "**Project Specific Information**" means such part of the Instruction to consultants used to reflect specific project and assignment conditions.
- (e) "**Day**" means calendar day.
- (f) "**Government**" means the Government of Uttar Pradesh.
- (g) "**Terms and Conditions and Instructions to Consultant(s)**" means the document which provides Consultant with all information needed to prepare their proposals.
- (h) "**HPC**" means the High-Powered Committee set up by the State Government.
- (i) "**Personnel**" means professionals and support staff provided by the Consultant or by any Sub-Consultant and assigned to perform the services or any part thereof.
- (j) "**Proposal**" means the Technical Proposal and the Financial Proposal submitted through e-tendering process.
- (k) "**Responsive Proposal**" means a proposal that conforms to all the eligibility and terms and conditions of the RFP without any material deviation.
- (l) "**RFP**" means the Request for Proposal prepared by the Employer for the selection of Consultants.
- (m) "**Assignment/Job**" means the work to be performed by the consultant pursuant to the contract.
- (n) "**Terms of Reference (TOR)**" means the document included in the RFP as Section 2 which explains the objectives, scope of work, activities, tasks to be performed, respective responsibilities of the Employer and the Consultant, and expected results and deliverables of the Assignment/Job.

### 2. Introduction

- 2.1 The Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), wishes to engage services of consultant for setting up a Program Management Unit (PMU) for DAM&AFT. Details given in TOR.
- 2.2 The Consultant is broadly expected to conduct the above-mentioned task in 2.1.
- 2.3 The Consultants are invited to submit their Proposal, for job named in the Part II Data Sheet. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Consultant.
- 2.4 The date, time, and address for submission of proposal have been given in part II data sheet.
- 2.5 Consultants should familiarize themselves with local conditions and take them into account in preparing their Proposal.
- 2.6 Consultants shall bear all cost associated with preparation and submission of their proposal and contract negotiation. The Employer is not bound to accept any proposal and reserves the right to

annul the selection process at any time prior to award of the Contract without thereby incurring any liability to the Consultants.

### 3. Clarification and Amendment of RFP Document & Pre-Bid Meeting

**3.1** Consultants may request a clarification on any clause of the RFP document within the timeframe indicated in the Part II Data Sheet. Any request for clarification must be sent by email to the Employer's address before the date indicated in the Part II Data sheet. These queries will be addressed during the course of the pre-bid meeting. The date, time and venue of the pre-bid meeting is given in Part II Data sheet.

**3.2** At any time before the submission of proposals, the Employer may amend the RFP by issuing an addendum in writing or by announcing it through its website. The addendum shall be binding on all Consultants. Consultants shall acknowledge receipt of all such amendments. To give the consultant reasonable time in which to take an amendment into account, the Employer may extend the deadline for the submission of proposal.

### 4. Conflict of Interest

A Consultant or any of its affiliate that has a business or commercial relationship with such a member(s) of the Employer's staff who is directly or indirectly involved in any part of the project, including preparation of the RFP shall not be awarded the Contract.

### 5. Proposal

Consultant may submit proposal for the task as mentioned in Terms of Reference of the RFP. Consultant should ensure that separate technical and financial proposals are submitted for the task proposed to be conducted.

### 6. Preparation of proposal

**6.1** Minimum Eligibility Criteria: Only those consultants who fulfil the minimum eligibility criteria shall be considered responsive. The proposals submitted by the consultants who do not fulfil the minimum eligibility criteria will be rejected.

S. No	Basic Requirement	Specific Requirement	Documents Required
1	Legal Entity	Applicants eligible in participating in the assignment should be a single entity and a Limited/Private Limited / Limited Liability Partnership Company registered in India under the Companies Act 1956 or partnership firm registered under the relevant and prevailing law relating to partnership in India. The agency shall be operational in India for at least last 5 years, as on due date for submission of proposals.	1. Certificate of incorporation or Partnership Deed 2. GST Registration Certificate 3. PAN Card

S. No	Basic Requirement	Specific Requirement	Documents Required
2	Applicant Turnover	Applicant should have achieved minimum average annual turnover of INR 5 crores from Indian operations during the previous three financial years (FY 2022-23, FY 2023-24, FY 2024-25)	1. Audited Financial Statements for FY 2022-23, FY 2023-24, FY 2024-25 2. Certificates from Statutory Auditors/ Chartered Accountant
3	Manpower Capacity	The Applicant must have at least 200 permanent full-time professionals on its role as on 31 <sup>st</sup> March 2026	HR Certificate
4	Power of Attorney	Power of Attorney/Board Resolution in the name of the person signing the proposal	Original Power of Attorney/Board Resolution Copy
5	Applicant's Experience	Applicant should have experience of advisory / consulting in agriculture, horticulture and/or exports promotion in at-least 1 state in India in the last 3 years or at least 2 states in India in the last 5 years as on due date for submission of proposals whichever is applicable.	Copy of work orders/completion certificates issued in the last 5 years, upto the due date for submission of proposals
6	Blacklisting/ Debarment	The Bidder should not be debarred/ blacklisted / banned by any State/Central/UT Government in India as on date of submission of the bid.	Self-certification that the bidder is not in the active debarment list of Centre/State/UT Government.

**6.2** The Proposal as well as all related correspondence exchanged by the Consultants and the Employers shall be written in English language, unless specified otherwise.

**6.3** In preparing their Proposal, Consultants are expected to examine in detail the documents comprising the RFP. Material deficiencies in providing the information requested may result in rejection of proposal.

#### **Technical Proposal:**

**6.4** Consultants are required to submit a Technical Proposal (TP) in forms provided in Section-3(a). Submission of wrong type of Technical Proposal will result in the Proposal being deemed non-responsive. The Technical Proposal shall provide the information indicated in the following paragraph from (a) to (g) using the attached forms (Section-3(a)).

- a) Form TECH-1 Section-3(a) is a sample letter of technical proposal which is to be submitted along with technical proposal.
- b) A description of the approach, methodology and work plan for performing the assignment/job covering the following: technical approach and methodology, work plan, project organization and availability of experts. Guidance on the content of this section of the Technical Proposal is provided under Form TECH-2 of Section3(a).
- c) The list of the proposed Professional staff team by area of expertise, the position that would be assigned to each staff team member and their tasks to be provided in form TECH-3 of Section 3 (a).
- d) CVs of the Professional staff as mentioned in (c) above signed by the staff themselves or by the authorized representative of the Professional Staff (Form TECH-4 of Section 3 (a)).
- e) Estimates of work schedule should be given in Form TECH-5 of Section3(a).

- f) Information relating to "Conflict of interest" should be furnished in form TECH-6 of Section 3(a).
- g) The Bidder shall furnish as part of the Technical Proposal, Form TECH-7 of Section 3(a) and documents establishing the technical qualification to perform the contract.

The Technical Proposal shall not include any financial information. A Technical Proposal containing financial information may be declared nonresponsive.

**6.5** While preparing the Technical Proposal, Consultants must give particular attention to the following:

- a) The estimated number of Professional staff months for the Assignment/job. However, the Proposal shall be based on number of Professional staff months or budget estimated by the Consultants.
- b) Only one curriculum vitae (CV) may be submitted for each position mentioned.

**6.6** A detailed technical proposal should focus on all the aspects given in Section-2 B-Scope of work of TOR and any other relevant activities.

**6.7** It should have a clear and detailed (up to 3-4 levels) chapter wise framework of the final report to be submitted after awarding the assignment.

#### **Financial Proposal:**

**6.8** The Financial Proposal shall be prepared using the prescribed forms given in Section-3(b). It shall take into account all expenses and tax liability including GST etc. and all costs associated with the assignment/job, including remuneration for staff and reimbursable expenses.

## 7. Submission of Proposal

The Consultant should submit their proposal online only in the Submission module of GeM portal <https://gem.gov.in> . The proposal shall be submitted only from the Bid submission start date till the bid submission end date and time given in the GeM portal <https://gem.gov.in> . The Bidder should submit their proposal considering the server time displayed on the GeM portal <https://gem.gov.in> . This server time is the time by which the proposal submission activity will be allowed till the permissible time on the last/end date of submission of proposals indicated in the GeM portal schedule.

The Technical and Financial proposal shall contain no interlineations or overwriting. Submission letters for both Technical and Financial Proposals should be in the format of TECH-1 of Section 3(a), and FIN-1 of Section 3(b) respectively.

An authorized representative of the Consultants shall initial all pages of the Technical and Financial proposal.

The Proposals must be submitted online as indicated in the Data Sheet not later than the time and the date indicated in the Data Sheet, or any extension to this date. Any proposal received by the Employer after the deadline shall not be entertained.

## 8. Proposal Validity

Part II Data Sheet indicates how long Consultants' proposals must remain valid after the submission date. During this period, Consultants shall maintain the availability of professional staff nominated in the proposal and also the financial proposal unchanged. The Employer will make its best effort to complete negotiations within this period. Should the need arise; however, the Employer may request Consultants to extend the validity period of their proposal. Consultants who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their financial proposal; Consultants could submit new staff replacement; which would

be considered in the final evaluation for award of the contract. Consultants who do not agree have the right to refuse to extend the validity of their Proposal. Under such circumstance, the Employer shall not consider such Proposal for evaluation.

## 9. Taxes

The Consultant shall fully familiarize themselves about the applicable domestic duties and taxes on amounts payable by the Employer under the Contract. All such duties and taxes must be mentioned separately by the consultant in the financial proposal. TDS and deductions, if any, by the Employer will be deducted from the amount payable to the Consultant.

## 10. Currency

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

## 11. Earnest Money Deposit (EMD)

**11.1** The Consultant shall deposit **EMD of Rupees 8,00,000.00 lakhs (Eight Lakh)** by way of RTGS / NEFT inclusive of all Taxes to the account of Director, Directorate of Agricultural Marketing & Agriculture Foreign Trade, Lucknow, before submission of the proposal. The details of the account for making RTGS/NEFT payments are as following:

Beneficiary Name: Director Agricultural Marketing, UP

Account No. : 40371088757

Bank : State Bank of India, PICUP Bhawan, Vibhuti Khand, Lucknow

IFSC Code : SBIN0050643

MICR Code : 226002138

Branch Code : 50643

**11.2** The Consultant has to deposit the EMD by RTGS/NEFT as per details given in Part-II: Data Sheet. The transaction details with Unique Transaction Reference (UTR) should be appended with the proposal.

**11.3** The EMDs of unsuccessful consultants will be refunded within one month after the completion of the bid process.

**11.4** No interest shall be payable by the Employer to Consultants for the sum deposited as Earnest Money Deposit (EMD).

## 12. Non-Eligibility

**12.1** Consultants shall have to also upload self-certified non blacklisting certificate by the State/Central Government or their agencies. Failure to upload such certificate will result in rejection of bid.

**12.2** Proposal of those Consultants against whom any criminal case is pending before court of competent jurisdiction or who have been convicted by court of competent jurisdiction shall not be considered.

