

NCCF of India Limited ,

NCUI Complex, 3 Siri Institutional Area, August Kranti
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Tender No. : NCCF/HO/ADMIN/2023-24

Dated:-11/08/2023

Important Dates	
Date of Release of Bid Document	11/08/2023
Last date of submission of Bid	21/08/2023 at 1.00 PM
Date of Opening of Technical Bid	21/08/2023 at 2.00 PM
Date of Technical Presentation	22/08/2023 at 2.00PM

**Invitation for Expression of Interest for comprehensive Digital Transformation of
NCCF Operations to develop a sustainable Digital Ecosystem.**



Invitation for Expression of Interest for comprehensive Digital Transformation of NCCF Operations to develop a sustainable Digital Ecosystem.

NCCF intends to establish a Collaborative Digital Transformation platform for digitalization of all its current, planned and future operations with a vision, mission and objective of building a self-sustainable ecosystem for PACS, Consumer Cooperatives, FPOs, FPCs and its business associates; including Agriculture and allied sectors such Animal Husbandry, Dairy, Aquaculture, Sericulture, etc., encompassing all aspects of Demand Management, Planning, Production, Protection, Processing, Value chain integration, Marketing, Trading, Procurement, Distribution and Retailing of the Food production and consumption ecosystem.

The proposed unified digital platform is intended to serve as one-stop-shop for all stakeholders including the Government, respective business associates, farmers, cultivators, producers, Input suppliers, service providers, NGOs, FPOS, FPCs, PACS, Financial Institutions, Insurance, service providers Consumer Cooperatives, Traders, Agribusinesses, and individual consumers in order to establish a sustainable ecosystem of safe food production and consumption which will be beneficial for the consumers while providing single source-of-truth across the NCCF ecosystem.

In pursuance of the aforesaid, NCCF invites expression of interest (Eoi) from Digital Platform service providers to deploy, configure, customize, maintain, manage, operate and enhance an integrated Unified Digital Platform encompassing all business operations of NCCF including but not limited to Procurement, Trading, e-Commerce, Retailing, Distribution, Logistics, etc., in Agriculture and allied sectors as well as to meet the program objectives mentioned below:

The Objectives of the proposed Digital Transformation program are:

- Digital Transformation of all operations of NCCF; where the UDP will serve as a One-Stop-Solution for all Procurement, Planning, Trading, Administration, Analytics, Reporting, Real Time Analytics, Real Time Governance, Market Intelligence as well as to establish a permanent procurement and distribution ecosystem for carrying out the PSS and PSF interventions of Government of India with scale and agility.
- To establish comprehensive backward integration to enable full scale farming support services (Production support services) that includes planning, Input e-Commerce, Personalized Contextual Extension services to farmers, Integrated

Nutrition Management, Integrated Pest Management, Credit and Insurance Service Facilitation, Uberization of Farm Machinery, e-Governance, etc. to provide comprehensive support. That includes advisory, supply of quality inputs at affordable costs, increase the quality and quantity of the produce, Quality showcase and Source Trace functionality and direct marketing platform to promote B2B, B2C, G2B, G2F integration to increase the farmer's income and in the process provide high quality commodities, goods and services for the benefit of the consumers at affordable costs.

- To enhance and assist enterprises and cooperatives for wholesale and retail distribution and marketing of goods and services in and outside the country.
- To assist and develop any new line of businesses to keep pace with new developments including science and technology, AI/ML, etc. for the benefit of consumers.
- To tackle price rise and any other issues which are of public interest in coordination with/or as an implementer of the welfare schemes or any other activity undertaken or sponsored or promoted by Centre and/or State Governments.
- To enhance food safety levels in order to improve the overall nutrition and health of the consumers both local and global and thereby to create a premium for farmers' produce and to increase the farmers' share of revenue in the consumer spend through direct marketing.
- To increase crop and livestock production and productivity by leveraging modern technologies in agriculture and allied sectors to decrease cost of cultivation/production and to increase the quality and quantity and there by contributing to improve the GDP of Agriculture and allied sectors.
- To streamline services and operations across the agriculture and allied sectors' value chain, on to one single Unified Digital Platform
- To create a seamless platform for efficient delivery of services by involving all stakeholders Farmers, Businesses, State Agriculture Departments, Governments, Consumers etc., and to manage, monitor, control and optimize all stakeholder actions for welfare of farmers, citizens and Cooperatives.
- Establish a collaborative Unified Digital Ecosystem in line with "Sahkar se Samridhi" vision and mission of Ministry of Cooperation, for strengthening



cooperative movement in the country, deepening its reach to the grassroots and to enhance the performance, productivity and profitability of cooperative societies.

