



EXPRESSION OF INTEREST

FOR

**“BUSINESS DEVELOPMENT PARTNER FOR IT, ICT, E-EDUCATION
DEVELOPMENT AND OTHER INFORMATION EDUCATION COMMUNICATION
(IEC) RELATED ACTIVITIES”**

Published By:

NORTH EASTERN REGIONAL AGRICULTURAL MARKETING CORPORATION LTD.

(NERAMAC)

(A GOVERNMENT OF INDIA ENTERPRISE)

All submitted documents duly filled-in along with self-attested copies in a sealed cover duly superscripted and written on the top of envelope the EOI No. NER/ Agribusiness /Correspondence/594, Dated 01/10/2024 must be submitted in HARD COPY, which must reach the office of the Managing Director, NERAMAC, H.No-9, Rajabari Path, GS Road, Guwahati - 781005, on or before 3.00 PM on 15 October .2024.

DISCLAIMER

This Expression of Interest (EOI) document for Business Development Partner for IT, ICT, E-education development and other Information Education Communication (IEC) related activities contains brief information on the scope of work, eligibility requirements and details of the selection process amongst others for the successful bidder.

- I. Intimation of discrepancies in the EOI Document, if any, may be given, by the Bidders, to the office of NERAMAC within 72 hrs from the time of publishing of bid. If NERAMAC receives no written communication, it shall be deemed that the Bidders are satisfied with the information provided in the EOI document.
- II. This EOI document is not an agreement. The scope of work and other information as well as the right and obligations of the successful Bidder shall be set out in a separate agreement to be executed between NERAMAC and the successful Bidder.
- III. NERAMAC reserves the right to accept or reject any or all Bids without giving any reasons thereof.
- IV. NERAMAC shall not entertain or be liable for any claim for costs and expenses in relation to the preparation of the documents to be submitted in terms of this EOI Document.
- V. NERAMAC shall not be responsible for any late receipt of applications for any reasons whatsoever. The applications received late will not be considered.
- VI. NERAMAC may include any other item in the Scope of work at any time after consultation with applicants or otherwise.
- VII. The NERAMAC reserves the right to relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the NERAMAC without assigning any reasons thereof.

EXPRESSION OF INTEREST

North Eastern Regional Agricultural Marketing Corporation (NERAMAC) invites **Expression of Interest for Business Development Partner for IT, ICT, E-education development and other Information Education Communication (IEC) related activities**. Interested party / Firm having relevant experience with sound financial condition may download the EOI document/Form from <https://www.neramac.com/tenders-and-eoi> and submit your application in hardcopy only.

Important Dates:

Last date and time for the submission

of Bid : 15 October 2024 at 12.00 hrs.

Date of opening of Bids : 16 October 2024 at 15.00 hrs.

Place of opening of Bids : NERAMAC HEAD OFFICE
9, Rajbari Path, Ganeshguri,
Guwahati- 781005, Assam

In case the date opening falls on a holiday, the bids shall be opened on next working day at the same time and it will be binding on the Tenderer / Bidders for acceptance.

1. Introduction

North Eastern Regional Agricultural Marketing Corporation Limited (NERAMAC) is a Central Public Sector Enterprise under the administrative control of the Ministry of Development of North East Region (MDoNER). The registered office of the Corporation is at Guwahati, Assam. The mandate of NERAMAC includes the development and marketing of horticulture products within and outside the North Eastern region, and the supply of inputs tools, equipment etc., essential for the development of the horticulture and Agri-based industries whether owned by the Government, Statutory bodies, Company, Firm, Cooperative or Individual amongst others.

NERAMAC has been actively working in rural and community development initiatives. The core areas of work include: -

- a) Farmers Producers Organization (FPO) Formation and handholding.
- b) Market Linkages & Brand Building.
- c) Agri-Input supply for better harvesting.
- d) Value addition through Food Processing initiatives.
- e) Event Management (Byer Seller Meet, Exhibition, Pitching Competition for Startups etc.
- f) Plantation as well as other Livelihood and Cluster Development programmes.
- g) Skill Development programmes for Entrepreneurship Development Programmes.

2. Purpose

The purpose of this EOI is to shortlist and register Government Companies, Reputed Private Firms/ Companies, National and International Level Organizations, Educational Institutions of Repute and Registered Societies under Central and State Governments willing for Registration with NERAMAC willing to provide their Consulting Services to NERAMAC as "BUSINESS DEVELOPMENT PARTNER FOR IT, ICT, IEC, E-EDUCATION DEVELOPMENT AND OTHER INFORMATION EDUCATION COMMUNICATION (IEC) related activities for NERAMAC in achieving its objectives including Government Flagship Programmes, Schemes, Projects and Initiatives in East and North East India.

