

# **Request for Proposal (RFP)**

For

Procurement of Technical Support Agency for Managing  
Complete Operations of HIMIRA Star Stores in Himachal Pradesh

**Himachal Pradesh State Rural Livelihood Mission**

**Department of Rural Development**

**Government of Himachal Pradesh**

**Durga Complex, First and second floor , Opposite Indian Post office, Kasumpti,  
Shimla-171009**

**E-mail -nrlmhp@gmail.com**

## **Notice inviting Request for Proposal (RFP) for Procurement of Technical Support Agency for Managing HIMIRA Star Stores in Himachal Pradesh**

The Himachal Pradesh State Rural Livelihood Mission (HPSRLM), Department of Rural Development, H.P. invites RFP from reputed agencies with proven track record to undertake Process Mapping, Value Addition, Product Development of SHGs/Artisans Products and managing store operations in Himachal Pradesh/outside State being manufactured by artisans and SHGs recognized by HPSRLM.

1. The duration of this engagement of the selected Agency will be 2 years and shall be effective from the date of signing of the contract between HPSRLM or its assigns and the Agency. The contract may be further extended based on mutually agreed terms and conditions.
2. The details regarding eligibility criteria, scope of work, application procedures, selection methodology and other terms and conditions have been clearly stated in this RFP document.
3. The Agency shall be selected based on the financial bid. Technical bid will merely be criteria for qualifying for participating in the financial bid.
4. Amendments / corrigendum, if any, shall be posted on the website <https://himaajeevika.com>.
5. Technical and Financial bids must be prepared in the prescribed formats and submitted in separate envelopes duly prescribed to the office of HPSRLM at Kasumpti, Shimla within specified date and time.
6. Incomplete proposals or those received after the specified time and date or not fulfilling the specified requirement shall not be considered.
7. The decision of Chief Executive Officer, HPSRLM in respect of above mentioned one or all conditions shall be final.
8. HPSRLM shall be the right to cancel this RFP process without citing any reason.

Chief Executive Officer  
HPSRLM, Deptt. of Rural Development

## Schedule for Invitation of RFP

#	Name of the Client	Himachal Pradesh State Rural Livelihood Mission (HPSRLM)
1.	Address from where the RFP can be obtained	<b>Agencies can download the RFP from the website - <a href="https://himaajeevika.com">https://himaajeevika.com</a></b>
2.	Address where response to RFP has to be submitted	Office of Chief Executive Officer, HPSRLM, Durga Complex, First and second floor, Opposite Indian Post office, Kasumpti, Shimla-171009
3.	Issue of RFP Document	14, March 2024
4.	Date for submission of Pre-Bid Queries	Before 5:00 PM on 20 March 2024 through email. Email ID: <a href="mailto:nrlmhp@gov.in">nrlmhp@gov.in</a>
5.	Last Time and date of submission of response to RFP	05, April 2024 by 04 :00 pm
6.	Time, Place and date for opening of technical Qualification Criteria	On 06, April 2024. 04: 00 pm at office of HPSRLM <b>Address:</b> Himachal Pradesh State Rural Livelihood Mission, Department of Rural Development Office of Chief Executive Officer, Durga Complex, First and Second floor, Opposite Indian Post office, Kasumpti, Shimla-171009
7.	Bid processing fees	INR 1,000 (one thousand only) in the form of a Demand Draft which has to be submitted in Hard copy to the HPSRLM before the due date along with the proposal.

## Section 1 – Pre-Qualification Criteria

1. The objectives and expected deliverables of the Services which will be carried out by the selected Agency has been provided in **Section - Terms of Reference**
2. The agencies which are interested in being considered for this assignment should fulfill the following criteria:
  - a. The Agency shall be a company registered in India under the Companies Act 2013, or a partnership firm registered under the Limited Liability Partnership Act of 2008, or a society registered under the Societies Act or a Trust, which should be in existence for at least 1 year. Consortium shall not be permitted to bid.
  - b. The Agency should have working experience of marketing and product development Ongoing works shall also be considered.
  - c. The Agency must be working in Himachal Pradesh and should maintain a tangible local presence within the State. The Agency should have physical offices, or facilities, or operations within Himachal Pradesh.
  - d. The Agency should have its own e-commerce website for marketing
  - e. The Agency should not have been banned / blacklisted by any Central / State Government / National Regulator/ Departments / PSUs in India as on bid submission date.
3. The Agency under no circumstances will be allowed to assign or sublet any part of the work to any other Agency. If at any stage of the entire project, it comes to the notice of the HPSRLM that part of the work /assignment has been assigned or outsourced to any other Agency the entire assignment will be subject to cancellation.
4. Agencies which are interested in being considered for the assignment, should submit information in the format indicated in the Attachment 1 to this RFP.
5. The response to RFP should be separately packed in three parts (Part A - for Pre- Qualification Criteria, Part B - for Technical Proposal & Part C - for Financial Proposal)

In case any false information is provided or information is concealed then the bids of such Agency shall be cancelled, and HPSRLM will have the rights to initiate appropriate action against the Agency.

Chief Executive Officer  
Himachal Pradesh State Rural Livelihood Mission

## Attachment 1

### Format for submission of information – Pre-Qualification Criteria

#### A- Agency's Profile:-

Provide a brief background and description of the Agency. The brief description should include registered office address, date of incorporation of the Agency, core business of the Agency, global presence if any, brief on operations in India etc.

