

Expression of Interest-cum- Request for Qualification

Shortlisting of Agencies
for
Partnering in Dilli Bazaar initiative

Department of Industries
Government of National Capital Territory of Delhi

March 2022

Contents

DISCLAIMER	2
ABBREVIATIONS	3
DEFINITIONS	4
1 INTRODUCTION	5
1.1 PROJECT BACKGROUND	5
1.2 IMPLEMENTATION APPROACH	6
2 SCOPE OF WORK	7
2.1 SCOPE OF WORK- MANAGED SERVICES PROVIDER/ SYSTEM INTEGRATOR	7
2.2 SCOPE OF WORK- E-COMMERCE PARTNER	8
2.3 SCOPE OF WORK- LOGISTICS PARTNER	8
2.4 SCOPE OF WORK- PAYMENT GATEWAY PARTNER	8
3 INSTRUCTIONS TO APPLICANTS	9
A. GENERAL RULES	9
3.1 ELIGIBLE APPLICANTS	9
3.2 CHANGE IN NAME/ MANAGEMENT/ CONSORTIUM COMPOSITION	9
3.3 APPLICATION PREPARATION COST	10
3.4 RIGHT TO ACCEPT OR REJECT ANY OR ALL APPLICATIONS	10
3.5 REQUEST FOR CLARIFICATION FROM APPLICANT	10
3.6 AMENDMENT OF RFQ DOCUMENT	10
B. PREPARATION AND SUBMISSION OF APPLICATION	10
3.7 LANGUAGE	10
3.8 VALIDITY OF APPLICATION	11
3.9 FORMAT AND SIGNING OF APPLICATION	11
3.10 SUBMISSION OF APPLICATION	11
3.11 APPLICATION DEADLINE.....	11
3.12 LATE APPLICATION	11
3.13 MODIFICATIONS/ SUBSTITUTION/ WITHDRAWAL OF APPLICATION	12
C. EVALUATION OF APPLICATION	12
D. SHORTLISTING AND NOTIFICATION	13
4 EOI-CUM-RFQ PROCESS	13
5 EOI-CUM-RFQ TIMELINES	15
THE INDICATIVE TIMELINES FOR THIS EOI-CUM-RFQ PROCESS ARE AS FOLLOWS:	15
ANNEXURE I- FORMATS	16
ANNEXURE A: COVER LETTER	16
ANNEXURE B: POWER OF ATTORNEY IN FAVOR SIGNATORY	18
ANNEXURE C: POWER OF ATTORNEY IN FAVOR OF LEAD MEMBER	20
ANNEXURE D: APPLICANT DETAILS	22
ANNEXURE E: FINANCIAL DETAILS	23
ANNEXURE F: UNCONDITIONAL DECLARATION.....	24
ANNEXURE G: CONSORTIUM MOU	25
ANNEXURE II- REFERENCES: DELHI BAZAAR MODULES	28

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Abbreviations

API	Application Programming Interface
B2B	Business to Business
B2C	Business to Consumer
DGFT	Directorate General of Foreign Trade
DOI	Department of Industries, Government of National Capital Territory of Delhi
FAQ	Frequently Asked Question
GNCTD	Government of National Capital Territory of Delhi
HS	Harmonized System
IMPS	Immediate Payment Service
IT	Information Technology
KYC	Know Your Customer
MIS	Management Information System
MoU	Memorandum of Understanding
MSP	Managed Service Provider
NEFT	National Electronic Funds Transfer
QR	Quick Response
RTGS	Real-Time Gross Settlement
ONDC	Open Network for Digital Commerce
PoD	Payment on Delivery
PoS	Point of Sale
EOI-cum-RFQ	Expression Of Interest Cum Request For Qualification
RFP	Request For Proposal
SLA	Service-Level Agreement
SEO	Search Engine Optimization
SMS	Short Messaging Service
SOP	Standard Operating Procedure
UPI	Unified Payments Interface
RWA	Resident Welfare Association

Definitions

Applicant	Refers to an Individual Applicant or a Consortium Applicant as the case may be.
Application	Document for request for shortlisting prepared in response to this EOI-cum-RFQ document in the format given in the Annexures.
Authority	Department of Industries, Office of the Commissioner of Industries, 419, FIE, Udyog Sadan, Patparganj Indl. Area, Patparganj, Delhi-110 092 Website: www.industries.delhigovt.nic.in , Phone: +91-11-22157034 represented by Commissioner Industries, Industries Department, Government of National Capital Territory of Delhi
Bidder	Shortlisted Applicants submitting their Proposals in response to the RFP.
Company	A Company registered under the Companies Act, 2013.
Consortium	A group of entities registered in India and formed by a MoU to partner for this Dilli Bazaar project.
Financial Year	The 12-month period, in case of: <ul style="list-style-type: none"> • Indian entity, commencing from the 1st day of April of any year and ending on the 31st day of March of the following calendar year. • Foreign entity, its usual accounting period.
Lead Member	Such member of the Consortium which has been designated so by the other members of the Consortium and also authorized by them to represent each one of them and enter into contracts for and on their behalf.
Net Worth	Paid-up share capital + Reserves and surpluses (Excluding Revaluation Reserves) – Preliminary, pre-operative expenditure and miscellaneous expenditure to the extent not written off, as per the annual report and as adjusted with any qualifications in the Auditors' Report.
Platform	Web-based or mobile-application designed, development, operated and maintained by the Applicant.

1 Introduction

1.1 Project Background

Covid-19 has led to a surge in e-commerce and accelerated digital transformation. As lockdowns become the new normal, there is a rapid increase in purchase of goods and services online. The Government of National Capital Territory of Delhi (GNCTD) plans to take this opportunity to recognize the challenges of online businesses and be an active player & enabler of digital economy for Delhi Markets.

An e-commerce marketplace ‘Dilli Bazaar’ is being conceptualized by GNCTD to cater the growing need of digital presence for local businesses and combat the staggered growth of Delhi traders, sellers, wholesalers, service providers and manufacturing units. The objective is to help them reach a larger customer base worldwide with their unique products and services.

