



**Pradeshik Cooperative Dairy Federation,
Government of Uttar Pradesh**

**Request for Empanelment (RFE) of Service Provider
(Delivery Agencies) for Providing Delivery Services to the
Parag customers and Promoting the Dairy Products in their
respective Areas**



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1. Advertisement for RFE

Copy of the advertisement released in the newspapers and also uploaded on the PCDF web Portal: <https://www.paragdairy.com/>

2. Invitation for RFE

The Pradeshik Cooperative Dairy Federation, Government of Uttar Pradesh invites RFE from Service Provider Agencies (hereafter referred to as 'Agencies'). The Scope of work will have to be carried out in accordance with the operational protocol detailed in the document. Only the agencies that meet the eligibility norms specified in this document will be considered for shortlisting or empanelment.

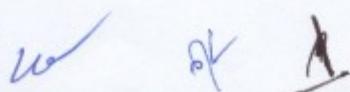
3. About the Department

The Pradeshik Cooperative Dairy Federation (PCDF) was formed in 1962 with the aim of developing organized dairy in the state on cooperative lines. The PCDF is an Apex body that successfully overcame the exploitative forces of years. Therefore, a direct relationship between the producer and the final consumer exists . This apex milk cooperative society derives its inherent strength from the participation of farmers and injects corporate skills and dynamic professionalism into a hitherto traditional institution.

Over the years PCDF has expanded, diversified, channelized into new areas .

However, the achievement of PCDF cannot be quantified in the data alone. its real sense of pride lies in the fact that its peasant members are consistently moving towards a prosperous future and that its consumers reaffirm their faith year after year in pollen. It is in this context that the success of PCDF has to be measured.

The nodal agency of dairy development in UP is Pradeshik Cooperative Dairy Federation (PCDF), which was established for multiple objectives of increasing milk production, processing/marketing of milk/dairy products and development of infrastructure to



promote the dairy industry. Dairy is one of the priority sectors for the state government to increase rural income.

4. Domain Description

The Pradeshik Cooperative Dairy Federation (PCDF), GoUP has improvised a framework to ascertain:

- ❖ The Empanelled Agencies with PCDF, primarily work as a Marketing agency for order creation, lead generation (offline) and to ensure the delivery of products at the customer end.
- ❖ The Parag Products are visible on the portal based on the store location and made available to the Customers doorstep through Delivery Agencies.
- ❖ The Parag Portal is design in such a way that customers can book the Parag products online, check the availability of the products by location and schedule delivery of the product on subscription basis like daily, weekly, monthly.
- ❖ All the Organic Orders generated on the portal will be equally distributed in all the agencies empanelled with PCDF portal depending on their location. However, the work order generated by any specific agency will go directly to that agency only.
- ❖ Agency can apply for one or more stores in their working areas based on the availability of the manpower and work order.
- ❖ The Parag Product price will vary from Milk Union to Milk Union along with districts associated with them.
- ❖ The proposed model would be a self-sustaining Business Model where all the stakeholders- i. Delivery Agent ii. Delivery Agency and iii. The Client (Government would have their takeaways).
 - ❑ The client will get the services of Delivery Agency to get the product delivered on time at their doorsteps.
 - ❑ Delivery Agency would get its pie from the total amount paid by the client.
 - ❑ The Delivery Agent (Parag Mitra) would get due remuneration for his/her product delivery.

- The Milk Union will earn revenue commensurate with the agent price of products and PCDF will get its member unit contribution (Brand Royalty)
- ❖ The Pradeshik Cooperative Dairy Federation (PCDF) would empanel the Service Providers (delivery agency) through the mode of RFE. The applicant organization or firms that wish to express their interest and intention to provide the services on various centres in the districts and at the locations of their choice may submit their proposal as per the eligibility norms.

5. Operational Protocol

The empanelment of the service providers/implementing agencies for providing the services to the Parag Customers would be a continuous process with no end date unless withdrawn. The intended bidder may submit the application against the reference RFE with relevant documents through speed post to the Managing Director, Pradeshik Cooperative Dairy Federation (PCDF), Lucknow, Uttar Pradesh

- The registration would be renewable on request and assessment of the performance of the bidder. However, Managing Director, PCDF reserves the right to update the conditions, if required.
- The empanelled agencies would be provided login id to have access to the Parag Dairy Portal.
- All the Delivery Agents would have to undergo police verification to ascertain their antecedents and integrity. The police verification would have to be ensured by the Delivery Agency.
- The Delivery Agency would require having its office in each district where personnel may be deployed to attend to the requests of the clients and ensure the delivery of the service at the client location.
- The Customers would have facilities to book the Parag Products through following modes:
 - by using a mobile application
 - by using Parag Portal

