

4. Payment**A. (i) Ceiling**

For Services rendered pursuant to Annex A, the Client shall pay the Consultant an amount not to exceed INR 34,87,210.40 (Rupees Thirty-Four Lakhs Eighty-Seven Thousand Two Hundred and Ten and Forty Paise) (including GST). This amount has been established based on the understanding that it includes all of the Consultant's costs and profits as well as any tax obligation that may be imposed on the Consultant.

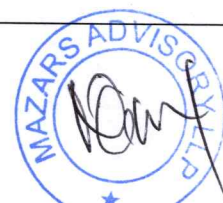
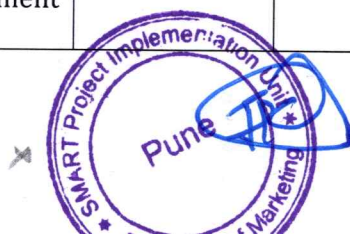
(ii) Professional Fees

S. No.	Description	Professional Fees (in INR) for 4 months (without taxes)	GST (in INR)	Total Professional Fees (in INR) (with taxes)
1.	Consultancy services for establishing Call Centre and Helpdesk services to PIU-DoM	29,55,263.00	5,31,947.40	34,87,210.40
Total (with taxes) (in Rupees)		29,55,263.00	5,31,947.40	34,87,210.40

B. Schedule of Payments

The schedule of payments is specified below:

S.No.	Deliverables	Timeline from Signing of Contract	Payment % of total contract amount	Payment (in INR) of Total Contract Amount (with GST)
1.	Pre-implementation Phase	2 Months	10%	3,48,721.04
	i) Inception Report (First Draft)			
	ii) Analysis & Assessment Report		30%	10,46,163.12
iii) Phase Completion Report & RFP Document submission				



2.	Bid Process & Project Management Phase iv) Bid Process Management v) Bid Evaluation & Contract finalization vi) Phase Completion Report	1 month	20%	6,97,442.08
3.	O&M Phase Monitoring vii) Project Implementation Monitoring viii) Phase Completion Report	1 Month	40%	13,94,884.16

C. Payment Conditions

Payment shall be made in INR, no later than 30 days following submission by the Consultant of invoices in duplicate to the coordinator designated in Clause 5 below, subject to approval of reports by the Client.

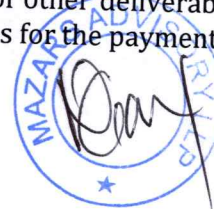
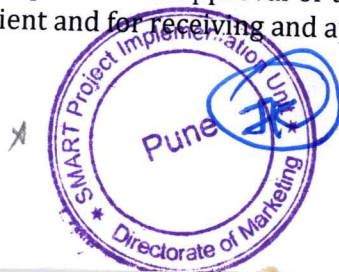
Payments shall be made to following bank account of **AFC India Ltd:**

Name of the Consultant	AFC INDIA LIMITED
Complete Address	Dhanraj Mahal, 1st Floor, C.S.M. Marg, Mumbai - 400001
Telephone/ Fax No.	022-22028924 Fax No. 022-22028966
E-mail address	cfo@afcindia.org.in , afcindia.delhi@gmail.com , n.baduni@afcindia.org.in
Bank Name	Central Bank of India
Branch Name with Complete Address	Mumbai Main Branch, M.G. Road, Fort, Mumbai - 400001
Type of Bank Account	Cash Credit
Bank Account Number	1787433135
9 Digit Code No. of the Bank	400016071
IFSC/MICR/CODE	CBIN0280621

5. Project Administration

A. Coordinator.

The Client designates *Mr. Rajendra D. D. Nodal Officer* - PIU, DoM & Jt. Director (Marketing), Pune as Client's Coordinator; the coordinator will be responsible for the coordination of activities under this Contract, for acceptance and approval of the reports and of other deliverables by the Client and for receiving and approving invoices for the payment.



14. FINAL OUTPUT (SIGN OFF) /DELIVERABLES THAT WILL BE REQUIRED FROM PROJECT MANAGEMENT CONSULTANT

The assignment will be initially for a period of 4 months and will further extend based on the requirement of the outputs/ deliverables for the assignment.

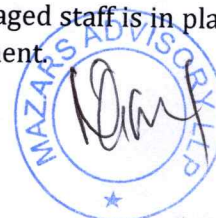
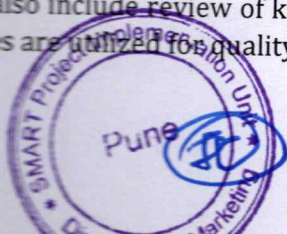
Month	Phase	Broad Activities	Report	Output
M1	Pre-implementation Phase	Team Mobilization, Discussion & Requirement Gathering	Monthly Report	Inception Report (First Draft)
M2		Analysis and Assessment - Stakeholder Interaction, Conducting requirement Study	Monthly Report	Analysis & Assessment Report
		Request for Proposal - Preparation of RFP Document, including eligibility criteria & Technical specification	Phase Completion Report	RFP Document
M3	Bid Process & Project Management Phase	Bid Process Management - Assist pre-bid meetings, responding of queries and preparation of corrigendum	Monthly Report	Project Implementation, Management & Monitoring
M4		Bid Evaluation & Contract finalization - Support during Bid Evaluation and preparation of work purchase order along with contract administration and stakeholder coordination		
		Project Implementation Monitoring - Inspection & supervision along with review and project plan, milestone, and preparation of QA & QC standards, monitoring timelines	Monthly Report & Phase completion Report	
	O&M Phase Monitoring - Monitoring compliance change, capacity building, ensure completion of tasks assigned Final Sign off			

15. DATA, SERVICES, AND FACILITIES TO BE PROVIDED BY THE CLIENT

The Consultant shall conduct actual and on-site gathering of relevant data; and ensure data consistency and interpretation of the results. The Consultant will work in close collaboration with PIU-DoM and assist them as and when required for interdepartmental coordination and getting necessary approvals.

16. PROCEDURE FOR REVIEW OF CONSULTANT S PROGRESS & REPORTS

PIU, DoM will have supervisory and advisory role in Consultant's review. A Review Committee will be constituted for review of Inception report and all other Reports. The review along with progress of assignment will also include review of key staff to ensure envisaged staff is in place consistently and their services are utilized for quality outputs of the assignment.



Subject: Discuss, review and approve the Inception Report for Call Centre & Help Desk Service submitted by the Consultant .

References:

1. RFP for Hiring Consultancy Services for Call Centre & Help Desk Service, dated 30/08/2023; Reference No. SMART/PCMU/DoM/CS/59/2023-24.
2. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
3. Inception Report dated 05/03/2024 received on 11/03/2024.

With reference to the subject it is submitted that, vide reference no 1, RFP for hiring of Consultancy Services for Call Centre & Help Desk service, RFP No. SMART/PCMU/DoM/CS/59/2023-24, dated 30/08/2023 was published.

Following a due process of selection, vide reference no. 2, PIU-DoM has entered into a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference And Annex C Reporting Obligations annexed to it.

