



**PUNJABAGROINDUSTRIESCORPORATIONLIMITED**

**Plot No. 2A, Sector-28A, Chandigarh –160002**

**Website: [www.punjabagro.gov.in](http://www.punjabagro.gov.in)**

**INVITATION FOR EOI**

**Marketing, Sales, and Distribution Partner for Alfalfa Cultivation & Commercialization**

Punjab Agro Industries Corporation Limited (PAIC) seeks Expressions of Interest (EOI) from strategic partners to lead the Marketing, Sales, and Distribution of alfalfa and related products in domestic and international markets. The ideal partner should have a proven track record in mechanized alfalfa production, a deep understanding of local and international markets, and expertise in technology adoption and farmer training. This initiative aims to position Punjab as a leader in high-nutrition feed production. Interested parties are encouraged to review detailed EOI criteria on our official website at <https://punjabagro.gov.in/advertisement/>. The deadline for submissions of EOI is **03 Feb 2025 till 02:00 PM**. For inquiries, contact us via email at [as.agro@punjab.gov.in](mailto:as.agro@punjab.gov.in) or call: 0172-2656241 & 0172-2656242.

CIN: U51219CH1966SGC002630

AGM (Agri Services)

# **INVITATION FOR EOI: MARKETING, SALES, AND DISTRIBUTION PARTNER FOR ALFALFA CULTIVATION & COMMERCIALIZATION**

**Date:** 17.01.2025

## **EOI**

**Issued by:** Punjab Agro Industries Corporation Limited (PAIC)

**Last date for Submission:** 03.02.2025

### **1. Introduction**

Punjab Agro Industries Corporation Limited (PAIC) invites Expressions of Interest (EOI) from experienced parties for a strategic partnership in marketing, sales, and distribution related to alfalfa cultivation and commercialization. This initiative aims to leverage alfalfa's growing global demand as a high-nutrition forage, aligning with PAIC's mission to lead sustainable agricultural development and introduce high-quality feed alternatives.

### **2. Scope of Work**

The selected partner will collaborate with PAIC to manage the marketing, sales, and distribution of alfalfa-based products. The primary responsibilities include:

- **Market Analysis & Strategy Development:** Conduct a thorough analysis of both domestic and international markets to identify trends, target segments, and strategic entry points.
- **Sales & Distribution Management:** Develop and implement a robust go-to-market strategy to reach key domestic and international markets, including institutional and private players.
- **Farmer Training & Capacity Building:** Conduct farmer training programs, provide support for capacity building, and promote best practices in alfalfa cultivation.
- **Technology Implementation:** Assist in the adoption of modern agricultural technology, including machinery and cultivation techniques, to enhance productivity and quality.

### **3. Eligibility Criteria**

Interested parties should meet the following requirements:

1. **Experience in Mechanized Alfalfa Production:** A minimum of 2 years of experience in mechanized alfalfa production.
2. **Expertise in Punjab's Agricultural Sector:** Proven experience in growing, selling, and farm management specific to Punjab, with a deep understanding of local agricultural practices.
3. **International Market Knowledge:** Comprehensive understanding of international marketing trends in alfalfa, with a track record of securing optimal crop pricing and forging long-term relationships with key players.
4. **Technology & Agronomy Expertise:** Demonstrated capacity to develop agronomical solutions, protocols, and technology for alfalfa cultivation, specifically tailored to the needs of target farmers.

5. **National & International Collaboration:** Existing associations or partnerships with national and international technical institutes, specialists, and research bodies.
6. **Manpower Development & Training:** Experience in skill development, manpower training, and organizing farmer training workshops to enhance technical knowledge in alfalfa production.
7. **Agricultural Expertise:** Availability of an Agricultural Engineer/Feed/Forage Expert/Scientist with over 10 + years of experience in agricultural project planning, machinery selection, and execution.
8. **Specialization in Alfalfa Processing:** In-depth knowledge of modern techniques for alfalfa hay and pellet production, utilizing advanced farm machinery.

#### 4. Submission Requirements

Interested parties are required to submit the following documents:

1. Company Profile, including relevant experience and qualifications.
2. Details of expertise in alfalfa production, marketing, and distribution.
3. Evidence of past projects, including collaborations with national/international institutions.
4. List of team members, with specific mention of the Agricultural Engineer/Feed/Forage Expert/Scientist and their credentials.
5. Proposed strategy for marketing, sales, and distribution of alfalfa-based products.
6. Any other relevant information that supports the EOI submission.

#### 5. Submission Guidelines

The EOI must be submitted in digital formats or in hard copy subscribed as 'EOI for Alfalfa' by **03.02.2025 till 02:00 PM**. Please ensure that the proposal meets all specified requirements and adheres to the technical specifications provided.

- **Email for Submission:** [as.agro@punjab.gov.in](mailto:as.agro@punjab.gov.in) copy to, [bhawandeep.sidhu28@punjab.gov.in](mailto:bhawandeep.sidhu28@punjab.gov.in)
- **Address for hard copy submission:**

To,  
General Manager (Agri Services)  
PUNJAB AGRO INDUSTRIES CORPORATION LIMITED  
Plot No. 2A, Sector-28A, Chandigarh – 160002

#### 6. Contact Information

For any queries related to this EOI, please contact:

Email: [as.agro@punjab.gov.in](mailto:as.agro@punjab.gov.in),

Contact no. 0172-2656241 & 0172-2656242.