- If the Parag Products are booked by the customer through the portal (<http://www.paragdairy.com>) and the payment through online/offline as preferred by the customer. In case the customer prefers payment through online Mode (by recharging the wallet with the appropriate amount not less than the value of the product ordered), the amount would be deducted from the customer's wallet automatically. Else the customer may make a cash payment to the delivery boy on delivery.
- The Customer, for placing the order will select the City and Location for delivering the products. If the location of the customer falls within 5 Km range from the nearest pickup points , then the Customer would have a view of the products available at his location for ordering the products as per demand and preference. In case there is no pickup point within the specified range the customers would have no view of the products on the portal. In such a situation, the portal would provide an alternative to the customer for selecting another locality where the products may be delivered or he can view the physical locations of store and may choose to personally visit the store for making purchase.
- Registration of the Customers: In order avail the facility of delivery of Products at the location of preference, the customer would be required to register himself on the portal through login id and Password. The Login id and Password would be generated online once the registration process is over.

5.1 Access Mechanism:

Users can access the services through the following medium

- Web Portal.
- Mobile application which can be downloaded from the play store.

5.2 Payment Mechanism:


- Online:** In case of online payment from the user, the difference of Agent & Consumer rate will be credited to the agency wallet in the portal after feeding happy code by delivery agent .

- ❑ **Offline:** In case of cash on delivery, agency will collect the products from store on agent rate against cash payment and deliver the product to user on consumer rate.
- ❑ Price list of various products of Lucknow Milk Union as agent & consumer price is attached at Annexure-1 and the comprehensive list of other milk unions can be obtained from the office of PCDF.
- ❑ It is to be noted that these prices are subject to change depending upon the prevailing market conditions .

5.3 Dispute Resolution Mechanism

During the course of operation, there may be grievances with regard to the Delivery of Products or payments in lieu of the services between the Delivery agency/Service Providers and the Customers. In order to redress the grievances, the following mechanism is conceived:

- Both the Customer and the Delivery Agency would have the option to register their grievance on the portal with the necessary proof to establish the veracity of the grievance.
- The Concern MPU (Milk Production Union) and PCDF Head Officials of the concerned district would resolve the dispute after considering all the relevant facts, proofs, and situational occurrences. The award of the district PCDF officer would be binding upon all the concerned parties including the complainant and the party, whom the complaint is made against.
- During the period of resolution of the dispute, the amount paid by the client if any through the portal, the same would be held back and be appropriated as per the award of the designated authority. In case the client wins the award, the amount paid by him/her would be refunded to the complainant in his/her wallet. In case the amount is paid by the client in cash to the delivery agency, the same would be refunded in the client's wallet/account.

- In case the delivery of the services is found to be unsatisfactory, the delivery agency would be liable to replace the delivery agent to the satisfaction of the client, else the Delivery Agency would bear a penalty.

6. Parag Dairy Portal: Salient features

The Pradeshik Cooperative Dairy Federation (PCDF), Lucknow has developed an integrated portal with various features in order to support the operational activity. It has both static and dynamic features complementary to each other. The salient features of the portal are expounded as below:

- ❖ The Parag Portal has free registration facilities for all the Stakeholders like Customers, Milk Production Units, Distributors, and Delivery agencies.
- ❖ The portal will show the details of each registered partner based on role and responsibility. The portal has a feature for updating or amending the details.
- ❖ The portal displays availability of the Products at a particular time and place.
- ❖ The Portal is accessible to all the empanelled service providers who may use the database for engaging the delivery agents based on the demand of the products in their respected areas.

The portal shall work as an aggregator to provide delivery services where the service providers can register themselves as a delivery partner and the users can see the availability of the Parag products in the centers, schedule a delivery, avail services, and pay the amount in online/offline against the product delivery offered.

The Web/Mobile app shall provide Delivery Partner a highly functional and interactive on-demand platform, offering various features to improve their profits and margins. The app shall provide an interface to end-users for easy product choice, Centre locator, Product Tracking, service request submission, response tracking, payment options, Grievance, and subscribing the delivery of products on a weekly, monthly, daily basis with a user-friendly feature to Start and Stop the services as when required.



