

PAPER ADVERTIZEMENT FORMAT

Hiring of Project Management Consultancy Agency (PMCA) under FPO Scheme

HARCO Bank invites application from Agency/Companies in form of Hardcopy for formation and promotion of Farmer Producer Organizations (FPOs) in Haryana for details visit www.harcobank.org.in. Last date of submission is **03.10.2025**. Bank reserves right to accept/reject any/all the applications without specifying any reason.

Applications shall be submitted at HARCO Bank, SCO-78-80, Sector-17B, Chandigarh mentioning '***Application for PMCA under FPO***'.

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MD/CEO, HARCO Bank
Chandigarh

Department of Agriculture Cooperation & Farmers' Welfare (DAC&FW), Government of India (GOI) has launched the scheme- Formation and Promotion of Farmer Producer Organizations (FPOs) to promote 10,000 new FPO's in the country. The Haryana State Co-operative Apex Bank Ltd. (HARCO) will be acting as Cluster Based Business Organizations (CBBO's) under the scheme to form and nurture the FPOs. CBBOs will facilitate the entire agricultural value chain from mobilizing farmers, aiding in registration and providing ongoing support to ensure sustainable market linkage. HARCO has promoted 9 FPOs in the State of Haryana. A dedicated agency (PMCA) having experience in formation & promotion of FPOs is to be engaged by CBBO for the said activities till the validity of 10K FPOs Scheme. Bank reserves right to accept/reject any/all the applications without specifying any reason.

For this purpose, HARCO invites applications from agencies in form of hard Copy mentioning “**Application for PMCA under FPO Project**”. Applications may be sent to undermentioned address on or before 03.10.2025 at the following address:

The Haryana State Co-operative Bank Ltd.,
SCO-78-80, Sector-17-B,
Chandigarh -160017

Minimum eligibility criteria for Project Management Consulting Agency (PMCA):

- The Applicant must be a Private Ltd Firm/ Limited Liability Partnership (LLP)/ Proprietor/Partnership/Cooperative Society and must be in business and operational for at least 5 years, as on the date of submission of the application.
- The Agency should have average Minimum Annual Turnover of INR 25 Lakh having similar business activities during the last three financial years ending on March 31st 2024.
- The Agency should have positive net worth as per latest available audited financials.
- The Agency should not have been debarred/ blacklisted by any State/ Center Govt., BFSI, Scheduled Commercial Banks, Cooperative Banks, Regulatory Authorities etc. as on date of application.
- Preference will be given to Agency having experience of Formation and Promotion of Farmer Producer Organization (FPO).
- The Agency should have experience in farm related services.

- The Agency should have atleast one full time professional staff with minimum 5 years of experience in Farm/ Agri sector.

Undertaking on agency/company letterhead to be submitted by applicant/agency w.r.t. above mentioned points.

Note:

Maximum payout to PMCA shall not exceed Rs.3,00,000/- (Rupees Three Lakh only inclusive of all taxes if any applicable) Per FPO per annum. No annual increment would be permissible to the quoted amount by the participating agency/applicant.

Resource Requirement:

The agency should have professionals/experts in at least 3 of the following 5 domains indicated below at the time of application:

S. No.	Designation	Qualification & Experience
1	Crop Husbandry	Graduate in Agriculture from a recognized University with 5+ years of relevant experience in crop production techniques, technology intervention and working with FPOs/Large Farmers' Groups etc.
2	Agri Marketing / Value Addition / Processing	MBA in Agribusiness Management or equivalent from a recognized University/ Institute with 3+ years of relevant experience in Agribusiness/ Agri. Marketing/ Value Chain Development including Post Harvest Management and working with FPOs/Large Farmers groups etc.
3	Social Mobilization	Graduate in Rural Development/ Social Work or Graduate with Diploma in Rural Development/Social Work from a recognized University/ Institute with 5+ years relevant experience in mobilization of farmers, field demonstrations, organizing village level meetings etc.
4	Information Technology/ MIS	B.Tech/ BCA in Computer Science/ Information Technology or equivalent from a recognized University/Institute with 3+ years of relevant experience of handling IT related assignments, MIS development, software development etc.
5	Law/Accounts	B.Com with 5+ years/Chartered Accountant/Company Secretary with 3+ years of relevant experience in accounting, auditing, statutory compliance, legal matters, arbitration etc.

However, the agency shall give an undertaking to HARCO to recruit experts with requisite experience from the remaining domains upon selection. HARCO Bank shall issue the Empanelment Letter/ Work order to the Agency only after ensuring that experts from all the above 5 domains are available with the agency.