**12.3** Proposals of those Consultants, who will be found to be involved in theft or non-payment of Government dues or taxes, will be out rightly rejected and will not be considered for the opening of financial bid.

12.4 The proposals of those Consultants who have been blacklisted or debarred by Central Government or any Central Government Authority or any State Government or any State Government Authority shall not be considered.

## 13. Receipt and opening of e-proposal by the Employer

On receipt of Technical and Financial Proposals on GeM portal, at first the Technical Proposals will be opened and compiled by a committee under the Chairmanship of Director, Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), (Agriculture Export Nodal Agency, Uttar Pradesh), 4th Floor, Kisan Mandi Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow-226010. Technical Proposals shall be evaluated by a High-Powered Committee (HPC), set up by the State Government. Financial proposals of technically eligible consultants will be opened and evaluated by the HPC. The details of date, time, and place of opening of proposals are mentioned in the Data Sheet.

## 14. Proposal Evaluation

From the time proposals are opened to the time the contract is awarded, the consultants should not contact the Employer on any matter related to its Technical and/or Financial Proposal. Any effort by consultants to influence the Employer in the examination, evaluation, ranking of Proposals, recommendation for award of contract may result in the rejection of the consultants' proposal. Evaluation of the technical proposal will start first and at that stage the financial proposals will, remain unopened.

### 14.1 Evaluation of Technical Proposals:

In the first stage of technical evaluation, all the proposals shall be evaluated to determine their responsiveness against minimum eligibility criteria as given in para 6.1 above. The proposals fulfilling the minimum eligibility criteria shall be treated as responsive proposals and those found deficient against minimum eligibility criteria shall be treated as non-responsive and rejected at this stage.

In the second stage of technical evaluation, only responsive proposals shall be taken up for further evaluation. The HPC shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and by applying the evaluation criteria and sub-criteria as given below:

**Table – 1: Criteria & Sub Criteria**

S No	Description	Max. Marks
<b>1.</b>	<b>Organization &amp; Relevant Experience</b>	<b>20</b>
<b>1.1</b>	Average annual turnover over the last three financial years (FY 2025-26, FY 2024-25, FY 2023-24) from Indian operations - Firm with >50 Cr turnover – 5 marks <ul style="list-style-type: none"> <li>• Firm with 40-50 Cr turnover - 4 marks</li> <li>• Firm with 30-40 Cr turnover - 3 marks</li> <li>• Firm with 20-30 Cr turnover - 2 marks</li> <li>• Firm with 5-20 Cr turnover – 1 mark</li> </ul>	5

S No	Description	Max. Marks
1.2	Experience of implementing Project/Program Management Unit (PMU)/Project Management Consultant/Programme Management Consultancy (PMC)/Programme Management Agency (PMA), Technical Support Unit (TSU)/ Technical Assistance with Central Govt./ State Govt./ PSU in India in Agriculture & Allied Activities or Exports Promotion in last 5 years with a project value of minimum INR 2 crores for each project of which one project must be in UP 1 marks for each project (maximum upto 5 projects)	5
1.3	Project implementation experience in Market Information, price trends, demand- supply of Agriculture commodities with Central Govt./State Govt./PSU in India <ul style="list-style-type: none"> <li>• 1 Central Govt./State Govt./PSU: 2.5 marks</li> <li>• 2 or more Central Govt./State Govt./PSU: 5 marks</li> </ul> <i>Note: These projects must be exclusive of the projects mentioned in point 1.2 of Table 1.</i>	5
1.4	Experience of working with Agriculture & Allied Activities Exports Promotion with State Govt./Central Govt. over last 5 years <ul style="list-style-type: none"> <li>• 1 assignment – 2.5 marks</li> <li>• 2 or more assignments – 5 marks</li> </ul> <i>Note: These projects must be exclusive of the projects mentioned in point 1.2 and Point 1.3 of Table 1</i>	5
<b>2. Proposed Manpower (CVs)</b>		<b>25</b>
2.1	<b>Team Leader cum Business Development Specialist</b> <u>Qualification:</u> PGDM/ MBA/Agri Business Management / Rural Management / International Business or equivalent degree from any of the Indian Institute– 02 Marks <u>Experience:</u> <ul style="list-style-type: none"> <li>• 10+ years of experience in Agriculture, Agribusiness or export promotion -01 Marks</li> <li>• 5+ years of experience in leading large-scale agri-export, market linkage, or institutional strengthening projects and demonstrated experience in stakeholder engagement- 01 Marks</li> </ul> (1 person X 4 marks)	4
2.2	<b>Agricultural Market Intelligence Expert cum Agri Export Expert</b> <u>Qualification:</u> PGDM/ MBA / MBA-Agri Business / MBA-International Business / Agricultural Economics or equivalent– 01 Marks <u>Experience:</u> <ul style="list-style-type: none"> <li>• 5+ years of experience in commodity intelligence, export market analysis, demand forecasting, export regulations and advisory support to government/export institutions. – 02 Marks</li> </ul> (1 person X 3 marks)	3
2.3	<b>Capacity Building Specialist</b> <u>Qualification:</u> PGDM/ MBA / Master in Rural Management / Development Studies / Agri Business or equivalent- 01 Marks <u>Experience:</u> <ul style="list-style-type: none"> <li>• 5+ years of experience in designing and delivering capacity building programs, training modules, institutional strengthening, and stakeholder training programs for FPOs, exporters, or government programs. - 01 Marks</li> </ul> (1 person X 2 marks)	2

S No	Description	Max. Marks
2.4	<p><b>Convergence Specialist</b>  <u>Qualification:</u> PGDM/ MBA / Master in Rural Management / Public Policy / Development Studies / Agri Business or equivalent- 1 Marks  <u>Experience:</u></p> <ul style="list-style-type: none"> <li>5+ years of experience in convergence of government schemes, stakeholder coordination, institutional partnerships, and facilitating collaboration between government departments, and private sector entities – 01 Marks</li> </ul> <p>(1 person X 2 marks)</p>	2
2.5	<p><b>Agri- Infrastructure cum logistics Specialist</b>  <u>Qualification:</u> MBA/ M. Tech/ PGPM from a reputable institute- 1.5 marks  <u>Experience:</u></p> <ul style="list-style-type: none"> <li>6+ years of experience in agriculture infrastructure projects (preferably export link agri infra such as packhouses, ICDs etc.) – 1.5 Marks</li> </ul> <p>(1 person X 3 marks)</p>	3
2.6	<p><b>Team Member - Agri Infra</b>  <u>Qualification:</u> MBA/ M. Tech/ PGPM from any reputable institute of India – 0.50 Marks  <u>Experience:</u></p> <ul style="list-style-type: none"> <li>1+ years of experience in project management or consulting projects. – 0.50 Marks</li> </ul> <p>(1 person X 1 marks)</p>	1
2.7	<p><b>Technical Program Manager (TPM)</b>  <u>Qualification:</u> B.Tech / B.E. in Computer Science, IT, Electronics, or MCA (Preferred: M.Tech or MBA in Technology Management) – 1.50 Marks  <u>Experience:</u></p> <ul style="list-style-type: none"> <li>8+ years of experience in software development and delivery, including at least 3-4 years of experience in leading technical teams and managing multi-module platforms, enterprise applications, or digital portals. - 1.50 Marks</li> </ul> <p>(1 person X 3 marks)</p>	3
2.8	<p><b>Back-End Developer (API, Logic &amp; Data Engineer)</b>  <u>Qualification:</u> B.Tech / B.E. in Computer Science / IT (Preferred: certifications in backend frameworks or cloud technologies)- 1 Marks  <u>Experience:</u></p> <ul style="list-style-type: none"> <li>5+years of experience in backend development, API development, database architecture, system integrations, and handling large-scale data-driven platforms - 1 Marks</li> </ul> <p>(1 person X 2 marks)</p>	2
2.9	<p><b>Business Analyst (BA + UI/UX + QA Hybrid)</b>  <u>Qualification:</u> Bachelor’s degree in engineering, IT, Computer Applications, or Design (Preferred: certifications in Business Analysis, UX, Product Management, or QA) – 0.5 Marks  <u>Experience:</u></p> <ul style="list-style-type: none"> <li>4+ years of experience in business analysis, requirement gathering, workflow design, UI/UX prototyping, documentation, and functional/system testing – 1 Marks</li> </ul> <p>(1 person X 1.5 marks)</p>	1.5
2.10	<p><b>Front-End Developer (UI Engineer)</b>  <u>Qualification:</u> B.Tech / B.E. in Computer Science / IT (Preferred: certifications in modern UI frameworks such as React, Angular, or</p>	1.5

S No	Description	Max. Marks
	equivalent) – 0.5 Marks <u>Experience:</u> <ul style="list-style-type: none"> <li>4+ years of experience in developing responsive web applications, dashboards, and interactive user interfaces using modern frontend technologies. - 01 Marks</li> </ul> (1 person X 1.5 marks)	
<b>2.11</b>	<b>Mobile Application &amp; AI Chatbot Specialist</b> <u>Qualification:</u> B.Tech / B.E. in Computer Science / Information Technology or equivalent. (Preferred: Certifications in Mobile Application Development and AI/Chatbot technologies) <u>Experience:</u> <ul style="list-style-type: none"> <li>Minimum 5 years of experience in software application development, including mobile application development (Android &amp; iOS) and AI-based multilingual chatbot implementation, with experience in system integration, UAT, deployment, and technical documentation.</li> </ul> (1 person X 2 marks)	2
<b>Technical Presentation (Understanding of Scope and Work plan)</b>		<b>25</b>
<b>Approach and Methodology</b>		<b>30</b>
<b>Total</b>		<b>100</b>

HPC may constitute a sub-Group to assist it in examination of the Technical Proposals. HPC will ask all the responsive Consultants to give a presentation on the approach and methodology proposed by them, along with clarifications, if any, considered necessary by the HPC. After technical presentation, all the Technical Proposals will be assigned a Technical score (Ts) out of a maximum of 100 points as given above. Bidders who secure Ts of 70 or more shall be technically eligible.

#### 14.2 Evaluation of Financial Proposal:

The Financial Proposals of those Consultants who have been found to be technically eligible will be opened. The Financial Proposals of technically ineligible Consultants will not be opened. The Financial Proposals shall be opened in the presence of representatives of technically eligible Consultants who may like to be present. The DAM&AFT, Govt. of U.P. shall inform the date, place and time for opening of the Financial Proposals.

The Financial Proposals will be normalised on a scale of 100, with lowest bid being normalised to 100 and the rest being awarded on a pro-rata basis. Such normalised scores would be considered for the purpose of QCBS based evaluation, as explained in section below:

The financial scores (Fs) are normalised as per the formula below:

$F_n = F_{min} / F_b * 100$  (rounded off to 2 decimal places) Where,

$F_n$  = Normalised financial score for the Consultant under consideration

$F_b$  = Absolute financial quote for the Consultant under consideration

$F_{min}$  = Minimum absolute financial quote.

#### 14.3 Combined Evaluation Criteria- Quality and Cost Based Selection (QCBS):

70% weightage will be awarded for Technical Evaluation and 30% weightage will be awarded for Financial Evaluation.

