



Government of West Bengal
Department of Agricultural Marketing

SUFAL BANGLA
Project Management Unit

2nd Floor, Uttarapan Civic Centre
Maniktala, Kolkata - 700 054

No. : _____

Date : _____

Notice Inviting Proposal No. PD/PMU/SB/03/RETENDER/2018-19, DATE: 07/06/2018

SECTION-1

Letter of Invitation

The Project Management Unit (PMU) of Sufal Bangla Project, a RKVY supported direct marketing project under the Department of Agricultural Marketing, Government of West Bengal invites **INDIVIDUAL offer for the following 25 no. of existing outlets of Sufal Bangla as per TABLE-A** given hereunder from Farmers Producers Company (FPC)s/ Farmer Producer Organisation (FPO)s promoted by NABARD for working as Franchisee of the outlets of SUFAL BANGLA at different locations as detailed hereunder:

TABLE-A

Sl. No.	Nature of Stall	Location	Address of the Outlet
1	Mobile	Kalighat	Kalighat Road, in Front of Kalighat Main Market
2	Mobile	Hatibagan	139/B Bidhan Sarani Road, Kol - 4, In front of Hatibagan Main Market
3	Mobile	Tollygunge	B. L Saha Road, Kolkata - 700053, in front of Police Phari, Mahabirtala.
4	Mobile	Maniktala	Vivekananda Road, Maniktala, Kol, In front of Maniktala Main Market
5	Mobile	Khidirpur	100 Dimond Harbour Road, Kolkata-700023, Near Manasa Mandir.
6	Mobile	Kankurgachi	near VIP Market
7	Mobile	Bagbajar Street	in front of Girish Mancha
8	Mobile	Hendua	in front of Scotchish Church College
9	Mobile	Harish Mukherjee Road	Near Harish Park
10	Mobile	Kankurgachi	In front of Kankurgachi Post Office
11	Mobile	Parnashree	Parnashree, Behala
12	Mobile	Behala	Behala Chowrasta
13	Mobile	Belgachia	Milk Colony, Dutta Bagan
14	Mobile	58 No. Bus Stand	Sarat Chatterjee Road, Howrah
15	Mobile	Parbati Cinema Hall	in front of Parbati Cinema Hall, Howrah
16	Mobile	Khurut	259/A Netaji Subhas Chandra Road, Howrah
17	Mobile	Shibpur	Shibpur Police Lines, 438, G.T. Road, Shibpur, Howrah
18	Mobile	Lichubagan	Lichubagan Police Quarter 11, Dr. PK Banerjee Road, PS: Howrah
19	Mobile	Howrah PS	Howrah PS Police Quarter at Howrah PS
20	Mobile	Liluah	Liluah TOP Police Quarter at 20, Thakurdas Ghosh Lane under PS Belur, Howrah
21	Mobile	Santragachi	The Gateway Housing, Kona Express way, Howrah-711302
22	Mobile	Atghara	Near Solua Market
23	Static	Mandirtala	Near Mandirtal Bus Stand, Howrah.
24	Static	Santoshpur	Santoshpur Municipal Market, Santoshpur, Kolkata.
25	Static	Singur Krishak Bazar	Tapasi Malik Krishak Bazar, Ratanpur, Singur, Hooghly

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The intending bidders are requested to submit their detailed technical proposal and percentage on total turnover (Sales proceeds) for outlets as per TABLE-A as royalty to be paid to Sufal Bangla in financial proposal in accordance with the terms of reference in the format prescribed in the request for proposal, in respect of selection of Franchisee of Sufal Bangla, to be downloaded from the website www.sufalbangla.in. Interested FPCs/FPOs promoted by NABARD may contact the office of the undersigned to obtain further information on working days between 11-00 and 15-00 hours. The selection will be done on Credential and Cost basis. PMU, Sufal Bangla reserves the right to accept or reject any / all proposals without assigning any reason.

The proposals should reach the office of the PD, PMU, Sufal Bangla not later than 11-00 hours of 25/06/2018. Late submissions of proposal would be rejected. The technical proposals will be opened at 11-30 hours of 25/06/2018 and financial proposals of technically qualified bidders will be opened at 11-00 hours of 26/06/2018.

A pre-bid meeting will be held on 18.06.2018 at 13-00 hours in the Office of the Project Management Unit, Sufal Bangla, 2nd Floor, Uttarapan Civic Centre, Samabayika Building, Maniktala, Kolkata- 700054.



Project Director
Project Management Unit, Sufal Bangla

Section-2: Instructions to Bidders (ITB)

A. General

1. **Background:** SUFAL BANGLA (SB) is a RKVY supported direct marketing project under the Department of Agricultural Marketing. The project aims at establishing direct value chain from the producers to the consumers, so that the producers enjoy maximum share in consumers' price.

2. **Business Model:**

The Project Management Unit (PMU) has developed a business model from 2016-17 onwards where Combined Retail stores of SUFAL BANGLA, Mother Dairy – Kolkata and West Bengal Livestock Development Corporation Ltd. are being managed by Franchisees i.e. FPCs. In Business Model, Franchisee will be responsible for entire operation like procurement of fruits and vegetables, aromatic & non aromatic rice, pulses etc. direct from the farmers at declared price by Sufal Bangla, maintenance of entire Supply Chain, Sale Management including manpower, selling at a price not more than the declared price of Sufal Bangla etc. Stores operated under Business is furnished below.

Static Locations: i) Siliguri PMY, ii) Uttarayan, Matigara, Siliguri iii) Jalpaiguri, iv) Alipurduar, v) Dinhata (Coochbehar), vi) Bolpur, Birbhum, vii) Suri, Birbhum, viii) Bankura, ix) Bishnupur, x) Chinsurah, xi) Uttarpara, xii) Bansberia, xiii) Baruipur, xiv) New Alipore, Kolkata xv) Salt Lake, Kolkata, xvi) Ironside Road, Kolkata, xvii) Tollygunge, Kolkata

Mobile Vending Outlet: i) Uniworld City, Rajarhat-New Town, ii) Lake Gardens Govt. RHE , Kolkata, iii) Ekta Floral Housing, Tangra, Kolkata, iv) Dream Excellency, Rajarhat, v) AJ Block, Salt Lake, vi) Rosedale Garden, New Town, vii) CA Block Salt Lake, viii) Active Acres, Kolkata, ix) Santiniketan Campus, Birbhum, x) Pearson Pally, Birbhum, xi&xii) 2 at Siliguri Town, xiii) Jalpaiguri Town & xiv) Coochbehar

3. **Selection of Franchisee:** A notice inviting EOI in two stages for registered FPCs having valid CIN/ Farmer Producer Organisation (FPO)s promoted by NABARD will be invited for selection of **Franchisee(s)** for the said 25 retail outlets of Sufal Bangla.


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