Notes: The participating applicants are required to submit valid unambiguous documentary evidence in support of their meeting the above eligibility criteria. The

Applicant must comply with all above mentioned criteria. Non-compliance of any of the criteria will entail rejection of the Application summarily.

Bank reserves the right to verify /evaluate the claims made by the Applicant independently. Any decision of the Bank in this regard shall be final, conclusive and binding upon the applicant. The Bank may accept or reject an offer without assigning any reason whatsoever.

All documentary evidence/ certificates confirming compliance to eligibility criteria should be part of application.

Scope of Work/ Deliverables

- Agency will be set up at the State level to form and promote the FPOs identified by HARCO as CBBO. HARCO Bank as CBBO will apply due diligence to ensure that the scheme is implemented as per guidelines issued by NCDC, MoC & any other stakeholder from time to time.
- Agency should be going concern with professional experience and exposure in formation of FPOs in agriculture and allied sector and providing handholding support to identified FPOs.
- The initial engagement of the agency will be for a period of 1 (One) year which will be extendable Year on Year basis and extendible as per the MoC guidelines issued from time to time. Extension shall be based on performance parameters set in the operational guidelines of the Scheme (Formation and Promotion of 10K FPOs, a Central Sector Scheme).
- HARCO Bank will review the performance of agency from time to time for their continuation or otherwise to monitor and ensure that agency perform efficiently in formation and promotion of FPOs.
- Agency shall assist HARCO Bank as CBBO in the implementation of the programme as suggested by the NPMA/NCDC/MoC and as per Scheme guidelines (revised from time to time).
- Assist in community mobilization - baseline survey, cluster finalization, value chain study, formation of groups and FPO and assist in their periodic meetings. Agency may seek the assistance of Local Bodies, wherever feasible in identification of proper produce cluster and mobilization of members.
- Training of BODs on roles, responsibilities, management and also capital/ equity mobilization.
- Training and capacity buildings of FPOs/farmer groups- Training needs identification, develop training modules, conduct basic training workshops and exposure visits.
- Encourage and promote social cohesiveness amongst members of FPOs
- Preparation and execution of Business Plans for long-term sustainability of FPO- Business plan preparation (for different incubation services), acquiring land, mobilizing equity capital and implementation of Business Plan while assisting in input management, adoption of proper and good agricultural practices through knowledge sharing, aggregation of produce, quality management, assaying, processing, packaging, supply chain development and marketing and market linkages with

buyers/processors/exporters, trading, export etc as may be necessary to ensure long-term sustainability of FPOs.

- Assist in regular interface with stakeholders like various Government Departments, Financial Institutions, Training, Research and Development Institutions at the cluster level.
- Assist FPO in availing Equity Grant and Credit Guarantee Facility as per need and growth.
- Incubation/handholding services for sustainability - Provide support and monitoring in terms of incubation activities; capacity building of BODs and FPO management for sustainability. The incubation/handholding services include ensuring input, market linkages, preparing and implementing related business plans.
- Facilitate establishment of necessary common pool production, marketing and processing infrastructure facility by the FPO, as may be necessary, to develop the business for long-term viability
- Facilitating traceability, compliance and global market connectivity
- Review and monitoring of the field team during implementation as per desired outcomes.
- Assist in communication and dissemination of information to farmers by way of market and crop advisory.
- Progress report on all specified target activities to be submitted periodically.
- Ensuring programme/project targets are met as per scheme guidelines.
- Assist in compliance issues of FPO including their capacity building in the subject
- Assist NPMA and Implementing Agency in data collection and generating MIS reports/information in the required data sheets.
- Assist Implementing Agency and NPMA in rating of FPOs as may be necessary
- Assist in federating FPOs when necessary for business growth and expansion.
- Assist FPO in proper financial management and utilization of fund and accounting and timely submission of returns and certificates.
- Any other activity related to implementation, management and monitoring of the project.

Payment Terms

- a. Payment to the Project Management Consultancy Agency (PMCA) will be made by HARCO as and when the same is released to HARCO as CBBO and finding the performance of agency upto the satisfactory mark as per criteria laid down below at clause (b).
- b. Following indicative criteria/guidelines are provided for guidance for performance assessment of PMCA-
 - **In the first six months** of an FPO project, performance of the PMCA will be assessed based on baseline survey, report submitted and aggregation activities undertaken for FPO formation.
 - **In the period from six months to one year**, performance of the agency will be assessed based on (a) No. of FPOs formed in allocated aspirational districts in different blocks (b) number of farmers mobilized to become the members of FPOs with minimum membership of 300 (c) Registration of FPOs; and (d) formulation of Business Plan for FPOs.