#### B- Eligibility Information / Pre-Qualification criteria:

S.No.	Parameter	Supporting documents to be provided	Compliance (Y/N)	Documentary evidence provided on Page Nos.
a.	The Agency shall be a company registered in India under the Companies Act 2013, or a partnership firm registered under the Limited Liability Partnership Act of 2008, a society registered under the Societies Act or a Trust, operating for the last 1 years.	Certificate of incorporation and GSTIN		
b.	Working Experience of marketing and /product development	Work Order/MoU copy		
c.	The Agency should demonstrate a comprehensive understanding and proficiency in managing logistical operations.	Self-Declaration to be provided by the Agency /proof of tie-ups with logistics partner		
d.	The Agency must be working in Himachal Pradesh and should maintain a tangible local presence within the region. The Agency should have physical offices, or facilities, or operations within Himachal Pradesh.	Proof of address of offices		

S.No.	Parameter	Supporting documents to be provided	Compliance (Y/N)	Documentary evidence provided on Page Nos.
e.	The Agency should possess its own operational e-commerce website	Website documents along with URL needs to be submitted		
f.	The Agency should have an experience in Team Development with specialized teams for different tasks. The team should consist of residents of Himachal Pradesh. The team composition and expertise should be provided with the proposal.	Self-Declaration to be provided by the Agency		
g.	The Agency (including parent and subsidiary) should not have been banned /blacklisted by any Central/State Government /National/Regulator/Departments /PSUs in India as on bid submission date.	Self-declaration to be provided by the agency		

**Note:**

- a) The above information shall be enclosed in "Part A"
- b) If the Agency is found ineligible as per pre-qualification criteria, then the Technical (in Part B) and Financial (in Part C) proposals shall not be opened.

## Section 2 - Instructions to Agencies

<b>A. General Definitions &amp; Instructions</b>	
<b>Definitions</b>	<p>(a) “Governing Law” means the laws and any other instruments having the force of law in India.</p> <p>(b) “Client” means the Himachal Pradesh State Rural Livelihood Mission (HPSRLM that signs the Contract for the Services with the selected Agency and includes any assigns of HPSRLM.</p> <p>(c) “Agency” means a legally established professional agency/ firm or an entity that participates in the bid process in response to this RFP and may provide the Services to the Client under the Contract, if selected.</p> <p>(d) “Contract” means a legally binding written agreement signed between the Client and the Agency and includes all the attached documents.</p> <p>(e) “Day” means a calendar day.</p> <p>(f) “Experts” means personnel allocated to the project.</p> <p>(g) “Government” means the State Government of Himachal Pradesh.</p> <p>(h) “ITA” (Section 2 of the RFP) mean the Instructions to Agencies that provides the shortlisted Agencies with all information needed to prepare their Proposals.</p> <p>(i) “RFP” means the Request for Proposals to be prepared by the Client for the selection of Agencies</p> <p>(j) “Services” means the work to be performed by the Agency pursuant to the Contract.</p> <p>(k) “TORs” (Section 5 of the RFP) means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Agency, and expected results and deliverables of the assignment.</p>
<b>2. Conflict of Interest</b>	<p>2.1 The Agency is required to provide professional, objective, and impartial advice, at all times holding the Client’s interest paramount, strictly avoiding conflicts with other assignments or its own corporate interests and acting without any consideration for future work.</p> <p>2.2 The Agency has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its client. Failure to disclose such situations may lead to the disqualification of the Agency or the termination of its Contract/Blacklisting</p> <p>Without limitation on the generality of the foregoing, and unless stated otherwise, the Agency shall not be hired under the circumstances set forth below:</p>
<b>a. Conflicting activities</b>	<p>(i) <u>Conflict between consulting activities and non-consulting services:</u> an Agency that has been engaged by the Client to provide non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those works, or non-consulting services. Conversely, a firm/Agency hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting</p>

	services for such preparation or implementation.
<b>b. Conflicting assignments</b>	(ii) <u>Conflict among consulting assignments:</u> Agency (including its Experts) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Agency for the same or for another Client.
<b>c. Conflicting relationships</b>	<u>Relationship with the Client's staff:</u> Agency (including its Experts) that has a close business or family relationship with a professional staff of the Client, or of implementing Agency who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Client throughout the selection process and the execution of the Contract.
<b>3 Corrupt and Fraudulent Practices</b>	HPSRLM requires compliance with its policy regarding corrupt and fraudulent/prohibited practices as set forth by the Govt. of Himachal Pradesh (GoHP)  In further pursuance of this policy, Agency shall permit and shall cause its agents, Experts, sub-consultants, sub-contractors, services providers, or suppliers to permit the client to inspect all accounts, records, and other documents relating to the submission of the Proposal and contract performance (in case of an award), and to have them audited by auditors appointed by the client.
<b>4. Eligibility</b>	The Client permits Agencies from the country (INDIA) to offer services for its financed projects.  Furthermore, it is the Agency responsibility to ensure that its Experts, agents (declared or not), sub-contractors, service providers, suppliers and/or their employees meet the eligibility requirements as established in the document
<b>a. Restrictions for Government-owned Enterprises</b>	Government-owned enterprises or institutions shall be eligible only if they can establish that they (i) are legally and financially autonomous, (ii) operate under commercial law, and (iii) that they are not dependent agencies of the Client.  To establish eligibility, the government-owned enterprise or institution should provide all relevant documents (including its charter) sufficient to demonstrate that it is a legal entity separate from the government; it does not currently receive any substantial subsidies or budget support; it is not obligated to pass on its surplus to the government; it can acquire rights and liabilities, borrow funds, and can be liable for repayment of debts and be declared bankrupt; and it is not competing for a contract to be awarded by the government department or Agency which, under the applicable laws or regulations, is its Reporting or supervisory authority or has the ability to exercise influence or control over it.
<b>b. Restrictions for public employees</b>	Government officials and civil servants of the GoHP are not eligible to be included as Experts in the Agency's Proposal unless such engagement does not conflict with any employment or other laws, regulations, or policies of the GoHP, and they:  (i) are on leave of absence without pay, or have resigned or retired;



