

NAFED Invites Applications from Interested Agencies for Sourcing, Procurement, Packaging, Storage, Distribution, and Supply of the Nafed Brand and Other Approved Products

National Agricultural Cooperatives Marketing Federation of India Limited (NAFED) is an apex organization of Marketing Cooperatives in India. NAFED is also one of the central nodal agencies for the procurement of notified agricultural commodities under the Price Support Scheme (PSS). NAFED is also procuring Pulses for Buffer Stocking under the Price Stabilization Fund (PSF) Scheme of the Government of India.

2. NAFED has ventured into Consumer Marketing as a step towards diversification of its activities to make available essential items of daily need to the consumers at affordable rates. In the sixty years of its existence, NAFED has become a brand name amongst farmers and consumers. The NAFED brand of pulses, spices, tea, food grains and other products are quite popular amongst consumers owing to superior quality. NAFED deals in all kinds of pulses and spices produced in India. The blending and packaging of tea is done at its own unit located in Guwahati.

3. NAFED branded products like NAFED Tea, NAFED Pulses, Rice, Besan, Spices, Rice Bran oil, and Mustard oil are very popular among consumers and have received an overwhelming response owing to which NAFED has decided to venture in the General Trade market by developing and expanding its distribution channel to establish a supply chain, wherein the sourcing, procurement, packaging, storage and distribution/supply takes place.

4. With a view to expand its presence in retail and to further ensure and sustain enhanced customer satisfaction through the best possible availability of the NAFED Products and other products promoted by NAFED across the network, NAFED hereby invites applications for sourcing, procurement, packaging, storage, distribution, and supply of Nafed Brand and other approved products for retail as well as institutional sales in regional, national and international markets (hereinafter called as “Logistic Partner/Channel Partner”). The Channel Partner will ensure timely supply to NAFED Bazaar stores and other clients, supporting NAFED’s retail and institutional sales expansion across PAN India markets.

5. The Channel Partner will ensure 5.20 % of revenue share to Nafed from the total sales of items (on a monthly basis). The Channel Partner shall undertake to guarantee a minimum annual turnover of Rs. 5 Cr against which they will also deposit a 10% security deposit with NAFED. Exemptions may be considered for valid MSMEs and registered Startups as per existing rules.

6. NAFED has a network of its Branches across the country and the selected Agency / Channel Partner shall work with these branches and fulfill the requirements of the business objectives of NAFED.

7. Interested and eligible Agencies to send applications along with all required documents/undertakings/annexures through email to retailbusinessdivision@nafed-india.com for screening. Upon receipt of the applications and after screening, the other required formalities will be communicated to the eligible applicants.

8. Below annexures may be referred for Eligibility Criteria, Scope of Work, and Nafed Brand SKU list. Signed and scanned copies of all Annexures to be submitted along with the application:

S.no.	Annexure	Heading
1	Annexure - I	Eligibility Criteria
2	Annexure – II	Scope of Work
3	Annexure – III	Nafed Brand SKU list

Annexure - I**Eligibility Criteria**

S. No.	Criteria	Supporting Documents
1	The Applicant shall be an Indian Corporation / Company / Firm / LLP / Trust/ Society (including FPO/Cooperative).	Registration of Firm Certificate of Incorporation Document from Registrar of Societies
2	This document is limited to a single entity or consortium and to support this, the Applicants have to be registered under the same name and submit only one application. As a consortium is allowed, the consortium members can meet the eligibility criteria jointly. The consortium can consist of a maximum of three members and any member can become the lead member/applicant by nomination from all members.	Consortium Undertaking.
3	Priority will be given to companies having previously worked in retail and supply chain management with any Government or Semi-Government bodies/ agencies, PSUs, FPO/Cooperative Societies etc.	Work order from Relevant Government or Semi-Government bodies/ agencies, PSUs, FPO/Cooperative Societies etc. or Copies of Agreements with Government or Semi-Government bodies/ agencies, PSUs, FPO/Cooperative Societies etc.
4	Corporation / Company / Firm / LLP / Trust/ Society (including FPO/Cooperative) should not be insolvent in last 3 years.	Undertaking
5	Applicant should have an average annual turnover of minimum Rs. 2 crores in any three of the last four financial years ending March, 2024 and should have positive net worth. This criteria is applicable for each of consortium partners, as on date. For this, applicant shall be required to attach a certificate issued by Chartered Accountant certifying the year-wise turnover of the Corporation / Company / Firm / LLP / Trust/ Society (including FPO/Cooperative).	Certificate from Chartered Accountant.