As mentioned in reference no. 2 Contract Document's Annex A - Terms of Reference (ToR), the brief scope of services includes - Identify, design, and implement an appropriate model for Call Centre and Help Desk service for stakeholders of the Department which includes preparing a Detailed Project Report (DPR) and a Request for Proposal (RFP) document with requirement analysis, identification, design, development, and implementation of Call Centre & Help Desk Service as per the requirements of Directorate of Marketing (DoM).

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, the Consultant shall submit an Inception Report during first month as part of Pre-Implementation Phase marked as M.

Now, Vide reference no. 3., AFC India Limited has submitted its Inception Report on 11/03/2024. The said Inception Report is submitted here with for perusal.

It is submitted that the Inception Report submitted by the Consultant may be discussed and reviewed by a review committee formed by PIU-DoM and based on it, the Report may be approved or otherwise by PIU-DoM.

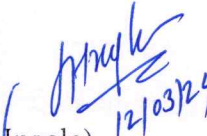
Therefore, it is kindly submitted that to discuss and review the Inception Report a meeting comprising of following officials be arranged and scheduled tentatively on 13th of March 2024 at 12:00 pm or at any such suitable date or time as may be directed.

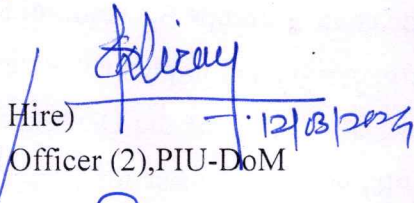
The list of officials proposed to be invited for discussion and review are as follows :-

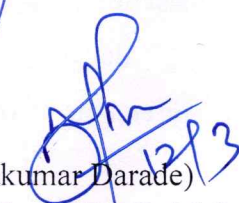
1. Director, Marketing – Chairperson
2. Nodal officer & Joint Director, Marketing – Member
3. Two Senior Deputy Directors – Members
(i. Shri Avinash Deshmukh , ii). Shri Madhukant Garad)
4. Two Technical Officers from PIU-DoM – Members
5. IT-Expert PIU-DoM- Member
6. Team Leader of the Consultant Team for Call centre & Help desk- Invitee member

If approved the agenda of the meeting may be issued to concerned officials under signature of Nodal Officer. The draft agenda of the meeting to discuss, review and decide on the Inception Report for establishing Call Centre & Help Desk Service under SMART Project is enclosed with this note for perusal and approval.

Respectfully submitted for approval and further process.


(Sandeep Ingale)
IT-Expert, PIU-DoM


(Shahuraj Hire)
Technical Officer (2), PIU-DoM


(Rajendrakumar Darade)
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune


(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune

Office Note

SMART - Project Implementation Unit
Directorate of Marketing, M.S. Pune
Date: 18/03/2024

Subject: Minutes of Meeting for Review meeting regarding submitted Inception Report for Call Centre & Help Desk Service by the Consultant.

References:

1. RFP for Hiring Consultancy Services for Call Centre & Help Desk Service, dated 30/08/2023; Reference No. SMART/PCMU/DoM/CS/59/2023-24.
2. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
3. Inception Report dated 05/03/2024 received on 11/03/2024.
4. Office Note & Meeting Notice dated 12/03/2024

With reference to the subject, it is submitted that, vide reference no 1, RFP for hiring of Consultancy Services for Call Centre & Help Desk service, RFP No. SMART/PCMU/DoM/CS/59/2023-24, dated 30/08/2023 was published.

Following a due process of selection, vide reference no. 2, PIU-DoM has entered into a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference And Annex C Reporting Obligations annexed to it.

As mentioned in reference no. 2 Contract Document's Annex A - Terms of Reference (ToR), the brief scope of services includes - Identify, design, and implement an appropriate model for Call Centre and Help Desk service for stakeholders of the Department which includes preparing a Detailed Project Report (DPR) and a Request for Proposal (RFP) document with requirement analysis, identification, design, development, and implementation of Call Centre & Help Desk Service as per the requirements of Directorate of Marketing (DoM).

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, the Consultant shall submit an Inception Report during first month as part of Pre-Implementation Phase marked as M1.

Now, vide reference no. 3., AFC India Limited has submitted its Inception Report on 11/03/2024.

Thereafter, A review meeting of PIU-DOM regarding the Call Centre & Help Desk Service to discuss, review, and approve the Inception Report submitted by the Consultant held on Wednesday, 13/03/2024 at 12.00 p.m. in the chamber of the Director. This meeting was chaired by Head, PIU & Director of Marketing, MS, Pune. PIU-DoM officials and the Consultant Team were present at the review meeting.

Accordingly, we have prepared a draft of minutes of meeting based on the discussion held. The same is enclosed with this note for perusal and approval.

Respectfully submitted for approval.

(Sandeep Ingale)
IT-Expert, PIU-DoM

Sandeep Ingale
18.3.24

(Shahuraj Hire)
Technical Officer (2), PIU-DoM

Shahuraj Hire
18/03/2024

(Rajendrakumar Darade)
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune

Rajendrakumar Darade
18/3

(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune

Vikas Rasal

Minutes of Meeting

Date:- 13/03/2024

A review meeting of PIU-DOM regarding the Call Centre & Help Desk Service to discuss, review, and approve the Inception Report submitted by the Consultant held on Wednesday, 13/03/2024 at 12.00 p.m in the chamber of the Director. This meeting was chaired by PIU-Head, SMART & Director of Marketing, MS, Pune. PIU-DoM officials/employees and review committee members were present at the review meeting.

The discussion held and decisions taken are as follows:-

- The context of the meeting was set by Technical Officer, PIU by briefing about the agenda and about the consultant (Consortium of AFC India Limited and Mazars Advisory LLP)
- The Consultant team members introduced themselves and demonstrated a presentation related to Inception Report.
- Further, the Chair raised some queries related to the Inception Report. The Team Lead and Subject Matter Expert explained the queries throughout the discussion
- The Chair suggested that there should be a modification of key stakeholders identified at the inception level for the project.
- It was also directed that Processors, Stockists, State level Co-operative federations, People representative, NGOs, Single License Holder, Retailers etc. are also the major stakeholders for the proposed Call Centre. Therefore, the consultant shall update the stakeholder's list in the Inception Report
- It was also suggested by the chair that the Call Centre and help desk services may not be restricted merely for grievance registration and redressal but also for dissemination of information through help-desk services for all the stakeholders.
- Therefore, the consultant shall also incorporate the scope of helpdesk services in the Inception Report accordingly
- Further, it was also suggested to the consultant that they should design the RFP with incorporation of help-desk services in such a way that all the stakeholders may clarify their queries in the 1st call itself. The helpdesk agents shall be equipped with all such information to be able to answer all such queries themselves.
- It was also discussed that to understand the grievance redressal mechanism the consultant should also study relevant provisions of the state APMC Act and Rules. PIU Team shall facilitate the same for the consultant.
- The meeting ended with thanks from the chair.



(Vikas Rasal)

Head PIU-DoM &
Director of Marketing, M.S., Pune

Office Note

SMART - Project Implementation Unit
Directorate of Marketing, M.S. Pune
Date: 23/03/2024

Subject: Approval for Revised Inception Report for Call Centre & Help Desk Service submitted by the Consultant.