	<p>(ii) are not being hired by the same Agency they were working for before going on leave of absence without pay, resigning, or retiring (in case of resignation or retirement, for a period of at least 6 (six) months, or the period established by statutory provisions applying to civil servants or government employees in GoHP, whichever is longer. Experts who are employed by the government-owned universities, educational or research institutions are not eligible unless they have been full time employees of their institutions for a year or more prior to being included in Agency's Proposal.; and</p> <p>(iii) Their hiring would not create a conflict of interest.</p>
<b>5. Qualification to the bid</b>	<p>Bids may be submitted in the following category of Agencies only:</p> <p><b>Sole Agency:</b> The Sole Agency will be responsible for end-to-end scope of work given in this RFP</p> <p><b>Consortium:</b> Consortium shall not be allowed to participate in the bid.</p>
<b>6. Force Majeure</b>	<ul style="list-style-type: none"> <li>• For the purposes of this Agreement, "Force Majeure" means an event which is beyond the reasonable control of a Party, 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 adverse weather conditions, strikes, lockouts or other industrial action (except where such 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.</li> <li>• Force Majeure shall not include (i) any event which is caused by the negligence or intentional action of a Party or agents/employees thereof, nor (ii) any event which a diligent Party could reasonably have been expected to both (A) take into account at the time of submission of the bid and (B) avoid or overcome in the carrying out of its obligations hereunder</li> <li>• Force Majeure shall not include insufficiency of funds or failure to make any payment required hereunder</li> <li>• The Himachal Pradesh State Rural Livelihood Mission (HPSRLM) will decide the eventuality of Force Majeure which will be binding on both the parties</li> </ul>
<b>B. Preparation of Proposals</b>	
<b>1. General Considerations</b>	1.1 In preparing the Proposal, the Agency is expected to examine the RFP in detail. Any sort of deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.
<b>2. Cost of Preparation of Proposal</b>	2.1 The Agency shall bear all costs associated with the preparation and submission of its Proposal, and the HPSRLM (Client) shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Contract award, without assigning any reason and without thereby incurring any liability to the Agency.

<b>3. Language</b>	3.1 The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Agency and the Client, will be as specified in the <b>Data Sheet</b> .
<b>4. Documents Comprising the Proposal</b>	4.1 The Proposal shall comprise the documents and forms listed in the <b>Data Sheet</b> .
<b>5. Only One Proposal</b>	5.1 The Agency shall submit only one proposal in its own name. Any proposal submitted as part of a consortium or joint venture shall be disqualified and rejected.
<b>6. Proposal Validity</b>	<b>The Data Sheet</b> indicates the period during which the Agency's Proposal must remain valid after the Proposal submission deadline.  During this period, the Agency shall maintain its original Proposal without any change, including the availability of the Experts, the proposed rates and the total price.
<b>7. Sub-Contracting</b>	The Agency shall not be entitled to subcontract the Services without prior written consent of the HPSRLM. No assignment of the Contract by the Agency shall be permitted.
<b>8. Clarification and Amendment of RFP</b>	7.1 The Agency may request a clarification of any part of the RFP during the period indicated in the <b>Data Sheet</b> before the Proposals' submission deadline. Any request for clarification need to be sent by e-mail, to the Client's address indicated in the <b>Data Sheet</b> .
<b>9. Technical Proposal Format and Content</b>	The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.
<b>10. Financial Proposal</b>	10.1 The Financial Proposal shall be prepared using the Standard Forms provided in Section 4 of the RFP.
<b>a. Price Adjustment</b>	10.2 The Assignment is time bound and for a duration exceeding the stipulated time no price adjustment provision would apply.
<b>b. Taxes</b>	10.3 The Financial quote should be inclusive of all taxes for the purpose of evaluation.
<b>c. Currency of Proposal</b>	10.4 The Agency may express the price for its Services in Indian National Currency as stated in the <b>Data Sheet</b> .
<b>d. Currency of Payment</b>	10.5 Payment under the Contract shall be made in Indian National Currency.
<b>C. Submission, Opening and Evaluation</b>	
<b>11. Submission, Sealing, and Marking of Proposals</b>	The Agency shall submit a signed and complete Proposal comprising the documents and forms. The submission has to be done offline by submitting the bid documents to HPSRLM office.  An authorized representative of the Agency shall sign the original submission letters in the required format for Pre- qualification criteria and both the Technical and Financial Proposals.