The city being one of the most favorable places across country to experience the iconic markets, shop for different kinds of products, faced the wrath of longer shutdown during pandemic lockdowns, despite the boom in online business. This digital Bazaar is a step towards helping Delhi sellers capitalize on pandemic-induced e-commerce opportunity and seize this opportunity to reach a global online presence. The Bazaar will help to showcase the markets, shops, products, and services, through detailed product/ service catalogues, and thereby help easy discovery. On the other hand, buyer, whether B2C or B2B, gets to experience the markets, shop at the comfort of their home and order products on a single click.

The Bazaar plans to go a step forward from being just an e-commerce platform to introducing virtual market tours wherein the customers and visitors will be able to view market streets and shops, easing the journey of their purchase and itinerary planning. Along with this, dedicated market intelligence services for trade and exports will be provided through the Bazaar.

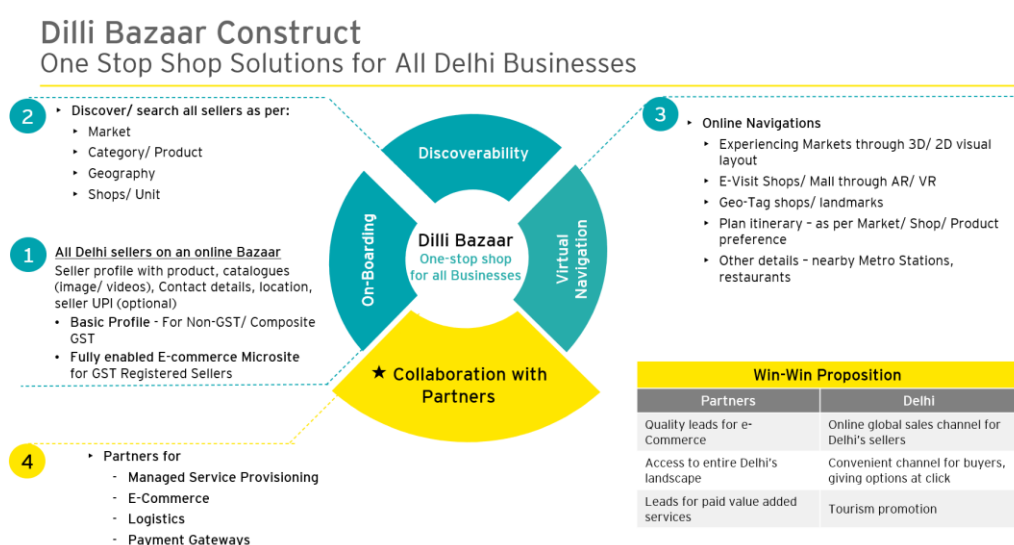


Diagram - Delhi Bazaar Construct

Dilli Bazaar Portal has been envisaged to be a one-stop solution for all businesses with the following components from the above diagram:

- 1. On-boarding** - The Bazaar will on-board B2B and B2C businesses in Delhi including traders, sellers, wholesalers, service providers and manufacturers. Their profiles will be verified by the respective market associations/ RWAs and other respective governing bodies.
- 2. Discover** – The Bazaar may have advanced search capabilities, allowing search options, filter and sort activities by products, markets, location and shops. The portal

is being contemplated to be ONDC compliant, thereby providing enhanced discoverability of the sellers and products.

3. **Online navigation** – This is one-of-its-kind feature of Dilli Bazaar portal for the buyers enabling experiential market navigation through virtual walkthroughs. The objective is to help fill the gap between online and offline market presence.
4. **Integration with Partners** –This feature on the portal will help sellers with an additional and external functionality to complete transactions and fulfilment.

1.2 Implementation Approach

The Authority is contemplating partnership with various stakeholders to enter into a contractual agreement with predefined terms and conditions.

Such partners may be selected through a bidding process, divided into two stages:

Stage 1: Expression Of Interest-cum-Request For Qualification (EOI-cum-RFQ) and

Stage 2: Request for Proposal (RFP)

for the following types of Service Partnership:

- a. **MSP (Managed Services Provider/ System Integrator):** To design, develop, operate, manage and maintain the entire program, including the digital portal as well as other services. Further details are given in this document.

In order to offer a bouquet of services for easy integration with seller storefront, the Authority envisages below listed integration categories of partnership for Dilli Bazaar:

- b. **E-Commerce Partner:** To provide e-commerce solution, through hyperlinking or full integration
- c. **Logistics Partner:** To provide end-to end logistics solution, through hyperlinking or full integration
- d. **Payment Gateway Partner:** To provide electronic payment service solution, through hyperlinking or full integration

An Applicant may choose to collaborate as being one or more type of Partner.

In this respect, the Authority invites Applications under this document from agencies interested in partnering for successful implementation of Dilli Bazaar program. The shortlisted Applicants will be entitled to participate in the next stage and will be issued RFP document.

2 Scope of Work

2.1 Scope of Work- Managed Services Provider/ System Integrator

The Authority plans to select just one Managed Services Provider (MSP)/ System Integrator to design, develop, operate, manage and maintain the entire program, including the digital portal as well as other services.

Appended below is the broad indicative scope of work for MSP:

- Develop systems and procedures for online on-boarding of sellers, including registration and verification to capture all necessary data, further developing a microsite/ storefront for each seller. Microsite is an independent storefront offered to the sellers which allows them to showcase their basic profile including name, contact details etc. and respective product catalogues as per their design and convenience. The seller may choose to keep its microsite/ storefront static or on the other hand, enable e-Commerce on that.
- To highlight the functionalities envisaged for Dilli Bazaar, list of indicative modules with summary has been provided as **Annexure II**.
- Among other things, the portal will have dedicated fronts for buyers and seller, as mentioned below:
 - a. **Buyer app/ front** – The app to have advanced search capabilities allowing buyers to search for products/ markets/ locations/ shops as per their requirement. The search analytics may use advanced features to capture user's buying behavior and display product recommendations accordingly.
Additional requirements for buyer app/ front:
Virtual Navigation Services: The portal shall enable navigation and experiential walkthroughs of select markets. To enable these services, the platform to integrate navigation requirements such as “Zoom in” for virtual markets, virtual view of shops, 3D & 2D experiential walk-through, street view/ landmarks and nearby places.
 - b. **Seller app/ front** – The app to allow seller login and further facilitate development of seller profile, product catalogues and their storefront. The MSP may design smart and innovative master catalogue for products and services with advanced features like text-to-speech and image sensing product descriptions.
Additional requirements for seller app/ front:
Inventory Management Services: The MSP is expected to enable Inventory Management Service to automate, track and plan inventory by integrating their services to a seller storefront. The services & systems can also include innovative tracking and planning mechanisms like POS integration, ERP integration, etc. which helps the seller in efficient and effective business planning.