Composite Score (S) =  $T_s * 0.70 + F_n * 0.30$

The Consultant securing the highest Composite Score (S) would be awarded the contract.

## 15. Confidentiality

Information relating to evaluation of proposals and recommendation concerning award shall not be disclosed to the consultant who submitted the proposals or to other persons not officially concerned with the process, until the publication of the award of Contract. The undue use by any consultant of any information related to the process may result in the rejection of its proposal and may be subject to provisions of the Employer's antifraud and corruption policy.

## 16. Financial Negotiations

Negotiations, if considered necessary, will be held only with the consultant who will be selected consultant after combined evaluation of the Technical and Financial Proposal. HPC can discuss the budget proposals with selected consultant with objective of rationalization, cost saving, reasonableness and efficiency in conduct of evaluation. Under no circumstance, the financial negotiation shall result into an increase in the price originally quoted by the consultant. Representatives conducting negotiations on behalf of the consultant must have the written authority to negotiate and conclude the contract.

## 17. Key Experts

Key experts will not be substituted unless unavoidable circumstances like death or medical incapacity. Leaving of an expert will not be considered as unavoidable circumstances and the bidders are required to place adequate legal safeguard to ensure that key experts are committed to this project during its tenure.

## 18. Award of Contract

After completing negotiations, the Employer shall issue a Letter of Intent (LOI) to the selected Consultant and promptly notify all other consultants who have submitted proposals about the decision taken.

The selected consultant will sign the contract in a duly prescribed format (Form-3 (c)-1) after fulfilling all the formalities/pre-conditions (contract to be signed after the selection of consultant), within 15 days of issuance of the letter of intent.

The Selected consultant is expected to commence the assignment/job on the date specified in the Part II Data Sheet.

## 19. Performance Guarantee

The Selected consultant shall be required to furnish an unconditional and irrevocable Performance Bank Guarantee in the prescribed format (Form-3 (c)-2) equivalent to 5% of the contract value rounded off to the nearest thousand Indian Rupees from any Nationalised Bank/Scheduled Bank in India on the prescribed format in favour of: Director, Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), Government of Uttar Pradesh”, payable at Lucknow for the period of contract with 60 days claim period beyond the completion of all contractual obligations. The bank guarantee must be submitted within 15 days of issuance of LOI but before signing of the consultancy contract. The Successful Consultant has to renew the bank guarantee on same terms and conditions for the period up to contract including extension period, if any. Performance Guarantee would be returned only after successful completion of tasks assigned to them

and only after adjusting/recovering any dues recoverable/payable from/by the Consultant on any account under the contract.

## 20. Consultation with the DAM&AFT, Uttar Pradesh

Consultation with DAM&AFT will need to be on-going and DAM&AFT reserves the right to suggest changes as deemed fit for the purpose of using the document for an external audience.

## 21. Payment Schedule

The payment to selected Consulting Firm/Consultant shall be paid quarterly based upon number of personnels worked on the engagement during the period. During the period of its inability to perform the Services as a result of an event of Force Majeure, the PMU shall not be entitled to be reimbursed for additional costs incurred by it during such period for the purposes of the Services and in reactivating the Services after the end of such period. However, payment may be considered for reimbursement for the work done/executed on-line / work from home based upon justification and certificate from their auditors for such expenses on the format as may be decided by the DAM&AFT.

### 21.1 Liquidated Damages for Delay (LDG):

If the Consultant/Consulting Firm fails to complete the assigned deliverables, milestones, services or Key Performance Indicators within the specified time schedule as mentioned in the Term of Reference or approved work plan, and such delay is not due to reasons solely attributable to the Employer, the Employer shall be entitled to impose Liquidated Damages. Liquidated Damages shall be levied at the rate of 0.5% (half percent) of the total contract value for each week of delay (or part thereof), subject to a maximum of 10% of the total contract value. Imposition of such damages shall not limit the Employer's right to terminate the contract or invoke other remedies available under the contract or applicable law, including but not limited to forfeiture of Performance Security, blacklisting, or risk-and-cost engagement of alternate resources. If the delay exceeds 8 weeks, the Employer reserves the right to terminate the contract and recover damages under the Risk and Cost clause (mentioned in clause 21.2)

A grace period of up to seven (7) calendar days may be allowed by the Employer for justified delays against the identified KPIs or Milestone or Deliverables, without invoking liquidated damages, at its sole discretion.

For milestone-based payments, LD may be calculated proportionately to the delayed milestone value, if specified in the payment schedule.

### 21.2 Risk & Cost Engagement Clause:

In the event of failure of the Consulting Firm/ Consultant to deliver the services as per the defined scope, KPIs timelines, or quality standards despite written warnings; or in case of termination of the contract by the Employer due to default, breach of terms, or failure in performance by the Consulting Firm/ Consultant, the Employer shall be entitled to get the remaining services executed by an alternate agency at the risk and cost of the defaulting Consulting Firm/ Consultant.

Any additional financial burden incurred by the Employer in appointing a replacement agency—including but not limited to higher fees, administrative expenses, legal costs, and delays—shall be recoverable from the defaulting Consulting Firm/Consultant. Recovery may be affected through: (a) forfeiture of the Performance Security, (b) deductions from any pending payments due to the Consulting Firm/ Consultant, and/or (c) legal proceedings under applicable laws, including blacklisting or debarment. The Employer's decision in this matter shall be final and binding, and the

Consulting Firm/Consultant shall not be entitled to any compensation for loss of profit or unexecuted work.

The Employer shall provide the Consulting Firm/ Consultant a written cure notice of up to 15 days prior to invoking the Risk and Cost clause, to allow rectification of deficiencies, unless the default is deemed serious and irreparable.

### 21.3. Contractual Limitation of Liability Clause

21.3.1 The Consultant acknowledges that all Deliverables, reports, studies, recommendations, data, analyses, presentations and other materials prepared under this Agreement are intended solely for the use and benefit of DAM&AFT, Government of Uttar Pradesh. DAM&AFT shall have the unrestricted right to use, circulate, disclose, reproduce or share such Deliverables with Government departments, statutory authorities, funding agencies, auditors, regulatory bodies, stakeholders or other agencies for official, administrative, policy, regulatory, monitoring or project-related purposes.

The Consultant shall remain fully responsible and liable for the professional accuracy, completeness, legality, integrity and quality of the Deliverables and Services rendered under this Agreement. Disclosure, circulation or use of the Deliverables by DAM&AFT shall not relieve the Consultant of any contractual, professional or statutory responsibility.

DAM&AFT shall not be liable for:

- (a) any third-party reliance on the deliverables;
- (b) any interpretation, use or implementation of the deliverables by third parties; or
- (c) any indirect, consequential or incidental losses arising from the use of the deliverables.

The Consultant shall indemnify and hold harmless DAM&AFT, its officers, employees and representatives against any third-party claims, losses, liabilities, damages, costs or expenses, including reasonable legal expenses, arising out of:

- (i) any negligence, omission, misrepresentation or error in the deliverables;
- (ii) breach of contract or applicable law by the consultant;
- (iii) infringement of intellectual property rights;
- (iv) breach of confidentiality obligations by the Consultant or its personnel; or
- (v) any act or omission attributable to the Consultant, its personnel, agents or sub-consultants.

21.3.2 Notwithstanding anything contained elsewhere in this Agreement, DAM&AFT shall be entitled to recover from the Consultant all direct losses, damages, Liquidated Damages, Risk & Cost recoveries, costs, expenses and liabilities arising from:

- (a) delay in performance;
- (b) non-performance;
- (c) breach of contractual obligations;
- (d) negligence or misconduct;
- (e) breach of confidentiality;
- (f) statutory violations; or
- (g) claims arising from defective or deficient Services.

The Consultant's aggregate liability under this Agreement, excluding liabilities arising from fraud, wilful misconduct, gross negligence, breach of confidentiality, intellectual property infringement, statutory violations, Liquidated Damages and Risk & Cost recoveries, shall not exceed the total fees actually paid to the Consultant under this Agreement.

The remedies available to DAM&AFT under this Agreement, including Liquidated Damages, indemnity, termination, forfeiture of Performance Security and Risk & Cost recovery, shall be cumulative and not exclusive.

The provisions of this Clause shall survive expiry or termination of the Agreement.

## 22. Period of Engagement

The engagement duration of the PMU will be for 03 years with scope for further extension of 02 years based on need and performance with the approval of the Government of UP. However, the human resource deployment would be done as per the deployment schedule given in the ToR section of this RFP

## 23. Others

- a) **Consortium Approach:** Consortium or Joint Venture or sub-leasing is not allowed.
- b) **Failure to abide by the Agreement:** Failure of the Successful Consultant to agree with the Terms & Conditions of the RFP shall constitute sufficient grounds for the annulment of the award, in which event the Employer may forfeit the EMD/Performance Bank Guarantee.
- c) **Assignment and Subcontracting:** Consultant shall not assign or transfer this contract or part thereof to any other party. For the purpose of the liabilities under this proposal the Consultant will be considered as a sole liable for delivery of all the components of the Proposal and scope of work.
- d) **Intellectual Property Rights:** The Consultant may utilize proprietary data, software components, designs, utilities, tools, models, systems, methodologies, and other materials (“Consultant Materials”) in the development and delivery of the portal and related IT services. These Consultant Materials, including any enhancements or innovations developed during the course of the engagement, shall remain the sole and exclusive intellectual property of the Consultant.

However, upon payment as mentioned in ToR for the Services, the Employer shall be granted a non-exclusive, royalty-free, perpetual license to use, operate, and maintain the product/services and any Consultant Materials embedded within the deliverables. This license includes the right to access, modify, and deploy the product/services for public service delivery.

The Consultant shall ensure that all deliverables are free from any third-party claims and shall indemnify the Employer against any infringement arising from the use of Consultant Materials, provided such use is within the scope of the Agreement.

- e) **Termination of Contract:** Notwithstanding any provisions of this Agreement to the contrary, DAM&AFT shall be entitled to terminate the engagement of Consultant/Agency prior to the expiration of the Consulting Period upon the occurrence of any of the following events:
  - i. any act of theft, dishonesty or fraud by Consulting Firm/ Consultant.
  - ii. breach of any term or condition of this Agreement by Consulting Firm/ Consultant.
  - iii. any act of gross negligence or wilful misconduct by Consulting Firm/ Consultant.

In any of above events or circumstances mentioned in clause (e), the DAM&AFT may upon giving 30 day’s show cause notice to the Consultant/Agency, terminate the Contract. Upon such termination, all of the Employer's further obligations hereunder, including all payment and compensation obligations, and all of Consultant's obligations to provide services hereunder, shall immediately terminate.

If DAM&AFT terminates the agreement, not as a result of any default by the Consultant and/or the agreement is terminated with mutual consent, then DAM&AFT shall compensate the Consultant for the Services performed and work completed till the date of notice of termination. Any dues pending for the completed work shall be cleared and all the deposits should be returned.