	<p>Any modifications, revisions, interlineations, erasures, or overwriting shall be valid only if they are signed or initialed by the person signing the Proposal.</p> <p>Similarly, the original Financial Proposal shall be followed by the name of the assignment, name and address of the Agency, and with a warning “DO NOT OPEN WITH THE TECHNICAL PROPOSAL.”</p> <p>An authorized representative of the Agency shall sign the original submission letters in the required format for Pre- qualification criteria and both the Technical and Financial Proposals.</p>
<b>12. Confidentiality</b>	<p>From the time the Proposals are opened to the time the Contract is awarded, the Agency should not contact the HPSRLM on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to the Agency who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.</p> <p>Any attempt by shortlisted Agencies or anyone on behalf of the Agency to influence improperly the HPSRLM in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal.</p> <p>Notwithstanding the above provisions, from the time of the Proposals’ opening to the time of Contract award publication, if Agency wishes to contact the HPSRLM on any matter related to the selection process, it should do so only in writing.</p>
<b>13. Opening of Technical Proposals</b>	<p>12.1 Opening of Bids: All the bids received till the due date and time will be opened by the Committee formed by Himachal Pradesh State Rural Livelihood Mission (HPSRLM)</p>
<b>14. Proposals Evaluation</b>	<p>The evaluators of the Technical Proposals shall have no access to the Financial Proposals until the technical evaluation is concluded.</p> <p>The Agency is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the Proposals, the HPSRLM will conduct the evaluation solely based on the submitted Technical and Financial Proposals.</p>
<b>15. Evaluation of Technical Proposals</b>	<p>14.1 The HPSRLM evaluation committee shall evaluate the Technical Proposals based on their responsiveness to the Terms of Reference, applying the evaluation criteria, sub-criteria.</p>
<b>16. Public Opening of Financial Proposals</b>	<p>15.1 After the Technical evaluations have concluded, the financial proposals of all the qualified Agencies in technical evaluation will be opened.</p>
<b>17. Release of funds</b>	<p><b>Conditions for Release of Payment to Agency:</b> Please refer to Section 5 of the document for the milestones &amp; payment schedules. All payments will be strictly done as per the conditions put in the Section 5.</p> <p>The invoice will be generated and submitted on achieving defined milestones.</p>

	If there is no objection in terms of performance, deliverable or invoice value then the invoice and the deliverables will be deemed accepted by HPSRLM.
<b>18. Award of Contract</b>	After completing the selection process, the competent authority of HPSRLM may award the contract to the selected Agency.
<b>E. Termination Clauses</b>	
<b>19 .Termination for Default</b>	HPSRLM may, without prejudice to any other remedy for breach of contract, by a written notice of default of at least 30 days, terminate the contract in whole or in part: <ul style="list-style-type: none"> <li>(i) If the selected Agency fails to deliver any or all quantities of the Service within the time period specified in the Contract, or any extension thereof granted by HPSRLM or</li> <li>(ii) If the selected Agency fails to perform any other obligation under the Contract within the specified period of delivery of Service or any extension granted thereof; or</li> <li>(iii) If the selected Agency, in the judgment of HPSRLM, is found to be engaged in corrupt, fraudulent, collusive, or coercive practices in competing for or in executing the Contract.</li> <li>(iv) If the selected Agency commits breach of any condition of the Contract</li> </ul>
<b>20. Termination for Insolvency</b>	HPSRLM may at any time terminate the Contract by giving a written notice of at least 30 days if the selected Agency becomes bankrupt or otherwise insolvent. In such event, termination will be without compensation to the selected Agency, provided that such termination will not prejudice or affect any right of action or remedy that has accrued or will accrue thereafter to the HPSRLM.
<b>21. Termination for Convenience</b>	HPSRLM by a written notice of 30 days sent to the selected Agency may terminate the Contract, in whole or in part, at any time for its convenience. The notice of termination will specify that termination is for the HPSRLM convenience, the extent to which performance of the selected Agency under the Contract is terminated, and the date upon which such termination becomes effective. And Agency can terminate the contract by providing 90 days prior notice to HPSRLM.
<b>22. Termination by the Himachal Pradesh State Rural Livelihood Mission (HPSRLM)</b>	HPSRLM may, by not less than 30 days' written notice of termination to the Agency, such notice to be given after the occurrence of any of the events, terminate this Agreement if: <ul style="list-style-type: none"> <li>- The Agency fails to remedy any breach hereof or any failure in the performance of its obligations hereunder, as specified in a notice of suspension, within fifteen (15) days of receipt of such notice of suspension or within such further period as HPSRLM may have subsequently granted in writing;</li> <li>- The Agency fails to comply with any final decision reached because of arbitration proceedings.</li> <li>- The Agency submits to HPSRLM a statement which has a material effect on the rights, obligations or interests of HPSRLM and which the Agency knows to be false;</li> <li>- Any document, information, data or statement submitted by the Agency in its Proposals, based on which the Agency was considered</li> </ul>

	eligible or successful, is found to be false, incorrect or misleading
<b>23. Arbitration, Governing Laws and Jurisdiction</b>	<p>The provisions of this RFP shall be governed by and construed in accordance with Indian law. The Parties undertake to resolve any unforeseen events and all disputes arising out of or in connection with this RFP, including any question regarding its existence, validity, penalties, termination, through amicable discussions between the Parties.</p> <p>In case any disputes are not settled amicably then all such disputes shall be finally settled by a sole arbitrator appointed in accordance with the Arbitration and Reconciliation Act in force. The award of the sole arbitrator shall be a reasoned award and shall be final and binding on both the parties. The arbitration proceedings shall be held in Himachal Pradesh .</p>
<b>Performance Guarantee</b>	<ol style="list-style-type: none"> <li>1. Within 30 days from the date of Letter of Invitation (LOI) from the Himachal Pradesh State Rural livelihood Mission, the successful agency/ company/firm shall furnish the Performance Guarantee (PG) of an amount of Rs 5,00,000 by way of Bank Guarantee issued by one of the Nationalized/Scheduled Commercial Banks in India for the due performance of the Assignment. The Performance Guarantee shall be for a period of Twelve (24) months.</li> <li>2. Refund of PG: The PG shall be refunded within six months from the date of successful completion of the assignment.</li> <li>3. Forfeiture of PG: PG shall be forfeited in the following cases: <ul style="list-style-type: none"> <li>When any terms and condition of the contract is breached.</li> <li>When the selected Bidder fails to commence the services or fails to provide deliverables after partially executing the purchase/work order</li> </ul> </li> </ol>
<b>Earnest Money Deposit (EMD):</b>	<p>INR 1, 00,000 (Indian Rupees one lakh only) in the form of a Demand Draft in favor of the “CEO, Himachal Pradesh State Rural livelihood Mission”,</p> <p>The EMD of unsuccessful Bidder shall be refunded within 30 days of completion of agreement signing process. The Selected Bidder’s EMD shall be refunded upon the Bidder submitting the performance guarantee. In case the selected agency fails to deposit the Bank Guarantee towards Performance Guarantee in scheduled time, the EMD submitted by it shall be forfeited. Kindly note:</p> <p>Proof of submission of EMD and RFP fee must be placed by the bidder in the Part A with Pre – Qualification criteria (Cover A). If the Bidder fails to furnish the proof for the same, the response document will not be evaluated further. The Bidder also needs to submit Physical copy of the Demand Draft prepared in support of the submission of the RFP Cost and the EMD to Himachal Pradesh State Rural livelihood Mission in an envelope clearly subscribed as Demand Draft for Tender cost and EMD for Selection of TSA.</p>