References:

1. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
2. Inception Report dated 05/03/2024 received on 11/03/2024.
3. Office Note & Meeting Notice dated 12/03/2024
4. Office Note & Minutes of Meeting dated 18/03/2024
5. Revised Inception Report dated 14/03/2024
6. Invoice dated 3/03/2024 received on 18/03/2024

With reference to the subject, it is submitted that vide reference no. 2, PIU-DoM has entered a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, the Consultant shall submit an Inception Report during first month as part of Pre-Implementation Phase marked as M1.

Vide reference no. 3., AFC India Limited has submitted its Inception Report on 11/03/2024.

Thereafter, A review meeting of PIU-DOM regarding the Call Centre & Help Desk Service to discuss, review, and approve the Inception Report submitted by the Consultant held on Wednesday, 13/03/2024 at 12.00 p.m. in the chamber of the Director. This meeting was chaired by Head, PIU & Director of Marketing, MS, Pune. PIU-DoM officials and the Consultant Team were present at the review meeting.


After that, the Consortium of AFC India Limited & Mazars Advisory LLP has revised the Inception Report, incorporating all of the suggestions and decisions arrived during the meeting as mentioned in the minutes. The consultant has resubmitted the revised Inception Report vide reference no. 5.

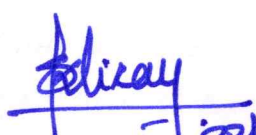
The said revised Inception Report is enclosed with this note for perusal and approval. After the approval of the Inception Report, the 10% of the total fees/contract amount Rs. Rs. 3,48,721/- may be paid to the consultant according to PART II, Section 8 (3B) Payment Schedule of the contract.

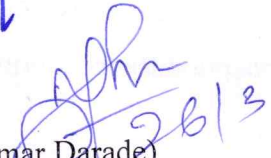
Further, as per the contract's payment schedule Consultant has raised an invoice of Rs. 3,48,721/-including GST (Rs. 53195/-) upon completion of the Inception Report, vide reference no. 6. A copy of the invoice is attached to this note for perusal and approval.

After the approval the expenses approval order will be issued in the name of the Consultant.

Respectfully submitted for approval and further process.


(Sandeep Ingale)
IT-Expert, PIU-DoM


(Shahuraj Hire)
Technical Officer (2),PIU-DoM


(Rajendrakumar Darade)
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune


(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune



Since 1968

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(A Deemed Government Organisation)

Wholly Owned by NABARD, Commercial Banks and EXIM Bank

Premier Development Institution Committed to Rural Prosperity

CA MAMTA SAHAL
CHIEF FINANCIAL OFFICER

AFC/HO/MS/SMART//2024:93

March 13, 2024

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project
Project Implementation Unit
Directorate of Marketing
3rd Floor, New Central Building
Pune - 411 001
Maharashtra

Dear Madam,

Sub: Submission of 1st Invoice against Consultancy services for establishing Call Centre and help desk services to PIU-DoM upon the submission of Inception Report (First Draft)

We sincerely thank you for giving us an opportunity to undertake the captioned assignment.

We enclosed herewith an invoice i.e.10% of total contract value signed on 6 February, 2024 for Rs. 3,48,721/- (Rupees Three Lakhs Forty-Eight Thousand Seven Hundred and Twenty-One Only) inclusive of GST @18% being the 1st instalment of project fee fallen due upon the submission of Inception Report (First Draft).

We shall be grateful, if you could kindly arrange to release the same at the earliest.

Thanking You and With Kind Regards

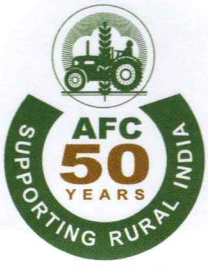
Yours faithfully,

Mamta Sahal

CHIEF FINANCIAL OFFICER

Encl: As above

पण संजापनालय महाराष्ट्र राज्य, पुणे-९.
शब्द - २५१२
आवक क्रमांक - १७८८
दिनांक - १८/०३/२०२४



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CA MAMTA SAHAL
CHIEF FINANCIAL OFFICER

AFC/HO/MS/SMART//2024:93

March 13, 2024

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project
Project Implementation Unit
Directorate of Marketing
3rd Floor, New Central Building
Pune – 411 001
Maharashtra

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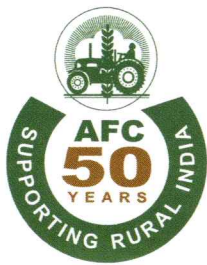
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Yours faithfully,

CHIEF FINANCIAL OFFICER
Encl: As above



Since 1968

AFC INDIA LIMITED

(A Deemed Government Organisation)

Wholly Owned by NABARD, Commercial Banks and EXIM Bank

Premier Development Institution Committed to Rural Prosperity

INVOICE

Name of Client: Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project
Project Implementation Unit
Directorate of Marketing
3rd Floor, New Central Building
Pune – 411 001 Maharashtra

GST IN No. : 27PNED18310F1D9

Sub: Submission of 1st Invoice against Consultancy services for establishing Call Centre and help desk services to PIU-DoM upon the submission of Inception Report (First Draft)

Ref: Contract signed as on 6 February, 2024

Invoice No.	AFCEINV2024069	Invoice Date	13.03.2024
Sl No.	Particulars	Amount in Rs.	
1	Being the 1 st invoice (10%) of the total fee of Rs. 34,87,210.40/- inclusive of GST towards Consultancy services for establishing Call Centre and help desk services to PIU-DoM.	Rs. 2,95,526 /-	
2	CGST@9%	Rs. 26,597/-	
3	SGST@9%	Rs. 26,598/-	
	Total (Rupees Three Lakhs Forty-Eight Thousand Seven Hundred and Twenty-One Only)	Rs. 3,48,721/-	

Our PAN Number : AAACA8315K
GST Regn. No. : 27AAACA8315K1Z
HSN Code : 998311

RTGS details are given below: The amount may be credited through ECS Please.

Name OF ACCOUNT HOLDER	AFC INDIA LIMITED
COMPLETE ADDRESS	DHANRAJ MAHAL, 1st Floor, C.S.M. Marg, Mumbai 400 001
TELEPHONE/FAX NO.	022-22028924 FAX NO. 022-22028966
E-mail address	afcindia.delhi@gmail.com , accounts@afcindia.org.in

BANK ACCOUNT DETAILS

BANK NAME	CENTRAL BANK OF INDIA
BRANCXH NAME WITH COMPLETE ADDRESS	MUMBAI MAIN BRANCH, M. G. ROAD, FORT MUMBAI- 400 001
WTHER THE BRANCH IS COMPUTERIZED	YES
WHETHER THE BRANCH IS RTGS ENABLED	YES
TYPE OF BANK ACCOUNT	CASH CREDIT
BANK ACCOUNT NO.	1787433135
9 DIGIT CODE NO. OF THE BANK	400016071
IFSC/MICR/CODE	CBIN0280621

Signature : *Mamta Sahal*
Name : CA MAMTA SAHAL
Designation : CHIEF FINANCIAL OFFICER
Date : 13.03.2024.