It is highlighted that the portal to be developed may be ONDC compliant.

- The Bazaar should be accessible in at least two languages, namely English & Hindi.
- The design & development of the Bazaar to include:
 - a. **Open architecture** – Improve flexibility by implementing a scalable open architecture system that can adapt and evolve.
 - b. **Modular design** – State-of- the-art technology and easily upgradeable modular design.
 - c. **Compliance with security standards** – implement highly effective security to meet seller standards and other e-commerce compliances
 - d. **API integration** – Ability to integrate with multiple partners and utilize APIs to standardize integration, improve communication and facilitate transaction across applications and devices.
 - e. **Quick response time-** Ability to Check, Measure, and Improve Server and Application Response Time.
 - f. **Risk mitigation plan** covering all the possible risks and their impacts.

Furthermore, the MSP needs to provide the following additional services along with portal development.

- **Partner Management:** The MSP is expected to create SLA and ensure the designed scope of work of the respective partner is executed within the given timeframe. The MSP will also be responsible for coordination with & between partners for seamless working of the portal.
- **Grievance Handling:** The MSP is expected to create a grievance redressal system to address all grievances. This will include a comprehensive solution for all disputes faced by the partners, market associations, sellers, and buyers.
- **Compliance management**
- **Seller on-boarding**
 - Part A-** Seller on-boarding training & workshop Services - The MSP to organize for facilitating on-boarding of sellers
 - Part B-** Product imaging and e-cataloguing – The MSP will be expected to provide services to enable sellers furnish their product catalogues. This will include services like product imaging, and content update on seller microsite.

2.2 Scope of Work- E-commerce Partner

The Authority plans to partner with e-commerce players to allow integration of their respective platforms with a seller storefront. As part of the integration, the offerings of the transaction would be facilitated by the partner platform to enable order, fulfilment, and post-fulfilment services to the seller. The partner is expected to conduct offline trainings & workshops for sellers & market Associations while providing constant technical help to use their platform and Integration facilities. The partner may record all the transactions related to Dilli Bazaar sellers, to be made available on real-time basis.

2.3 Scope of Work- Logistics Partner

The Authority plans to partner with Logistics players to provide logistics solutions for local, domestic, and international commerce. The broad indicative scope of work is enlisted below:

- Train the sellers to use their dashboard and integration facilities.
- Provide warehouse & inventory management services, invoice printing, labelling services, etc.
- Provide a real time, IT integrated, track and trace feature for sellers. A similar provision to be made available for buyers as well to track their consignments.
- All data related to transaction may be provided to the Authority through interactive dashboard for various reports and analysis.

2.4 Scope of Work- Payment Gateway Partner

The Authority plans to partner with Payment gateways/ service providers to provide online integration and implementation of electronic payment services. The broad indicative scope of work is enlisted below:

- Provide awareness creation and training services to sellers.
- Transactions to be recorded and made available on real-time basis through interactive dashboard to the respective sellers and collectively to the Authority.

The partner may have financial and transactional data/ information to be compliant with Account Aggregator framework to enable easy data access to Account Aggregators & Financial lenders.

3 Instructions to Applicants

A. General Rules

3.1 Eligible Applicants

- 3.1.1 The Applicant may be a single entity (“Individual Applicant”) or a group of entities (“Consortium Applicant”). The term Applicant used hereinafter would therefore apply to both an Individual Applicant and a Consortium Applicant.
- 3.1.2 Application submitted by a Consortium should comply with the following additional requirements:
- 3.1.3 Number of members in a Consortium would be limited to 4.
- 3.1.4 Members of the Consortium may nominate one member as the Lead Member. This Lead Member should have a minimum of 26% of both, ownership/ equity shareholding and voting rights in the Consortium.
- 3.1.5 Unless the Consortium Applicant is a corporate entity constituted under the Companies Act, 2013, as on the date of Application, members of the Consortium may enter into a Memorandum of Understanding (the “MoU”) or Joint Bidding Agreement for the purpose of making the Application. The MoU may, inter-alia, also convey the intent of formation of a Company, as per the Companies Act, 2013, with shareholding commitment(s). Further the Consortium, if chosen as the selected bidder, should be incorporated as a Company within 15 days of issue of Letter of Intent. It would be this Company which would enter into Agreement with the Authority and subsequently fulfil all the responsibilities as the MSP/e-Commerce/Logistics/Payment Gateway Partners. The MoU shall also clearly outline the proposed roles and responsibilities of each member at each stage in the lifecycle of the Project.
- 3.1.6 The MoU entered-into among the members of the Consortium should contain the above requirements failing which the Application shall be rejected as non-responsive. The MoU, or the Shareholders’ Agreement as the case may be, will be governed by the laws, rules and regulations of India and would be subject to jurisdiction of Indian Courts only.
- 3.1.7 An Individual Applicant cannot, at the same time be member of a Consortium applying for the Project. However, a member of a particular Consortium can be member of other Consortium(s) applying for the Project provided the aforementioned member is not the Lead Member of any of the Consortium(s) nor is it an Individual Applicant. Any entity, if it is an Individual Applicant or the Lead Member of any Consortium and submits or participates in more than one Application will lead to disqualification of the Individual Applicant and/ or all the Consortium(s) of which it is a Lead Member/ member.
- 3.1.8 An Individual Applicant can join a Consortium after shortlisting, only if it does not alter the shareholding by more than 49% or replaces the Lead Member in the Consortium and the Consortium is one of the shortlisted Applicants.
- 3.1.9 A Consortium member that is not the Lead Member can leave that Consortium and join another Consortium after shortlisting only if it does not alter the shareholding in both Consortiums by more than 49% or replaces the Lead Member in the latter Consortium.
- 3.1.10 Any entity which has been barred by the Authority/ any Government body from participating in the Authority/ Government projects and the same subsists as on the Application deadline, would not be eligible to submit the Application, either as an Individual Applicant or as a member of a Consortium(s) Applicant. In the event such an entity is a part of a Consortium Applicant, the entire Consortium Applicant would be disqualified from the process.

3.2 Change in Name/ Management/ Consortium composition

No change in the composition of a Consortium will be allowed after the Application deadline, which alters the shareholding by more than 49% or replaces the Lead Member.