**Section 3  
Instructions to Agencies (ITA)**

<b>A. General</b>	
<b>ITC Clause</b>	<b>Reference</b>
1.	<b>State:</b> Himachal Pradesh, India
2.	<b>Name of the Client:</b> Himachal Pradesh State Rural Livelihood Mission (HPSRLM) <b>Method of selection:</b> Lowest financial Bid
3.	<b>Financial Proposal to be submitted together with Technical Proposal:</b> Yes
4.	<b>Pre – Bid Queries:</b> Any questions regarding the RFP must be received in writing (e-mail) to the undersigned as per the date mentioned in Schedule of Activities. Thereafter, no request for information will be considered. <a href="mailto:nrlmhp@gmail.com">nrlmhp@gmail.com</a>
6.	<b>This RFP has been issued in the English language. Proposals shall be submitted in English language. All correspondence exchange shall be in English language</b>
7.	<b>The Proposal shall comprise the following:</b> Part -A <b>with Pre-Qualification Criteria – Earnest Money Deposit (EMD), Power of Attorney of Authorized Signatory, Notarized Self-Declaration, etc</b>  <b>FULL TECHNICAL PROPOSAL (FTP):</b> <b>Technical Proposal (PART-B)</b>  AND <b><u>PART- C</u> with the Financial Proposal (PART-C)</b>
8.	<b>Statement of Undertaking is required:</b> No
9.	<b>Participation of Key Experts and Non-Key Experts in more than one Proposal is permissible:</b> No
10.	<b>All Key Experts proposed for the engagement must be on the payroll of the Agency.</b>
11.	<b>Proposals must remain valid for <u>180</u> calendar days after the proposal submission deadline</b>
12.	<b>Clarifications may be requested no later than <u>date &amp; time mentioned in schedule of activities.</u></b>

	<p>The contact information for requesting clarifications is:  <b>Name:</b> Chief Executive Officer  <b>Address:-</b> Himachal Pradesh State Rural livelihood Mission, Deptt. Of Rural Development, Durga Complex, First and second floor , Opposite Indian Post office, Kasumpti, Shimla-171009</p>	
<b>13.</b>	<b>Shortlisted Agencies may</b> in no way engage with the Key experts as proposed by the other Non- shortlisted Agency.	
<b>14.</b>	<b>Costs &amp; per diem to be provided:</b>  Not applicable as a Himachali team is to be deployed	
<b>15.</b>	<b>The Financial Proposal shall be stated in the following currencies:</b> Percentage Only	
<b>16.</b>	<b>The Agency must submit:</b> (a) Pre-Qualification Criteria: one (1) original, bid processing fee, Power of Attorney of Authorized Signatory Notarized Self-Declaration. (b) Technical Proposal: one (1) original (c) Financial Proposal: one (1) original	
<b>18.</b>	<b>The Proposals must be submitted no later than: Date: 05 -04-2024</b>  <b>Time: before 04 :00 pm</b>	
<b>20.</b>	<b>Criteria, sub-criteria, and point system for the evaluation of the Technical Proposals:</b>	
	a. HPSRLM will evaluate only the pre-qualified proposals as per the criteria stated in Section 1	
	b. Technical Proposal Evaluation Criteria	
	<b>S.No.</b>	<b>Evaluation criteria</b>
	1	Working Experience of marketing and product development  3 assignments and above- 30 marks 2 assignments- 15 marks 1 assignment- 10 marks No assignment- 0 marks
		<b>Max. Marks</b>  <b>30 marks</b>  <b>Proof of Work Order/MoU copy</b>
	2	The Agency should demonstrate a comprehensive understanding and proficiency in managing logistical operations.
		<b>35 marks</b>  <b>Proof of logistics operations to be provided</b>

	3.	The Agency should have an experience in Team Development with specialized teams for different tasks. The team should consist of residents of Himachal Pradesh.	<b>20 marks</b> <b>Proof of team operationalizing to be provided</b>
	4.	The Agency must have physical presence in Himachal Pradesh. This entails having physical offices, or facilities, or operations within Himachal Pradesh.	<b>5 marks</b> <b>Proof of operation in Himachal Pradesh to be provided</b>
	5.	The Agency should possess its own operational E-commerce website.	<b>10 marks</b> <b>Proof of E-commerce website</b>
<b>21.</b>	<b>The minimum score for Technical Qualification is 70</b>		
<b>24.</b>	<b>Expected date and address for opening of financial bids: Date</b> will be communicated to technically qualified bidders.		