- i. **Termination for Insolvency, Dissolution:** The Employer may at any time terminate the contract by giving written notice to the Consultant, if the Consultant becomes bankrupt or otherwise insolvent or in case of dissolution of Company or winding up of company. In this event, termination will be without compensation to the Consultant provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the Employer.
- ii. **Limitation of Liability:** towards the Consultant shall not exceed the contract value.
- iii. The DAM&AFT reserves the right not to accept bid(s) from agency(ies) resorting to unethical practices or on whom investigation/enquiry proceedings have been initiated by government investigating Agencies/Vigilance Cell.
- iv. The DAM&AFT is not bound to accept the lowest bidder or to assign any reason for non-acceptance. The Directorate reserves its right to accept or reject the bid in full. Conditional bids will be rejected outright.
- v. The DAM&AFT reserves the right to summarily reject an offer received from any agency (ies), without any intimation to the bidder (s).
- vi. The DAM&AFT reserves the right to withdraw/cancel the bid document at any stage.

f) **Termination by default**

The DAM&AFT reserves the right to accept or reject any proposal, and to annul the bidding process and reject all proposals at any time prior to award of contract, without thereby incurring any liability to affected bidder(s) or any obligation to inform the affected bidder(s) on the grounds for DAM&AFT's action.

g) **Arbitration**

In case of any dispute, Arbitrator(s) will be appointed under Arbitration and Conciliation Act, 1996 (as amended) which would be accepted by the agency/firm/entity. The decision of the arbitrator would be final and binding on both the parties. The jurisdiction of the Court will be Lucknow.

h) **Jurisdiction**

The contract shall be governed by laws of India and all Government rules on purpose matter issued from time to time and applicable for the time being for this contract. Case will be settled in Lucknow Court, if required.

i) **Validity of the contract**

The contract shall remain valid with effect from date of award of the contract as per Clause-22 of this RFP.

j) **Force majeure**

- i. For the purpose of this contract, "Force Majeure" means an event which is beyond the reasonable control of a party, is not foreseeable, is unavoidable and not brought about by or at the instance of the party claiming to be affected by such events and which has caused the non-performance or delay in performance, and which makes a party's performance of its obligations hereunder impossible or so impractical as reasonably to be considered impossible in the circumstances, and includes, but is not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, strikes, lockouts or other industrial action are within the power of the party invoking force majeure to prevent, confiscation or any other action by Government agencies.
- ii. Force Majeure shall not include (a) any event which is caused by the negligence or intentional action of a Party or by such Party's sub consultants or agents or employees, nor (b) any event which is a diligent party could reasonably have been expected both to take

into account at the time of the conclusion of this contract, an avoid or overcome in the carrying out of its obligations hereunder.

- iii. Force Majeure shall not include insufficiency of funds or inability to make any payment obligations hereunder.
- iv. A party affected by an event of force majeure shall continue to perform its obligations under the contract as far as is reasonably practical and shall take all reasonable measures to minimize the consequences of any event of force majeure.
- v. A party affected by an event of force majeure shall notify the other party of such event as soon as possible, and in any case not later than 14 days following the occurrence of such event, providing evidence of the nature and cause of such event, and shall similarly give written notice of restoration of normal conditions as soon as possible.

## 24. Miscellaneous

**24.1** For all the matters relating to interpretation of Clauses of RFP, decision of Government will be final.

**24.2** Any matter not covered and has not been foreseen relating to RFP, the decision of Government will be binding.

## PART-II DATA SHEET

Purpose	Selection of Consultant for setting up Program Management Unit (PMU) for Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT)
Date of Publication of e-Bid notice and RFP	On ..... GeM portal <a href="https://gem.gov.in">https://gem.gov.in</a>
e-Bid Submission Start Date	Date on which RFP published on GeM portal.
Deadline for receipt of queries/clarifications	by email on 03 days from the date of Pre-bid meeting.
Pre-Bid meeting Date, Time and Venue	As mentioned in GeM Portal Bid document.
Last Date for Submission of e-Bid on GeM Portal	As mentioned in GeM Portal Bid document.
Site for Submission of e-Bid	GeM portal: <a href="https://gem.gov.in">https://gem.gov.in</a>
e-Bid inviting officer	Director, DAM&AFT
RTGS /NEFT details for depositing EMD	As mentioned in Section I, Part-I, Clause 11 of the RFP
Date of opening of technical e-Bids	Day after bid submission last date mentioned in GeM portal Bid Document.
Date and time of technical presentations & evaluation of technical e-Bid s	To be informed later by email.
Date of opening of Financial e-Bid s	To be informed later.
Venue of opening of e-Bids	To be informed later
DAM&AFT Department Website address	<a href="https://www.upkrishivipran.in">https://www.upkrishivipran.in</a>
Contact No.	0522-2720326
E-mail	agmdexport@gmail.com
Proposal Validity	Proposal shall remain valid for 180 days after the last date of submission i.e.,
Date of Issuance of Letter of Intent	To be informed later.
Award of Contract and Expected date of commencement	To be informed later.
Receipt of performance bank guarantee security @ 5% of the contract value	At the time of signing of contract.
Location for performance assignment/job:	Lucknow

## Section 2: Terms of Reference

### A. Background

Uttar Pradesh, the most populous state in India, is endowed with varied ecological resources and favorable agro-climatic conditions that boost the agricultural output of the state. The agriculture sector's contribution to the state's GDP is steadily growing and stood at 26% (2020-21)<sup>1</sup>. From an agriculture trade perspective, the state is performing well in market and export transactions, though the growth is less. Some of the important agriculture trade highlights of the state are:

- The total export of agriculture products (APEDA major products) from the state in FY 2024-25 were recorded as 14.26 Lakh MT (quantity) and INR 24,063 Cr (value)
- The largest share in total export value for FY 2024-25 was held by meat (78%) followed by Basmati Rice (3%), Maize Starch (1.4%), Natural Honey (1.1%).
- Some notable agriculture export products of the state are Basmati Rice, Kalanamak Rice, Mango, Okra, Green Chilly, Processed vegetable & fruits, cereal preparations, natural honey, and dairy products
- Major export destinations for state agricultural exports are – Egypt, Malaysia, Vietnam, Iraq, Saudi Arabia, United Arab Emirates, Nepal, Indonesia, USA etc.

Export performance of Uttar Pradesh over the past few years					
Year	2020-21	2021-22	2022-23	2023-24	2024-25
Value (in INR)	17,729.85	18,049.14	18,732.48	22,302.15	24,063.02
Quantity (Lakh MT)	17.64	18.45	15.10	14.26	14.37

Uttar Pradesh is targeting to reach 5 billion USD in terms of agricultural exports by 2030. To achieve this there is scope for the promotion of agriculture export and related interventions in the state from the viewpoint of enhancing production quality, assessment of export potential crops, value addition to the produce and providing export & domestic market services to agriculture stakeholders in the state through creating product access to suitable market destinations. With these objectives, the state had constituted DAM&AFT (Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh) as an institution to look and administer all functions related to agriculture export services & interventions in the state, but it now requires more concerted efforts and technical supervision on account of rapidly changing agriculture export & market dynamics. The state has also released U.P Agri Export Policy in 2019 and UP Agri-Export Plan 2022 to boost agriculture exports from the state, which outlines the principal guidelines for agriculture export management and development.

### B. Objectives of the Program Management Unit (PMU)

To address the above challenges and enhance exports through a concerted effort by providing the right planning and implementation support to farmers backed by a robust market information system, a dedicated PMU is to be established under DAM&AFT for supporting the department in this endeavor. The PMU with its wide array of technical expertise is expected to bring a more holistic perspective

<sup>1</sup> <https://timesofindia.indiatimes.com/city/lucknow/how-uttar-pradesh-is-key-to-forging-indias-economic-and-political>

towards export and market advisory for the state while overseeing the effective implementation of interventions.

## C. Scope of work for the appointment of Program Management Unit (PMU):

### 1. Increasing Market Access with focus on exports & Stakeholder Engagement

#### a) Strategic Planning and Coordination

- Coordinate with Sectoral/Line Department to develop and implement an annual action plan to diversify and expand exports from the state while providing information support and facilitating inter-departmental communication among stakeholders.
- Prepare District/Division/Cluster wise Agri products export plan and strategy.
- Prepare concept note/proposal to leverage support funds from various funding/government agencies and proactively engage with stakeholders for promoting value addition.
- Proactively identifying the challenges and proposing an innovative solution in the development of export clusters, ICDs, Packhouses, improving the marketing and value-addition ecosystem in the State etc. This should include a cost-benefit analysis of developing the required facilities within the state against using existing infrastructure from other states.
- Identify commodity-wise export potential from the state, mapped with destinations.
- Support DAM&AFT in advocating for export-friendly policies (e.g., subsidies, tax incentives) by preparing policy briefs and engaging with state and central government bodies.
- As Is Assessment of current level of commodity cannibalization (for example- admixture in Basmati Rice) and mitigation strategies.

#### **KPIs:**

1. Mind Map for Agricultural Products export from Uttar Pradesh by month 02.
2. Commodity-Destination matrix including export potential by Month 03
3. Entry to 3 new international markets per year for exportable commodities (reviewed annually)
4. District/Cluster wise Agri export plan in Month 02, 14 and 26
5. Export infrastructure gap analysis (district wise and division wise) along with C.B.A by Month 04 (three reports i.e. Month 04, Month 10 and Month 16)
6. Annual Action Plan by Month 03

#### b) Market Development and Stakeholder Engagement

- Proactively engaging with APEDA and similar institutions for organizing Buyer-Seller /exporters meets etc. for exporters from the Middle East/EU/US and other export destinations, and for domestic institutional buyers. Develop an activity calendar detailing the planned events and rationale for the same.
- Facilitate and establish market linkages with private players like e-com and q-com players & multinational retail corporations to enhance export and domestic markets, while creating marketing programs that include branding and promotion of indigenously produced agri-commodities to improve market access.
- Continual engagement with stakeholders in agriculture export clusters for the development of an ecosystem for value-addition, food processing and diversification of exports
- Organizing trade missions and study tours to potential markets to understand market dynamics and establish connections and assisting in development of customized market entry strategies for crop-specific exporters, including market selection, product adaptation, and pricing strategies.
- Strategy to establish plug and play export hubs in Logistics Corridor (Jewar Airport, Noida/Dadri ICD etc.)

- Analyzing target market nuances, point of contact to establish market linkages – example tie-ups with Supermarket chains like Aldi, Carrefour, Metro etc. for Europe, Lulu for Middle East etc.

**KPIs:**

1. Activity Calendar uploaded to Website - Month 3, 15 and 27
2. Organize 2 nos. of Buyer Seller Meet and 2nos. international & domestic exposure visits in Expos for exporter and FPOs per Year
3. Execution of a minimum of 10 MoUs, with at least 5 resulting in active and demonstrable engagement with international retail chains, per year.
4. Achieve a 10% annual increase in export value for exportable commodities by the end of Year 2
5. Stakeholders engagement for exports (exporters, importers, FPOs)- Quarterly

c) Infrastructure and Logistics Intelligence Support

- Ensure that geotagged information on available infrastructure facilities within the state, detailing each facility's location, capacity, and services, is made accessible on the departmental website to assist exporters in making informed logistics decisions.
- Identify gaps and strategize interventions to improve shelf life for key products at various stages—whether at the production site in UP, during transit, or at the port. This may involve exploring advanced packaging technologies, cold chain logistics, edible coatings etc.

