

Directorate of Horticulture & Soil Conservation  
Department of Agriculture  
Government of Tripura, Agartala

No.F.8 (69) H& SC/T.M/NVI/2013-14/ 5412-18 Dated, Agartala 16/08/2013

EXPRESSION OF INTEREST

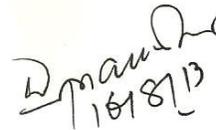
The undersigned on behalf of the Governor of Tripura invites expression of interest (EOI) in plain paper from individuals, entrepreneurs, Farmers groups, Co - operative Societies, producers organisations and Associations in sealed cover to act as Market Aggregator for Post Harvest Management of procured Fresh vegetables, fruits & Spices from the identified clusters and also direct marketing of the same to the consumers of Agartala City and outside the State.

Interested parties/agencies should submit details about their work experience in Agriculture/Horticulture marketing sector. The EOI from the interested parties/agencies should reach the Directorate of Horticulture & Soil Conservation, Tripura, Paradise Chowmohani, Agartala on or before 16/09/2013 at 4.00P.M

The sealed covers will be opened on the same day at 5.00 PM in the office of the undersigned, if possible.

The Director of Horticulture & Soil Conservation reserves the right to accept or cancel, any or all the EOIs, so received, without assigning any reason, whatsoever

For detailed information Docket visit <http://www.hortitripura.in>

  
16/8/13

Director  
Horticulture & Soil Conservation  
Tripura, Agartala

Copy to

1. The Managing Director, Small Farmers Agri. Business Consortium (SFAC), NCUI Building, Hauz Khas, New Delhi for favour of information.
2. The Resident Commissioner, Tripura Bhavan, Kautilly Marg, Chanakyapuri, NewDelhi-110021, with a request to display in the notice board for publication. This is for further information that as per Govt. decision, copy of EOI will be kept in his good office for inspection.
3. The Joint Resident Commissioner, Tripura Bhavan, 1- Pretoria Street, Kolkata-71 , with a request to display in the notice board for publication. This is for further information that as per Govt. decision, copy of EOI will be kept in his good office for inspection.
4. The Director of Agriculture, Tripura, Agartala for information and arranging display in the Notice Board of the Directorate.
5. The Director, Information & Cultural Affairs, Tripura, Agartala along with 10 spare copies of EOIs with request to arrange publication (single insertion) in 3 (three) nos leading local Dailies and 3(three) nos National Dailies (single insertion).
6. Sri Arun Debbarma (Nodal Officer), Joint Director of Agriculture, Directorate of Agriculture with a request for hoisting the EOI on the official homepage www.tenders. Govt.in for which a softcopy (CD Disc) is being sent from this end along with EOI. He is also requested to communicate us a line of confirmation indicating the date of uploading of EOI in the website.
7. The General Manager(Marketing), M/s tripurainfo.com, HGB Road ,near Tripura State Museum, Post Office Chowmuhani, Agartala with a request for hoisting the EOI on the official homepage www.tripurainfo.com for which a softcopy (CD Disc) is being sent from this end along with EOI. He is also requested to communicate us a line of confirmation indicating the date of uploading of EOI in the website

  
18/11/13

Director  
Horticulture & Soil Conservation  
Tripura, Agartala

## **Information Docket**

Directorate of Horticulture & Soil Conservation  
Department of Agriculture  
Government of Tripura, Agartala

### **Expression of Interest from Private Players to act as Market Aggregators for vegetables, fruits, Spices etc.**

The Directorate of Horticulture & Soil Conservation, Government of Tripura, Agartala has developed some clusters around Agartala city namely- Melaghar, Bishalgarh, Mohanpur & Teliamura having high potential for production of vegetable, fruits & spices to overcome the bottlenecks of demand and supply through different programmes. These programmes involve co-ordinated efforts to enhance production through increasing productivity and improve nutritional security and income support to the growers by establishing and managing efficient supply chain. The purpose is to provide a single window platform, with support for backward and forward linkages, for creating efficient supply chain of horticultural produce involving FIGs, FPOs and aggregators.

The Directorate of Horticulture & Soil Conservation, Tripura looks for engaging and making tie up with suitable aggregators from among experienced corporate bodies / Cooperatives /Farmers' Organization /Agribusiness Consortium / experienced individual for facilitating promotion of vegetable, fruits & spices farming with proper forward linkage for marketing. It seeks applications from among the reputed players having wide expertise in organized retailing of perishable commodity like vegetable, fruits & spices in accordance with the Expression of Interest (EOI) to act as aggregator.

In the production front, aggregator may be responsible for providing and bringing in new advanced techniques in the form of introduction of improved cultivars and new crop species appropriate to the agro-climatic zone, improved production technologies using precision farming, protected cultivation, micro irrigation etc. in consultation with the Directorate of Horticulture & Soil Conservation, Tripura.