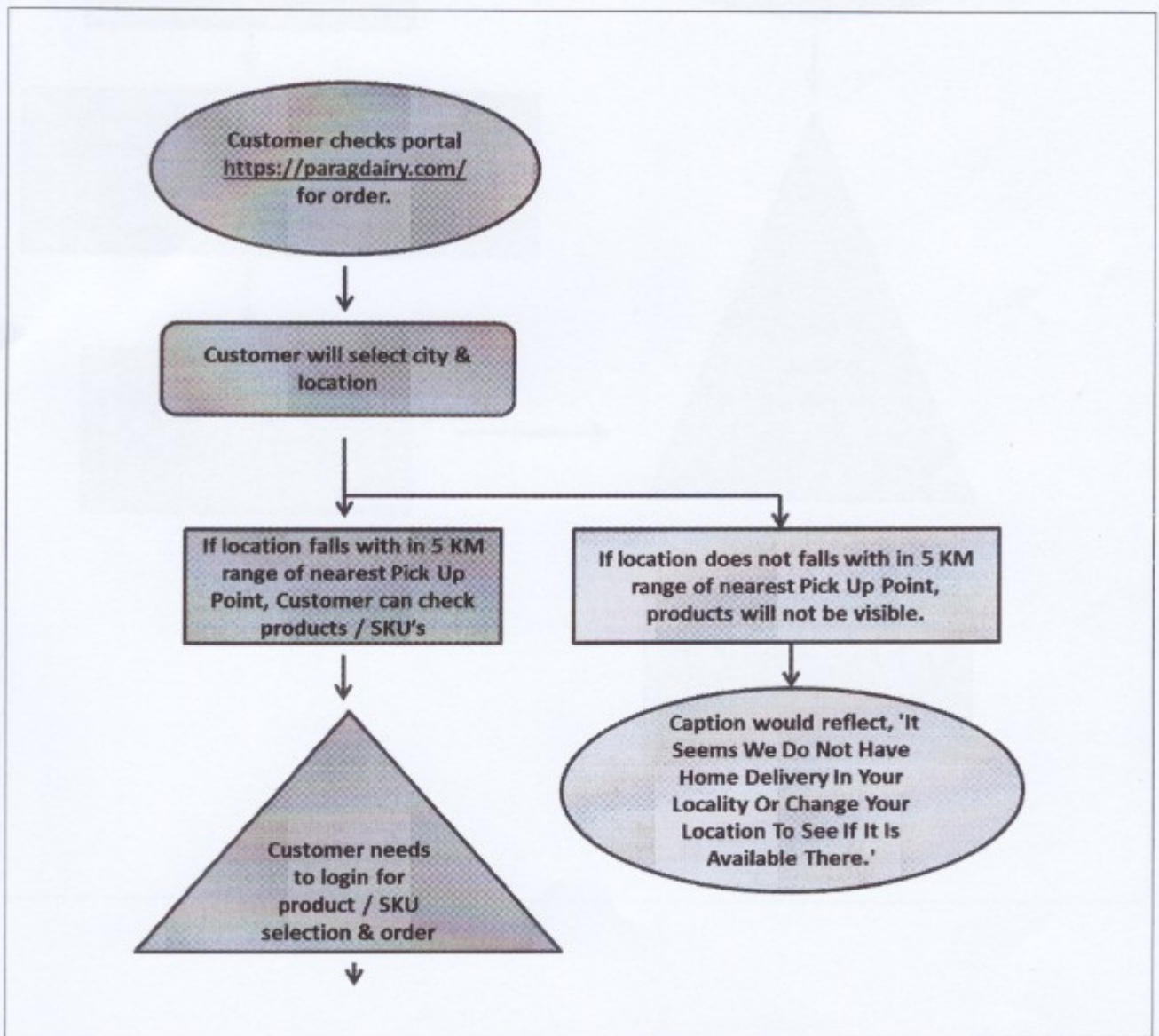
7. Indicative Application process flow

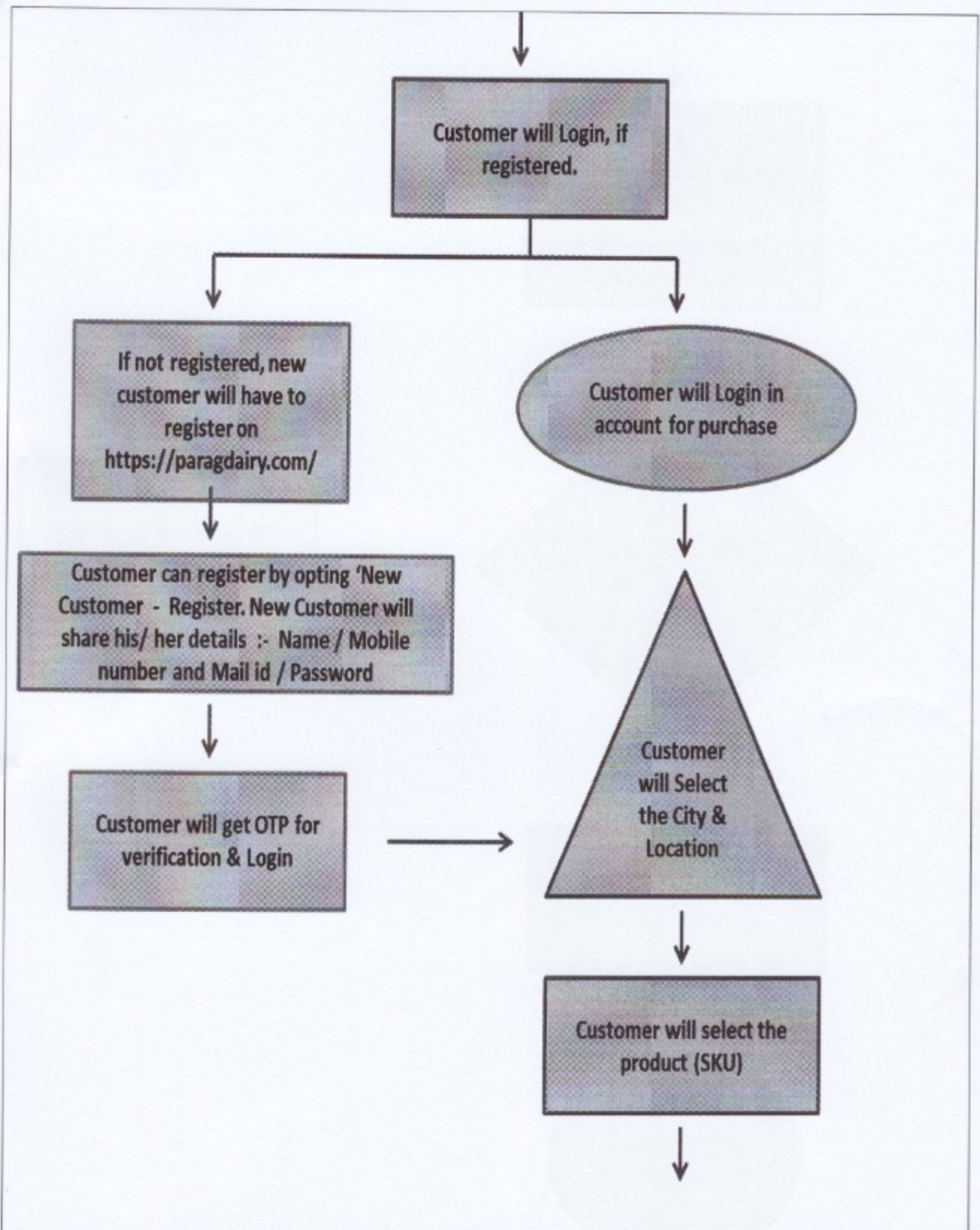
7.1 Stakeholders:

(PCDF Head Office, Lucknow, Milk Production Union, Stores, Delivery Agency / Agents, Customers)