**KPIs:**

1. Incorporation of geotagged data on available infrastructure facilities on departmental website within Month 06 from Project Kick Off
2. Gap Analysis report on Post harvest Infrastructure (repeats annually i.e., Month 6 and 18)
3. Feasibility report on developing Post harvest infrastructure in Uttar Pradesh. (Two reports – One in Month 8 and Second in Month 18)
4. Dynamic export route & freight rate simulator to go live through departmental website by Month 5

d) Capacity Building and Training

- Conduct handholding and commodity-wise training for FPOs aspiring to export, educate on Good Agricultural Practices (GAP), and facilitate certification to ensure compliance with international standards and enhance export readiness.
- Conduct assessments to evaluate exporters & FPOs readiness for export markets, and identification of top players to pair aspiring exporters with experienced export mentors for hands-on guidance.
- Develop Trustworthiness index- FEMRI (FPO Export Market Readiness Index) to classify FPOs basis export readiness. To develop index parameters like export vintage, monthly production capacity, past export history, Certifications, logistics tie ups etc. can be evaluated and a dynamic backend evaluation model to be developed. Evaluation results (export ready/developing/not ready etc.) to be integrated with Producer directory in the website.
- Develop and deliver advisory services and customized training programs to exporters and FPOs focusing on export documentation, certifications, quality compliance, labelling requirements, and international market standards.
- Training of District Nodal Officers on export strategies.

**KPIs:**

1. Training Needs Assessment by Month 1
2. Preparation of Training Calendar, Training Modules and Selection framework for FPOs by Month 02
3. Evaluation of 500 nos of FPOs through FEMRI Index (100 FPOs annually)
4. Launch of Mentor Exporter Program by Month 06

5. Training Module & Calendar for District Agricultural Export Officers by Month 3
  6. Completion of Training of District Officers by Month 10
  7. Export advisories to exporters/FPOs- Monthly, Month 02 onwards
- e) Helpline and Information Dissemination
- Operate an online helpline that provides real-time information on export procedures, documentation, compliance standards, and available government schemes.
  - Disseminate insights on major exporters, importer contacts, pricing trends, and demand forecasts, etc through the departmental website, WhatsApp broadcasting, or other CRM tools for effective communication and planning with stakeholders.

**KPIs:**

1. Online helpline version to go live through departmental website by Month 05
2. Integration of WhatsApp CRM by Month 06
3. Grievance redressal dashboard integrated in Departmental Website by Month 06

## 2. Market Intelligence & Research support

To ensure demand-driven agriculture production to increase profitability at all the stages of the value chain by bringing foresightedness about demand & supply for Agri commodities, and price trends prevailing in the market, the PMU would actively perform the critical functions of a Market Intelligence Unit (MIU). As an MIU, the PMU would assist in the above two activities for appropriate strategies that need to be adopted in the promotion and marketing of commodities as well as for export facilitation.

### a. Production Intelligence

- **Producer Database:** Develop a searchable FPO directory with filters by district, primary commodities, production volume, geo-location certifications (organic, GI etc.), and contact details.
- Create a commodity dashboard with real-time data on production, demand, and export potential.
- **Exporter Directory:** Develop an exporter directory with IEC verified list of exporters, including contact and product information (exportable commodity and past export data).
- **Importer Directory:** Create a global importer directory with a country-wise importer list and contact details.
- Develop a data upload portal for FPOs and exporters to update their information. (can be done manually)
- Implement a multilingual interface supporting Hindi, English, and regional languages.

### b. Marketing Intelligence:

- Commodity Market Mapping-
  - ▶ Identify top export market for each commodity.
  - ▶ Highlight opportune export windows based on seasonality and demand cycles.
  - ▶ Display prevailing domestic prices (mandi rates, MSP, wholesale).
  - ▶ Integrate international market prices (FOB/CIF) for each commodity.
  - ▶ Compare prices from competitor countries exporting similar commodities.
- Export Route & Cost Comparison-
  - ▶ Mapping of available export routes from major Indian ports.
  - ▶ Compare direct vs transshipment options with transit time and cost.
  - ▶ Include container types and destination-wise freight rates.
- Container Shipping Directory-
  - ▶ Provide a list of major container shipping companies (e.g., Maersk, MSC, CONCOR, CMA CGM etc.).

- ▶ Include destination-wise container rates (per kg or per container).
- ▶ Offer booking contacts and schedules.
- Export Price Calculator-
  - ▶ Develop a tool to calculate all-inclusive export cost per kg for each commodity.
  - ▶ Include parameters such as base price, packaging, transport, customs, freight, insurance, and delivery.
  - ▶ Mechanism to integrate transport subsidy as provided by Uttar Pradesh.
- Compliance and Market Access Requirement-
  - ▶ List country specific compliance requirement including phytosanitary requirement, Maximum Residue Level (MRLs), Labelling norms, Tariff and Non-tariff barriers, Applicable Free Trade Agreements (FTAs) etc.

**KPIs:**

1. MIU Framework by Month 02
2. Quarterly report on Production and Marketing intelligence
3. Commodity dashboard prototype by Month 06
4. Commodity dashboard go-live by Month 08
5. Export price calculator through integration of production and marketing intelligence module for exportable commodities by Month 04
6. Identification of Top 10 High Margin Export Markets (M12 and M24, annual).

**3. SOP Development for FPOs/Exporter (Ecosystem Enablement)**

The PMU will assist with SOP development for business registration, IEC and APEDA certification application, and obtaining sector-specific licenses such as FSSAI, Phytosanitary, and Organic (NPOP). The agency will guide exporters through documentation, logistics coordination, and digital portal usage (DGFT, APEDA etc.). A clear timeline and fee matrix for each approval along with required documentation for each certification to be provided as part of SOP. This scope includes both new exporters and existing exporter with other than Agricultural products portfolio.

This will also include to develop SOP for availing transport subsidy provided by the Directorate.

**KPIs**

1. SOP published on Departmental Website by Month 04
2. Training of 100 nos of emerging exporter/FPOs etc. on SOP module by Month 07

**4. Revamping of Departmental Website**

a. Revamping of the Departmental Website to have the following features:

- Logins for state's commodity-wise export houses, FPOs, importers, government officials, etc.
- Publication of training modules, market insights, and other reports.
- Helpline or grievance redressal section.
- Information dissemination and grievance redressal to also be taken up with WhatsApp based CRM.

b. Development of Integrated Agri Export Intelligence Portal with the below mentioned modules-

- i. FPO Directory
- ii. Exporters (UP) Directory
- iii. Importer Directory
- iv. Commodity Market Matrix

- v. Exports Logistics and preferred Routes Simulation
- vi. Destination Market compliance matrix
- vii. Global Market Mapping Module – this module will include features where System will auto-flag “high margin markets” and “optimal month” based on max profit = (Import Price – Export Cost)
- viii. Integration of SOP along with approval and fee matrix for exporters
- ix. Transport subsidy SOP and status of subsidy disbursement as part of dashboard

**KPIs:**

1. Revamped website (with login modules, requirement to host data, Data integration blueprint etc.) to be complemented by Month 04
2. User logins across all stakeholders enabled by Month 05
3. Prototype of Integrated Agri Export Intelligence go live by Month 08
4. Monthly CRM & Grievance Redressal evaluation – M 06 onwards
5. Modules and SoPs publication on portal with disclaimer

## 5. Departmental Support

As a consultant in the Project Management Unit (PMU) for the Department of Agriculture Marketing and Foreign Trade, the consultant will facilitate inter-departmental coordination for export promotion. This would involve working closely with other government departments and agencies involved in various aspects of export promotion, such as agriculture, horticulture, trade, finance, and foreign affairs, etc. The consultant would help identify areas of synergy and convergence among these departments to maximize the impact of export promotion efforts. This could include coordinating on policy formulation, sharing market intelligence and trade data, aligning export incentives and support programs, and jointly organizing trade promotion events and delegations. The goal would be to create a cohesive and coordinated approach to export promotion that leverages the strengths of each department to maximize the country's export potential.

- Develop mechanism and roadmap for Single Window Export Clearance System integrating all key agencies (Mandi Parishad, APEDA, PQIS, FSSAI)
- Co-ordination for Fast-track phytosanitary and pre-shipment certification with state-level nodal facilitation cell.

**KPIs:**

1. 6 inter departmental meetings per year to strategize export strategies to reach USD 5 billion by 2030.

## 6. Sustainability in Agri Export

- Sustainable Agriculture Practices for Export Readiness
  - ▶ Baseline assessment of current sustainable practices in export clusters
  - ▶ Identification of sustainable global practices like organic certification, low carbon farming techniques etc. which can be adopted in Uttar Pradesh.
  - ▶ Development of training toolkit (modules, calendar etc.) on sustainable practices for export readiness
- Environment Impact Assessment of Agri Export Logistics & Packaging
  - ▶ Analyse carbon emission across the export supply chain (farm to port) for logistics
  - ▶ Assess current packaging materials for environmental impact and shelf-life performance.
  - ▶ Explore and suggest smart and eco-friendly packaging solution for export products from Uttar Pradesh.
- Export Strategy Alignment & Market Integration
  - ▶ Map sustainability requirements of key export markets (e.g., EU Green Deal, US Organic Standards).

- ▶ Identify high-potential markets for sustainably produced agri-products.
- ▶ Prepare a market entry strategy for the identified markets.

**KPIs:**

1. 20% of registered exporters adopting any of the sustainable practices (e.g., organic certification, reduced carbon footprint) by Year 2
2. Training of 50 FPOs/Exporter/Progressive farmers on innovative sustainable practices by Year 1
3. Identification of top 10 high potential markets for sustainably produced Agri products by Month 04
4. Packaging Technology/ material advisories -Quarterly

**7. Technology Adoption & Innovation**

- Explore the integration of advanced technologies such as Artificial Intelligence (AI) for demand forecasting, blockchain for supply chain transparency, and IoT for real-time monitoring of cold chain logistics.
- Pilot projects for technology driven export solution-
  - ▶ Identify areas where technology driven export solutions like smart packaging, container temperature simulation etc.
  - ▶ Develop proposal/pilot projects on implementation of the identified technologies.
  - ▶ Blockchain Traceability pilot project for Basmati and Mango in selected Export Cluster

**KPI:** Develop 2 pilot project on innovative technology in Agri Export- Month 12 and Month 24

**8. Financial Inclusion and Exports Credit**

- Export linked Credit Facilitation
  - ▶ Identify and engage with relevant financial institutions (banks, NBFCs, fintech) to explore export-oriented credit schemes.
  - ▶ Facilitate dialogue between exporters, FPOs, and lenders to align credit offerings with ground-level needs.
  - ▶ Conduct outreach and onboarding sessions for FPOs/FPCs/Exporters to improve credit readiness.
- Financial Literacy program
  - ▶ Develop training modules covering topics such as export finance, digital banking, risk management, and credit readiness.
  - ▶ Deliver workshops, digital content, and field sessions in local languages.
  - ▶ Measure impact through pre- and post-training assessments and feedback mechanisms.