	Provisional turnover and net worth certificate shall also be accepted for the financial year ending in March,2024.	
6	Applicant should have at least 2 years' experience at sourcing, procurement, packaging, storage and distribution / supply of FMCG products. Companies with maximum such products along with established supply chain will be given preference.	Supporting Documents and Proofs stating established supply chain.
7	Annual Audited balance sheets for any of the three financial years out of last four years, ending in March 2024, shall be enclosed as supporting document.	Duly signed copies of Balance Sheets for the relevant years, with UDIN (if applicable)
8	Applicant should hold a valid Goods and Services Tax (GST) registration certificate, as applicable.	Duly signed copy of GST Certificate.
9	Applicant should hold a valid Permanent Account Number (PAN), as applicable.	Duly signed copy of PAN.
10	The applicant should not have been debarred/ blacklisted by any Govt. Department/ PSU/ FPO/Cooperative Society for corrupt and fraudulent practices and shall have to submit a declaration to this effect.	Undertaking.
11	Proposed Areas of Operation (States/Cities/Pan India)	

***Registered Startups and valid MSMEs will be given exemptions as per the rules.**

Scope of Work in relation to Supply Chain Management

- a. The selected Channel Partner shall source, procure, package, store and distribute/supply Nafed product/ other products promoted by / marketed by NAFED including organic products approved by Nafed in Retail as well as institutional sales in regional, domestic and international markets. Details of NAFED and NAFED promoted products.
- b. The selected Channel Partner shall undertake to carry out at least 50% procurement of raw materials from Farmer Producer Organisations (FPOs) (formed under the scheme Formation and Promotion of 10,000 Farmer Producer Organisations of DA&FW), Member Cooperative Societies of NAFED, SHGs promoted by GOI under the National Rural Livelihood Mission Scheme and millets-centric startups and MFPEs promoted by GOI and NAFED under the PM FME Scheme and IYM- 2023. Further, the Channel Partner shall package the products as per the label design approved by design, in the pack size approved by NAFED, and supply the finished products to NAFED's designated stores and any other stores as and when required.
- c. The selected Agency / Channel Partner shall arrange to provide related infrastructure (including required manpower), at their own costs and expenses. All of the fixed costs or operational costs, including the cost of space provided by the Agency / Channel Partner or NAFED or any other organization for the establishment and operating these proposed Nafed retail stores packaging facilities, warehouses for storage, retail stores and other facilities shall be borne by the selected Agency / Channel Partner.
- d. All the investments required for establishing the central warehouse, distribution centres, and supply chain networks such as the packaging units, its equipment, warehousing, logistics, and manpower, shall be done by the selected Agency / Channel Partner.
- e. All the products and goods sourced, packaged, distributed, stored and distributed/supplied by the selected Agency / Channel Partner shall be made available to Nafed directly or through the selected distribution network available at that time. In case if, it is not logistically or commercially viable for Nafed or the selected Agency / Channel Partner to supply/receive the goods required, the same can be obtained from third parties with intimation and permission of NAFED.
- f. The selected Agency / Channel Partner shall submit all the records related to the purchase, receipts etc. for the products sourced, procured, packaged, stored and distributed/supplied to Nafed, on a monthly basis.
- g. The selected Agency/Channel Partner will appoint the distribution/supply team for placement of Nafed products in the Retail market, required, with intimation to NAFED.
- h. The selected Agency / Channel Partner will ensure proper availability of Nafed stock in NAFED Stores. All-time availability of stocks at NAFED stores/godowns shall be ensured by the selected Agency / Channel Partner and kept in proper storage conditions.
- i. Channel Partner will appoint the sales team for placement of Nafed products in Retail market, if required with prior permission of NAFED.
- j. Inter-trade of products between supply chain partners selected in different States can be allowed by NAFED.
- k. Channel Partner will ensure proper availability of Nafed stock in Retail Stores. All-time availability of stocks at NAFED stores/godowns shall be ensured by the

Channel Partner and kept in proper storage conditions.

