

EXPRESSION OF INTEREST FOR HIRING OF BUSINESS CONSULTANT

BACKGROUND:

Punjab Agri Export Corporation Limited (PAGREXCO) has set-up two State-of-the-art multi Fruit & Vegetable Processing Plants (with bulk aseptic packing facility, cold & frozen stores, bottling unit) at Hoshiarpur & Abohar and one for processing of Wheat Flour & Rice at Village Sanghol – District Fatehgarh Sahib. PAGREXCO is currently in the process of establishing Frozen Foods Unit, with a targeted operational commencement by December 2024.

SERVICES REQUIRED:

PAGREXCO now face the pivotal **task of developing a comprehensive business plan that will serve as the blueprint for the facility's efficient operation and eventual success.** This plan must encapsulate various critical elements, including details of facility, its potential, methodological Market Research, Production plan, Procurement calendar, Storage Management, Logistics Requirement, Inventory Management, Distribution Strategy, Financial Forecasts, Supply Chain Management, Human Resource Mapping, Quality Control Standards, Branding and Packaging, Facility Maintenance Module, Legal and Regulatory Compliances, Trademarks and other Requirement.

Given fixed production capacity and the presence of a storage facility, a key aspect of the strategy must focus on ensuring the viability of production and storage operations in collaboration with each other.

The agri produce, Company will be processing are seasonal and shall be available at varying rates during yield seasons. As a result, there is a need to develop a dynamic production and storage plan that accounts for the fluctuating availability of different crops throughout the year. This shall involve coordinating production schedules with seasonal variations in supply and optimizing storage capacity to accommodate varying inventory levels which shall be in line with demand seasons of the same.

Moreover, as we will be processing and storing different agri produce at different times, effective inventory management will be crucial. We will need to implement inventory tracking systems and establish protocols for monitoring inventory levels,

rotation, and replenishment to ensure optimal use of storage space and minimize the risk of spoilage.

Furthermore, in addition to managing production and storage operations, there is a need to work on costing to determine the final price of our frozen products. Given the seasonal nature of the agri produce and the demand for frozen foods typically occurring after the peak season has passed, accurate costing and pricing strategies shall be essential. This shall require forecasting the prices, considering factors such as seasonal fluctuations, market demand, and production costs, to determine competitive pricing that ensures profitability while remaining attractive to customers.

By addressing the above mentioned challenges and opportunities comprehensively, the business plan shall provide a strategic framework for the efficient management of production, storage, and costing processes, enabling us to realize the full potential of the facility and achieve the project objectives effectively.

KEY RESPONSIBILITIES:

To make a detailed Business Plan with Comprehensive Research, Methodologies and Standardized Operations Procedure covering the following:

1. Introduction

- Overview of the Frozen Food Facility.
- Objective of the Business Plan

2. Facility Details

- Location and Infrastructure
- Production Capacity
- Storage Facilities

3. Market Analysis and Potential

- Methodological Market Research
- Analysis of Market Trends and Demands
- Potential Market Opportunities

4. Production Plan

- Overview of Production Process

- Coordination with Seasonal crop Supply
- Dynamic Production Schedule
- Raw Material Specific
- Analysis of production data for different crops for the last 5 years.

5. Procurement Calendar

- Sourcing of Raw Materials
- Procurement Strategy

6. Storage Management (Model)

- Optimization of Storage Capacity
- Inventory Tracking Systems
- Protocols for Inventory Management

7. Logistics Requirement

- Transportation Needs
- Supply Chain Logistics

8. Distribution Strategy (Sales)

- Channel Partnerships
- Distribution Network Design

9. Financial Forecasts

- Costing and Pricing Strategies
- Financial Projections

10. Supply Chain Management

- Integration of Production and Supply Chain
- Supply Chain Optimization

11. Human Resource Mapping

- Manpower Requirements
- Human Resource Strategy

12. Quality Control Standards

- Implementation of Quality Assurance Processes
- Quality Control Measures

13. Branding and Packaging

- Brand Development Strategy
- Packaging Design and Branding

14. Facility Maintenance Module

- Maintenance Schedule
- Facility Upkeep Strategy

15. Legal and Regulatory Compliances

- Compliance Requirements
- Regulatory Standards
- Compliance Requirements for Certifications required for domestic sale/ exports like BRC, GAP etc.

16. Trademarks and Other Requirements

- Trademark Registration
- Other Legal Obligations

17. Conclusion

- Summary of Key Points
- Next Steps

18. Timeline

- Make a defined Project Timeline

Any other task that may be assigned by MD, Punjab Agro from time to time.

TERMS AND CONDITIONS:

- (i) The consultant should submit a comprehensive Business Plan that will serve as the blueprint for the facility's efficient operation and eventual success, up to the satisfaction of MD, Punjab Agro within a time frame of 3 months. However, the time period of 3 months can be extended, if the circumstances so warrant, after the approval of competent authority.
- (ii) The consultant will get one time consultation charges for the complete project which shall be payable in phases, on completion of each phase as follows:

Phase 1	Submission of draft plan which shall include the understanding of the project and initial market research.	20%
Phase 2	Submission of draft report including market analysis, operational plan, marketing strategy, financial projections and all other components keeping in view the capacity of the plant.	40%
Phase 3	Submission of final report after incorporating feedback from management and preparing and delivering the final presentation.	40%

- (iii) Statutory deductions will be as applicable.
- (iv) Upto 2 outstation tours, no TA/ DA shall be payable and the bidder has to bear that from his consultancy charges only. For any other additional out-stations tours / plant visits (over and above 2 outstation tours) - the TA/DA would be applicable as per company policy only.
- (v) The consultant has to visit/attend the Punjab Agro head office at Chandigarh at least for 3 days every fortnight. No TA/DA will be applicable for visits to Head Office at Chandigarh.
- (vi) Office space and secretarial services will be provided by Punjab Agro at Chandigarh.
- (vii) If at any stage it is found that the services are not satisfactory of the selected participant, PAGREXCO has reserve the right to terminate the contract immediately and the consultant shall be entitled to payment on pro rata basis as per the work done to the satisfaction of the management.
- (viii) The successful bidder shall abide by all laws, rules, regulations and PAGREXCO shall not be responsible for any violation.
- (ix) The management reserves the right to reject any or all the EOI's offers without assigning any reason.
- (x) In case of any dispute, the decision of the Managing Director, Punjab Agro will be final.
- (xi) All disputes are subject to Chandigarh Jurisdiction only.

