

NCCF/CHE/Moong Dal/EOI/2023-24

Date:12.01.2024

EXPRESSION OF INTEREST

Government of India has nominated NCCF as a Central Nodal Agency (CNA) for Price Stabilization Operations across India. To make the Moong Dal available at a competitive price, the Government of India has decided to fix the issue price of Moong at the MSP of the stock for distribution of Moong Dal and Moong Sabut (Bharat Dal) at subsidized rate, In this regard NCCF Head Office, New Delhi decide To sell Moong Dal and Moong Sabut (under the brand name of Bharat Dal) in the various districts of the State of Tamil Nadu. Therefore NCCF, Chennai intends to sell Moong Dal and Moong Sabut (Under Brand name of Bharat Dal) under this scheme in the state of Tamil Nadu.

NCCF, Chennai invites Expression of interest (EOI) and proposals for sale of Moong Dal and Moong Sabut (Under Brand name of Bharat Dal) through FPOs/ Retail outlets/ Mobile vans from empanelled/non-empanelled vendors based in the state of Tamil Nadu. Therefore experienced empanelled/non-empanelled vendors are requested to submit their Expression of Interest (EOI) and Proposals to NCCF, Chennai and will deposit the cost of the Moong Dal and Moong Sabut (Bharat Dal) As per SOP and submit security deposit at the rate of Rs.15/- per Kg from the channel partner/retailer/FPOs and NCCF will release Security amount after submission of documents as per guidelines issued/SOP defined and as issued by DOCA at the address given by 11.30 AM on 18-01-2024.

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(Sumit Bhatt)  
Branch Manager



Note: Sale of Moong Dal and Moong Sabut (Bharat Dal) will be operated as per guidelines/SOP defined and issued by DOCA.

**SOP for Retail Disposal of Moong Dal and Moong Sabut at a Discount of Rs.1,500 per Quintal on Moong Stock from the Buffer**

**1. Background:**

- 1.1 In order to make dals available to retail consumers at affordable prices, the Government has decided to convert 30,000 MT (5% of PSF+PSS stocks) of Moong stock with the Government to Moong Dal for retail disposal. To make the Moong dal available at a complete price, the Government has decided to fix the issue price of Moong at the MSP of the stock and to allow discount of Rs.1,500 per quintal on the MSP. Further, it has been allowed to convert the Moong stock into either Moong dal or Moong Sabut in an indicative ratio of 2:1 for retail sale to the consumers.
- 1.2 The target of 30,000 MT of Moong stock for conversion to Moong dal has been assigned to NAFED and NCCF, the Central Nodal Agencies for PSF operation, in equal quantity of 15,000 MT each, vide OM No.PS-03001/3/2023-PMC dated 23.08.2023. This Standard Operating Procedure (SOP) is developed for an efficient operationalisation and effective implementation of the mechanism.

**2. Key Highlights of the approved Scheme:**

- 2.1 Issue Price of Raw Moong is fixed at the MSP of the stock, i.e., Rs.7,755/qtl for Summer-2023.
- 2.2 Discount of Rs.1,500 per quintal over the MSP is allowed.
- 2.3 The OTR based on CIPHET study report (July, 2021) is 75.31% for Moong dal and 93.70% for Moong sabut.
- 2.4 The tentative milling charge is fixed at Rs.700/qtl for Moong dal and Rs.1,100/qtl for Moong sabut which includes loading at warehouse, transportation from warehouse to mill, unloading at mill, processing, price of by-products, packing and packing material cost. Final rate shall be discovered by agencies through online auction process.
- 2.5 Agency charge is 2% of issue price is allowed and retail margin of Rs.800 per quintal is provided to cover distribution cost including transportation of Moong Dal/ Moong Sabut.
- 2.6 The indicative MRP of Moong dal is Rs.107 per kg and Moong sabut is Rs.93 per kg. Agencies shall retail the Moong dal and Moong sabut at the indicative MRP or less to retail consumers. Indicative costing norm is at **Annexure-I**.
- 2.7 Moong dal and Moong sabut under this mechanism shall be retailed in 1 kg pack only.