- l. Delivery of Goods shall be done by the selected Agency/channel partner at a pre-approved rate by NAFED. Any scheme for consumers or trade will be offered to the selected Agency/channel partner if found suitable.
- m. The selected Agency/channel partner shall be responsible to liaison and obtaining institutional orders for the supply of groceries/grains from NAFED to other Government/ Non-Government organizations at their own cost. NAFED shall facilitate and provide queries received in this regard to the selected Agency/channel partner in India or abroad.
- n. Product mix: Emphasis will be made on sourcing, procuring, packaging, storing, and distributing/supplying the product range as per the business requirement of the selected Agency/channel partner subject to:
 - i. Preference shall be given to Nafed branded products and all varieties of Nafed branded products are to be supplied as per market demand without any fail.
 - ii. Products shall be purely NAFED products and also other products promoted and marketed by NAFED.
- o. Lifting of any unsold stock left with the selected Agency/channel partner shall be of NAFED's discretion only. Quality complaints not emanating out of any mistake in handling on the part of the consumer, selected Agency/channel partner, or any other person but on genuine grounds will be entertained on merit.
- p. The selected Agency/channel partner will sell the goods at prices fixed by NAFED. In case it is found that any undercutting or overcharging is being practiced, appropriate action including termination of contract can be taken/done by NAFED.
- q. It shall be incumbent upon the selected Agency/channel partner to obtain an appropriate license, if any required, pertaining to particular product that requires such license as per prevalent Government Rules and Regulations. The selected Agency/channel partner shall not source, procure, package, store and distribute/supply any products which are prohibited by the laws of the land. The breach of this clause shall be treated as a material breach of the agreement, which may attract termination of the agreement and the selected Agency/channel partner shall be liable for all legal consequences. Any liability falls upon Nafed in lieu thereof same shall be recoverable from the selected Agency/channel partner.
- r. If NAFED continues to supply NAFED branded Products and other products promoted by NAFED to selected Agency/channel partner after the termination of any contract, such supply will not be construed as a waiver of any such termination, or as a renewal of any Agreement.
- s. Nafed may appoint its representatives, time to time, to inspect and check the inventory and other relevant records of the above-said proposed central warehouse, distribution centres and supply chain networks such as the packaging units, its equipment, warehousing, logistics, and manpower.

Terms and Conditions in relation to rendering services prescribed under the Scope of Work

- a. The selected Agency / Channel Partner shall establish CRM that will help in building relationships with individual people including customers, service users, colleagues, or suppliers throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.
- b. The selected Agency / Channel Partner shall enter into a separate agreement/SLA defining the roles, responsibilities, and requirements for rendering of the

services.