# Form TECH-1

## TECHNICAL PROPOSAL SUBMISSION FORM

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{Location, Date}

**To:**

**Chief Executive Officer**

Himachal Pradesh State Rural livelihood Mission,

**Durga Complex, First and second floor , Opposite Indian Post office,  
Kasumpti, Shimla-171009**

Dear Sir,

We, the undersigned, offer to act as **Technical Support Agency for Managing HIMIRA Star Stores in Himachal Pradesh** in accordance with your Request for Proposals dated 14 March 2024. We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal separately.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client
- (b) Our Proposal shall be valid and remain binding upon us for the period of time specified in the Data Sheet.
- (c) We have no conflict of interest as stated in the RFP
- (d) We meet the eligibility requirements as stated in RFP
- (e) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in the country of the Client.
- (f) Our Proposal is binding upon us and subject to any modifications specified in the Contract as mutually agreed upon.

We undertake, if our Proposal is accepted and the Contract is signed, to initiate the Services related to the assignment no later than the date if indicated in the Data Sheet.

We understand that HPSRLM is not bound to accept any Proposal that the HPSRLM receives.

We remain, Yours sincerely,

Authorized Signature: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Agency: \_\_\_\_\_

In the capacity of: \_\_\_\_\_

Address: \_\_\_\_\_

Contact information (phone and e-mail): \_\_\_\_\_

**Form TECH-2**  
**Agency Organization And Experience**

**A - Organization**

1. Provide here a brief description of the background and organization of your company
2. Include organizational chart, a list of Board of Directors etc.
3. Team composition details like marketing team, procurement team, Quality Assurance Team etc.

### **Form TECH-3**

#### **DESCRIPTION OF APPROACH, METHODOLOGY, AND WORK PLAN IN RESPONDING TO THE TERMS OF REFERENCE**

A description of the approach, methodology and work plan for performing the assignment

## **Section 4 – Financial Proposal – Standard Forms**

**Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal.**

FIN-1 Financial Proposal Submission Form

**FORM FIN-1**  
**FINANCIAL PROPOSAL**  
**SUBMISSION FORM**

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{Location, Date}

TO:  
CEO,  
**Himachal Pradesh State Rural livelihood Mission**

Dear Sir,

We, the undersigned, offer to provide **Technical Support Agency for Managing HIMIRA Star Stores in Himachal Pradesh** in accordance with your Request for Proposal dated 14 March 2024

Our attached Financial Proposal is for the \_\_\_\_\_% {Indicate percentage of profits {Insert amount(s) in words and figures}, *including of all taxes in accordance with the ITA & Data Sheet.*

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract, up to expiration of the validity period of the Proposal, i.e. before the date indicated in the Data Sheet. No commissions or gratuities have been or are to be paid by us to agents or any third party relating to this Proposal and Contract execution.

We understand you are not bound to accept any Proposal you receive. We remain,  
Yours sincerely,

Authorized Signature {In full and initials}: \_\_\_\_\_  
Name and Title of Signatory: \_\_\_\_\_  
In the capacity of: \_\_\_\_\_  
Address: \_\_\_\_\_  
E-mail: \_\_\_\_\_

**FORM FIN-2 SUMMARY OF COSTS (IN INR ONLY)**

<b>Particulars</b>	<b>Percentage</b>
<b>Percentage of profit from goods sold</b>	

Authorized Signature {In full and initials}: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

In the capacity of: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Section 5

### Terms of Reference

#### I Objective of the assignment –

Our vision is to establish a distinctive Brand Name specifically dedicated to the marketing and branding of products crafted by individual artisans and Self-Help Groups (SHGs) of the State of Himachal Pradesh. The ultimate objective of this initiative is to provide well-deserved recognition to products originating from Himachal, both on a local and national scale. By doing so, we aim to highlight the unique craftsmanship and quality that these products showcase, thus setting them apart in today's competitive market.

#### II Scope of the assignment –

1. To form a separate, independent organization known as the HIMIRA ARTISANS WELFARE SOCIETY. At present, the government registration process for HIMIRA ARTISANS WELFARE SOCIETY is ongoing and still in its procedural stages. Initially, HPSRLM will act as a contracting authority. After successfully completing the registration process, HPSRLM shall assign its rights and obligations under the RFP and the Contract to the HIMIRA ARTISANS WELFARE SOCIETY which will be duly authorized to act as the signatory for all activities and contractual affairs pertaining to the assignment.
2. The key aspects of partnership between HPSRLM and thereafter its assign HIMIRA ARTISANS WELFARE SOCIETY and TSA are listed below:
  - a) HIMIRA ARTISANS WELFARE SOCIETY shall act as the authority for management and operation of the Contract of duration of 2 years which can be further extended on mutual terms and conditions. The Society shall own all the rights to the brand name “HIMIRA STAR” or any of its derivatives.
  - b) The TSA will be responsible for day-to-day management and operations of HIMIRA Star stores under pre-defined performance standards.
  - c) HIMIRA ARTISANS WELFARE SOCIETY primary objective would be monitor the performance of the TSA to ensure smooth operations and maintaining quality. The “HIMIRA STAR” brand name would have products of the highest quality under its umbrella.
  - d) Society and TSA mutually will identify the artisans, products which can be taken under HIMIRA Star.
3. The TSA shall:
  1. Operate, manage and maintain all the HIMIRA STAR stores across Himachal Pradesh during first phase and gradually outside of Himachal Pradesh as well.
  2. Develop and operationalize a comprehensive implementation plan.
  3. Form Specialized Teams: To ensure successful implementation, it's key to form specialized teams. Each team has a unique role in the production, enhancement, quality assurance, marketing, and sales of HIMIRA Star products. It is to be noted that the team members for each team should be distinct.
    - a) Procurement Team: The procurement team will oversee identification and sourcing of key raw materials needed for HIMIRA Star's production line. The team will also identify required equipment, machinery and furniture items to be procured at HIMIRA Star stores. They build relationships with local suppliers to ensure a steady stream of high-quality products.
    - b) Product Development Team: This team will focus on refining the design, packaging, and branding of the products, working closely with artisans. They strive to enhance the quality and appeal of HIMIRA Star products.