**KPI:** Train 500 farmers/FPOs and exporters on financial literacy within the first 18 months

**9. Monitoring & Evaluation**

The PMU needs to develop Monitoring and Evaluation indicators and Evaluation framework on monthly, quarterly and annual progress tracking along with M&E Compliance report every quarter effective from Month 6 of project kick off.

**10. Institutionalize Plan**

The PMU needs to submit formal handover and transition plan of the identified workstreams to Directorate / dedicated state teams by end of Year 2

## D. KPIs & Milestones\*

Indicative KPIs and Milestone schedules provided below (other KPIs and milestones can be added basis actual implementation scenario)-

Month	KPIs/ Milestones
Month 1 (0-15 days)	<ul style="list-style-type: none"> <li>• Inception Report</li> <li>• Resource Deployment Plan</li> </ul>
Month 1 (16-30 days)	<ul style="list-style-type: none"> <li>• Resource Deployment &amp; Orientation</li> <li>• Methodology development for Monitoring &amp; Evaluation</li> <li>• Training need assessment</li> </ul>
Month 2	<ul style="list-style-type: none"> <li>• Mind Map for Agricultural Products export from Uttar Pradesh.</li> <li>• MIU framework</li> <li>• Preparation of Training Calendar, Training Modules and Selection framework for FPOs (repeats annually i.e., Month 14 and Month 26)</li> <li>• District/Cluster wise Agri export plan (Repeats annually i.e., Month 14 and Month 26)</li> <li>• Export advisories to exporters/FPOs- Monthly, Month 02 onwards</li> </ul>
Month 3	<ul style="list-style-type: none"> <li>• Commodity-Destination matrix including export potential (repeats annually i.e., Month 15 and Month 27)</li> <li>• Annual Action Plan</li> <li>• District wise Agri Export Plan &amp; Strategy (repeats annually i.e., Month 15 and Month 27)</li> <li>• Destination country wise export competitiveness report (product wise strategy to improve market access) (repeats annually i.e., Month 15 and Month 27)</li> <li>• Training Module &amp; Calendar for District Agricultural Export Officers</li> <li>• Activity Calendar uploaded to Website (repeats annually i.e., Month 15 and Month 27)</li> </ul>
Month 4	<ul style="list-style-type: none"> <li>• Export infrastructure gap analysis (district wise and division wise) along with C.B.A</li> <li>• Integrated Agri Export Intelligence Portal go-live.</li> <li>• Export price calculator through integration of production and marketing intelligence module for agri commodities.</li> <li>• Identification of top 10 high potential markets for sustainably produced Agri products (repeats annually i.e., Month 16 and Month 28)</li> <li>• Revamped website (with login modules, requirement to host data, Data integration blueprint etc.)</li> </ul>
Month 5	<ul style="list-style-type: none"> <li>• User logins across all stakeholders enabled</li> <li>• Online helpline version to go live through departmental website</li> <li>• Dynamic export route &amp; freight rate simulator prototype to go live through departmental website by Month 5</li> </ul>
Month 6	<ul style="list-style-type: none"> <li>• Gap Analysis report on Post harvest Infrastructure repeats annually i.e., Month 6 and 18)</li> <li>• Incorporation of geotagged data on available post-harvest infrastructure facilities on departmental website (repeats annually i.e., Month 18 and Month 30)</li> <li>• Launch of Mentor Exporter Program</li> </ul>

	<ul style="list-style-type: none"> <li>• Integration of WhatsApp CRM in Dept. Website</li> <li>• Grievance redressal dashboard integrated in Departmental Website</li> <li>• Commodity Dashboard Prototype</li> </ul>
Month 7	<ul style="list-style-type: none"> <li>• Training of 100 nos. of emerging exporter/FPOs etc. on SOP module (certifications, applications etc.) (repeats annually i.e., Month 19 and Month 31)</li> </ul>
Month 8	<ul style="list-style-type: none"> <li>• Feasibility report on developing Post harvest infrastructure in Uttar Pradesh. (Two reports – One in Month 8 and Second in Month 18)</li> <li>• Prototype of Integrated Agri Export Intelligence go live</li> <li>• Commodity dashboard to go-live</li> </ul>
Month 9	<ul style="list-style-type: none"> <li>• Pilot project on Blockchain traceability for Basmati Rice &amp; Mango operational</li> </ul>
Month 10	<ul style="list-style-type: none"> <li>• Completion of Training of District Agri Export Officers</li> </ul>
Month 11	<ul style="list-style-type: none"> <li>• Mechanism for Single Window Export Clearance System</li> </ul>
Month 12	<ul style="list-style-type: none"> <li>• Identification of top 10 high margin export markets for exportable and competitive commodities (repeats annually i.e., Month 24 and Month 36)</li> <li>• Develop 2 pilot projects on innovative technology in Agri Export- Month 12 and Month 24</li> </ul>
Month 18	<ul style="list-style-type: none"> <li>• Train 500 farmers/FPOs and exporters on financial literacy</li> </ul>
Year 1	<ul style="list-style-type: none"> <li>• Training of 50 FPOs/Exporter/Progressive farmers on innovative sustainable practices</li> </ul>
Year 2	<ul style="list-style-type: none"> <li>• Achieve a 10% annual increase in export value for exportable commodities.</li> <li>• 20% of registered exporters adopting any of the sustainable practices (e.g., organic certification, reduced carbon footprint)</li> <li>• Formal handover and transition plan</li> </ul>
Monthly Frequency	<ul style="list-style-type: none"> <li>• Monthly Progress Report</li> <li>• Export advisories to exporters/FPOs- Monthly</li> <li>• CRM &amp; Grievance Redressal evaluation – M 06 onwards</li> </ul>
Quarterly Frequency	<ul style="list-style-type: none"> <li>• Quarterly Progress Report</li> <li>• Report on Production and Marketing intelligence</li> <li>• Stakeholders engagement for exports (exporters, importers, FPOs)</li> <li>• Packaging Technology/ material advisories</li> </ul>
Yearly Frequency	<ul style="list-style-type: none"> <li>• Activity Calendar for Directorate</li> <li>• Entry to 3 new international markets per year for exportable commodities</li> <li>• Organize 2 nos. of Buyer Seller Meet and 2nos. international &amp; domestic exposure visits in Expos for exporters and FPOs per Year</li> <li>• Execution of a minimum of 10 MoUs, with at least 5 resulting in active and demonstrable engagement with international retail chains per year.</li> <li>• Evaluation of 100 nos of FPOs through FEMRI Index</li> <li>• 6 inter departmental meetings per year</li> </ul>
Perpetual	<ul style="list-style-type: none"> <li>• Modules and SoPs publication on portal with disclaimer</li> <li>• Monthly CRM &amp; Grievance Redressal evaluation – M 06 onwards</li> <li>• Post deployment of all the modules in Portal, all required source data to be captured and updated on continuous basis</li> </ul>
Outcome Targets	<ul style="list-style-type: none"> <li>• Achieve 20% CAGR on export growth in value terms (historical: 2022-23 to 2024-25 CAGR 13%)</li> </ul>

	<ul style="list-style-type: none"> <li>• Develop 300+ export ready FPOs by 2027</li> </ul>
Year 2 and Year 3 Specific KPIs	<ul style="list-style-type: none"> <li>• Specific KPIs for Year 2 and Year 3 will be decided at a later phase – ideally in Annual Review Meeting with the PMU basis Year 2 and Year Annual Action Plan &amp; Strategies subsequently</li> </ul>

\* All items specified in the Scope of Work shall be delivered in accordance with the directions of DAM & AFT, even if they are not explicitly mentioned in the KPIs.

## E.PMU resource requirements

S. No.	Profiles	No. of resources	Minimum Experience required as per RFP
1	Team Leader cum Business Development Specialist	1	<p>Qualification: PGDM/ MBA/Agri Business Management / Rural Management / International Business or equivalent degree from any of the Indian Institute</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>• 10+ years of experience in Agriculture, Agribusiness or export promotion</li> <li>• 5+ years of experience in leading large-scale agri-export, market linkage, or institutional strengthening projects and demonstrated experience in stakeholder engagement</li> </ul>
2	Agricultural Market Intelligence Expert cum Agri Export Specialist	1	<p>Qualification: PGDM/ MBA / MBA-Agri Business / MBA-International Business / Agricultural Economics or equivalent</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>• 5+ years of experience in commodity intelligence, export market analysis, demand forecasting, export regulations and advisory support to government/export institutions.</li> </ul>
3	Capacity Building Specialist	1	<p>Qualification: PGDM/ MBA / Master in Rural Management / Public Policy / Development Studies / Agri Business or equivalent</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>• 5+ years of experience in designing and delivering capacity building programs, training modules, institutional strengthening, and stakeholder training programs for FPOs, exporters, or government programs.</li> </ul>
4	Convergence Specialist	1	<p>Qualification: PGDM/ MBA / Master in Rural Management / Public Policy / Development Studies / Agri Business or equivalent</p> <p>Experience:</p>

			<ul style="list-style-type: none"> <li>5+ years of experience in convergence of government schemes, stakeholder coordination, institutional partnerships, and facilitating collaboration between government departments, and private sector entities.</li> </ul>
5	Agri-Infrastructure cum Logistics Specialist	1	<p>Qualification: MBA/ M. Tech/ PGPM from a reputable institute</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>6+ years of experience in agriculture infrastructure projects (preferably export link agri infra such as packhouses, ICDs etc.)</li> </ul>
6	Team Member - Agri Infra	1	<p>Qualification: MBA / M.Tech / PGPM from a reputable institute</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>1+ years of experience in project management or consulting project.</li> </ul>
7	Technical Program Manager (TPM)	1	<p>Qualification: B.Tech / B.E. in Computer Science, IT, Electronics, or MCA (Preferred: M.Tech or MBA in Technology Management)</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>8+ years of experience in software development and delivery, including at least 3-4 years of experience in leading technical teams and managing multi-module platforms, enterprise applications, or digital portals</li> </ul>
8	Back-End Developer (API, Logic & Data Engineer)	1	<p>Qualification: B.Tech / B.E. in Computer Science / IT (Preferred: certifications in backend frameworks or cloud technologies)</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>5+years of experience in backend development, API development, database architecture, system integrations, and handling large-scale data-driven platforms.</li> </ul>
9	Business Analyst (BA + UI/UX + QA Hybrid)	1	<p>Qualification: Bachelor's degree in engineering, IT, Computer Applications, or Design (Preferred: certifications in Business Analysis, UX, Product Management, or QA)</p> <p>Experience:</p> <ul style="list-style-type: none"> <li>4+ years of experience in business analysis, requirement gathering, workflow design, UI/UX prototyping, documentation, and functional/system testing.</li> </ul>
10	Front-End Developer (UI Engineer)	1	<p>Qualification: B.Tech / B.E. in Computer Science / IT (Preferred: certifications in modern UI frameworks such as React, Angular, or equivalent)</p>