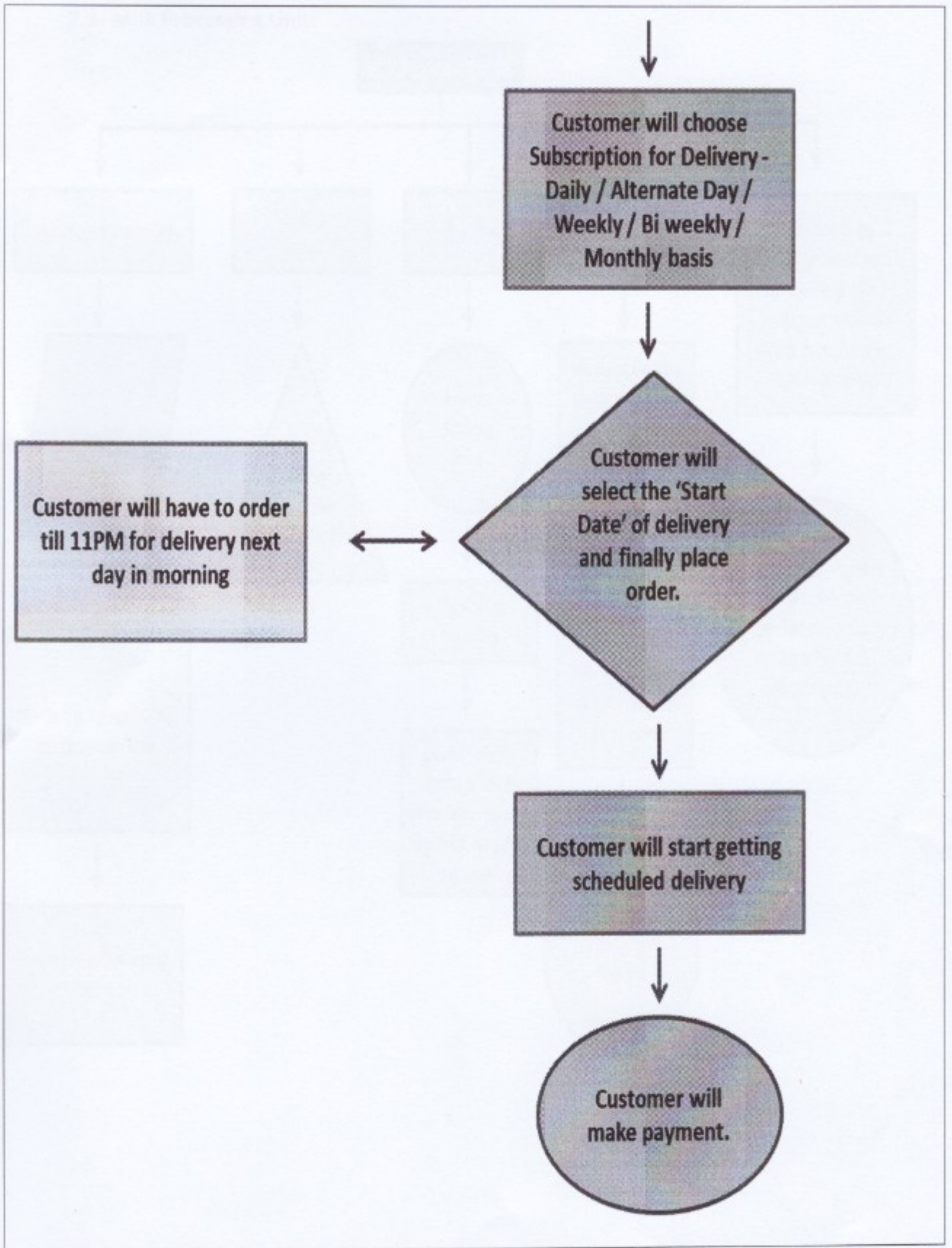


7.2 Customer Order Process:





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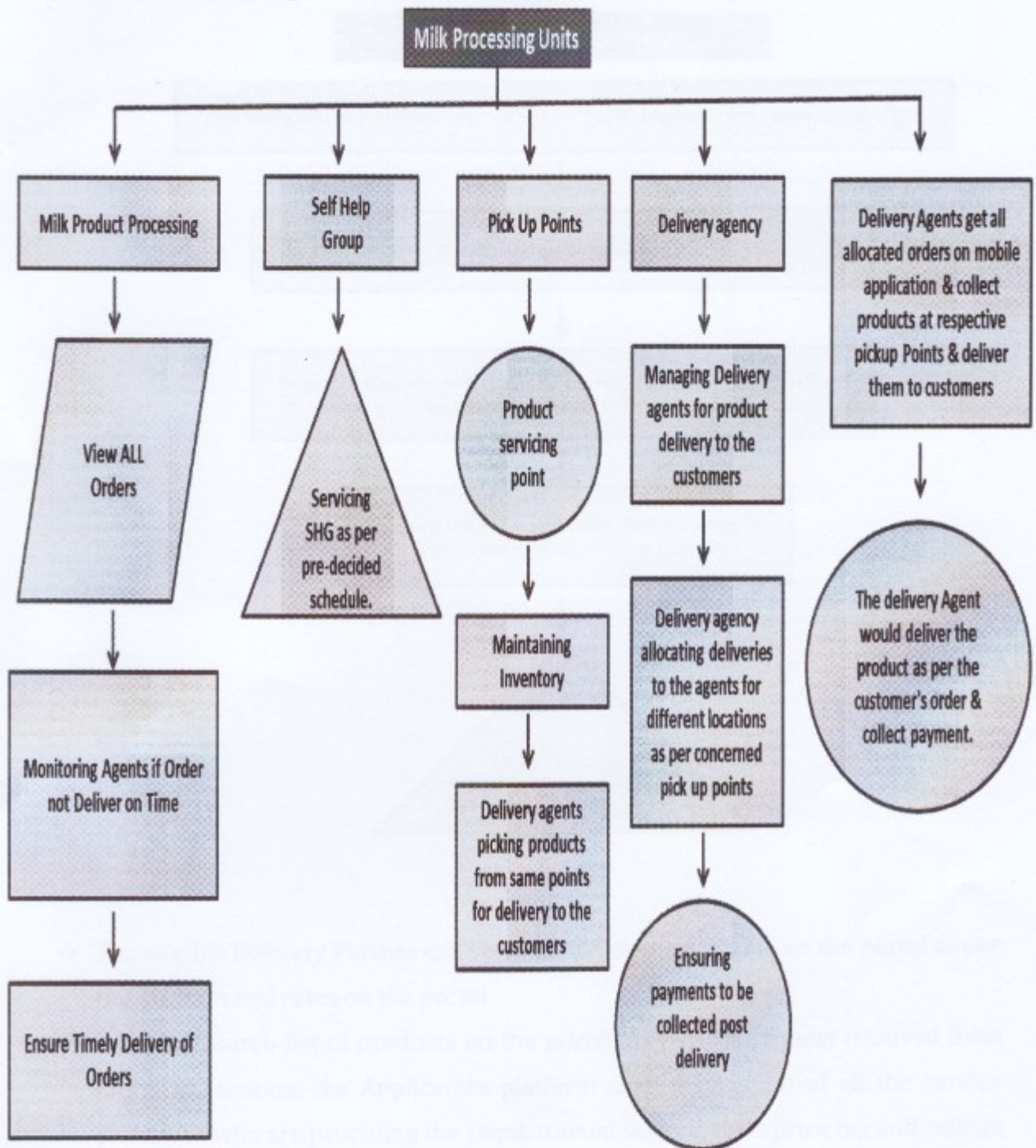