- c. NAFED shall provide products to the selected Agency / Channel Partner at respective rates/terms decided upon in the Service Level Agreement (SLA), and NAFED shall fix the rates at which the products are to be sold by the Agency / Channel Partner. It is incumbent upon the selected Agency / Channel Partner to adhere to the rates prescribed by NAFED. No deviation from the prices fixed by NAFED will be entertained.
- d. Business targets shall also be fixed for the selected Agency/Channel Partner and the details for the same shall be included in the SLA.
- e. The SLA shall be valid for a period of 2 years, which will be further extendable to be reviewed for renewal on mutually acceptable whereas are view shall be conducted every year from the signing of this agreement subject to satisfactory performance of the selected Agency/channel partner/franchise.
- f. A Penal interest of 18% p.a. shall be charged from the selected Agency/Channel Partner in case of delay in clearing all amounts with NAFED within the prescribed time limit.
- g. NAFED shall be at liberty to terminate the contract with the selected Agency/channel partner prematurely in the event of a breach of any of the clauses contained in this agreement by the selected Agency/channel partner. In such an event, the selected Agency/channel partner shall render and shall clear all accounts with NAFED within 30 days from the date of the termination notice, failing which NAFED will be entitled to revoke the bank guarantee furnished by the selected Agency/channel partner with out making any reference to this effect.
- h. The selected Agency/channel partner shall submit an interest-free security amounting to 10% of the total estimated contract value. The Security Deposit shall be refunded without any interest after 30 days of termination accepted by Nafed.
- i. Insurance of stocks, factory premises, plant and machinery, warehouses, and shops including stocks shall be taken by the selected Agency/channel partner, and payment on account of premium shall be borne by the selected Agency/channel partner itself.
- j. NAFED shall deploy its own quality monitoring system and the Channel Partner shall extend full cooperation for its implementation.
- k. In case any sample is drawn by an inspect or from health, food or any such Government department, the intimation thereof should be given to Nafed, HO-related branch office of NAFED by the selected Agency/channel partner immediately. Any complaint for items not delivered by NAFED, the selected Agency/channel partner shall be responsible for any penalty imposed for the same.
- l. The selected Agency/channel partner will strictly abide by all statutory rules and regulations including obtaining a license/permit etc. if any required to run the business from the said premises. All rules and regulations pertaining to compliances of MCD or Local Governing Body shall be observed and complied in latter and spirit by the selected Agency/channel partner and any burden on NAFED on account of such violation on the part of the selected Agency/channel partner, same shall be borne by the selected Agency/channel partner at its risk and cost.
- m. Electricity connection & Telephone and Internet connection:
 - i. The Electricity connection will be taken by Channel Partner.
 - ii. Telephone / Internet connection will taken by Channel partner.
 - iii. Payment of Electricity and telephone/ Internet Charges will be made

by the Channel partner.

- n. The selected Agency/channel partner will neither misuse nor do anything that tarnishes the image and jeopardizes the interest of NAFED.
- o. Bank Account: A separate Bank account shall be opened for the business in the nearby area by the Channel partner where the channel partner shall deposit cash and maintain a sales account. Bank statements tallying with SAP/ERP Reports to be submitted.
- p. Channel Partner will maintain a record of books of accounts for a minimum of 8 years from the closure of financial years. NAFED reserves the right to inspect the premises and Books of Accounts. The selected Agency/channel partner will not be entitled to assign or transfer the benefit to any other person/firm without the prior written consent of NAFED.
- q. The selected Agency/channel partner will regularly, diligently and faithfully discharge duties incumbent upon them by virtue of this agreement and to confirm to carry such orders, instructions, and directions as are received from NAFED by them from time to time.
- r. Protection of IPR - It shall be incumbent upon the selected Agency/channel partner, while sourcing, procuring, packaging, storing, and distributing/supplying products, to ensure the protection against unauthorized use of Nafed's intellectual property rights while discharging the obligations under the agreement. If any loss and damage in terms of money a reputation is caused to Nafed on account of the unauthorized use of the Intellectual Property Rights of Nafed, the same shall be recoverable from the selected Agency/channel partner at their risk and cost. In the event it comes to the knowledge of Nafed that the selected Agency/channel partner is in violation of the terms and conditions of this document or the way of sourcing, procuring, packaging, storing, and distributing/supplying is in contravention to this agreement as well as prevalent Govt. Rules and Regulations, Nafed shall at its sole discretion take over the operations of the selected Agency/channel partner in its hand at the risk, cost, and consequence of the selected Agency/channel partner.
- s. If required, the selected Agency/channel partner may be allowed to use the NAFED logo with specifically mentioning the purpose of the association and may write "Channel Partner of NAFED" on their signboards, visiting cards, letter heads, emails, and other forms of communication or business purposes.