- Making PACS, FPOs, FPCs and other cooperatives economically vibrant and self-sustainable by introducing more revenue channels including Input e-commerce, PSS and PSF Procurement, Direct Procurement, Value chain integration, etc.
- Integrate and provide full line-of-sight of all infrastructure management and stock management across all PACS involved in the World's Largest Decentralized Grain Storage Plan in Cooperative sector to ensure food security as envisaged by Ministry of Cooperation, Government of India.
- Integrate all PACS, FPOS, Consumer cooperatives, etc., to have an established network of direct stock disposal to effectively execute distribution of large volumes to the consumers directly.
- To have an e-commerce platform for effective and efficient stock disposal of PSF interventions as well as other commodities, goods or services directly to end consumers.
- Integration of existing FPOS and new FPOS planned to be setup through PACS by Ministry of Cooperation, Government of India to provide a unified one-stop-shop Digital platform for establishing self-sustainability and employment generation in rural India.
- Strengthen PACS as Prime Minister Kisan Jan Samridhi Kendras (PMKSK) for fertilizer distribution as well delivery centers for all farmer support services, Personalized Contextual Extension (PCE) services to farmers based on the agro-climatic, biotic and abiotic factors as well as age and stage of the crops or Livestock.
- Strengthen PACS and other cooperatives as Jan Aushadhi Kendra for improving access to generic medicines at rural level and to provide additional income source.
- Integrate and support implementation of the PM-KUSUM at PACS level for energy security by adapting Solar Agricultural Water Pumps.
- Integrate the Rupay Kisan Credit Card and any other such credit schemes issued or offered to the members of the Cooperatives by the Cooperative Banks for providing credit at comparatively lower interest rates.

- Integrate Micro-ATMs and other Credit and Insurance facilitation services at PACS level for providing doorstep financial services.
- Integrate new schemes for cooperatives launched by NCDC in various sectors such as "Swayamshakti Sahakar" for Self-help Groups (SHGs), "Deerghavadhi Krishak Sahakar" for long-term agricultural credit, "Dairy Sahakar" for Dairy and "Neel Sahakar" for Fisheries.
- Market intervention for stabilizing and moderating prices at the retail end especially but not limited to essential commodities and household items, through an established Digital network of farmers, FPOS, PACS, Consumer Cooperatives and consumers.
- To create an efficient structure of dissemination of right and timely information to farmers on available crop cultivation technologies, schemes and other needs to improve the farmers' overall development and welfare and to help the consumers to have access to good food at affordable prices.
- To bring-in efficiencies by transforming the services by leveraging digital technologies, integration of best practices and systematic management of interdependencies.
- To create a data-driven approach in conceptualization, implementation, monitoring and measurement of services delivery.
- To provide personalized contextual extension to improve the quality and quantity of produce as well as to provide quality showcase and SourceTrace for local and global consumers to make informed buying decisions and to attract premium for quality produce.
- To provide direct market access to farmers to reduce the middlemen intervention and to increase the farmers' share of agriculture revenue and also to benefit the consumers with quality products made available at affordable cost.
- Extend the services, subsidies, schemes and benefits offered by the Government for the benefit of farmers, cooperatives, FPOS, Consumer cooperatives, etc.
- To generate revenue, employment as well as to make the entire eco- system self-sustainable.

- To generate additional sources of revenue through innovative interventions.
- To reduce post-harvest losses and to promote demand driven infrastructure establishment and to optimize the utilization of such infrastructure and thereby help the Government to control prices contributing the increased volumes of farm produce for the consumers, which will further make commodities and products more affordable at the consumer end as well as helps the Government reduce the need for PSS and PSF interventions to the extent possible.
- To promote community farming and to develop Rural Entrepreneurship and employment generation.
- To conserve air, soil and water to develop a sustainable ecosystem for responsible, sensible and accountable Food Production and consumption.

Format of EOI Submission: Digital Platform Service providers are requested to submit their EoI's including the details given below:

1. Company Profile
2. Digital Platform Capabilities and Features
3. Scope of work
4. Engagement Model
5. Program Deliverables
6. Implementation Approach
7. Timelines of Implementation
8. Program Cost
9. Impact of Digital Transformation

General Manager(C)