Aggregators may also be responsible to make the growers aware of the importance of organic farming, Good Agricultural Practices (GAP) and may look for providing training to them on these aspects.

Aggregator may ensure and encourage participation of educated young farmers around the urban clusters to go and practice for new and vibrant techniques of cultivation of vegetable, fruits & spices.

Aggregator may also act as a moderator for arranging finance for the growers for practicing advanced and specialized hi-tech vegetable, fruits and spices farming through the different financial schemes offered by the central as well as the state government.

Aggregator shall arrange for value addition of the harvested produce at the procuring centre by setting up of modern aggregation points where weighing, cleaning, sorting, grading, pre-cooling and other related activities including scientific packaging to ensure quality of the product during transportation and marketing to be ensured.

Aggregator shall also be responsible for providing remunerative price to growers at regular interval and a direct marketing concept may be created and practiced so as to eliminate the potential intermediaries and there shall be complete transparency in maintaining the procurement and the delivery prices.

Aggregators shall also be responsible for regular payment to the growers for their produce by ensuring payment through electronic transfer.

At the distribution level, aggregator has to adopt modern techniques of PHM, storage and transportation (refrigerated van) along with state-of-the art marketing techniques by having electronic platform for facilitating transparent transaction, establishing modern and scientific static and mobile kiosks, vending carts, vending outlets, cold storages etc. which will facilitate ready availability of fresh vegetables, fruits and Spices to the urban consumers at a reasonable price.

The state of the art marketing services envisage to provide electronic weighing facility, cold storage facility, temperature controlled warehouse, ripening chamber, sorting, grading, washing and packing lines, material handling equipment, banking services including settlement of transactions, etc.

The aggregator may enhance his / its own existing infrastructure and facilities by availing back-ended subsidies provided under NVIUC or related Central sector scheme(s) for establishing pre-cooling unit, mobile pre cooling unit, refrigerated van/container, Primary /mobile/minimal processing unit, evaporative/low energy cool chamber, low cost storages, retail markets/outlets, collection/aggregation centre at production centre, static / mobile Vending Cart/platform with cool chamber, Mobile/Motorized vending cart etc.

Space may be provided by Agartala Municipal Council (AMC) for setting up of modern and scientific vending units. However, if the space is not provided by the AMC, the aggregator has to make its own arrangement for setting up of vending outlets. The applicant is to submit a Preliminary Project Report on his plan of action and specifically state how the producers will get better price and consumers get safe and good quality vegetables, fruits and Spices at an affordable prices.

Following conditions are necessary for selection of aggregator:-

1. Having adequate experience in organized retailing and good track record in maintaining strong rapport with the growers.

2. Having at least 5 years experience in managing logistics involving supply chain of Agri and Horticultural related products.
3. Having proven track record of profit at least for the last three years with a business turnover of minimum Rs.1.0 (one) crore during the last financial year.
4. Strong ability to develop adequate infrastructure to handle bulk perishable Horticultural commodities to facilitate sound marketing in Agartala city and outside.
5. Key personnel of the organisation should have good expertise in handling Agri. Horticultural commodities as well as adequate knowledge on processing of fruits & vegetables for commercial use.
6. Having adequate expertise in handling of sophisticated machineries to be used in PHM of fruits & vegetables.
7. Should have quality personnel to operate and organise the clusters with support of backward and forward linkages.
8. The aggregator should have or should open a local office in the State of Tripura.
9. Agency will have no free hand to commit anything pertaining to the project without the prior consultation and approval from the Director of Horticulture & Soil Conservation, Tripura.
10. The Agency should be capable of employing management team desirable by Dept. of Horticulture & Soil Conservation, Tripura.
11. Participants also need to submit a brief appraisal of the firm with details of registration, Key preceding professionals, relevant experience etc. during years.
12. Should provide balance sheet of the organization at least for the last three years.
13. Aggregators upon final selection, must furnish Bank Guarantee of 15 lakh rupees in prescribed format from any nationalized bank.
14. Aggregator shall have to obtain Direct Marketing license from the competent authority of the State of Tripura.
15. The selected aggregator should sign an MOU with the authorized representative of the Directorate of Horticulture & Soil Conservation, Tripura for implementing the programme in a well defined time frame.

16. For Direct Marketing of vegetable, fruits & Spices the selected Aggregator shall have to follow the operational and working guidelines to be formulated later on by the Directorate of Horticulture & Soil Conservation, Tripura

Interested individuals, entrepreneurs, Farmers groups, Co-operative Societies, producers' organisations and Associations may visit the websites of the Ministry of Agriculture & Co-operation, Govt. of India for obtaining credit linked back ended subsidy under different Central Sector Schemes to set up Post Harvest Management and Marketing infrastructures.