Annexure – III

NAFED Brand SKUs (indicative list and supply chain partner may propose additional products)

S.No.	Products Name
1	NAFED PISTA DODI DRY FRUITS 500 GMS
2	NAFED ALMOND DRY FRUITS 500 GMS
3	NAFED KAJU-320 DRY FRUITS 500 GMS
4	NAFED KISHMISH DRY FRUITS 500 GMS
5	NAFED AKHROT GIRI DRY FRUITS 500 GMS
6	NAFED MAGAJ TARBOOJ 1 KGS
7	NAFED PEANUT DRY FRUITS 500 GMS
8	NAFED MAKHANA DRY FRUITS 250 GMS
9	NAFED AKHROT GIRI DRY FRUITS 200 GMS
10	NAFED ALMOND GIRI DRY FRUITS 200 GMS
11	NAFED CHUHARA DRY FRUITS 500 GMS
12	NAFED KAJU-320 DRY FRUITS 200 GMS
13	NAFED KISHMISH DRY FRUITS 200 GMS
14	NAFED MUNAKKA DRY FRUITS 200 GMS
15	NAFED PISTA DODI DRY FRUITS 200 GMS
16	NAFED BESAN 500 GMS
17	NAFED MUSTARD OIL 1 KLR
18	NAFED MUSTARD OIL 5 KLR
19	NAFED BHARAT ATTA 10 KGS
20	BHARAT CHANA DAL 1 KGS
21	NAFED BHARAT RICE 10 KGS
22	SOYABADI 1 KGS
23	NAFED SABUDANA 500 GMS
24	NAFED CHIDWA 500 GMS
25	NAFED SOYA BADI 200 GMS
26	NAFED TEA PREMIUM CTC 250 GMS
27	NAFED TEA PREMIUM CTC 500 GMS
28	NAFED TEA REGULAR CTC 250 GMS
29	NAFED TEA REGULAR CTC 500 GMS
30	NAFED TEA REGULAR NAFED CTC TEA 100 GMS
31	NAFED ARHAR DAL WHOLE PULSES 1 KGS
32	NAFED ARHAR DAL WHOLE PULSES 500 GMS
33	NAFED GRAM WHITE WHOLE PULSES 1 KGS
34	NAFED GRAM WHITE WHOLE PULSES 500 GMS
35	NAFED GRAM BLACK WHOLE PULSES 1 KGS
36	NAFED GRAM BLACK WHOLE PULSES 500 GMS
37	NAFED DRY GREEN PEAS WHOLE PULSES 1 KGS

38	NAFED DRY GREEN PEAS WHOLE PULSES 500 GMS
39	NAFED LOBIYA WHOLE PULSES 1 KGS
40	NAFED LOBIYA WHOLE PULSES 500 GMS
41	NAFED MALKA RED WASHED PULSES 1 KGS
42	NAFED MALKA RED WASHED PULSES 500 GMS
43	NAFED MASOOR BLACK WHOLE PULSES 1 KGS
44	NAFED MASOOR BLACK WHOLE PULSES 500 GMS
45	NAFED MOONG WHOLE PULSES 1 KGS
46	NAFED MOONG WHOLE PULSES 500 GMS
47	NAFED MOONG DAL CHILKA 1 KGS
48	NAFED MOONG DAL CHILKA PULSES 500 GMS
49	NAFED MOONG WASHED PULSES 1 KGS
50	NAFED MOONG WASHED PULSES 500 GMS
51	NAFED RAJMA CHITRA WHOLE PULSES 1 KGS
52	NAFED RAJMA CHITRA WHOLE PULSES 500 GMS
53	NAFED RAJMA RED WHOLE PULSES 1 KGS
54	NAFED RAJMA RED WHOLE PULSES 500 GMS
55	NAFED URAD WHOLE PULSES 1 KGS
56	NAFED URAD WHOLE PULSES 500 GMS
57	NAFED URAD CHILKA PULSES 1 KGS
58	NAFED URAD CHILKA PULSES 500 GMS
59	NAFED URAD WASHED PULSES 1 KGS
60	NAFED URAD WASHED PULSES 500 GMS
61	NAFED GRAM DAL WASHED PULSES 1 KGS
62	NAFED GRAM DAL WASHED PULSES 500 GMS
63	NAFED GRAM DAL ROASTED WASHED PULSES 500 GMS
64	NAFED SUPREME BASMATI RICE 1 KGS
65	NAFED MANBHAWAN BASMATI RICE 1 KGS
66	NAFED PERMAL RICE 5 KGS
67	NAFED PERMAL SILKY RICE 5 KGS
68	NAFED MANBHAWAN BASMATI RICE 5KGS
69	NAFED DUBAR BASMATI RICE 5 KGS
70	NAFED SPECIAL BASMATI RICE 5 KGS
71	NAFED SUPREME BASMATI RICE 5 KGS
72	NAFED MIRCH POWDER 100 GMS
73	NAFED SODA SWEET POWDERED 1 KGS
74	NAFED AMCHUR POWDER 100 GMS
75	NAFED GARAM MASALA 100 GMS
76	NAFED HALDI POWDER 100 GMS
77	NAFED DHANIA POWDERED 100 GMS
78	NAFED KASOORI METHI WHOLE SPICES 25 GMS
79	NAFED HING POWDER 50 GMS
80	NAFED AJWAIN WHOLE 200 GMS
81	NAFED BLACK PEPPER WHOLE 100 GMS
82	NAFED DALCHINI WHOLE 100 GMS
83	NAFED DHANIA WHOLE 200 GMS