कार्यालयीन टिपणी

सविनय सादर

दि. २६/०३/२०२४

विषय :- AFC INDIA LIMITED यांना देयकाची रक्कम रु. ३,४८,७२९/- अदा करण्याबाबत

उपरोक्त संदर्भीय विषयान्वये सविनय सादर करण्यात येतो की, स्मार्ट प्रकल्पांतर्गत पणन संचालनालयाकडून राज्यस्तरावर कॉल सेंटर व हेलप डेस्क ची उभारणी करावयाची आहे. त्या करिता प्रकल्प अंमल बजावणी कक्ष-पणन संचालनालयाकडून AFC INDIA INDIA, Mumbai या सल्लागार संस्थेची (Consultant) ची नियुक्ती करण्यात आलेली आहे. स्मार्ट प्रकल्प अंमल बजावणी कक्ष-पणन संचालनालय व AFC INDIA INDIA, Mumbai संस्थेसोबत या करीता दि.१२.०२.२०२४ रोजी करार झालेला आहे. सदर संस्थेने करारातील नमुद Deliverables no.१ नुसार Inception Report चे एकूण रक्कम रु ३,४८,७२९/- मिळणेकरीता देयक या कार्यालयास सादर केले आहे.

AFC INDIA INDIA, Mumbai संस्थेने सादर केलेल्या Inception Report ला दि. २२/०३/२०२४ रोजीच्या टिपणान्वये मा. प्रमुख तथा पणन संचालक स्मार्ट यांनी मान्यता दिलेली आहे. त्यासमवेत सदर देयकातील रकमेबाबत अदा करणेस्तव परवानगी मिळाली आहे.

तरी उपरोक्तनुसार AFC INDIA INDIA, Mumbai संस्थेचे देयक रक्कम रु रु ३,४८,७२९/- अदा करणे प्रस्तावित आहे. तसेच त्याबाबतचा मसुदा आदेश धारिकेवर ठेवला असून तो मान्यतेस्तव सादर करण्यात येत आहे. आदेशाअंती सदर देयक AFC INDIA INDIA, Mumbai यांना अदा करण्याच्या पुढील कार्यवाहीसाठी प्रकल्प अंमलबजावणी कक्षाच्या लेखा शाखेकडे पाठविण्यात येईल. अवलोकन मान्यता तथा मंजूरी आदेश प्रारूप स्वाक्षरीस्तव सविनय सादर.

Rmy
26/03/24
लेखापाल

तंत्र अधिकारी- 2 (शाहूराज हिरे) - 28.03.24

मा. नोडल अधिकारी तथा सहसंचालक, पणन (राजेंद्रकुमार दराडे)

मा. प्रमुख, प्रकल्प अंमलबजावणी कक्ष तथा पणन संचालक (विकास रसाळ)

वाचा:-

१. स्मार्ट प्रकल्पाचे वित्तीय व्यवस्थापन पुस्तिकेमधील Delegation of power (Chapter 11; B.1)
२. स्मार्ट प्रकल्पाचे जा.क्र.पीसीएमयू/लेखा/निधी मर्यादा/२४०/२०२४, दि. २०/०२/२०२४ चे निधी मर्यादा आदेश.
३. AFC INDIA INDIA, Mumbai यांचे देयक दि. १३/०३/२०२४
४. AFC INDIA INDIA, Mumbai यांना अदा करावयाच्या देयकाच्या खर्चास मा. प्रमुख, प्रकल्प अंमलबजावणी कक्ष तथा पणन संचालक, महाराष्ट्र राज्य, पुणे यांची मंजूरी बाबतची टिपणी दि. २२/०३/२०२३.

मंजूरी आदेश

मा. बाळासाहेब ठाकरे कृषि व्यवसाय व ग्रामीण परिवर्तन स्मार्ट प्रकल्पांतर्गत पणन संचालनालयाकडून राज्यस्तरावर कॉल सेंटर व हेल्प डेस्क ची उभारणी करावयाची आहे. त्या करिता प्रकल्प अंमल बजावणी कक्ष-पणन संचालनालयाकडून AFC INDIA INDIA, Mumbai या सल्लागार संस्थेची (Consultant) ची नियुक्ती करण्यात आलेली आहे. स्मार्ट प्रकल्प अंमल बजावणी कक्ष-पणन संचालनालय व AFC INDIA INDIA, Mumbai संस्थेसोबत या करीता दि.१२.०२.२०२४ रोजी करार झालेला आहे. सदर संस्थेने करारातील नमुद Deliverables no.१ नुसार Inception Report चे एकूण रक्कम रु ३,४८,७२९/- मिळणेकरीता देयक या कार्यालयास सादर केले आहे.

संदर्भ क्र. १ व २ नुसार प्राप्त झालेल्या प्राधिकारान्वये मी प्रमुख, प्रकल्प अंमलबजावणी कक्ष स्मार्ट - पणन संचालनालय या नात्याने सदर AFC INDIA INDIA, Mumbai यांना प्रकल्पाचा संस्थेसोबत झालेल्या करारातील Deliverables no.१ नुसार एकूण देय रक्कम रु ३,४८,७२९/- (अक्षरी तीन लाख अठ्ठ्याचाळीस हजार सातशे एकवीस रुपये फक्त) अदा करण्यास या आदेशान्वये मंजूरी देण्यात येत आहे.

AFC INDIA INDIA, Mumbai यांनी सादर केलेला बँकेचा व देयकाचा तपशील खालीलप्रमाणे आहे.

Sr. No.	Particulars	Cost table Activity	Gross Amount	CGST 9% SGST 9%	Total	TDS 10%	CGST 1% SGST 1%	Net Payable
Invoice No - AFCEINV2024069 Dt. 13/03/2024								
1	Inception Report" for Consultancy Services for establishing Call Centre & Help Desk service to PIU DoM under SMART Project	(A2.1.4 Setting up of Call Center & Help Desk)	2,95,526.00	53,195.00	3,48,721.00	29,553.00	2,955.00 2,955.00	3,13,258.00
	Total Amount		2,95,526.00	53,195.00	3,48,721.00	29,553.00	5,910.00	3,13,258.00
CENTRAL BANK OF INDIA, M G RD, Mumbai A/c no 1787433135 IFSC- CBIN0280621								

उपरोक्त देयक अदायगीसाठीची रक्कम प्रकल्प अंमलबजावणी कक्ष - पणन संचालनालय कार्यालय स्तरावर उपलब्ध असलेल्या सन २०२३-२४ या आर्थिक वर्षाच्या अनुदानातून (३१) सहाय्यक अनुदाने या उपलेखाशिर्षातून तसेच PFMS प्रणालीतून प्रणालीतून Component(A- Enhancing Institutional Capacity to Support Agricultural Transformation) (A२- Enhanced Regulatory Effectiveness) (A2.1.4 Setting up of Call Center & Help Desk) या घटकाखाली खर्चा टाकण्यात यावा.

सोबत: - देयकाचा प्रती

Rly
Accountant

T.O.

Noda
Officer

26/3
प्रमुख,
प्रकल्प अंमलबजावणी कक्ष, स्मार्ट
पणन संचालनालय, म. रा., पुणे

जा.क्र.स्मार्ट/पीआययू- पणन संचालनालय/तांत्रिक/AFC देयक.१/ 32/२०२४
स्मार्ट कार्यालय, महाराष्ट्र राज्य,पुणे
दि. 26/०३/ २०२४

Office Note

SMART - Project Implementation Unit

Directorate of Marketing, M.S. Pune

Date: 14/05/2024

Subject: Discuss, review, and approve the Analysis & Assessment Report and Detailed Project Report for Call Centre & Help Desk Service submitted by the Consultant.

