

CONTRACT OF TRAINING ON SALES & MARKETING
THROUGH
REQUEST FOR QUOTATION (RFQ) UNDER WORD BANK-APART



Purabi





The West Assam Milk Producers' Co-operative Union Ltd.

PURABI DAIRY

REQUEST FOR QUOTATION (RFQ)

Ref No: WAMUL/HR/RFQ/APART/01

Dated: 24/11/2018

Government of Assam (GoA), through the Government of India has received a line of credit for US\$200 million from the World Bank (W.B.) for implementation of the Assam Agribusiness & Rural Transformation Project (**APART**). The proposed Project Development Objective is to - increase value-added and improve resilience in the production and processing of selected agriculture commodities, focusing on small farmers and agro-entrepreneurs in targeted districts.

The APART Project in Assam state is being implemented by ARIAS Society, which is an autonomous society registered under the Societies Registration Act and the project is being implemented by various line department/agencies of Govt. of Assam.

West Assam Milk Producers Cooperative Union Limited (WAMUL) is an implementing agency for the Dairy Formal Milk sector under the APART project and intends to utilize a part of the credit towards procuring goods & Services for implementing activities under the Dairy Formal Milk sector.

WAMUL invites Quotations in sealed envelopes from eligible bidders for imparting training on Sales & Marketing as per the specification & other terms and conditions as detailed below:

SI No	Brief Description of Service	Technical Specification along with Delivery Schedule	No. of sessions	Place of Delivery	Remarks
1	Contract for imparting training on "Sales & Marketing" to staffs of WAMUL, as per detailed specification/Scope of work/Terms and Conditions.	As per Annexure-1		Purabi Dairy, Panjabari, Guwahati-37	30 days from date of receipt of WO

You are requested to send your offer against the RFQ in sealed envelope latest by 14.00 hours of 15th December 2018, addressing to "The Managing Director, WAMUL, R.K.Jyoti Prasad Agarwala Road, Panjabari, Guwahati - 781037 inscribing " Contract for imparting training on Sales & Marketing to staffs of WAMUL". The price bid should be as per format given in Annexure -2

Terms and Conditions for Request for Quotation (RFQ)

1. Eligibility criteria of the bidder

1.1. The bidder should be a Sales training Resource consultant firm/individual consultant. A list of clients being served or served in the past by the bidder must be provided with the Tender application

1.2. The bidding firm or their Main Consultant must have more than 20 years' experience in Dairy Industry out of which at least 10 years should be in Training in sales & Marketing in Dairy industry either in employment or in consultation specifically for fresh milk and milk products.



R.K. Jyoti Prasad Agarwala Road, Panjabari, Guwahati- 781 037

E-mail: purabimilk@gmail.com • Website: www.purabi.org, GST No. 18AAAJW0070G1Z6

- 1.3. The bidding firm or its consultants must have ground level practical experience of sales and marketing of fresh milk and milk products.
- 1.4. The bidding firm must have given consultation to minimum one dairy cooperative or dairy producer's organization on the similar scope of work.
- 1.5. The bidder should provide his pan card, GST number for record and compliances.
- 1.6. The average annual turnover of the bidder for the past 1 year should not be less than Rs. 30 lakhs per annum.
- 1.7. The bidder should be registered in India.
- 1.8. The bidder should not have been black listed by any State Government or Central Government. A self-declaration to this effect shall be submitted by the bidder in the cover Letter for submission of the tender.
- 1.9. Submission of the proposals shall be deemed to have been done after careful study and examination of the tender paper document with full understanding of its implications.
- 1.10. Bid document incomplete in any respect will be summarily rejected.
- 1.11. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall be rejected.
- 1.12. The bidder's participation in this process may result in selecting the bidder to engage towards execution of the contract.
- 1.13. The amount to be charged by Bidder shall be expressed in lump sum as fees plus applicable charges. Bidders shall not be under a declaration of ineligibility for corrupt and fraudulent practices issued by Government of Assam.