84	NAFED ELAICHI BIG WHOLE 100 GMS
85	NAFED ELAICHI SMALL WHOLE 100 GMS
86	NAFED JEERA WHOLE 200 GMS
87	NAFED LOUNG WHOLE 100 GMS
88	NAFED METHI DANA WHOLE 200 GMS
89	NAFED MUSTARD WHOLE 200 GMS
90	NAFED MIRCH WHOLE 200 GMS
91	NAFED SOUNF WHOLE 200 GMS
92	NAFED TEJ PATTI WHOLE 100 GMS
93	NAFED SUGAR 1 KGS
94	NAFED SUGAR 5 KGS
95	NAFED SUGAR DIAMOND 1 KGS
96	NAFED AJINOMOTO WHOLE 1 KGS
97	NAFED COCONUT POWDER 1 KGS
98	NAFED WHITE TILL 1 KGS
99	NAFED KAJU 4PC DRY FRUITS 500 GMS
100	NAFED DHANIA POWDER -ORD 500 GMS
101	NAFED DHANIA WHOLE 500 GMS
102	RAJDHANI WHEAT ATTA 10 KGS
103	RAJDHANI ATTA 50 KGS
104	MOHAN JI WHEAT ATTA 10 KGS
105	MOHAN JI ATTA 50KGS
106	RAJDHANI BESAN 1 KGS
107	NAFED SUJI 500 GMS
108	NAFED MAIDA 500 GMS
109	SHRI LAL MAHAL TIBAR BASMATI RICE 25 KGS
110	ROOP MAHAL ULTIMATE SELLA RICE 20 KGS
111	ROOP MAHAL MOGRA BASMATI RICE 20 KGS
112	SHRI LAL MAHAL MOGRA NO 4 BASMATI RICE 25 KGS
113	TATA SALT IODISED SALT 1 KGS
114	NAFED DALIYA 1 KGS
115	NAFED BLACK SALT 200 GMS
116	NAFED HALDI POWDER -ORD 500 GMS
117	NAFED IMLI -TAMRIND 1 KGS
118	TOPS TOMATO KETCHUP 1KG BOTTLE
119	TOPS MIXED FRUITJAM 475 GMS
120	TOPS MIXED PICKLES 900 GMS
121	TOPS MIXED PICKEL 4.5 KGS

ODOP PRODUCTS

1	CHATPATA MAKHANA
2	PLAIN MAKHANA
3	WHOLE WHEAT MILK RUSK
4	MILK RUSK (SMALL POUCHES)
5	WHOLE WHEAT COOKIES
6	AMLA JUICE

7	CHATPATA DRIED AMLA
8	MULTIFLORA HONEY
9	LEMON HONEY
10	CORIANDER POWDER
11	CHAAT MASALA
12	RAGI FLOUR
13	RAGI COOKIES
14	KASHMIRI LAL MIRCH
15	MASALA PASTE
16	JAGGERY POWDER
17	MASALA JAGGERY (GUR)
18	MANGO PICKLES
19	MIXED PICKLE
20	SPICY DRIED PINEAPPLE
21	SPICY FRUIT BAR