3.3 Application Preparation Cost

The Applicant may be responsible for all of the costs associated with the preparation of its Application and its participation in the EOI-cum-RFQ Stage. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the EOI-cum-RFQ Stage.

3.4 Right to Accept or Reject any or all Applications

- 3.4.1 Notwithstanding anything contained in this EOI-cum-RFQ, the Authority reserves the right to accept or reject any Application and to annul this EOI-cum-RFQ process and reject all Applications/ Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.
- 3.4.2 The Authority reserves the right to reject any Application, if at any time a material misrepresentation is made or uncovered. This would lead to the disqualification of the Applicant. If the Applicant is a Consortium, then the entire Consortium would be disqualified/ rejected.
- 3.4.3 Giving, offering or promising to give any gift, bribe or inducement, directly or indirectly, or any attempt at any such act by, or on behalf of, the Applicant towards any officer/ employee of the Authority or to any other person in a position to influence any officer/ employee of the Authority for showing any favour in relation to this shortlisting/ proposal process or award of the Project or any other similar process/ contract, may render the Applicant to such liability/ penalty as the Authority may deem proper, including but not limited to disqualification of Application, rejection of proposal, termination of the Agreement, imposition of penal damages and forfeiture of the Bid Security/ Bank Guarantee(s).

3.5 Request for Clarification from Applicant

A prospective Applicant requiring any clarification on the EOI-cum-RFQ document may send so by email to the Authority. The email should be marked with the Subject line "Query: Submission of Application for shortlisting of agencies for Dilli Bazaar". The Authority may respond to any request for clarification received up to the last date for receipt of clarifications as mentioned in the 'EOI-cum-RFQ Timelines'. The responses will be put up on the official website of www.industries.delhigovt.nic.in with a description of the enquiry.

3.6 Amendment of RFQ document

At any time prior to the deadline for submission of Application, the Authority may, for any reason, whether at its own initiative or in response to clarifications requested by an Applicant, modify the EOI-cum-RFQ document by the issuance of addenda (the "Addenda or Addendum" as the case may be). Any Addendum thus issued will be put up on the website. In order to afford the Applicants a reasonable time in which to take an Addendum into account, or for any other reason, the Authority may, at its discretion, extend the Application deadline.

The Applicants are solely responsible for examining the applicability of various local laws, rules, guidelines, procedures, and regulations issued by authorities like GNCTD, DOI and abiding by them.

B. Preparation and Submission of Application

3.7 Language

The Application and all related correspondence and documents should be written in English language.

3.8 Validity of Application

The Application may be valid for a period of 6 (six) months from the due date for submission of Application. The Authority reserves the right to reject any or all Applications, which does not meet this requirement.

3.9 Format and Signing of Application

- 3.9.1 The Applicant should provide all the information as per this document. The Authority would evaluate only those Applications that are received in the required format and are complete in all respects. The Applicant may submit an email with one soft copy (in Microsoft Word/ PPT format) of the documents (including all the documents under the format given in Annexure A-G) comprising the Application.
- 3.9.2 The person, in favour of whom the power of attorney has been assigned, should be competent to contract and a resolution or authorization by the Board of Directors in case of an Individual Applicant, and all Consortium members in case of a Consortium Applicant, would be required to be furnished in this regard.

3.10 Submission of Application

- 3.10.1 The Application may contain:
- a. Covering letter as per the format enclosed at Annexure A;
 - b. Power of Attorney as per the format enclosed at Annexure B (and C in case of a Consortium Applicant);
 - c. Application, in response to experience and capability requirement, as per the format enclosed at Annexure D-F;
 - d. Applicant's presentation for qualification; and
 - e. Other attachments like MoU in Annexure-G, copy of certificates, annual report, if applicable.
- 3.10.2 Further, Application must be submitted with all pages numbered serially, along with an index of submissions. Applicants are required to submit all details as per the formats given in the EOI-cum-RFQ document in a zip folder only. In the event, any of the instructions mentioned herein have not been adhered to, the Authority reserves the right to reject the Application.
- 3.10.3 The Applicant must send an e-mail to comind@nic.in with a subject line "Submission of Application for shortlisting of agencies for Dilli Bazaar | Your Entity Name"

3.11 Application Deadline

- 3.11.1 The Application should be submitted as per details specified under the 'EOI-cum-RFQ Timelines', in the manner and form as detailed in this document. EOI-cum-RFQ needs to be submitted by the applicant through email to comind@nic.in with a subject line "Submission of Application for shortlisting of agencies for Dilli Bazaar". Applications submitted after the time stated will be rejected. No further correspondence will be entertained on this matter.
- 3.11.2 The Authority may, in exceptional circumstances, and at its sole discretion, extend the Application deadline by issuing an Addendum.

3.12 Late Application

The Authority will not accept any Application received after the Application deadline.

3.13 Modifications/ Substitution/ Withdrawal of Application

- 3.13.1 The Applicant may modify, substitute, or withdraw its Application after submission, provided that written notice of the modification, substitution, or withdrawal is received by the Authority by or before the Application deadline. No Application may be modified, substituted, or withdrawn by the Applicant in any manner whatsoever after the Application deadline.
- 3.13.2 The modification, substitution, or withdrawal notice shall be prepared, marked, and delivered in accordance with EOI-cum-RFQ instructions, with the email to comind@nic.in with the subject line - "MODIFICATION", "SUBSTITUTION" or "WITHDRAWAL" (as appropriate) Application for shortlisting of agencies for Dilli Bazaar | Your Entity Name".

C. Evaluation of Application

- 3.14 The Authority would open the Applications as per details given in the 'EOI-cum-RFQ Timelines' for the purpose of evaluation. The Applicants present at the time and venue mentioned will be provided with the information of list of applicants for the EOI-cum-RFQ process.
- 3.15 Applications for which an acceptable notice of withdrawal has been submitted in accordance with the above clause may not be opened.
- 3.16 The Authority would subsequently examine and evaluate Applications in accordance with the criteria set out in Chapter 4.
- 3.17 The Authority reserves the right to reject any Application if:
- a. At any time /stage, a material misrepresentation is made or uncovered; or
 - b. The Applicant does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the Application.
 - c. If any doubt arises regarding interpretation of any clause of this EOI-cum-RFQ document, the decision of the Commissioner of Industries will be final.