References:

1. RFP for Hiring Consultancy Services for Call Centre & Help Desk Service, dated 30/08/2023; Reference No. SMART/PCMU/DoM/CS/59/2023-24.
2. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
3. Submitted Analysis & Assessment Report dated on 22/04/2024
4. Submitted Detailed Project Report dated on 11/05/2024.

With reference to the subject, it is submitted that, vide reference no 1, RFP for hiring of Consultancy Services for Call Centre & Help Desk service, RFP No. SMART/PCMU/DoM/CS/59/2023-24, dated 30/08/2023 was published.

Following a due process of selection, vide reference no. 2, PIU-DoM has entered into a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.

As mentioned in reference no. 2 Contract Document's Annex A - Terms of Reference (ToR), the brief scope of services includes - Identify, design, and implement an appropriate model for Call Centre and Help Desk service for stakeholders of the Department which includes preparing a Analysis & Assessment Report, Detailed Project Report (DPR) and a Request for Proposal (RFP) document with requirement analysis, identification, design, development, and implementation of Call Centre & Help Desk Service as per the requirements of Directorate of Marketing (DoM).

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, as part of the Pre-Implementation Phase marked as M2 , the Consultant shall submit - Analysis & Assessment Report, Detailed Project Report and RFP Document with Phase Completion Report during second month of the assignment.

AFC India Limited has submitted its Analysis & Assessment Report and Detailed Project Report vide reference no. 3 and 4 respectively. The said Analysis & Assessment Report and Detailed Project Report is submitted here with for perusal.

It is submitted that the Analysis & Assessment Report and Detailed Project Report submitted by the Consultant may be discussed and reviewed by a review committee formed by PIU-DoM. It is submitted that, based on such review, the said Reports may be approved or otherwise by PIU-DoM.

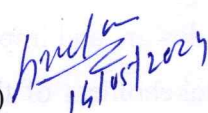
Therefore, it is kindly submitted that to discuss and review- 1. the Analysis & Assessment Report and 2. Detailed Project Report, a meeting comprising of following officials be arranged and scheduled tentatively on 16th of March 2024 at 12:00 pm or at any such suitable date or time as may be directed.


The list of officials proposed to be invited for discussion and review are as follows: -

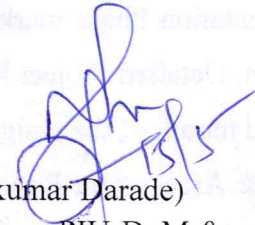
1. Director, Marketing – Chairperson
2. Nodal officer & Joint Director, Marketing – Member
3. Two Senior Deputy Directors – Members
(i.) Shri Madhukant Garad, ii.) Shri Mohan Nimbalkar)
4. Two Technical Officers from PIU-DoM – Members
5. IT-Expert PIU-DoM- Member
6. Team Leader of the Consultant Team for Call centre & Help desk- Invitee member

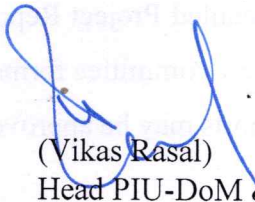
If approved the agenda of the meeting may be issued to concerned officials under signature of Nodal Officer. The draft agenda of the meeting to discuss, review and decide on - 1. Analysis & Assessment Report and 2. Detailed Project Report for establishing Call Centre & Help Desk Service under SMART Project is enclosed with this note for perusal and approval.

Respectfully submitted for approval and further process.

(Sandeep Ingale) 
IT-Expert, PIU-DoM

(Shahuraj Hire) 
Technical Officer (2), PIU-DoM

(Rajendrakumar Darade) 
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune

(Vikas Rasal) 
Head PIU-DoM &
Director of Marketing, M.S., Pune

Office Note

SMART - Project Implementation Unit
Directorate of Marketing, M.S. Pune
Date: 20/05/2024

Subject: Regarding World Bank comments received on Detailed Project Report for Call Centre & Help Desk Service submitted by the Consultant.

References:

1. RFP for Hiring Consultancy Services for Call Centre & Help Desk Service, dated 30/08/2023; Reference No. SMART/PCMU/DoM/CS/59/2023-24.
2. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
3. Analysis & Assessment Report dated on 22/04/2024
4. Draft Detailed Project Report dated 23/04/2024 and 11/05/2024.

With reference to the subject, it is submitted that, vide reference no 1, RFP for hiring of Consultancy Services for Call Centre & Help Desk service, RFP No. SMART/PCMU/DoM/CS/59/2023-24, dated 30/08/2023 was published.

Vide reference no. 2, PIU-DoM has entered a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned.

As mentioned in reference no. 2 Contract Document's Annex A - Terms of Reference (ToR), the brief scope of services includes - Identify, design, and implement an appropriate model for Call Centre and Help Desk service for stakeholders of the Department which includes preparing a Analysis & Assessment Report, Detailed Project Report (DPR) and a Request for Proposal (RFP) document with requirement analysis, identification, design, development, and implementation of Call Centre & Help Desk Service as per the requirements of Directorate of Marketing (DoM).

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, the Consultant shall submit an (ii) Analysis & Assessment Report and Detailed Project Report (iii) RFP Document and Phase Completion Report during second month as part of Pre-Implementation Phase marked as M2.


AFC India Limited has submitted its Draft Detailed Project Report (DPR) vide reference no. 4. Subsequently, on 25/04/2024, PIU-DoM sent the said Draft DPR to PCMU for their perusal and suggestions. PCMU has shared the same with WB team for their comments.

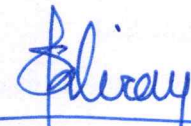
Now, today, PIU-DoM has received comments from WB team on the Draft DPR dated 23 April 2024. The said comments are enclosed herewith for perusal.

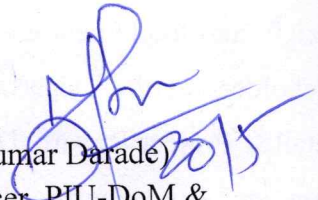
It is submitted that the WB team has thoroughly examined the Draft DPR dated 23 April 2024 and the comments and suggestions received from them are need to be looked into by the Consultant. Based on these comments and suggestions , the Draft DPR may be reviewed again by the Consultant Team and PIU-DoM.


Hence, It is submitted that the said WB comments and suggestions may be forwarded to the Consultant asking them to reply on the said comments and again review the Draft DPR.

Respectfully submitted for perusal and approval.


(Sandeep Ingale) 20/05/2024
IT-Expert, PIU-DoM


(Shahuraj Hire) 20/05/2024
Technical Officer (2), PIU-DoM


(Rajendrakumar Darade) 20/05/2024
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune


(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune

Fwd: SMART- PIU-DoM - Draft Detailed Project Report on Call Centre & Help Desk

1 message

20 May 2024 at 10:33

PCMU SMART <pcmu.smart@gmail.com>
To: smart dom <smart.piudom@gmail.com>

Dear Sir,

Please find below comments from WB.

