

NCCF/HO/Russ/2022-23

18/4/22

**Notice for Power Point Presentation for On line Trading Portal**

In response to invited RFPs for development & operation of software for online trading of agricultural Products & Rental of Agricultural Equipment to facilitate the farmers/producers of Agricultural products throughout the country to be on joint venture basis., NCCF received following 09 proposals from the various firms as per details given below:-

Sl.No.	Name of Firm
1	I - Sourcing Technologies Pvt.Ltd.503, Shikhar Complex, Nr. Adani House, Mithakhali Six Roads , Navrangpura, Ahmedabad-380009 Gujrat.
2	Indtel Solution Pvt Ltd.C-34 Kha, J-Park -2 Mahanagar Extn. Lucknow-226006
3	NCDEX e-Markets Ltd.(NeML), 1st Floor, Akruiti Corporate park, LBS Marg, Kanjurmarg-West Mumbai-400079.
4	KPMG Advisory Services Pvt Ltd.Building No 10 4th Floor , Tower B& C, DLF Cyber City , Phase II Gurugram-122002
5	Solarman Engg. Project Pvt.Ltd. 6/14 industrial Aera Kirti Nagar New Delhi-110015
6	NYSA Communications Pvt. Ltd.A-100 , Sector 65 Noida Up 201301
7	RailTel Corporation of India Limited 2nd floor Exchange building ,N.E.R. DRM office Ashok Marg, Hazrat ganj Lucknow.
8	Amity Software Systems limited B-16 Sector -63 Noida-201307 U.P.
9	Akiko Sherman InfoTech ,2C/2 New Rohtak road, karol Bagh, new delhi-110005

- The Power Point Presentation (PPT) is called from the above shortlisted Firms .
- Firms will be invited for the Power point presentation.
- The PPT shall be submitted within 2 weeks of issue of this letter (either by email or physically handing over).
- On satisfactory Power Point Presentation, the selected firms will be asked to submit financial offer.
- Scope of work is attached herewith.

[nccf@rediffmail.com](mailto:nccf@rediffmail.com).

NCCF of India Ltd.

NCUI Complex,

3, Siri Institutional Area,

August Karanti Marg,

Hauz Khas,

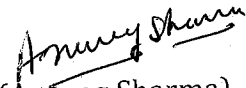
New Delhi – 110016

Contact Person –Anurag Sharma (AM Engg)-8756624813

- NCCF reserves the right to accept or reject any offer at any stage without assigning any reason

Date-18.04.2022

Place-New Delhi-110016

  
(Anurag Sharma)  
AM(Engg)

## **NCCF Online Trading Platform**

### **What NCCF is looking forward to?**

We hear of E-Commerce being dropped all over the digital world and many people see it as the future of retail. In-line with this NCCF is looking to replicate the e-Commerce concept through its Online Trading Platform which will provide farmers option to rent agricultural machinery and equipment/product and sell their food grains/other items. The system will cater to a business model that involves rental/payment transactions being done on the web

The portal will work pretty much like how a physical store works Users can rent items, arrange for delivery and payments on the same site with very minimal need to call a human person to help them with their order.

NCCF is looking for a technology partner who will help with design, development, operate, thereby building a good online experience for customers and drive Portal traffic. Once Online Trading Portal is up and running. NCCF will raise awareness, drive traffic and earn sales. NCCF will also take care of the need to process for handling orders and fulfilment once orders start coming in.

### **Suggested Business Model:**

1. The model will essentially involve Electronic exchanges of goods and services between businesses and consumers - the end users. By adopting this model, here NCCF will show the goods in its online trading platform, customers pick what they like to rent/sell/buy and save items or add them to their carts. When a rental/payment/payment is made, NCCF ship orders to the customers.
2. The Technology Partner will be on-boarded as a partner of NCCF. -The Technology Partner will not be paid any design, development and maintenance cost of the Online Trading Platform. Instead the per transaction charges that NCCF will be charging for each transaction from Lessor(Seller) (Seller) and Lessee(Buyers)(buyers) will be split with the selected technology partner as per mutual agreement and MOU signed at the start of the project
- 3 In the proposed system it is envisaged that the Lessee(Buyers)(buyers) will be selecting product/equipment/product for the buying/ rental/payment and will be making advance payment for the same The Advance Payment made by Lessee(Buyers)(Buyers) will be coming to the account of NCCF and NCCF will convey the same to the Lessor(Seller) (seller)The Lessor(Seller)(seller) will then dispatch the equipment/product to the Lessee(Buyers) as per the mutual shipment agreement between Lessor(Seller), Lessee(Buyers) and NCCF Once the Lessee(Buyers) confirms the receipt of the shipment, NCCF will then make payment to Lessor(Seller) and Technology Partner as per the agreement and MOU between them.

4. All Lessees (Buyers) will be verified by the NCCF through Physical inspection and the address listed by them will be the sole delivery point. The delivery in no case will be happening to any non-listed address of the Lessee (Buyers).