2.8 The implementation and monitoring of the mechanism shall be under supervision of PSFMC, DoCA. Agencies shall monitor retail partners, if any, to put in place robust monitoring mechanism and no diversion takes place.

2.9 Selection of the distribution partners, millers and their business conducts are sole responsibilities of CNAs and other agencies.

**3. Distribution Moong Dal and Moong Sabut:**

3.1 Agencies (NAFED and NCCF) shall distribute Moong dal and Moong sabut through mobile vans and stationary outlets along with the ongoing retail distribution of Bharat Dal, Onion and Bharat Atta.

3.2 Agencies (NAFED and NCCF) may also distribute Moong dal and Moong sabut through distribution partners by putting in place robust monitoring mechanism.

**4. Packaging and Branding**

4.1 Moong dal and Moong sabut shall be provided in 1 kg pack and 1 kg pack of Moong dal shall bear MRP of Rs.107/kg and 1 kg pack of Moong sabut shall bear MRP of Rs.93.

4.2 The supply of Moong dal and Moong sabut shall be branded as 'BHARAT DAL' using the JAGRITI logo of DoCA.

**5. Quality**

5.1 Moong dal and Moong Sabut under this mechanism shall conform to FSSAI and Agmark (Standard grade) specifications.

5.2 Agencies shall ensure that the Moong dal and Moong sabut supplied by millers are as per norms mentioned in SOP. They shall ensure that the batch wise quality reports to be submitted by millers before dispatch from miller's premises.

**6. Monitoring of retail disposal**

6.1 Agencies shall put in place mechanism to ensure Moong dal and Moong sabut are sold to ultimate beneficiaries at prescribed price (Rs.107/kg for Moong dal and Rs.93/kg for Moong sabut) like online payment, frequent inspections, price display at Point of Sale, declaration from distribution partner, any other such measures to ensure no diversion.

6.2 Agencies shall implement GIS based tracking of mobile vans similar to the system adopted by NCCF. Login details for DoCA for real-time tracking of location / mobile van wise stock and sale update.

6.3 Format for furnishing reports of retail distribution of Moong dal and Moong sabut are given at **Annexure-II**.

**Costing for Retail Sale of Moong Dal and Moong Sabut a discount of Rs.1,500 per Quintal of Moong Stock**

S. No	Particulars	Moong Dal	Moong Sabut
1	Quantity allocated for discounted sale	20,000	10,000
2	Moong Dal Fixed OTR	75.31%	93.70%
3	Fixed Issue Price (Rs./Qtl)	7,755	7,755
4	Discount (Rs./Qtl)	-1,500	-1,500
5	Tentative milling charges including transportation adjusting by product revenue etc Rs./ Qtl *	700	1100
6	Cost of Raw Material including milling charges (Rs./Qtl) (4+5)	6,955	7,355
7	Cost of Moong Dal (Rs./Qtl)	9,235	7,850
8	Agency Margin @ 2% (Rs./Qtl) #	155	155
9	Cost of Moong Dal including Agency Margin (Rs./Qtl) (Agency Sale Rate)	9,390	8,005
10	GST applicable (5% on retail pack)	470	400
11	Cost of Moong Dal including applicable GST (Rs./Qtl) (Agency Sale Rate with GST)	9,860	8,405
12	GST applicable (5% on retail pack)	493	420
13	Transportation cost or Retailer Margin @ Rs.8/kg	800	800
14	Retail price of Moong dal (Rs./Qtl)	10,683	9,225
15	<b>MRP of Moong Dal (Rs./kg)</b>	<b>107</b>	<b>93</b>

\* Cost as suggested by NAFED. This includes loading at warehouse, transportation from warehouse to mill, unloading at mill, processing, packing.

# Agency margin is calculated as 2% of fixed issue price.