			Experience: <ul style="list-style-type: none"> <li>4+ years of experience in developing responsive web applications, dashboards, and interactive user interfaces using modern frontend technologies.</li> </ul>
11	Mobile Application & AI Chatbot Specialist	1	Qualification: <ul style="list-style-type: none"> <li>B.Tech / B.E. in Computer Science / Information Technology or equivalent. (Preferred: Certifications in Mobile Application Development and AI/Chatbot technologies)</li> </ul> Experience: <ul style="list-style-type: none"> <li>Minimum 5 years of experience in software application development, including mobile application development (Android &amp; iOS) and AI-based multilingual chatbot implementation, with experience in system integration, UAT, deployment, and technical documentation.</li> </ul>
	<b>Total</b>	<b>11</b>	
<ul style="list-style-type: none"> <li>* Deployment of resources to happen immediately post signing of the contract.</li> </ul>			
<b>Important Note:</b> <ol style="list-style-type: none"> <li>The team will be deployed as per the phase wise deployment plan.</li> <li>Resources required could be increased/ decreased based on requirements by DAM&amp;AFT</li> <li>Any change in resource personnel should get written approval from DAM&amp;AFT.</li> <li>The bidder should submit resource-wise cost break-up in the FORM FIN-2 (financial proposal submission form)</li> <li>The bidder shall preferably use open-source software, platforms, and publicly available data sources while executing the assignment. In case the use of any proprietary software, licensed tools, or paid/private data sources is deemed necessary, the associated costs for such licenses or data subscriptions shall be borne by the department, subject to prior approval.</li> </ol>			

## F.Phase wise deployment plan of PMU resources to achieve KPI/milestones. \*

Specialist	KPIs / Milestones Covered	Start Month	End Month	No. of Months
<b>Team Leader cum Business Development Specialist (PMU Lead)</b>	<ul style="list-style-type: none"> <li>Inception Report &amp; PMU Mobilisation (Month 1).</li> <li>Mind Map for Agri Exports (Month 2, annual).</li> <li>District/Cluster wise Agri export plan (Month 2, 14 and 26).</li> <li>Commodity–Destination Matrix including export potential (M3, annual).</li> <li>2 nos. of Buyer Seller Meet and 2nos. international &amp; domestic</li> </ul>	1	36	36

	<p>exposure visits in Expos for exporter and FPOs per Year</p> <ul style="list-style-type: none"> <li>• Quarterly M&amp;E Reports (from M6).</li> <li>• Achieving 10% export growth by Year 2.</li> <li>• Stakeholders engagement for exports (exporters, importers, FPOs)- Quarterly</li> <li>• Monthly CRM &amp; Grievance Redressal evaluation (M6 onwards)</li> <li>• Export advisories to exporters/FPOs- Monthly (M2 onwards)</li> <li>• Modules and SoPs publication on portal with disclaimer</li> <li>• Institutionalisation &amp; Handover</li> </ul>			
<b>Agricultural Market Intelligence cum Agri Export Specialist</b>	<ul style="list-style-type: none"> <li>• MIU Framework (M2).</li> <li>• Annual Action Plan (M3)</li> <li>• Quarterly Production &amp; Market Intelligence Reports.</li> <li>• Commodity Dashboard Prototype (M6).</li> <li>• Export price calculator through integration of production and marketing intelligence module for exportable commodities (M4)</li> <li>• Identification of Top 10 High Margin Export Markets (M12 and M24 annual).</li> <li>• Identification of top 10 high potential markets for sustainably produced Agri products (M4)</li> <li>• Execution of a minimum of 10 MoUs, with at least 5 resulting in active and demonstrable engagement with international retail chains, per year</li> </ul>	1	30	30
<b>Capacity Building Specialist</b>	<ul style="list-style-type: none"> <li>• Training Needs Assessment (M1)</li> <li>• Preparation of Training Calendar, Training Modules and Selection framework for FPOs (M2)</li> <li>• Evaluation of 500 nos of FPOs through FEMRI Index (100 FPOs annually)</li> <li>• Launch of Mentor Exporter Programme (M6).</li> <li>• Training Module &amp; Calendar for District Agricultural Export Officers (M3)</li> <li>• Train 500 farmers/FPOs and exporters on financial literacy (by M18).</li> </ul>	1	24	24

	<ul style="list-style-type: none"> <li>• Training of District Agri Export Officers (by M10).</li> <li>• Training of 50 FPOs/Exporter/Progressive farmers on innovative sustainable practices by Year 1</li> <li>• Training of 100 nos of emerging exporter/FPOs etc. on SOP module by Month 07</li> </ul>			
<b>Convergence Specialist</b>	<ul style="list-style-type: none"> <li>• 6 inter departmental meetings per year to strategize export strategies to reach USD 5 billion by 2030.</li> <li>• Scheme convergence support.</li> <li>• Framework &amp; roadmap for Single Window Export Clearance System (M11).</li> <li>• 20% of registered exporters adopting any of the sustainable practices (e.g., organic certification, reduced carbon footprint) by Year 2</li> </ul>	2	18	17
<b>Agri-Infrastructure cum Logistics Specialist</b>	<ul style="list-style-type: none"> <li>• Export infrastructure gap analysis (district wise and division wise) along with C.B.A (M04, M10 and M16)</li> <li>• Gap Analysis report on Post harvest Infrastructure (M6 and M18)</li> <li>• Feasibility report on developing Post harvest infrastructure in Uttar Pradesh. (Two reports – One in Month 8 and Second in Month 18)</li> <li>• Dynamic export route &amp; freight rate simulator to go live through departmental website. (M5)</li> <li>• Packaging Technology/ material advisories</li> </ul>	2	18	17
<b>Team Member - Agri Infrastructure</b>	<ul style="list-style-type: none"> <li>• Field level infrastructure data collection.</li> <li>• Incorporation of geotagged data on available infrastructure facilities on departmental website within Month 06 from Project Kick Off</li> </ul>	3	12	10
<b>Technical Program Manager (TPM)</b>	<ul style="list-style-type: none"> <li>• Revamped website (with login modules, requirement to host data, Data integration blueprint etc.) to be complemented (M4).</li> <li>• User logins across all stakeholders enabled (M5)</li> <li>• Online helpline version to go live through departmental website (M5)</li> </ul>	2	30	29

	<ul style="list-style-type: none"> <li>• Prototype of Integrated Agri Export Intelligence go live (M8)</li> <li>• Grievance redressal dashboard integrated in Departmental Website by (M6)</li> <li>• Integration of WhatsApp CRM by (M6)</li> <li>• Commodity dashboard go-live by (M8)</li> <li>• Blockchain Traceability pilot project for Basmati and Mango in selected Export Cluster. Develop 2 pilot projects on innovative technology in Agri Export- M12 and M 24</li> <li>• Activity Calendar uploaded to Website (M3, M15 and M27)</li> <li>• Technical documentation, security standards &amp; handover.</li> </ul>			
<b>Business Analyst (BA + UI/UX + QA - Hybrid)</b>	<ul style="list-style-type: none"> <li>• Requirement gathering &amp; SRS/FRS (M1-2).</li> <li>• UI / UX designs, workflows &amp; mock ups.</li> <li>• UAT coordination &amp; QA sign off of all modules.</li> </ul>	1	18	18
<b>Back-End Developer (API, Logic &amp; Data Engineer)</b>	<ul style="list-style-type: none"> <li>• Backend APIs &amp; databases.</li> <li>• Export price calculator engine.</li> <li>• Export route &amp; freight simulator.</li> </ul>	3	12	10
<b>Front-End Developer (UI Engineer)</b>	<ul style="list-style-type: none"> <li>• Website UI development.</li> <li>• Dashboards &amp; visualisation layers.</li> </ul>	3	12	10
<b>Mobile Application &amp; AI Chatbot Specialist</b>	<ul style="list-style-type: none"> <li>• Mobile application development (Android &amp; iOS).</li> <li>• AI-based multilingual chatbot (English &amp; Hindi).</li> <li>• Chatbot knowledge integration (SOPs, FAQs, advisories).</li> <li>• Integration with portal &amp; WhatsApp CRM.</li> <li>• UAT, deployment &amp; technical documentation.</li> </ul>	3	12	10

\* The phase-wise deployment plan is subject to change based on dynamic requirements.

## G. Payment terms:

The payment to the consulting firm will be made on quarterly basis against submission of monthly progress reports (MPRs). The consulting firm should submit relevant invoices as per the resources deployed in a particular month/period. The payment will be rationalised against the number of resources deployed on the project.

## H. MPR Format:

The Monthly Progress Report (MPR) will include sections detailing the status of deliverables, highlighting any key issues or challenges encountered, outlining activities undertaken during the

reporting period, and discussing any additional activities not previously mentioned. This comprehensive approach ensures a thorough review of project progress, challenges faced, and the overall scope of work completed, providing stakeholders with a clear and detailed overview of the project's status.

# Section 3 (a): Technical Proposal Forms

## FORM TECH-1

### LETTER OF PROPOSAL SUBMISSION

(Location, Date)

To,  
The Director  
Agricultural Marketing & Agriculture Foreign Trade Uttar Pradesh,  
4<sup>th</sup> Floor, Kisan Mandi Bhawan, Vibhuti Khand, Gomti Nagar,  
Lucknow-226010

Dear.....,

We the undersigned, offer to provide the Consultancy assignment/job for "....." in accordance with your Request for Proposal dated..... We are hereby submitting our proposal, which includes this 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.

We understand you are not bound to accept proposal you receive.

Yours Sincerely,

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....

Mobile No/Telephone No/Fax

Email

Website

## FORM TECH-2

### DESCRIPTION OF APPROACH, METHODOLOGY, WORK PLAN, PROJECT ORGANIZATION FOR PERFORMING THE ASSIGNMENT/JOB

Technical approach, methodology, work plan, project organization are key components of the Technical Proposal. The Consultant must present his/her technical proposal divided into the following components:

- a) Technical Approach and Methodology
- b) Work Plan, and
- c) Project organization and availability of experts

**a) Technical Approach and Methodology:** In this section, the consultants should explain their understanding of the objectives of the assignment/job, approach to the assignment/job, methodology for carrying out the activities (including proposed research design) and obtaining the expected output, and the degree of detail of such output. The consultants should highlight the problems being addressed and their importance and explain the technical approach they would adopt to address them. The consultants should also provide an overview of tools and methodologies that they propose to adopt for documentation.

**b) Work Plan:** The consultant should propose and justify the main activities of the assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and key performance indicators. The Proposed work plan should be included here.

More specifically,

- Highlight how you would proceed to meet the project requirements,
- Highlight tools and methodologies to be used for this effort, and
- How would you manage the complexity of the project?
- Proposed handholding during the execution of the project/task.