5 All Lessees (Buyers) at the time of their registration will be paying a Security Deposit as specified by NCCF. They will also pay any additional adjusted security deposit (as required) each time at time of respective transaction / order placement This facility will be primarily to safeguard interest of Lessor(Seller) in getting their equipment/product back in right condition and safety.

### **Broad Level of Scope**

The Scope should cater to the points listed in the Business Model above Further the Scope will include all the points listed below.

1. NCCF intends to engage a partner having exposure/ expertise in designing, development of new multi-lingual (English & Hindi and some other languages of India) Online Trading Platform and mobile app (Android & IOS) on latest technology with cyber security features and to provide onsite and offsite post go-live support.
- 2 Hosting, Operation & Maintenance of the Online Trading Portal and associated Mobile Apps on Ministry of Electronics and Information Technology (MeitY). Government of India, approved clouds having data center in India only
- 3 Ensure the compliance of prevailing standards technological as well as security
- 4 The Web Platform should be built with Unicode fonts
- 5 The Platform (Web and Mobile apps) should be maintained during contract period
6. To manage content in multilingual format through CMS (Content Management System)
- 7 Multi-lingual features to be enabled.
- 8 Training to NCCF on handling of the portal and shall include **CMS, database and other related features.**
- 9 Platform to be based on latest technologies and should be Cross Browser compatible.
10. Address and other document upload facility for Lessor(Seller) and Lessee(Buyers)
11. Search Engine Optimisation
- 12 Chat Bot help and support to customers/ visitors:
- 13 Geo Tags (for easy searching).
- 14 Web stats with reports and real-time data
- 15 Interactive map with selected places
- 16 Multi-Screen/ Multi device adaptability and scalability.
17. Latest App features.
- 18 Product search.
- 19 Product renting/purchasing suggestions
20. Featured product section

21 Product filtering

22. Products listing Control panel

23 Product image visibilities

24. Product tags.

25 Product/Lessor (Seller)/Lessee (Buyers)rating.

26. Review Products

27 Frequently Rented Most Viewed products

28 Product Shipping information and selection option.

29 Shopping cart.

30 Cart checkouts

31 Dynamic Account Management for Lessor (Seller) and lessee (buyer)

32 Robust Customer care-CRM

33. Account retrieval.

34 Account Dashboard for overview Admin, Lessor (Seller), Lessee(Buyers) .

35 The Portal has facility for registration Lessor (Seller) (Farmer, Traders, manufacturers Etc.) and Lessee/buyers ((Farmer, Traders, manufacturers Etc

36 Admin Function: The Portal will have an ADMIN who will have powers to Add, Delete, edit, approve, reject etc. over all the content of the platform.

37 Customer survey.

38 Inventory Management option for lessor (seller) and lessee (Buyers) with inventory status and Lower Inventory alert.

39 Order management modules for Lessor (Seller) with ability to specify expected date of stock replenishment, Order Management & Tracking, Customer Outreach features.

Development of a content management system (CMS) to control and manage all attributes of the web –plate form, including

a. Home page display management,

b. User registration/Login management,

c. Product category and subcategory management

d. Promotion/special offers management.

e. Shopping cart management

f. Inventory management,

g Order management and tracking,

h. Gift certificate /discount coupon management

i. Bulk purchase discount management,

j. Management Information System (MIS) reporting

k Newsletter management,

- l. Buddy referral management,
- m. Reward points management and redemption.
- n. Catalogue and image management.

- 41 Customer care and support including inquiry form chat and email support.
- 42. In-site search for ease of finding products.
- 43. Close integration with social media for community and social media marketing (SMM/SMO)
- 44 Payment gateway integration (Wallet, UPI, Net Banking, Credit Card, Debit Card)
- 45. Integrating SMS, and email gateways
- 46 Option to upload and share Cheque and Demand Draft information
- 47 Integration with shipping companies for real time shipping costs

### **What Vendor will do for NCCF?**

a) Vendor will create a web platform that will cater to the requisite requirement mentioned above Here NCCF will have the flexibility to opt for one or more of the following components:

- 1. Online E-Commerce platform creation..
- 2. To go for online platform with automation of custom development of back-end processes required in the support of the online platform operation (like accounting software, warehouse management software, inventory management software etc.)
- 3. To go for online platform with integration with ERP in-order to take care of back-end processes required in the support of the online platform operation.

b) Hosting for the Portal and Mobile Apps

c) Integrating payment gateways, SMS, and email gateways

d) Search Engine Optimization (SEO) and other promotional methodologies for Portal promotion - digital marketing advertising, etc

e) Integration nearby branches of NCCF with sellers (Jurisdiction to be defined branch wise)

### **What NCCF will have to do?**

NCCF will be responsible for all the other processes which are other than design, development and hosting of E-Commerce Portal like infrastructure and processes related to warehousing Supply Chain, Delivery and Transport, Logistics, manpower resources, distribution channel, compliance to Government regulations and all non-software development activities will be responsibility of NCCF

**NOTE: The above is just an indicative list of the proposed business model, scope and expectation. The exact scope and business model will be discussed by NCCF with the selected technology partner at the time of signing of the contract agreement and MOU.**