- c) Quality Control Team: The quality control team will ensure that all HIMIRA Star products meet high standards. By conducting regular checks, it will ensure that the products are of top-notch quality and are defect-free.
  - d) Marketing and Branding Team: The marketing and branding team will craft strategic campaigns to promote HIMIRA Star products. Through various partnerships and e-commerce engagement, it's required to establish a strong brand image.
  - e) Sales Team: The sales team manage the distribution of HIMIRA Star products across various channels, including retail outlets and online platforms. It will manage customer inquiries, run the shops, keep track of product inventory and making sure orders are delivered timely.
  - f) Training and Capacity Building Team: Focused on empowering artisans, this team provides training programs to enhance the skills of artisans, SHGs, etc. Through workshops and skill-building sessions, it will boost the abilities of producers in areas of product development, marketing, and entrepreneurship.
  - g) Monitoring and Evaluation Team: The monitoring and evaluation team keeps an eye on the sales and performance of HIMIRA Star products. It will gather data, analyze sales trends, and identify areas for improvement. Regular evaluations also support in fine-tuning marketing strategies as needed.
4. The TSA will play a critical role in identifying the optimal location for business operations. This involves researching different regions, analyzing market trends, and evaluating the cost-effectiveness and potential advantages of each site.
  5. The recruitment of the required workforce is another key aspect of a TSA's role. They are tasked with identifying the necessary skills and expertise for different roles, conducting recruitment processes, and ensuring that the team has the competency to achieve the business objectives.
  6. TSA will also oversee the identification of facilities and work spaces. This involves finding suitable physical locations for operations, offices, or stores, ensuring that they are cost-effective, accessible, and suitable for the business's needs.
  7. The TSA (Technical Support Agency) team entrusted with the operation of the HIMIRA store should predominantly consist of individuals who are residents of Himachal Pradesh. This ensures that the team members possess an inherent understanding of the local culture, customs, preferences, and market dynamics, which are crucial for effectively managing and catering to the needs of the local clientele.
  8. The credit time period for payment to the artisans and Self-Help Groups (SHGs) is set at 21 days from the date of product procurement. Failure to adhere to the stipulated payment timeline will result in the issuance of a formal notice to the TSA. The TSA is expected to promptly address the issue and take corrective measures to rectify the delay in payment. This may involve expediting the payment process, resolving any administrative or logistical challenges that contributed to the delay, and implementing measures to prevent similar occurrences in the future. Furthermore, consistent failure to comply with the payment terms may result in escalated actions, including but not limited to contractual penalties, termination of the agreement, or legal recourse as stipulated in the contract terms and applicable laws.
  9. The TSA needs to emphasize on the utilization of an exclusive brand for the products or services offered within the HIMIRA STAR store. This entails partnering with or developing a distinctive brand that is unique to the store, thereby enhancing its identity, appeal, and competitiveness in the market.

### **III Responsibility Matrix of both parties**

<b>S. No.</b>	<b>Description</b>	<b>Responsibility Owner</b>	<b>Details</b>
1.	Identification of Artisans and Self-Help Groups (SHGs)	HIMIRA ARTISANS WELFARE SOCIETY in consultation TSA	HIMIRA Artisans Welfare Society will be responsible for identifying individual artisans and Self-Help Groups (SHGs) as per the inputs from the TSA. Hence, TSA shall identify products with potential demand in the market.
2.	Identification of Location	TSA	TSA shall recommend potential sites to HIMIRA ARTISANS WELFARE SOCIETY by analyzing market trends, cost-effectiveness, and potential advantages of suggested sites. However, HIMIRA ARTISANS WELFARE SOCIETY will be the deciding authority.
3.	Lease & establishment of stores	HIMIRA ARTISANS WELFARE SOCIETY	HIMIRA ARTISANS WELFARE SOCIETY will be responsible for leasing and establishment of stores at finalized sites. The stores will be provided to TSA for management and operations. Monthly rental (if any) will be borne by the Society. The other overheads shall be borne by TSA as indicated at point 14 of this table.
4.	Procurement of equipment, machinery and furniture for stores	HIMIRA ARTISANS WELFARE SOCIETY in consultation TSA	The TSA will recommend the equipment, machinery and furniture for HIMIRA Star stores. The same will be finalized and procured by HIMIRA ARTISANS WELFARE SOCIETY while establishing the stores in beginning, however periodic upgradation will be done by TSA.
5.	Recruitment of Workforce	TSA	The TSA shall be responsible for identifying the necessary skills and expertise for different roles, conducting recruitment processes, and ensuring that the team has the competency to achieve the business objectives. This includes the recruitment of salespersons for handling sales at the shops.
6.	Procurement of Products	TSA	The TSA shall be responsible for sourcing the key raw materials/ products needed for HIMIRA Star's production line. TSA will ensure a steady stream of high-quality products.
7.	Storage Facility	TSA	The TSA will be responsible for identification of location / facilities for storage of raw material / products. This exercise will be conducted only if the capacity of stores is not sufficient to store the products after proper justification to HIMIRA ARTISANS WELFARE SOCIETY. If the need is recognized and justified, TSA shall hire and manage storage facilities.