**c) Project organization and availability of experts:** The consultants should list out the main disciplines of the assignments/job, the key expert responsible, and proposed technical and support staff. More specifically, please provide an overview on senior leadership coverage and commitment, highlight expertise in such projects.

**FORM TECH-3**

**TEAM COMPOSITION AND TASK ASSIGNMENT/JOBS**

Professional Staff

Sr No.	Name of staff	Qualification	Area of expertise	Post/Task assigned for this job

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....



**FORM TECH-5**

**WORK SCHEDULE FOR PREPARATION OF TECHNICAL REPORT**

Activity	Month							
	1	2	3	4	5	6	7	8

Note:

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

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....

**FORM TECH-6**

**INFORMATION REGARDING ANY CONFLICTING ACTIVITIES AND DECLARATION  
THERE OF**

Are there any activities carried out by your consultancy which are conflicting nature as mentioned in Clause 4 Section 1. If yes, please furnish details of such activities. If no, please certify as follows:

We hereby declare that our consultancy is not indulged in any such activities which can be termed as the conflicting activities under Clause 4 of the Section 1. We also acknowledge that in case of misrepresentation of the information, our proposals/contract shall be rejected/terminated by the Employer which shall be binding on us.

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....

**FORM TECH-7**

**FORMAT OF PROJECT EXPERIENCE**

Project credentials relevant to the criteria should be attached (As specified in the Evaluation of Technical Proposal Clause):

Project 1/2/.....

Name of the client	
Project Name and Brief Description	
Project Type: Government/Govt Related Institutions	
Please specify whether Central Govt./Name of State Govt/UTs/Govt. Related Institutions	
Consultancy fee charged (in INR Cr)	
Activities performed by the Bidder for the Project	
Year (start date; end date)	
Duration	
* Attach the work order/LOI/Contract for the Assignment	

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....

**FORM TECH-8**

Consultant Resource Information (Submitted at the time of Signing the Agreement)

<b>Consultant Resources</b>					
<b>Sn</b>	<b>Resource Position</b>	<b>Name of Consultant Resource</b>	<b>Expertise</b>	<b>Educational Qualification</b>	<b>Years of Exp</b>

**Documentary Proof Required:** appropriate declaration from firm with signature of authorized personnel

Signature of Competent authority of HR official .....

In the capacity of ..... ..

Date.....

Place.....

# Section 3 (b): Financial Proposal Forms

## FORM FIN-1

### FINANCIAL PROPOSAL SUBMISSION FORM

(Location, Date)

To,  
The Director  
Agricultural Marketing & Agriculture Foreign Trade Uttar Pradesh,  
4<sup>th</sup> Floor, Kisan Mandi Bhawan, Vibhuti Khand, Gomti Nagar,  
Lucknow-226010

Dear.....,

We the undersigned, offer to provide the Consultancy assignment/job for ..... in accordance with your Request for Proposal dated..... Our attached Financial Proposal is for the sum of Rs. .... (Insert amount (s) in words and figures). This Amount is inclusive of all taxes and duties. We hereby confirm that the financial proposal is unconditional, and we acknowledge that any condition attached to proposal shall result in rejection of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e., before the date indicated in part II Data Sheet.

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

Yours sincerely,

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....

**FORM FIN-2**

**FINANCIAL PROPOSAL SUBMISSION FORM**

Ref: Submission of Proposal against your RFP No. .... Our detailed financial proposal is as follows:

(Amount in INR)

S.N.	Name of the resource	No of Personnels	No. of Months	Monthly Basic Price/ personnel	Total Basic Price	GST Rate as (%)	GST amount as applicable	Total cost for the project
		(a)	(b)	(c)	(d) = (a) x (b) x (c)	(e)	(f)	(d+f)
1	Team Leader cum Business Development Specialist							
2	Agricultural Market Intelligence Expert cum Agri Export Specialist							
3	Capacity Building Specialist							
4	Convergence Specialist							
5	Agri-Infrastructure cum Logistics Specialist							
6	Team Member - Agri Infra							
7	Technical Program Manager (TPM)							
8	Back-End Developer (API, Logic & Data Engineer)							
9	Business Analyst (BA							

	+ UI/UX + QA Hybrid)							
10	Front-End Developer (UI Engineer)							
11	Mobile Application & AI Chatbot Specialist							
A	<b>Total cost for providing consultancy services for 3 years</b>							
B	<b>GST as Applicable</b>							
A+B	<b>Total Cost to Company (Financial Bid for evaluation)</b>							
	<b>Total Cost to Company in words (Financial Bid for evaluation)</b>							

Signature .....

In the Capacity of .....

Duly authorised to sign proposal for and on behalf of .....

Date .....

Place .....

**Section 3 (c)**  
**1- Form of Agreement**  
**&**  
**2- Form of Performance Guarantee**

**FORM-3 (c) -**

**FORM OF AGREEMENT**

(To be executed on an Non Judicial Stamp Paper of Rs 100/- by the successful Bidder)

This agreement is made this ..... day of ..... 2025 at Lucknow BETWEEN M/s ....., through Sri ..... (Name, Registration and Address of the Consultant Company) selected under the Bidding Process against the RFP ( RFP No. ....) for " Selection of a Consulting Firm for Setting up Program Management Unit (PMU) for Directorate of Agri Marketing and Foreign Trade" herein after referred to as the "First Party", which expression shall include his successors in office of the One Part AND " Director, Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh, Lucknow" through Sri....., Deputy Director, Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh, Lucknow" herein after referred to as the "Second Party", which expression shall include his successors in office of the Second Part.

WHEREAS the First Party will provide consultancy services to Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh (DAM&AFT), Govt of Uttar Pradesh and all the related departments of the State Government, in accordance with all the Terms and Conditions and other related clauses of the RFP ( RFP No.....) and also the terms and conditions contained in the subsequent corrigendum and Work Orders to be issued by the Second Party to the First Party and the same shall be binding on the First Party and shall be the integral part of this agreement.

IN WITNESS WHEREOF THE ABOVE-MENTIONED PARTIES HAVE PUT THEIR SIGNATURES ON THIS ..... DAY OF ..... TWO THOUSAND AND TWENTY-FIVE

-----  
Authorized signatory of .....  
"First Party"

Name & address:  
Witness  
Signature

-----  
For and on behalf of the, Director of  
Agricultural Marketing & Agriculture  
Foreign Trade Uttar Pradesh, Lucknow  
Seal

Name & address:  
Witness  
Signature

**FORM-3 (c) -2**

**FORMAT OF PROFORMA OF BANK GUARANTEE TOWARDS PERFORMANCE  
SECURITY PERFORMANCE GUARANTEE**

Ref No.....  
.....

Bank Guarantee No

Dated: .....

IN consideration of the Director, Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh, Lucknow (hereinafter called "the Director") having agreed; to exempt \_\_\_\_\_ (hereinafter called "the said Contractor(s)") from the demand, under the terms and conditions of an Agreement, dated \_\_\_\_\_ made between \_\_\_\_\_ and \_\_\_\_\_ for \_\_\_\_\_ (hereinafter called "the said Agreement"), of security deposit for the due fulfilment by the said Contractor(s) of the terms and conditions contained in the said Agreement, on production of a bank Guarantee for Rs. \_\_\_\_\_ (Rupees \_\_\_\_\_ only) we, \_\_\_\_\_ (indicate name of the Bank) (hereinafter referred to as "the Bank") at the request. \_\_\_\_\_/contractor(s)/, do hereby undertake to pay to the Director an amount not exceeding Rs. \_\_\_\_\_ against any loss or damage caused to or suffered or would be caused to or suffered by the Government by reason of any breach by the said Contractor(s) of any of the terms or conditions contained in the said Agreement.

2. We \_\_\_\_\_ (indicate name of the Bank) do hereby undertake to pay the amounts due and payable under this guarantee without any demur, merely on a demand from the Director stating that the amount claimed is due by way of loss or damage caused to or would be caused to or suffered by the Director by reason of breach by the said contractor(s) of any of the terms or conditions contained in the said Agreement or by reason of the contractor(s) failure to perform the said Agreement. Any such demand made on the bank shall be conclusive as regards the amount due and payable by the Bank under this guarantee. However, our liability under this guarantee shall be restricted to an amount not exceeding Rs. \_\_\_\_\_

3. We undertake to pay to the Director any money so demanded notwithstanding any dispute or disputes raised by the contractor(s) in any suit or proceeding pending before any court or Tribunal relating thereto our liability under this present being absolute and unequivocal. The payment so made by us under this bond shall be a valid discharge of our liability for payment there under and the contractor(s) shall have no claim against us for making such payment.

4. We, \_\_\_\_\_ (indicate name of the Bank) further agree that the guarantee herein contained shall remain in full force and effect during the period that would be taken for the performance of the said Agreement and that it shall continue to be enforceable till all the dues of the Director under or by virtue of the said agreement have been fully paid and its claims satisfied or discharged or filed \_\_\_\_\_ office/ Department \_\_\_\_\_ certifies that the terms and conditions of the said Agreement, have been fully and properly carried out by the said Contractor(s) and accordingly discharges this guarantee. Unless a demand or claim under this guarantee is made on us in writing on or before the \_\_\_\_\_ we shall be discharged from all liability under this guarantee thereafter.

5. We, \_\_\_\_\_ (indicate name of the Bank) further agree with the Director that the Director shall have the fullest liberty without our consent and without affecting in any manner our obligations hereunder to vary any of the terms and conditions of the said Agreement or to extend time of performance by the said contractor(s) from time to time or to postpone for any time or from time to time any of the powers exercisable by the Director against the said Contractor(s) and to forebear or enforce any of the terms and conditions relating to the said agreement and we shall not be

relieved from our liability by reason of any such variation or extension being granted to the said Contractor(s) or for any forbearance, act or commission on the part of the Director or any indulgence by the Director to the said Contractor(s) or by any such matter or thing whatsoever which under the law relating to sureties would, but for this provisions, have effect of so relieving us.

6. This guarantee will not be discharged due to the change in the constitution of the Bank or the Contractor(s).

7. We, \_\_\_\_\_ (indicate name of the Bank) lastly undertake not to revoke this guarantee during its currency except with the previous consent of the Director in writing.

Dated the \_\_\_\_\_ day of \_\_\_\_\_

for \_\_\_\_\_

(Indicate the name of Bank).

### **Instructions for furnishing Bank Guarantee**

1. The Bank Guarantee by Indian Bidders will be given on non-judicial stamp paper as per stamp duty applicable at the place from where the purchase Agreement has been placed. The non-judicial stamp paper should be in name of the issuing bank.

2. The validity of the Bank Guarantee should be as mentioned in the RFP (RFP Ref. No. ....) for "Selection of a Consulting Firm for Setting up Project Monitoring Unit (PMU) for Directorate of Agri Marketing and Foreign Trade, Uttar Pradesh, Lucknow".

3. The Bank Guarantee by Indian Bidders will be given from Scheduled Bank only. The Foreign Bidders will give Bank Guarantees from an Indian Bank situated in that country.