3. Scope of Work

NERAMAC would like to join hands, associate, partner and work with Government Companies, Reputed Private Firms/ Companies, National and International Level Organizations, Educational Institutions of Repute and Registered Societies under Central and State Governments (hereinafter referred to as applicants/ entities) for the following purpose for which initially the Registration would be done for 3 (Three) years which may be extended by the Managing Director, NERAMAC for further period on

application on yearly and case to case basis based on performance and willingness of the partner (s) –

1. IT, ICT, IEC, E-education Development, IEC related Project Conceptualization, Project Formulation, Project Development.
2. PPP Model and Multi-Concept Business Model Development for execution of IEC WORK.
3. Introduction of IT mechanism for Study and document the Government Schemes and Programmes and availing opportunities from them.
4. Brainstorming Sessions, Seminar, Symposia, Workshop, Live Stations, PPTs, ICT, Multi Media, documentation etc.
5. IEC Design a knowledge management mechanism for capturing the best practices and success stories to be showcased and replicated.
6. As deemed in the categories below, the selected agencies shall have to provide technical assistance in design, development, suggestions and way forward in wider term of Professional Ethics as deemed necessary from time to time.

4. Sector(s) and Category(s)

A. Sectors – Agriculture, Horticulture, Rural Development, Renewable Energy etc

B. Category

<u>Category</u>	<u>Area / Field</u>
I	Work related to IT, ICT, IEC, E-Education Development Information Education and Communication (IEC)

N.B.-

1. The applicants/entities are requested to carefully go through the terms and conditions of this EOI document and submit their applications
2. Application submitted should be accompanied with the non-refundable application fee of Rs 25,000/- in all cases.
3. The Managing Director, NERAMAC may at his sole discretion reserves the right to consider and approve the capable and eligible applicants / entities and

such applicants/ entities shall be known as Registered Government Companies, Reputed Private Firms/ Companies, National and International Level Organizations, Educational Institutions of Repute and Registered Societies under Central and State Government with NERAMAC.

4. Such registered applicants/ entities with NERAMAC shall prima facie be eligible for consideration for providing their Consulting Services to NERAMAC as “BUSINESS DEVELOPMENT PARTNER FOR IT, ICT, IEC, E-EDUCATION DEVELOPMENT AND OTHER INFORMATION EDUCATION COMMUNICATION (IEC)” through limited tender enquiry.
5. The above stated applicants/ entities are liable to be removed from the registered list in case of their false documents, misleading information or they are blacklisted by any agency/ department of State and Central Government.

5. Procedure for the Selection of Vendor/ Agency from the List of NERAMAC Empaneled vendors/agencies for award/ assignment of work:

Case-I: (Name of vendor/agency selected directly)

In case the client/ User-Department clearly and specifically recommends in writing the name of a particular vendor/agency from the list of NERAMAC Empaneled vendors/agencies, then competent authority may assign the work to that vendor/ agency.

Case-II: (Name of vendor/ agency selected through committee)

I. In case the Client/ User-Department does not indicate any particular vendor/agency from the list of NERAMAC empaneled vendors/ agencies, the work would be awarded as per the recommendations of a committee to be set up by the client/user-department. The Committee would be headed by a chairperson nominated from the client/ user-department concerned.

II. All the empaneled vendors/ Agencies would be invited by the Committee to make their presentations regarding the proposed work/ project under consideration. The presentations shall be evaluated objectively and on the recommendation of the Committee, the most suitable vendor/agency shall be assigned the work by NERAMAC.

III. There should be full participation and involvement of the client/User-Department in the process of selection of vendor/ agency for award/ assignment of work.