- **In the second year**, performance will be based on (a) first equity grant availed by the FPOs; (b) statutory clearances obtained to carry out business activities; (c) minimum 50% of business activities executed as per business plan; (d) number of preliminary awareness programmes for member/BoDs and exposure visits of FPOs are undertaken; (e) first tranche of Equity Grant availed by FPOs, if any; (f) first tranche of Credit Guarantee Facility availed by FPOs, if any; (g) Institutional Training provided to CEOs/BoDs; and (h) registration of FPOs in e-NAM or other electronic platform undertaken and trading activity thereon taken place.
 - **In third and fourth year**, performance of the PMCA will be assessed based on – (a) issuing Share Certificates to each member in third year, if any; (b) audited Financial Statements for FPOs for second year and third year in due time and filing as required; (c) MoU and vendor registration as per Business Plan with Marketing Agencies/ Institutional Buyers; (d) trading/uploading of produce in e-NAM/ other sources, if any; (e) second tranche equity grant to FPOs, if any; and (f) second tranche of credit guarantee facility, if any.
 - **In the fifth year**, performance of the CBBOs will be assessed based on (a) audited Statements of accounts of FPO and filing it; (b) 100% of agri-business plan executed and value chain developed; (c) revenue model showing financial growth in last 3 consecutive years; (d) detailed project completion Report; and (e) third tranche of credit guarantee facility if any.
- c. The payment will be released to PMCA in the similar manner as it is released to HARCO as CBBO by Implementing Agency/ Govt. of India.

Other Mandatory Documents

Submission of Following documents is mandatory. In case of non- submission of these documents the application shall be rejected.

1. PAN CARD
2. GST Registration Certificate (GSTIN no.) - Scanned copy of registration no. to be submitted.
3. Partnership deed or Certificate of Incorporation with Memorandum & Articles of Association.
4. Power of Attorney (POA): Authority of the person for submission shall be required to be submitted in the application.
5. Document required showing the authority of the person submitting the application shall be as given in the following table:

In case of Proprietary Concern	If the application is submitted by the proprietor, no POA is required. However, he will have to upload undertaking certifying that he is sole proprietor, If the application is submitted by person other than proprietor, POA authorizing the person to submit application on behalf of the concern is to be submitted
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In case of Company	Certified copy of Board Resolution authorizing the person submitting the application on behalf of the company. OR POA and the supporting Board Resolution authorising the person submitting the application on behalf of the company.
In case of Partnership Firm / LLP	POA along with Deed of Partnership / LLP Agreement.
In Case of Society	Certified Copy of Registration Certificate of Society. Resolution of Society authorizing the person submitting the application on behalf of the Society.

6. Declarations for non-tampering of documents on letter head shall be submitted.
7. Declaration on letter head on regarding company not in NCLT / NCLAT /DRT /DRAT/ COURT RECEIVERSHIP/ LIQUIDATION shall be submitted in case of Pvt. Ltd. Firm.

Evaluation & Selction Criteria

Applications will be evaluated on the below mentioned criteria:

Sr. No.	Description	Evaluation Criteria	Criteria Wise Marks	Maximum Marks
1	Number of Years of Operation in India as on date of advertisement	Upto 5 years	5	15
		5 years to 10 Years	10	
		10+ Years	15	
2	Minimum annual turnover of applicant/ agency in any of the last three preceding years ending March 2024	Upto 25 Lakh	5	15
		25 Lakh to 50 Lakh	10	
		Above 50 Lakh	15	
3	Agency having experience in implementing Formation & Promotion of FPO Projects for CBBOs <i>(Experience of organization to be considered for evaluation. Experience of individual Staff member will not be considered here for evaluation)</i>	1 FPO	10	20
		2 FPO	15	
		3 FPO & More	20	
4	Professional staff with minimum 5 years of experience in Farm/ Agri	1 Professional	10	20
		2 Professionals	15	

	sector already working on roll with the agency <i>(*Detail of Staff to be submitted on Company Letter Head)</i>	3 Professionals	20	
5	Presentation & Methodology (Proposed Approach, Methodology & Project Plan)		30	30

The maximum achievable Total Marks for every applicant/agency would be 100. Applicant/ Agency would need to secure a minimum of 70% marks. Applicant/ Agency will be selected based on L1.