Regards,

Abhay
Project Coordination & Management Unit
Hon. Balasaheb Thackeray Agribusiness and
Rural Transformation (SMART) Project
Sheti Mahamandal Bhavan, 270, Bhamburda,
Senapati Bapat Marg, Pune 411 016
Tel. 020 2565 6577/8 URL - smart-mh.org

----- Forwarded message -----

From: **Adarsh Kumar** <adarshk@worldbank.org>

Date: Sat, May 18, 2024 at 10:02 AM

Subject: RE: SMART- PIU-DoM - Draft Detailed Project Report on Call Centre & Help Desk

To: Project Coordinator <pcmu.smart@gmail.com>, Rishika Kashyap <rishika.kashyap02@gmail.com>, Charu Lata Sharma <csharma3@worldbank.org>

Dear Bote ji,

Kindly find our comments below and in the attached document:

1. What will be the source of key data points such as weather updates, market prices, crop management system, pest and weed control, etc.?
2. How frequently the data for call center be updated for **static content** – new technology, new varieties, new schemes, etc. There will also be a need for **dynamic updates on weather, pest attack**, etc. and a system should be in place for updating the database (with the help of concerned dept and not just DoM).
3. For Grievance Redressal – it would be good to add timelines for the resolution of the grievances – and accountability, incentives and penalties to ensure timely grievance redressal in operations manual.

Functionalities:

4. Provision for automated emails/ SMS/ WhatsApp message
5. A ChatGPT integrated ChatBot or Query resolution can be explored.
6. Various means in which complaints can be received must be defined clearly.
7. DoM can explore if it will be beneficial to guide all complainants to the official grievance portal over time. This is to reduce the number of channels through which complaints are being received to the official channels only.
8. DoM may explore getting an official WhatsApp number for receiving complaints.
9. The roles of helpdesk (query) and call centre (complaint) may be defined clearly.
10. The portal may ask the complainant which category they belong to – Farmer, Agent, etc.
11. Display of aggregate number of complaints received, resolved and under process. This data can also be provided across each admin level or as per each concerned department.

Legal:

12. Data privacy, data storage, data processing and data management clauses must be added as the grievance redressal system will deal with sensitive personal data.

Human resources and soft skills:

13. Training of relevant officers in each department on the portal and grievance redressal processes.
14. Appointment of a nodal grievance redressal officer and a content expert.

15. Document readability:

16. All abbreviations to be spelt out the first time.

Regards

Adarsh

From: PCMU SMART <pcmu.smart@gmail.com>
Sent: Thursday, May 9, 2024 5:18 PM
To: Rishika Kashyap <rishika.kashyap02@gmail.com>
Cc: Adarsh Kumar <adarshk@worldbank.org>
Subject: SMART- PIU-DoM - Draft Detailed Project Report on Call Centre & Help Desk

[External]

Dear Madam,

With reference to subject, PIU-DoM has received draft Detailed Project Report on Call Centre & Help Desk submitted by appointed Consultant AFC India & Mazars. We are sharing the same for your perusal and suggestions, if any.

Regards,

APD

Project Coordination & Management Unit

Hon. Balasaheb Thackeray Agribusiness and

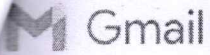
Rural Transformation (SMART) Project

Sheti Mahamandal Bhavan, 270, Bhamburda,

Senapati Bapat Marg, Pune 411 016

Tel. 020 2565 6577/8 URL - smart-mh.org

 **Call Centre Help Desk_PIU-DoM with WB Comments.pdf**
1472K



SMART DoM <smart.piudom@gmail.com>

12)

53

Fwd: SMART- PIU-DoM - Draft Detailed Project Report on Call Centre & Help Desk

Narendra Baduni (AFC INDIA) <n.baduni@afcindia.org.in>

30 May 2024 at 16:59

To: SMART DoM <smart.piudom@gmail.com>

Cc: Narendra Baduni <baduninp.afc@gmail.com>, Nikunj Garg <nikunj.garg@mazars.co.in>, Swapnil Shah <swapnil.shah@mazars.co.in>

Dear Sir,

Please find attached the revised DPR incorporating the inputs received from the WB team. Also, attached is an item-wise response against inputs received from the WB Team.

Regards

[Quoted text hidden]

--

Dr Narendra Baduni

Deputy General Manager


AFC India Limited

Corporate Office

I-103, 3rd Floor, Kirti Nagar, New Delhi -110015

Phone: +91-11-45791196; +91-11-45791199

Mob.+91-9990318257

 Smart- WB compliance.zip
1879K

Consultancy Services for Call Centre & Help Desk to PIU DoM under SMART Project: Submission of "Draft RFP & ToR" post incorporating the inputs received on the DPR from the World Bank

1 message

Narendra Baduni <baduninp.afc@gmail.com>

3 June 2024 at 12:38

To: smart.piudom@gmail.com

Cc: Swapnil Shah <swapnil.shah@mazars.co.in>, Nikunj Garg <nikunj.garg@mazars.co.in>, Shaili Verma <shaili@afcindia.org.in>

Dear Sir,

With reference to the captioned project, we are hereby enclosing the "**Draft RFP & ToR**" post incorporating the inputs received on the DPR from the World Bank Team for your kind perusal and consideration please.

Regards,

Dr Narendra Baduni
Deputy General Manager

AFC INDIA LIMITED

(Formerly, Agricultural Finance Corporation Ltd.)

A Deemed Government Organization

Wholly owned by NABARD, Commercial Banks & EXIM Bank

Corporate Office
I-107A, 3rd Floor, Kirti Nagar, New Delhi -110015
Email: baduninp.afc@gmail.com
Phone: +91-11-45791196; +91-11-45791199
Mob.+91-9990318257

 **submissionofdraftfpforconsultancyservicesforcal.zip**
2079K

Minutes of Meeting

Date:- 19/06/2024

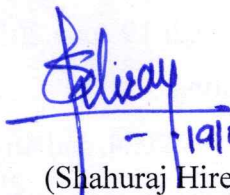
A meeting of Procurement Committee of PIU-DOM, as per Meeting Notice dated 18/06/2024 regarding Contract period extension to the Consultant – AFC India Ltd. & Mazars India, appointed for the Consultancy Services for Establishment of Call Centre & Help Desk Service was held on Wednesday, 19/06/2024 at 12.00 p.m. under the Chairmanship of Shri Rajendrakumar Darade , Nodal Officer, PIU-DoM & Joint Director, Marketing.