6. Documents to be submitted: The interested applicants/ entities are required to submit the following documents:

1. Letter on their organization's letterhead from the Head or Chief Executive Officer or any officer duly authorized clearly stating the interest / willingness for the same and mentioning the EOI advertisement number and date addressing to the Managing Director, NERAMAC, H.No 9, Rajbari Path, GS Road, Guwahati – 781005.
2. A detailed write-up of about five pages on the activities and achievements of the organization justifying its suitability in providing services to NERAMAC as “KNOWLEDGE PARTNER, BUSINESS DEVELOPMENT & STRATEGY PARTNER; AND RESEARCH & CONSULTANCY IMPLEMENTATION PARTNER”
3. Valid Registration Certificate, Incorporation Certificate, PAN, GST and other certifications viz ISO etc.
4. Present list of the Board of Directors / Partners / Governing Body etc clearly indicating the names, background / brief profiles.
5. Audited Statement of Accounts for the last 3 FYs (2021-22, 2022-23, 2023-24).
6. Separate Undertaking that the organization is not blacklisted by any State and Central Government authorities and also Non convicted.
7. An application fee of Rs 25,000/- (Rupees Twenty-Five Thousand only) is must to be submitted along with the application for this EOI in the form of Bank Demand Draft only issued from any scheduled bank in favor of the Managing Director, NERAMAC, Guwahati, please note that the application fee is Non-Refundable. Applications received without the application fee shall not be considered in any case and liable to be summarily rejected.

Organizations willing to submit online has to attach the receipt of online transaction.

Account name – NERAMAC

Account No -555801010050164

IFSC code – UBIN0555584

Bank Name- Union bank of India

Branch name – GS Road

8. All the above documents duly filled-in along with self-attested copies of supporting papers/ documents, in a sealed cover duly superscripted and written

on the top of envelope the EOI No. NER/ Agribusiness /Correspondence/594, Dated 01/10/2024 must be submitted in HARD COPY, which must reach the office of the Managing Director, NERAMAC, H.No-9, Rajabari Path, GS Road, Guwahati - 781005, on or before 3.00 PM on 15 October .2024.

NB: 1. A list of documents attached should also be submitted along with the application.

2. Please attach Work orders / Agreement / Letter of Association (LOA).

3. NERAMAC reserves the right to accept or reject any of the applications received without assigning any reasons thereof.

4. In addition to the above, before signing the formal Memorandum of Understanding (MOU) with NERAMAC, the successful applicants/entities, if felt necessary, may have to give a Power Point Presentation on their Vision, Plans, Suggestions and Views with regard to their Applied Category. Vis-a-vis Industrial & Financial Development of the State and its prospects inside and outside the State at the time and venue at the discretion of the Managing Director, NERAMAC.

7. Application format:

I	Institutional Structure / Registration Details		
a	Registered Name		
b	Legal Status of entity		
c	Date of Incorporation / Registration		
d	Registered Address		
e	Present Office Address/ other locations, if any		
f	Details of Bank Demand Draft/transaction receipt of Rs 25,000/- only as non- refundable application fee.		
g	Please mention the Category against which this application is to be considered for empanelment	Category	Area/field
II	Governance Structure		
a	Name, Designation, Background / Profile / Composition of Board of Directors / Partners / Trustees / etc., and Background of Members etc.		

III	Operational Profile	
a	Major Objectives:	
	Vision, Mission and Goal of the Organization	
b	Focus areas of operation	
c	Provide key projects / activities of managing large scale Program/ Project Management Consultancy (PMC)/ Program/ Project management Agency (PMA)	
d	Provide details of taken up / implemented large scale projects.	
e	Provide details of relevant projects and experience Program / Project Management Unit (PMU) / Program / Project Management Consultancy (PMC)	
f	Provide details of relevant experience of working with government department in the East and North Eastern region	
g	Mention key clients/ donors associated with, for project implementation along with details on the nature of Association	
h	HR profile to handle proposed sectors (sectorial expertise is mandatory)	
IV	Contact Details	

a	Name of Contact Person	
b	Designation of Contact Person	
c	Correspondence Address	
d	Contact Number	
e	Email Address	
f	Name of alternate Contact Person with designation and contact details.	

8. Eligibility Criteria for Registration

- a) The annual average financial turnover of the applicant /entity should not be less than Rs 5.00 (Five) Crores for latest three financial year (FY 21-22, FY 22-23, FY-

2023-24).

- b) The applicant/entities should be empaneled with Central Bureau of Communication (Erstwhile DAVP)
- c) The Government organizations under the Central and State Governments, Government administered organizations for above all categories are exempted from the a) and b) above and they may be considered and invited however, they are not exempted from application fee.
- d) In case of specific specialization/ area of expertise, for example in Digital LED screen advertising then the applicant/ entities should have operational Digital LED Screens at desired locations for promotional campaigns of Govt of India.
- e) The applicant/ entities should have successfully completed various promotional campaign of Govt of India/ State Govt departments in the past 2 years.

N.B.: Please attach copies of Work orders/Agreement/Letters of Association (LOA) for the relevant experience as listed in the application format.

Managing Director
Guwahati - 781005
Email: md@neramac.com