2. Earnest Money Deposit (EMD):

2.1. The interested bidders have to provide a bid security of amounting to Rs 2,000/- which will be presented in the form of a demand draft drawn in favour of "The West Assam Milk Producers' Cooperative Union Limited, payable at Guwahati". Bid security without any interest will be returned to the bidders within 4 weeks from the date of finalization of the successful bidder. Bid submitted without the requisite EMD shall be summarily rejected.

3. Performance security:

Within 30 days of the receipt of the notification of the Award of the Order from the WAMUL, the successful bidder shall furnish to the WAMUL a performance security for an amount of 5%(five percent) of the total bid value in the form of Bank Draft from any nationalized Bank in favour of "The West Assam Milk Producers' Cooperative Union Limited, Guwahati-781037". The Performance Security furnished by the successful bidder will be retained by the office up to 365 days after successful installation of the work. The PBG held by the office till it is returned to the successful bidder will not earn any interest.

Failure of the successful bidder to furnish Performance Security within the period stipulated shall constitute sufficient ground for annulment of award and the Office may make the award to the next lowest evaluated bidder.

4. Validity of the Quotation: Quotation must be valid for 90 days from the last date of submission of bid. The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.



5. Delivery & Installation Time: Delivery/completion of the entire programme should be completed within 9 months from the date of receipt of PO. The first module to be taken up within 45 days from the date of receipt of PO.

6. Price Bid

6.1. The Prices shall be quoted in Indian Rupees only.

6.2. Fooding, Lodging, travel charges and all incidental costs for conducting the training programme shall be included in the bid price as indicated under specification.

6.3. Each bidder shall submit only one quotation. Bidder shall not contact other Bidders in matters relating to this Quotation

6.4. The contract shall be for the entire training service mentioned in the RFQ.

7. Terms of Payment: Up to 30 % of the contract value against Bank Guarantee (Bank Guarantee format will be provided to the successful bidder by WAMUL) and balance payment will be made as detailed in the specification.

8. Liquidated Damages: If the bidder fails to serve within the time period specified in the work order, the WAMUL shall, without prejudice to its other remedies under the work order, deduct from the work order, as liquidated damages, a sum equivalent to the following clauses which is applicable as per Order.

a) 0.5% of the full contract value for each completed week of delay

The total amount so deducted shall not exceed 10% of the work order/purchase order. Once the maximum is reached, the WAMUL may consider cancellation/termination of work order/contract, and forfeiture of performance/ deposit bond.

9. Evaluation of Quotations and Award of Contract:

9.1. The Purchaser will evaluate and compare the quotations determined to be substantially responsive i.e. which are properly signed; and conform to the terms and conditions, and specifications

9.2. The quotation would be evaluated for complete set of service under this RFQ.

9.3. GST in connection with sale of services shall be taken into account in evaluation.

9.4. The Purchaser will award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest evaluated quotation price.

9.5. No price negotiation will be done with any bidder. The work order will be issued to the lowest responsive bidder

9.6. Notwithstanding the above, the purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the award of contract.

9.7. The bidder whose bid is accepted will be notified of the award of contract by the purchaser prior to expiration of the quotation validity period. The terms of the accepted offer shall incorporate in the work order.

10. Cancellation of Contract:

WAMUL shall be free to cancel the order either in full or in part, in the case of non-delivery of material/non completion of installation within the stipulated delivery period.

11. Rejection:

WAMUL reserves the right to reject the service either in part or full if at the time of delivery, it is noticed that the service delivered do not conform to the specifications/description given in the work order.



12. Bidder should submit:

Self attested copy of PAN, Self-attested copy of GST, Self-attested copy of Trade License, Bank Account details on letterhead of the firm, contact details. Copies of all documents in support of the eligibility criteria should also be submitted along with the bid.

13. For any dispute/legal issues, the jurisdiction is at Guwahati Only.

Sealed Quotation can be submitted in person on or before the due date and time specified above. Such quotation should be dropped in the tender box only kept at the Office of the "The West Assam Milk Producers Cooperative Union Limited, Juripar, Panjabari, Guwahati-781037"

Alternatively, the bidder can submit the quotation by registered post so as to reach the above address on or before the due date and time specified above. Quotation received after due date and time will not be considered and WAMUL shall not be liable or responsible for any postal delays.