The discussion held and decisions taken are as follows:-

- The context of the meeting was set by Shri Shahuraj Hire Technical Officer, PIU-DoM by briefing about the agenda and about the contract with the consultant (Consortium of AFC India Limited and Mazars Advisory LLP)
 - PIU-DoM has entered into a contract on 12/02/2024 with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.
 - As per Clause 3. of the Existing Contract, the Consultant shall perform the Services during the period commencing from 20 February 2024 and continuing through 19 June 2024, or any other period as may be subsequently agreed by the parties in writing.
 - As such, the Consultant started providing its services from 20th February 2024, and till now, the consultant has completed the Pre-Implementation Phase assignment by submitting the Inception Report, the Analysis & Assessment Report, Detailed Project Report (DPR), and the Request for Proposal (RFP) draft along with the ToR and Monthly Reports as per the deliverables and schedule specified in the Contract.
 - The next phase of the assignment is the Bid Process & Project Management Phase in split into two months, marked as M3 and M4 in the contract. However, this activity could not be conducted due to the enforcement of Model Code of Conduct for General Election, enforced since 16th March 2024 till 4th June 2024.
 - However, the contract period of the consultant is going to come to end on 19th June 2024.
 - Prior to that the Consultant AFC India Ltd has forwarded a letter dated 16/05/2024 for Contact Extension to PIU- DoM. The same was forwarded to PCMU for their guidance on 28 May 2024. PCMU Procurement Expert via his email, dated 10th June 2024, has replied that, “The contract can be extended further after mutual agreement by the parties on the number of days/months to be extended with no cost increase.”
 - Afterward the said clarification was communicated to the Consultant, via email, on 10th June 2024.
 - Accordingly, on 10 June 2024, by email, the consultant acknowledged their acceptance and communicated that “.... the contract may be extended for a period of 2 months w.e.f. 20 June 2024 without any cost implication. The remaining activities shall be carried out on a

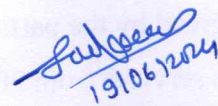
onsite/ offsite basis by the team so as to ensure delivery of the assignment within time (upon extension)..” and requested to PIU-DoM to extend the contract duration for 2 months w.e.f. from 20th June 2024.

- The Chair and committee members discussed on the period of contract period extension. The members took notice of the fact that even though Phase 1 of the assignment is completed, the remaining Phase 2 of the assignment which consists of the following components: Project Implementation Monitoring, Bid Process Management, Bid Evaluation & Contract Finalization, and O&M Phase Monitoring could not be initiated since the enforcement of Model Code of Conduct, in effect from 16 March 2024 to 4th June 2024, had halted the Tendering activity.
- Hence, considering the above facts, the project requirements and the Consultant’s acceptance, **the Committee has unanimously agreed to give its approval to the extension of the abovementioned Consultancy Services Contract for 2 months effectively from 20th June 2024, with no cost escalation.**
- The meeting ended with thanks from the chair.


- 19/06/2024

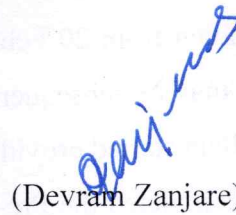
(Shahuraj Hire)

Technical Officer(2)
PIU-DoM
Member


19/06/2024

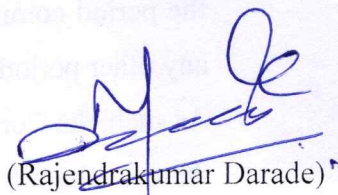
(Rajendra Palekar)

Technical Officer(1)
PIU-DoM
Member-Secretary



(Devram Zanjare)

Accounts Officer
PIU-DoM
Member



(Rajendrakumar Darade)

Nodal Officer & Jt. Director
PIU-DoM
Chairman

Subject: Extension to existing Consultancy Services Contract with Consortium of AFC India Limited & Mazars Advisory LLP appointed to provide Consultancy Services for establishing Call Centre & Help Desk Service within PIU-DoM

References:

1. RFP for Hiring Consultancy Services for Call Centre & Help Desk Service, dated 30/08/2023; Reference No. SMART/PCMU/DoM/CS/59/2023-24.
2. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
3. AFC India Ltd's Draft RFP for Selection of Service Provider for Establishment of Call Centre and Grievance Redressal Solution through a Managed Services Provider for Directorate of Marketing, dated 29/04/2024.
4. AFC India Ltd's Letter for Contact Extension dated 16/05/2024.
5. PIU-DoM Letter dated 28/05/2024
6. PCMU Procurement Expert Email dated 10/06/2024
7. Consultant's email dated 10/06/2024
8. Minutes of Meeting dated 19/06/2024

With reference to the subject, it is submitted that, vide reference no 1, RFP for hiring of Consultancy Services for establishing Call Centre & Help Desk Service, RFP No. SMART/PCMU/DoM/CS/59/2023-24, dated 30/08/2023 was published.

Following a due process of selection, vide reference no. 2, PIU-DoM has entered into a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.

As such, the Consultant started providing its services from 20th February 2024, and till now, the consultant has completed the Pre-Implementation Phase assignment by submitting the Inception Report, the Analysis & Assessment Report, Detailed Project Report (DPR), and the Request for Proposal (RFP) draft along with the ToR and Monthly Reports as per the deliverables and schedule specified in the Contract.

The next phase of the assignment is the Bid Process & Project Management Phase in split into two months, marked as M3 and M4 in the contract. It consists of the following components: Project Implementation Monitoring, Bid Process Management, Bid Evaluation & Contract Finalization, and O&M Phase Monitoring.

In accordance with contract timeline & derivable, the contract period of the consultant shall be ending on 19th June 2024. Also as per contract clause 3 : The Consultant shall perform the Services during the period commencing 20th February, 2024 and continuing through 19th June 2024, or any other period as may be subsequently agreed by the parties in writing.

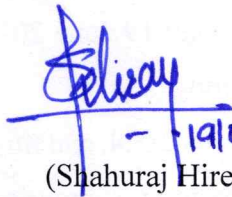
As mentioned above, vide the reference no. 3, the Consultant has submitted the draft Request for Proposals (RFP) for Establishment of Call Centre and Grievance Redressal Solution through a Managed Services Provider. According to the assignment timeline, the next phase is to issue an RFP, however this activity could not be conducted due to the enforcement of Model Code of Conduct for General Election, enforced since 16th March 2024 till 4th June 2024.

In this regard, vide reference no. 4, PIU-DoM has received a proposal from the Consultant for the extension of the contract, *based on extension with pro-rata commercial as per the original contract*. The said proposal is submitted herewith for perusal and consideration.

Further, vide reference no. 5 letter, considering the circumstances as mentioned above and the achievement of the deliverables of the assignment till date, the proposal from the

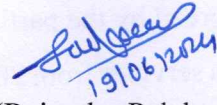
onsite/ offsite basis by the team so as to ensure delivery of the assignment within time (upon extension)..” and requested to PIU-DoM to extend the contract duration for 2 months w.e.f. from 20th June 2024.

- The Chair and committee members discussed on the period of contract period extension. The members took notice of the fact that even though Phase 1 of the assignment is completed, the remaining Phase 2 of the assignment which consists of the following components: Project Implementation Monitoring, Bid Process Management, Bid Evaluation & Contract Finalization, and O&M Phase Monitoring could not be initiated since the enforcement of Model Code of Conduct, in effect from 16 March 2024 to 4th June 2024, had halted the Tendering activity.
- Hence, considering the above facts, the project requirements and the Consultant’s acceptance, **the Committee has unanimously agreed to give its approval to the extension of the abovementioned Consultancy Services Contract for 2 months effectively from 20th June 2024, with no cost escalation.**
- The meeting ended with thanks from the chair.