QUALIFYING CRITERIA:

- (i) Proven expertise in crafting comprehensive research with at least 6 years of experience with reputed organisations (national and international), educational institutions and think tanks.
- (ii) Proficiency in technical writing and document preparation, with a focus on clear, concise, and persuasive content tailored for diverse stakeholders with at least 2 publishing's
- (iii) Proficient in, Google Suite, survey tools (Qualtrics, Google/Microsoft Forms, Typeform), LMS, Stata and Tableau.
- (iv) Expertise in creating visually compelling and data-driven presentations and infographics to support business proposals.
- (v) The participant should not be a defaulter / corrupt / blacklisted under any category with any Government or semi- Government Department / Corporation / Board and should have no dispute with Punjab Agro.

CONFIDENTIALITY:-

- (i) Confidential information (the "Confidential Information") refers to any data or information relating to the Company, whether business or personal, which would reasonably be considered to be private or proprietary to the Company and that is not generally known and where the release of that Confidential Information could reasonably be expected to cause harm to the Company.
- (ii) The proposed appointee shall not disclose, divulge, reveal, report or use, for any purpose, any Confidential Information which the consultant has obtained, except as authorized by the Company or as required by law. The obligations of confidentiality will apply during the terms of this contract and will survive upto a period of 2 years from the date of termination of this contract.
- (iii) All written and oral information and material disclosed or provided by the Company to the consultant under this contract is Confidential Information regardless of whether it was provided before or after the date of this contract or how it was provided to the consultant."

SELECTION CRITERIA – Two Bid Format

The selection will be carried out in two phases

Phase 1: All EOI/proposals received by the due date will be reviewed by the constituted committee as per the qualifying criteria. The committee will shortlist the professionals/participants based on the proposals submitted by them and the requirements of the organisation.

Phase 2: The financial bids of the recommended participants will be opened to take the final decision.

Each of the document/paper submitted by the party should be duly signed by the party.

TENDERING PROCEDURE:-

(i) The interested participants to submit documents as per qualifying criteria (format at Annexure 1) in sealed envelope superscribing “Eol: Business consultant” so as to reach Punjab Agri Export Corporation, Plot no.2A, Sector 28A, Madhya Marg, Chandigarh - 160002 by 26.07.2024 upto 11:30 am. The same will be opened at 03:00 pm on 26.07.2024 by the committee constituted for the purpose. In case, bidders want to participate in the opening process, they may visit the office of PAGREXCO at Punjab Agri Export Corporation Limited, Plot 2A, Sector 28 A, Madhya Marg, Chandigarh

(ii) The interested participant has also to submit another sealed envelope superscribing “Eol : Business consultant - Financial Bid” along with the above offer(in the format provided at Annexure 2) in accordance with the above stated terms and conditions. The financial bid of eligible bidders will be opened after technical evaluation.

Punjab Agri Export Corporation Limited

Plot No. 2-A, Sector 28-A, Madhya Marg, Chandigarh-160002

Ph: 0172-5074210, Email: gm.pagrexco@punjab.gov.in



Annexure 1

To

Managing Director
Punjab Agri Export Corporation Limited
2 A, Sector 28-A, Chandigarh.

1. I have read the Expression of Interest published in the website on dated _____.
2. I hereby offer our proposal against the Expression of Interest (EOI).
3. My particulars are as follows:
 - a. Name
 - b. Complete Postal Address
 - c. PAN No. (Copy enclosed)
 - d. Phone No
 - e. Mobile No
 - f. E-mail ID
4. Description and Documents supporting the technical qualification criteria to be attached :

1. Proven expertise in crafting comprehensive research with at least 6 years of experience with reputed organisations (national and international), educational institutions and think tanks.	
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<p>2. Proficiency in technical writing and document preparation, with a focus on clear, concise, and persuasive content tailored for diverse stakeholders with at least 2 publishing's</p>	
<p>3. Proficient in, Google Suite, survey tools (Qualtrics, Google/Microsoft Forms, Type form), LMS, Stata and Tableau.</p>	
<p>4. Expertise in creating visually compelling and data-driven presentations and info graphics to support business proposals.</p>	
<p>5. The participant should not be a defaulter / corrupt / blacklisted under any category with any Government or semi- Government Department / Corporation / Board and should have no dispute with Punjab Agro.</p>	<p>Self declaration</p>

4. I have read all the terms & condition of the EOI carefully and will comply with the same. I will also comply with any such term, conditions and directives which will be issued by MD Punjab Agro from time to time during the contract period.

SIGNATURES

Punjab Agri Export Corporation Limited

Plot No. 2-A, Sector 28-A, Madhya Marg, Chandigarh-160002

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FINANCIAL BID

S. N.	Particulars	Price (In Rs.)
1.	One time consultancy Charges for the complete project (to be paid in phases) (excluding GST)	Rs. _____/- (in words _____)

Signature