3.18 Tests of responsiveness

Prior to evaluation of Applications, the Authority will determine whether each Application is responsive to the requirements of the EOI-cum-RFQ document. An Application shall be considered responsive if the Application:

- a. Is received by the Application deadline.
- b. Is signed, submitted, and marked as stipulated above.
- c. Is accompanied by the Power of Attorney in the format specified in Annexure B and C, as the case may be.
- d. Contains all the information in formats specified in Annexure D-F.
- e. Contains documents like copy of certificates, annual reports, if applicable.
- f. For Consortium Applicants, is accompanied by the MoU or the Shareholders' agreement as the case may be as stipulated above in Annexure G.

The Authority reserves the right to reject any Application which is considered by the Authority to be non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the Authority in respect of such Applications.

3.19 Request from the Authority for Clarifications

To facilitate evaluation of Applications, the Authority may, at its sole discretion, seek clarifications in writing from any Applicant regarding their Application. In the event response to such request for clarification is not received from the Applicant within five (5) working days of such request having been sent by the Authority, the judgment of the Authority as to interpretation of the Application would prevail.

D. Shortlisting and Notification

3.20 After the evaluation of Applications, the Authority would announce a list of Applicants who have been shortlisted for participating further in the process. The list of the shortlisted agencies will be displayed on the website.

3.21 The shortlisted Applicants will be requested to submit a detailed Proposal in the form and manner to be set out in the RFP document.

4 EOI-cum-RFQ Process

4.1 The primary objective of the EOI-cum-RFQ process is to shortlist the agencies for participation in the final tendering process and to obtain inputs on project design and implementation plan.

4.2 This shortlisting of the agencies will be based upon two broad parameters, viz.

- a. Applicant's experience and capability
- b. Applicant's understanding, suggestions and views on the Dilli Bazaar project

4.3 Only the Applicant(s) meeting the minimum experience and capability criteria will be evaluated on the second parameter mentioned above.

4.4 The Applicant's experience and capability would be examined in the following manner.

S. No.	Requirement	MSP	eCommerce Partner	Logistics Partner	Payment Gateway Partner	Support documentation required
1	Legal Entity	The Applicant should be registered with any government authority in India since 1 July 2021. In case of Consortium, at least the Lead Member should meet this Requirement.				Copy of registration document
2	Net Worth	The Applicant should have positive Net Worth as on 31 March 2021. In case of Consortium, at least the Lead Member should meet this Requirement.				Certificate signed by the Authorized Signatory and confirmed by a Chartered Accountant
3	Users	Showcased Platform should have at least 10,000 user accounts as on 31 December 2021. In case of Consortium, any one of the members may meet the		Showcased Platform should have at least 1,000 user accounts as on 31 December 2021. In case of Consortium, any one of the members may meet the requirements related to a Platform.		<ul style="list-style-type: none"> • Screenshot of the Platform • Screenshot of the System log • Certificate signed by the Authorized Signatory and

		requirements related to a Platform.		confirmed by a Chartered Accountant
4	Transaction	Showcased Platform should have successfully managed at least 100,000 transactions on a day. In case of Consortium, any one of the members may meet the requirements related to a Platform.	Showcased Platform should have successfully managed at least 10,000 transactions on a day. In case of Consortium, any one of the members may meet the requirements related to a Platform.	<ul style="list-style-type: none"> • Screenshot of the Platform • Screenshot of the System log • Certificate signed by the Authorized Signatory and confirmed by a Chartered Accountant
5	Operations	Showcased Platform should have been successfully in operation as on date since 1 July 2021. In case of Consortium, any one of the members may meet the requirements related to a Platform.		<ul style="list-style-type: none"> • Screenshot of the Platform • Screenshot of the System log • Certificate signed by the Authorized Signatory and confirmed by a Chartered Accountant

In case the Applicant applies for more than one Provider/ Partner type, the prequalification requirement at serial nos. 3 and 4 will not be added in number.

4.5 Only the Applicants meeting the experience and capability requirement would be asked to make a presentation (in Microsoft-PPT format) to the Authority on the following areas.

S.No.	Presentation Head	Max Marks
1	Understanding of Dilli Bazaar and suggestions on scope, coverage and timelines	5
2	Seller onboarding	10
3	Business model, incl. cost and revenue heads and estimates	10
4	ONDC compliance and integration	10
5	Catering to B2B and B2C, including exports	10
6	Information security	10
7	Seller profiling and product/ service cataloguing	10
8	Compliance and reporting	10
9	Branding, marketing, promotion & communication plan	5
10	Helpdesk/ grievance redressal system	10
11	Risk management plan	5
12	Support required from the Authority	5
TOTAL		100

In case the Applicant applies for multiple Provider/ Partner types, there could be just one presentation covering all the aspects. The Application will be scored for each Provider/ Partner type separately.

Applicant scoring a minimum of 60 marks for a Provider/ Partner type will be declared as shortlisted for issue of RFP document for that Provider/ Partner type. Startups registered with any Government authority will need to score a minimum of 80 marks to be declared shortlisted.

5 EOI-cum-RFQ Timelines

The indicative timelines for this EOI-cum-RFQ process are as follows:

S.no.	ACTIVITY	REMARKS	TIMELINE
1	ISSUE OF EOI-CUM-RFQ	ON WEBSITE ONLY	1 MARCH 2022
2	DEADLINE FOR QUERIES	BY EMAIL ONLY	4 MARCH 2022
3	OPEN HOUSE	OVER VC / IN-PERSON	7 MARCH 2022
4	RESPONSE TO QUERIES	ON WEBSITE	9 MARCH 2022
5	DEADLINE FOR APPLICATION SUBMISSION	BY EMAIL ONLY	21 MARCH 2022

Open House details: 1400 Hrs to 1600 Hrs, March 7th, 2022

Applicants are requested to fill up [Registration Form](#) for joining the Open House.