S. No.	Description	Responsibility Owner	Details
8.	Product Development	TSA	The TSA will be responsible for design, packaging, and branding of the products.
9.	Inventory management	TSA	TSA will be responsible for establishing a platform for inventory management to showcase real time data on products available, their cost, quantity, price, etc.
10.	Quality Assurance of the HIMIRA Products	TSA	The TSA is responsible that all HIMIRA Star products meet high standards. The TSA needs to conduct regular checks and ensure that the products are top-notch and defect-free.
11.	Marketing and Branding	TSA	The TSA will craft strategic campaigns to promote HIMIRA Star products through various partnerships and e-commerce engagement and maintain a strong brand image. The expense for the same will be borne by the society.
12.	Sale and Distribution of HIMIRA Products	TSA	The TSA will manage the distribution (end to end) network of HIMIRA Star products across various channels, including retail outlets and online platforms. TSA will also be responsible for managing customer inquiries, keep track of product inventory, and make sure orders are delivered promptly. Towards this, the TSA shall incorporate computerized end-to-end supply chain and retail management software.
13.	Training and Capacity Building of Artisans & Self-Help Groups (SHGs)	TSA	The TSA is responsible of providing training programs to enhance the skills of the artisans and SHGs through workshops and skill-building sessions.
14.	Operations Management Electricity, water, general maintenance, insurance, security etc.	TSA	The TSA will be responsible for the maintenance and management of all the HIMIRA Star product stores. All day-to-day operation expenditure (except lease rent) shall be borne by the TSA.
15.	All Facility Management	TSA	The TSA shall be solely responsible for ensuring quality facility management services at all HIMIRA Stores. The TSA may outsource Facility management, but responsibility of the same shall solely reside with the TSA.
16.	Monitoring of performance	HIMIRA Artisans Welfare Society	The HIMIRA ARTISANS WELFARE SOCIETY shall be responsible for the monitoring of performance of the TSA as per the terms of the contract.

#### IV List of tentative Products Identified for HIMIRA STAR

Note: The list provide below is only indicative, the same shall be finalized after inputs from TSA.

Handicrafts:

- Traditional Paintings
- Chamba Rumaal (Small/Medium/Large) Framed and Non Framed
- Wood Craft
- Small miniature temples, (Hadima Mata Mandir, Bijli Mahadev, Prashar ji) Souvenirs, key chains etc.
- Metal Craft (Framed Ransighas, Mukhotas small sizes)
- Stone Craft

Handlooms:

- Muffler (Male & Female)
- Shawls (Single, double and triple Patti)
- Himachali Topi (all sizes)
- Female Stoll (Single, double & triple Patti)
- Patti for coat (for men and women)
- Male Female Long Sadri (All Sizes)

Food Processing:

- Red Rice
- Apricort Oil
- Turmeric
- Millet Flour (all types)
- Stinging Nettle Tea

#### V List of potential locations for HIMIRA Shops

Note: The first location will be at Mall Road, Shimla. The second location will also be in Shimla from the below-mentioned locations.

Districts	Location of HIMIRA Shops
Shimla	Himachali Haat at The Lift Panchayat Bhawan ISBT Dhalli Complex

#### VI Financials

The TSA will be onboarded on the basis of Least Cost Selection (LCS) method where the Agency satisfying the minimum eligibility criteria will be onboarded based on the **percentage of profit-sharing quoted by the Agency**. The Agency satisfying the minimum eligibility criteria, meeting the minimum technical score of 70 marks and quoting the least percentage of profit sharing will be onboarded as the TSA.

For example,

If the cost of a product procured is INR 400 (CP) and the Selling Price (SP) is INR 500, then the Margin will be (SP-CP) is equal to INR 100. So, if the selected Agency has quoted 10% share in profit then the Agency will be allocated INR 10 for the services provided. It is clarified that the Agency shall have to bear all the overheads (except the lease rental) from its own share of profits quoted.

## **VII Service Level Agreements**

- a) The credit time period for payment to the artisans and Self-Help Groups (SHGs) is set at 21 days from the date of product procurement. Failure to adhere to the stipulated payment timeline will result in the issuance of a formal notice to the TSA. The TSA is expected to promptly address the issue and take corrective measures to rectify the delay in payment. This may involve expediting the payment process, resolving any administrative or logistical challenges that contributed to the delay, and implementing measures to prevent similar occurrences in the future.
- b) The TSA will put together and send a comprehensive report to the respected HIMIRA ARTISANS WELFARE SOCIETY on a monthly basis with details providing of items procured, their cost, items sold, their price, profit obtained, etc. HIMIRA ARTISANS WELFARE SOCIETY reserves the right to get financial audit of the stores conducted at any time.
- c) TSA shall be responsible for ensuring physical security to all machinery and equipment at HIMIRA Star store and shall obtain appropriate insurance cover. However, HIMIRA ARTISANS WELFARE SOCIETY will not bear any cost in case of theft, vandalism, natural disaster, manmade catastrophes, and accidental damage.
- d) HIMIRA ARTISANS WELFARE SOCIETY reserves the right to appoint any of its representative to conduct surprise visit at the HIMIRA Stores anytime during the contract. If the representative finds any substantial issues related to performance management, condition of the product and equipment or the security methods adopted, a formal notice will be issued to the TSA to rectify the identified issues.
- e) Furthermore, consistent failure to comply with the conditions of the contract and the RFP may result in escalated actions, including but not limited to contractual penalties, termination of the agreement, or legal recourse as stipulated in the contract terms and applicable laws.