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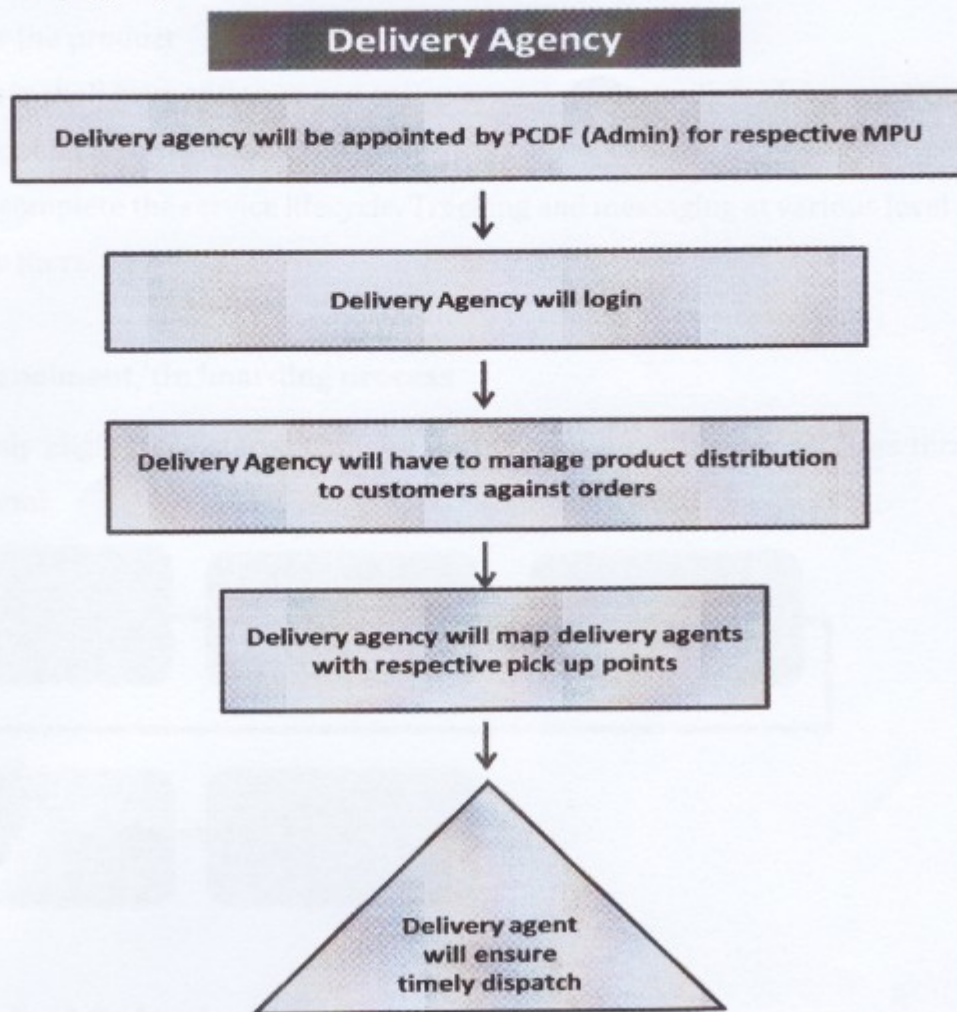
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7.3 Milk Processing Unit:



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7.4 Delivery Agency Process Flow:



- ❖ The eligible Delivery Partner can see their products available on the portal as per the location and rates on the portal
- ❖ User can search list of products on the portal. As per the request received from any user location, the Application platform shall display list of all the service providers who are providing the requisitioned service, their price tag and ratings and other concerned information that help users to identify right service provider.
- ❖ User shall select the location and book the product.
- ❖ Application platform shall notify the delivery partner about the product request, location and scheduled time
- ❖ The confirmation message would be auto generated and flow to the user account once request registered.