Options to join the Open House are:

A. VC (Video Conference)

Link: <https://nicweb.vc.nic.in/flex.html?roomdirect.html&key=bfolufNA2A>

VC ID: 1362506

Password: 7857

B. In-Person

Address: Conference Room, Delhi State Industrial & Infrastructure Development Corporation Ltd. Head Quarter, N-36, Bombay Life Building, Connaught Circus, New Delhi - 110001

Contact us: Sulabh Mathur +91 98183 11152; +91-11-22157025; comind@nic.in

ANNEXURE I- FORMATS

Annexure A: Cover Letter

(To be submitted on the Letterhead of the Applicant)

Date:

Place:

To,

Abc

Xyz

Subject: Submission of Application for shortlisting of agencies for Dilli Bazaar

Dear Sir,

1. With reference to your EOI-cum-RFQ document dated 01 March 2022, we, having examined the EOI-cum-RFQ document and understood its contents, hereby submit our Application for shortlisting for the aforesaid project. The Application is unconditional and unqualified.
2. We acknowledge that DOI will be relying on the information provided in the Application and the documents accompanying such Application for shortlisting of the Applicants for the aforesaid project, and we certify that all information provided in the Application is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying such Application are true copies of their respective originals.
3. This statement is made for the express purpose of shortlisting as a Bidder for the implementation of the aforesaid Project and maintenance of the Project during the Defect Liability Period.
4. We would make available to DOI any additional information it may find necessary or require to supplement or authenticate the shortlisting statement.
5. We acknowledge the right of DOI to reject our Application without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
6. We certify that in the last three years, we/ any of the Consortium Members or our/ their Associates have neither failed to perform on any contract, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award, nor been expelled from any project or contract by any public authority nor have had any contract terminated by any public authority for breach on our part.
7. We declare that:
 - a) We have examined and have no reservations to the EOI-cum-RFQ document, including any Addendum issued by DOI.
 - b) We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice in respect of any tender or request for proposal issued by or any agreement entered into with DOI or any other public sector enterprise or any government, Central or State; and
 - c) We hereby certify that no person acting for us or on our behalf has engaged or will engage in any corrupt practice, fraudulent practice, coercive practice, undesirable practice, or restrictive practice.
8. We understand that you may cancel the Bidding Process at any time and that you are neither bound to accept any Application that you may receive nor to invite the Applicants to Bid for the Project, without incurring any liability to the Applicants.

9. We believe that we/ our Consortium/ proposed Consortium satisfy (ies) the Net Worth criteria and meet(s) all the requirements as specified in the EOI-cum-RFQ document and are qualified to submit a Bid.
10. We declare that we/ any Member of the Consortium, or our/ its Associates are not a Member of a/ any other Consortium applying for shortlisting.
11. We certify that in regard to matters other than security and integrity of the country, we/ any Member of the Consortium or any of our/ their Associates have not been convicted by a Court of Law or indicted or adverse orders passed by a regulatory authority which could cast a doubt on our ability to undertake the Project or which relates to a grave offence that outrages the moral sense of the community.
12. We further certify that in regard to matters relating to security and integrity of the country, we/ any Member of the Consortium or any of our/ their Associates have not been charge-sheeted by any agency of the Government or convicted by a Court of Law.
13. We further certify that no investigation by a regulatory authority is pending either against us/ any Member of the Consortium or against our/ their Associates or against any of our directors/ managers/ employees.
14. We undertake that in case due to any change in facts or circumstances during the Bidding Process, we are attracted by the provisions of disqualification in terms of the provisions of this EOI-cum-RFQ, we shall intimate DOI of the same immediately.
15. The power of attorney for signing of application and the power of attorney for Lead Member of Consortium are also enclosed.
16. We certify that the {Applicant/ Lead Member} is an existing entity registered in India.
17. We hereby irrevocably waive any right or remedy which we may have at any stage at law or howsoever otherwise arising to challenge or question any decision taken by DOI in connection with the selection of Applicants, selection of the Bidder, or in connection with the selection/ Bidding Process itself, in respect of the above-mentioned Project and the terms and implementation thereof.
18. We agree and undertake to abide by all the terms and conditions of the EOI-cum-RFQ document.
- {19. We agree and undertake to be jointly and severally liable for all the obligations under the Contract.}

In witness thereof, we submit this application under and in accordance with the terms of the EOI-cum-RFQ document.

Yours faithfully,

Date: (Signature, name and designation of the Authorised Signatory)

Place: Name and stamp of the Applicant/ Lead Member

Note:

- All blank spaces shall be suitably filled up by the Applicant to reflect the particulars relating to such Applicant.
- Paragraphs in square parenthesis may be omitted, if not applicable, or modified as necessary.

Annexure B: Power of Attorney in favor signatory

Know all men by these presents, We..... (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr/ Ms (name), son/ daughter/ wife of and presently residing at, who is presently employed with us/ the Lead Member of our Consortium and holding the position of, as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our application for shortlisting and submission of our bid for the Dilli Bazaar Project proposed or being developed by the Department of Industries (DOI) including but not limited to signing and submission of all applications, bids and other documents and writings, participate in Pre-Applications and other conferences and providing information/ responses to DOI, representing us in all matters before DOI, signing and execution of all contracts and undertakings consequent to acceptance of our bid, and generally dealing with DOI in all matters in connection with or relating to or arising out of our bid for the said Project and/ or upon award thereof to us and/or till the entering into of the Contract with DOI.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE,, THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF MARCH 2022.

For

(Signature, name, designation and address)

Witnesses:

- 1. (Notarised)
- 2.

Accepted

(Signature) (Name, Title and Address of the Attorney)

Notes:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.
- Wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.
- For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued.

However, the Power of Attorney provided by Applicants from countries that have signed the Hague Legislation Convention 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Apostille certificate.

Annexure C: Power of Attorney in favor of Lead Member

Whereas the Department of Industries (DOI) has invited applications from interested parties for the implementation of Dilli Bazaar (the "Project").

Whereas, and (collectively the "Consortium") being Members of the Consortium are interested in bidding for the Project in accordance with the terms and conditions of the Expression Of Interest-cum-Request For Qualification document (EOI-cum-RFQ), Request for Proposal (RFP) and other connected documents in respect of the Project, and

Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium's bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We, M/s. having our registered office at M/s. having our registered office at and having our registered office at (hereinafter collectively referred to as the "Principals") do hereby irrevocably designate, nominate, constitute, appoint and authorise M/s having its registered office at being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the "Attorney"). We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is awarded the contract, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the shortlisting of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in bidders and other conferences, respond to queries, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with DOI, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium's bid for the Project and/ or upon award thereof till the Contract is entered into with DOI.

AND hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF MARCH 2022.