The completed RFQ document duly signed on all the scanned signed pages by WAMUL should be submitted by the bidder along with the offer letter.



[Handwritten signature]
24.11.2018
Managing Director
WAMUL

Annexure - I

Specification

1. Scope:

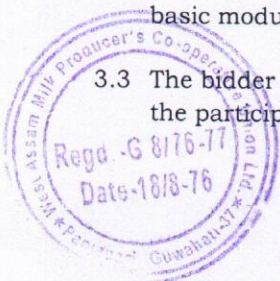
- 1.1 The training programme is to be conducted at Guwahati. The complete training programme shall be designed in modules as detailed in subsequent points. The present of sales team is around 18. The programme may be designed for 20 – 25 participants.
- 1.2 The overall training programme including evaluation of training and the refresher workshop shall be completed within 9 months from the date of receipt of PO. The first module to be taken up within 45 days from the date of receipt of PO.
- 1.3 The venue for the training programme shall be arranged/provided by WAMUL and cost shall be borne by the project.
- 1.4 The participants shall be provided with the necessary study material by the training agency without any extra cost.
- 1.5 Fooding, Lodging, travel charges and all incidental costs of the trainers/faculty involved for conducting the training programme shall be included in the bid price.

2. Module.

- 2.1 The bidder has to specify/design in details the module as per the need/requirement of WAMUL's which sales milk and milk products in the brand name of "**Purabi**".
- 2.2 The module should be so designed so as to cover Field Level Functionaries as well as supervisors/Officers responsible for Sales.
- 2.3 The proposed duration should cover 48 training hours to cover the following areas.
 - a) Distributor and Distributor Territory Management
 - b) Selling Skills
 - c) Sales Planning
 - d) Merchandising.
 - e) Market Analysis
 - f) Logistics and Distribution Management
 - g) Time Management
 - h) Bulk, Institutional and MFS Selling
 - i) Commercial and Legal Acumen
- 2.4 The above module has to be delivered in at least two phases with a minimum gap of 2 -3 months between each phase.
- 2.5 The bidder is advised to detail the learning outcome from each session of the training programme.

3. Evaluation of the training programme and Refresher Workshop:

- 3.1 Evaluation for the effectiveness of the training to the participants shall be carried out by the trainer/training agency as a part of the contract.
- 3.2 Provision of refresher/ follow up training or workshop should also be included as a part of this programme. Such refresher workshop will be carried out after around 6 months of completion of the basic modules.
- 3.3 The bidder should specify the tools that will be used to measure the effectiveness of the session on the participants.



4. Trainers/Experts:

- 4.1 Each of the modules should be addressed by faculty/trainers having relevant qualification and experience. The important/critical modules should be addressed by the main consultant himself/herself.
- 4.2 The bidder should indicate the complete faculty list who will be associated with the training programme along with their qualification and experience. (In case of non-availability of any proposed trainer during the contract period, the bidder will provide valid reason and documentary justification).

5. Payments:

- 5.1 The bidders should quote their price for the entire training programme as one item.
- 5.2 Up to 30 % of the contract value against Bank Guarantee (Bank Guarantee format will be provided to the successful bidder by WAMUL).
- 5.3 On completion of each of the subsequent modules 90% payment shall be made in equal parts (after adjusting advance payment, if any).
- 5.4 Balance 10% shall be payable within 45 days after the successful completion of evaluation and refresher workshop.



Dalmm
24.11.18

Annexure-II
Format of Quotation

Sl. No.	Description of Service	Qty	Unit (In Rs)	GST%	Quoted Unit (In Rs) Inclusive of GST Rate (In Rs.)	Total price inclusive of session & GST (In Rs)	Total Unit cost inclusive all (In Rs)	
							In Figure	In Words

To be filled by the bidder

Stamp & Signature of the Bidder