Handwritten signatures and initials in blue ink.

- ❖ Delivery agent from delivery agency shall visit the user at scheduled time and deliver the product
- ❖ End user shall have option to pay online or cash. Major wallets, debit, credit cards, UPI etc shall be integrated.
- ❖ It will complete the service lifecycle. Tracking and messaging at various level shall also be there

Agency Empanelment/On boarding process

- ❖ The only eligible registered delivery partner can provide their services through the portal.



8. Technical Submission and Presentation

- I. Each shortlisted Delivery Partner based on the pre-qualification criteria shall submit a technical document and will do a technical presentation/demonstration.
- II. The shortlisted Participating Agencies/ Delivery Partner will be called for a presentation to explain their methodology and approach mechanism.
- III. The Participating Agencies/Delivery Partner are expected to bear the cost of developing and arranging presentation.
- IV. The demonstration could be done using a part of an existing solution and should provide a representative solution through a relatively small number of users acting in business roles to satisfy various aspects of the listed requirements.
- V. Shortlisted Participating Agencies/Delivery Agency will be intimated about technical presentation after Pre-Qualification Evaluation.





9. Instructions to Prospective Participating Agencies

9.1 Completeness of Response

- Interested parties are advised to study all instructions, terms, requirements, and other information in the RFE document carefully. Submission of the Proposal shall be deemed to have been done after careful study and examination of the RFE document with full understanding of its implications.
- The response to this RFE should be full and complete in all respects. Failure to furnish all information required in the RFE for submission of a proposal result in rejection of Proposal.

9.2 RFE Proposal Preparation Costs & related issues

- The Participating Agencies/Service Providers would be responsible to bear all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/discussions/presentations, preparation of proposal, in providing any additional information required by the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow to facilitate the evaluation process,
- The Pradeshik Cooperative Dairy Federation (PCDF), Lucknow will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.
- This RFE does not commit the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow to empanel all or any of the agencies or engage them for negotiations.
- All materials submitted by the Participating Agencies/Service Providers will become the property of the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow which the latter may retain or return to the participating agencies as it decides.

9.3 RFE Download and Submission of Responses

- RFE can be downloaded free of cost from www.dairydevelopment.nic.in of the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow.
- The RFE may be submitted offline in the office of the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow.
- RFE shall consist of supporting proofs and documents as defined in the Pre-qualification section.
- Prospective bidder/s shall submit all the required documents as mentioned in the Appendix including various templates. It should be ensured that various formats mentioned in this RFE are adhered to and no changes in the format are made.
- RFE document submitted by the Prospective bidder/s should be concise and should contain only relevant information as required under this RFE.

9.4 Evaluation Process

- The Pradeshik Cooperative Dairy Federation (PCDF), Lucknow, UP will constitute a Proposal Evaluation Committee to evaluate the responses of the interested parties
- The Proposal Evaluation Committee constituted by the Department of the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow, UP shall evaluate the responses to the RFE and all supporting documents & documentary evidence. Inability to submit requisite supporting documents or documentary evidence, may lead to rejection of the RFE Proposal.
- Each of the responses shall be evaluated to validate compliance of the interested parties according to the Pre-Qualification criteria, Forms and the supporting documents specified in this document.
- The decision of the Proposal Evaluation Committee in the evaluation of responses to the Expression of Interest shall be final. No correspondence will be entertained outside the evaluation process of the Committee.
- The Proposal Evaluation Committee may ask for meetings with the interested parties to evaluate its suitability for the assignment
- The Proposal Evaluation Committee reserves the right to reject any or all proposals.

9.5 Right to Terminate the Process

- The Pradeshik Cooperative Dairy Federation (PCDF), Lucknow may terminate the RFE process at any time and without assigning any reason. The Pradeshik Cooperative Dairy Federation (PCDF), Lucknow, UP makes no commitments, expression or implied that this process will result in a business transaction with anyone.
- This RFE does not constitute an offer by the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow. The Participating Agencies/Service Providers participation in this process may result in the Pradeshik Cooperative Dairy Federation (PCDF), Lucknow short listing the Participating Agencies/Service Providers to submit a complete technical and financial response at a later date.

10. Pre-Qualification Criteria

The Prospective Participating Agencies/Service must possess the requisite experience, strength, and capabilities for providing the services. Keeping in view the complexity & volume of the work involved, the following preferential eligibility criteria prescribed for the prospective Participating Agencies/Service interested in undertaking the Project. The prospective service provider agencies must possess requisite resource and infrastructure in terms of skilled workforce on its roll and their presence in the proposed operational area for meeting the responsibilities concerning the project.