For
(Signature)
..... (Name & Title)

For
(Signature)
..... (Name & Title)

For
(Signature)

..... (Name & Title)

Witnesses:

1.

2.

.....

(Executants)

(To be executed by all the Members of the Consortium)

Notes:

- The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common stamp affixed in accordance with the required procedure.
- Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.
- For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Applicants from countries that have signed the Hague Legislation Convention 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Apostille certificate.

Annexure D: Applicant Details

1. (a) Name:
(b) Country of incorporation:
(c) Address of the headquarters and its branch office(s), if any, in India:
(d) Date of incorporation and/ or commencement of business:
2. Brief description of the entity including details of its main lines of business and proposed type of Provider/ Partner(s) in this Project:
3. Details of individual(s) who will serve as the point of contact/ communication for DOI:
 - (a) Name:
 - (b) Designation:
 - (c) Entity:
 - (d) Address:
 - (e) Telephone Number:
 - (f) E-Mail Address:
4. Particulars of the Authorised Signatory of the Applicant:
 - (a) Name:
 - (b) Designation:
 - (c) Address:
 - (d) Phone Number:
5. In case of a Consortium:
 - (a) The information above (1-4) should be provided for all the Members of the Consortium.
 - (b) A copy of the Jt. Bidding Agreement, as envisaged in Clause 3.1.2 should be attached to the Application.
 - (c) Information regarding the role of each Member should be provided as per table below:

Sl. No.	Name of Member	Role
1.		
2.		
3.		

- (d) The following information shall also be provided for each Member of the Consortium:

Name of Applicant/ member of Consortium:

Criteria	Yes	No
Is the Applicant/ constituent of the Consortium blacklisted/ barred by the [Central/ State] Government, or any entity controlled by it, from participating in any project.		

6. A statement by the Applicant and each of the Members of its Consortium (where applicable) or any of their Associates disclosing material non-performance or contractual non-compliance in past projects, contractual disputes and litigation/ arbitration in the recent past is given below (Attach extra sheets, if necessary):

Annexure E: Financial Details

Net Worth (in INR Crores) as on 31 March 2021	
--	--

- For conversion of US Dollars to Rupees, the rate of conversion shall be Rupees 70 (seventy) to a US Dollar. In case of any other currency, the same shall first be converted to US Dollars as on the date 60 (sixty) days prior to the Application Deadline, and the amount so derived in US Dollars shall be converted into Rupees at the aforesaid rate. The conversion rate of such currencies shall be the daily representative exchange rates published by the International Monetary Fund for the relevant date.
- The above details should be given only for the entity applying in case of an Individual Applicant, and members in case of a Consortium Applicant, and not for its/ their parent/ subsidiary/ related companies.
- All figures quoted above shall be certified by the Applicant's statutory auditor/ Chartered Accountant and the audited annual reports, if applicable would be provided.

Annexure F: Unconditional Declaration

We << Applicant >> hereby undertake and declare that we fulfill, and will continue to fulfill, all requirements, terms and conditions laid down by DOI as per the EOI-cum-RFQ, unconditionally.

[Signature]

[Name]

[Applicant's Stamp]

Date

Annexure G: Consortium MoU

THIS JOINT BIDDING AGREEMENT is entered into on this the day of MARCH 2022

AMONGST

1. {..... an entity registered as under....} and having its registered office at (hereinafter referred to as the “**First Part**” which expression shall, unless repugnant to the context include its successors and permitted assigns)

AND

2. {..... an entity registered as under....} and having its registered office at (hereinafter referred to as the “**Second Part**” which expression shall, unless repugnant to the context include its successors and permitted assigns)

AND

3. {..... an entity registered as under....} and having its registered office at (hereinafter referred to as the “**Third Part**” which expression shall, unless repugnant to the context include its successors and permitted assigns)}

The abovementioned parties of the FIRST, {SECOND and THIRD} PART are collectively referred to as the “**Parties**” and each is individually referred to as a “**Party**”

WHEREAS,

(A) [DOI, represented by Commissioner Industries, Industries Department] (hereinafter referred to as “**DOI**” which expression shall, unless repugnant to the context or meaning thereof, include its administrators, successors and assigns) has invited applications (the “**Applications**”) by its request for Expression Of Interest-cum-Request For Qualification (the “**EOI-cum-RFQ**”) for shortlisting of agencies for implementation of Dilli Bazaar (the “**Project**”) through a Contract.

(B) The Parties are interested in jointly bidding for the Project as members of a Consortium and in accordance with the terms and conditions of the EOI-cum-RFQ document and other bid documents in respect of the Project, and

(C) It is a necessary condition under the EOI-cum-RFQ document that the members of the Consortium shall enter into a Joint Bidding Agreement and furnish a copy thereof with the Application.

NOW IT IS HEREBY AGREED as follows:

1. Definitions and Interpretations In this Agreement, the capitalised terms shall, unless the context otherwise requires, have the meaning ascribed thereto under the EOI-cum-RFQ.

2. Consortium

2.1 The Parties do hereby irrevocably constitute a Consortium (the “**Consortium**”) for the purposes of jointly participating in the Bidding Process for the Project.

2.2 The Parties hereby undertake to participate in the Bidding Process only through this Consortium and not individually and/ or through any other Consortium constituted for this Project, either directly or indirectly or through any of their Associates.

3. Covenants The Parties hereby undertake that in the event the Consortium is declared the selected Bidder and awarded the Project, it shall enter into a Contract with DOI for performing all its obligations as the Contractor in terms of the Contract for the Project.

4. Role of the Parties The Parties hereby undertake to perform the roles and responsibilities as described below: (a) Party of the First Part shall be the Lead member of the Consortium and shall have the power of attorney from all Parties for conducting all business for and on behalf of the Consortium during the Bidding Process and until the Appointed Date under the Contract; (b) Party of the Second Part shall be {the Technical Member of the Consortium; and} {(c) Party of the Third Part shall be the Financial Member of the Consortium.}

5. Joint and Several Liability The Parties do hereby undertake to be jointly and severally responsible for all obligations and liabilities relating to the Project and in accordance with the terms of the RFQ, RFP

and the Contract, till such time as the completion of the Project is achieved under and in accordance with the Contract.