Agencies with following preferential conditions may respond against the reference RFE:

- ❖ That are in the delivery business of catering the requirement of customers/client for providing name-based services.
 - ❖ That has the experience of operating in the field and have skilled persons on their regular roll.
1. They have their registration as a firm under the relevant law and legal entity conferred under the said statute.
 2. That the agency should be regular assessee under the Income Tax Act with a positive net worth.

3. The firm should be registered under the Goods and Service Tax Act as per Uttar Pradesh Govt norms, in case if the service provider's turnover falls under exempted turnover limit, then NO GST registration is required.

11. Agency may be empanelled under the following:

- ❖ The agency should be a regular assessed under the Income Tax Act for last 1 years with a positive net worth.
or
The agency should be a regular assessed under the Income Tax Act for last 1 years and must have start-up registration with the state government
- ❖ Agencies can be debarred anytime if found guilty of cheating, forgery, serious misbehaviour or not complying to any clause of this RFE or any direction/order issued by the competent authority, PCDF.

12. Appendix I: Bid Submission forms

The Prospective Participating Agencies are expected to respond to the RFE using the forms given in this section and all documents supporting Pre-Qualification / RFE Criteria.

Proposal / Pre-Qualification Bid shall comprise of following forms:

- Form 1: Covering Letter with Correspondence Details
- Form 2: Details of the Prospective Participating Agencies
- Form 3: Pre-Qualification Submission Compliance Form

12.1 Form 1: Covering Letter with Correspondence Details

<Location, Date>

To,

Managing Director,
The Pradeshik Cooperative Dairy Federation,
Government of Uttar Pradesh

Dear Sir,

We, the undersigned, offer to provide the services for <Name of the Assignment>. Our correspondence details with regard to this RFE are:

S. No.	Information	Details
1	Name of Contact Information	<Insert Name of Contact>
2	Address of the Contact Person	<Insert Address>
3	Name, designation and contact, address of the person to whom, all references shall be made, regarding this RFE.	<Insert Name of Contact>
4	Telephone number of the Contact Person.	<Insert Phone No.>
5	Mobile number of the Contact Person	<Insert Mobile No.>
6	Fax number of the Contact Person	<Insert Fax No.>
7	Email ID of the Contact Person	<Insert Email>

We are hereby submitting our Expression of Interest. We understand that you are not bound to accept any Proposal you receive.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be false or misleading during the short listing process our proposal is likely to be summarily rejected, and we shall have no reason to represent against.

We hereby declare that our proposal submitted in response to this RFE is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

<Applicant's Name with seal>

Name: <<Insert Name of Contact>>

Title: <<Insert Name of Contact>>

Signature: <<Insert Signature>>






CERTIFICATE AS TO AUTHORISED SIGNATORIES

I,, certify that I amof....., and that..... who signed the above response is authorized to sign the documents by authority of its governing body.

(Seal here) Date

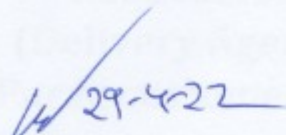
12.2 Form 2: Details of the Prospective bidder's (Delivery Agency) Operates in the related sector

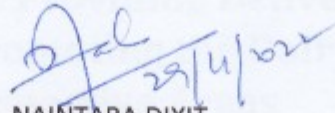
S. No.	Information Sought	Details to be furnished
1	Name and address of the bidding Company	
2	Incorporation status of the firm (public limited / private limited, Start-ups)	
3	Year of Establishment	
4	Date of registration	
5	ROC Reference No.*	
6	Details of company registration	
7	Details of registration with appropriate authorities for service tax	
8	Name, Address, email, Phone nos. and Mobile Number of Contact Person	

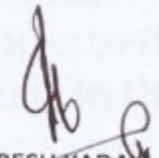




12.3 Form 3: Pre-Qualification Submission compliance Form

S. No.	Pre-Qualification Criteria/ Eligibility Norms	Documents Required	Document Reference and Page No
1	Legal identity of the applicant i.e., Nature and year of registration	Certificate of Incorporation and Articles of Association	
2	Operational experience in related sector with total manpower on regular roll.	Certified copies of the rolls and Bills receipt	
3	Earning business from providing related services to individual clients/corporates in.	Certified copies of the Balance Sheets.	
4	Should have positive Net worth	Certified copies of the Balance Sheets.	
5	*Registration under the GST ACT	Copies of Registration under the GST ACT	
6	Registration under the Income Tax	Copies of the PAN with IT returns.	


PARTH SARTHY
INCHARGE (MKT)


NAINTARA DIXIT
INCHARGE (MSD)


TAPESH YADAV
INCHARGE (FIN.)