6. Share of work in the Project The Parties agree that the proportion of work in the Contract to be allocated among the members shall be as follows: First Party: Second Party: {Third Party:} Further, the Lead Member shall itself undertake and perform at least 50 (fifty) per cent of the development works comprising the contract, in terms of the value thereof, if the Contract is allocated to the Consortium.

7. Representation of the Parties Each Party represents to the other Parties as of the date of this Agreement that:

(a) Such Party is duly organised, validly existing and in good standing under the laws of its incorporation and has all requisite power and authority to enter into this Agreement;

(b) The execution, delivery and performance by such Party of this Agreement has been authorised by all necessary and appropriate corporate or governmental action and a copy of the extract of the charter documents and board resolution/ power of attorney in favour of the person executing this Agreement for the delegation of power and authority to execute this Agreement on behalf of the Consortium Member is annexed to this Agreement, and will not, to the best of its knowledge:

(i) require any consent or approval not already obtained;

(ii) violate any Applicable Law presently in effect and having applicability to it;

(iii) violate the memorandum and articles of association, by-laws or other applicable organisational documents thereof;

(iv) violate any clearance, permit, concession, grant, license or other governmental authorisation, approval, judgement, order or decree or any mortgage agreement, indenture or any other instrument to which such Party is a party or by which such Party or any of its properties or assets are bound or that is otherwise applicable to such Party; or

(v) create or impose any liens, mortgages, pledges, claims, security interests, charges or Encumbrances or obligations to create a lien, charge, pledge, security interest, encumbrances or mortgage in or on the property of such Party, except for encumbrances that would not, individually or in the aggregate, have a material adverse effect on the financial condition or prospects or business of such Party so as to prevent such Party from fulfilling its obligations under this Agreement;

(c) this Agreement is the legal and binding obligation of such Party, enforceable in accordance with its terms against it; and

(d) there is no litigation pending or, to the best of such Party's knowledge, threatened to which it or any of its Affiliates is a party that presently affects or which would have a material adverse effect on the financial condition or prospects or business of such Party in the fulfillment of its obligations under this Agreement.

8. Termination This Agreement shall be effective from the date hereof and shall continue in full force and effect until Project completion is achieved under and in accordance with the Contract, in case the Project is awarded to the Consortium. However, in case the Consortium is either not pre-qualified for the Project or does not get selected for award of the Project, the Agreement will stand terminated in case the Applicant is not pre-qualified or upon return of the Bid Security by DOI to the Bidder, as the case may be.

9. Miscellaneous

9.1 This Joint Bidding Agreement shall be governed by laws of {India}.

9.2 The Parties acknowledge and accept that this Agreement shall not be amended by the Parties without the prior written consent of DOI.

IN WITNESS WHEREOF THE PARTIES ABOVE NAMED HAVE EXECUTED AND DELIVERED THIS AGREEMENT AS OF THE DATE FIRST ABOVE WRITTEN.

SIGNED, SEALED AND DELIVERED

SIGNED, SEALED AND DELIVERED

For and on behalf of

LEAD MEMBER by:

(Signature)

(Name)

(Designation)

(Address)

SECOND PART

(Signature)

(Name)

(Designation)

(Address)

SIGNED, SEALED AND DELIVERED

For and on behalf of

THIRD PART

(Signature)

(Name)

(Designation)

(Address)

In the presence of:

1.

2.

Notes:

1. The mode of the execution of the Joint Bidding Agreement should be in accordance with the procedure, if any, laid down by the Applicable Law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.
2. Each Joint Bidding Agreement should attach a copy of the extract of the charter documents and documents such as resolution/ power of attorney in favour of the person executing this Agreement for the delegation of power and authority to execute this Agreement on behalf of the Consortium Member.
3. For a Joint Bidding Agreement executed and issued overseas, the document may be legalised by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney has been executed.

ANNEXURE II- REFERENCES: Delhi Bazaar Modules

S.No.	Modules	Description
1	Seller	The Seller module will support an e-form enabling seller-Onboarding, Registration, Submission (attachments enabled) and Verification of Sellers. The module will be further integrated with a well-defined Seller profile comprising of Microsites, Product catalogues etc. This module will capture end-to-end details for Seller front from login to integration with partners for enablement of fully enabled microsite. This module may also allow sellers to opt for financing assistance through an e-form.
2	Product	The Product module will help in creating a product profile of each seller through a Master catalogue of Products and Services. The master catalogue may have smart features enabling easy access to Sellers. The Product module may be integrated with Dashboard module featuring Profile completion status and Profile updates. This will be further integrated to a dynamic Micro-site module.
3	Microsite	The Microsite module is a dynamic module integrated with details from Seller and Product module. This features product catalogues, product specific details & contact details of store and businesses. This showcases the front page of any seller which directly connects the sellers to visitors.
4	Market	The Market module displays a composite structure with various Storefronts of each shop registered under a market area with details specific to local markets. This module will have further details related to Geography, USP of the marketplace, etc. This module will be further linked to Navigation module and Search module with an intent to create an inclusive and dedicated Market page.
5	Search	This Search Module will enable various advanced search capabilities on the portal with respect to Product, Category, Market, Seller/ Shops & Location
6	Navigation	This module caters to the 3D, 2D-Navigation featured under different Market pages. The seamless walkthrough feature under navigation module may help the users feel the lanes of markets. This module may help in discovering stores and storefronts specific to a particular market. The home page may also cover the city map with defined market areas complementing with details on nearby iconic locations, public transport, accommodation, restaurants etc.
7	Governance	This module may help ensure authenticity and transparency in Dilli Bazaar portal with links for Verification and authorisation of Sellers being on-boarded. Additional features like Grievance handling, Security (profile, data etc), Government/ Admin support, FAQ, Policies etc may also be a part of this module.
8	Dashboard	Separate composite Dashboard for different stakeholders including GNCTD and DOI officials, Market representatives, 3rd party integration sites and individual sellers featuring different parameters to help in further analysis and reporting.

9	Content Management	This module features the back-end operation handle of the website, with details (images, videos and text content) to be posted in About us, different Market pages, other informational pages/modules etc.
10	Integration	Integration module may enable integration with the third party integration platforms including e-commerce, payment, navigation, logistic, delivery partners etc.
11	Export	This is an informational module largely focusing on easy dissemination of all export related information to the sellers. Advanced information with the support of market intelligence partners to be facilitated to the sellers. Listing of Events, Fairs, Exhibitions and promotions have also been captured in this module.