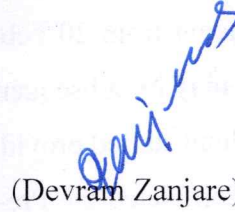
(Shahuraj Hire)

Technical Officer(2)
PIU-DoM
Member



(Rajendra Palekar)

Technical Officer(1)
PIU-DoM
Member-Secretary



(Devram Zanjare)

Accounts Officer
PIU-DoM
Member



(Rajendrakumar Darade)

Nodal Officer & Jt. Director
PIU-DoM
Chairman



Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project
(Project Implementation Unit - Directorate of Marketing)

DIRECTORATE OF MARKETING

3rd Floor, New Central Building, Maharashtra Pune- 411001

Phone- 020-26126628/26126785 Fax- 020-26127004/26132401

Email :- dirmkmts@gmail.com Website :- www.mahapanan.maharashtra.gov.in

O/W No. : PIU-DOM/SMART/CallCentre / 2103 / 2024

Date: 19/06/2024

To,
AFC India Ltd. & Mazars Advisory LLP

Subject: Extension to existing Consultancy Services Contract with Consortium of AFC India Limited & Mazars Advisory LLP appointed to provide Consultancy Services for establishing Call Centre & Help Desk Service within PIU-DoM

References:

1. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
2. AFC India Ltd's Letter for Contact Extension dated 16/05/2024.
3. PCMU Procurement Expert Email dated 10/06/2024
4. Your email dated 10/06/2024

Respected Sir,

With reference to the subject, vide reference no , PIU-DoM has entered into a contract with the Consortium of AFC India Limited & Mazars Advisory LLP on 12/02/2024 for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.

As per contract clause 3 : The Consultant shall perform the Services during the period commencing 20th February 2024 and continuing through 19th June 2024, or any other period as may be subsequently agreed by the parties in writing.

As such, the Consultant started providing its services from 20th February 2024, and till now, has completed the Pre-Implementation Phase assignment by submitting the Inception Report, the Analysis & Assessment Report, Detailed Project Report (DPR), and the Request for Proposal (RFP) draft along with the ToR and Monthly Reports as per the deliverables and schedule specified in the Contract

The next phase of the assignment i.e. the Bid Process & Project Management Phase in split into two months, marked as M3 and M4 in the contract. However, this activity could not be conducted due to the enforcement of Model Code of Conduct for General Election, enforced since 16th March 2024 till 4th June 2024. The enforcement of the said code has halted the tendering activities of the Govt and Govt organisations, in general.

Meanwhile, the Consultant AFC India Ltd has forwarded a letter dated 16/05/2024 for Contact Extension. The same was forwarded to PCMU SMART for their guidance on 28 May 2024. PCMU Procurement Expert via his email, dated 10th June 2024, has replied that, "The

contract can be extended further after mutual agreement by the parties on the number of days/months to be extended with NO cost increase.”

Afterward the said clarification was communicated to the Consultant, via email, on 10th June 2024.

Accordingly, on 10 June 2024, by email, the Consultant has acknowledged their acceptance and communicated to us that “.... the contract may be extended for a period of 2 months w.e.f. 20 June 2024 without any cost implication. The remaining activities shall be carried out on a onsite/ offsite basis by the team so as to ensure delivery of the assignment within timelines (upon extension)..” and requested to PIU-DoM to extend the contract duration for 2 months w.e.f. from 20th June 2024.

Considering the circumstances as mentioned above and the achievement of the deliverables of the assignment till date, the extension of contract deems necessary to complete the remaining assignment.

In this regard, we have approved the extension of the abovementioned Consultancy Services Contract for 2 months effectively from 20th June 2024, with no cost escalation.

You are requested to please submit the signed copy of the amendment to the Contract attached herewith.

Enclosed herewith : 1. Draft amendment to the Contract

19/6/24
ITE Export
PIU-DoM

19/6/24
T.O. (M)
PIU-DoM

19/6
Nodal Officer
PIU DoM

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19.6
(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune

Amendment No: 1

Contract For: Consultancy services for establishing Call Centre and help desk services to PIU-DoM

Contract No. SMART/PCMU/DoM/CS/59/2023-24

1) This amendment (the "Amendment") is made by Director of Marketing Maharashtra State, Pune & Head Project Implementation Unit, Hon. Balasahab Thackeray Agribusiness & Rural Transformation Project, SMART and M/s. AFC India Ltd & Mazars, parties to the agreement for Consultancy services for establishing Call Centre and help desk services to PIU-DoM dated 12th February, 2024 (the "Contract").

2) The Agreement is amended as follows:

Sr. No	Clause No	Original Clause	Revised Clause
1	Clause 2 Period of Contract	The consultant shall be engaged by Directorate of Marketing, Hon. Balasahab Thackeray Agribusiness and Rural Transformation (SMART) Project to provide Consultancy services for establishing Call Centre and help desk services to PIU-DoM as per the scope of the RFP for an initial period of 4 months and further extendable based on the requirement of the outputs/ deliverables for the assignment. This 4-month period will commence from the date of issuing of Work Order by the client.	The consultant shall be engaged by Directorate of Marketing, Hon. Balasahab Thackeray Agribusiness and Rural Transformation (SMART) Project to provide Consultancy services for establishing Call Centre and help desk services to PIU-DoM as per the scope of the RFP for an initial period of 6 months and further extendable based on the requirement of the outputs/ deliverables for the assignment. This 6-month period will commence from the date of issuing of Work Order by the client.
2	Clause 3 Term	The Consultant shall perform the Services during the period commencing 20 th February 2024 and continuing through 19 th June 2024, or any other period as may be subsequently agreed by the parties in writing.	The Consultant shall perform the Services during the period commencing 20 th February 2024 and continuing through 19 th August 2024, or any other period as may be subsequently agreed by the parties in writing.

3) Except as set forth in this Amendment, the Agreement is unaffected and shall continue in full force and effect in accordance with its terms. If there is conflict between this amendment and the Agreement or any earlier amendment, the terms of this amendment will prevail.

Office Note

SMART - Project Implementation Unit
Directorate of Marketing, M.S. Pune
Date: 12/02/2024

Subject: Approval for signing of Contract with Joint Venture AFC India Ltd. And Mazars Advisory services LLP for hiring of Consultancy Services for Call Centre & Help Desk service, Project Implementation Unit - Directorate of Marketing (DoM) under SMART Project

Reference:

1. RFP for Hiring of Consultancy Services for Call Centre & Help Desk Service, Ref No. SMART/PCMU/DoM/CS/60/2023-24, dated 30/08/2023.
2. Office Note & First Corrigendum to the published RFP for Hiring of Consultancy Services for for Call Centre & Help Desk Service, dated 15/09/2023.
3. PCMU, Procurement Expert Email- dated 4/10/2023.
4. Office Note & Second Corrigendum to the published RFP for Hiring of Consultancy Services for for Call Centre & Help Desk Service, dated 5/10/2023.
5. Office Note of Approval for Opening the proposal received against the published RFP for hiring of Consultancy Services for Call Centre & Help Desk Service, Date 17/10/2023
6. Approval of Technical Evaluation Report dated 3/11/2023
7. Notice for Opening of Financial Bid Opening date 08/11/2023
8. Approval of Technical and Financial Evaluation Report dated 29/11/2023
9. PIU DoM Letter of Invitation of Contract Negotiation Dated 29/11/2023
10. PIU DoM Letter regarding Contract Negotiation dated 02/01/2024
11. AFC India Letter of Confirmation on deployment of Key and Non-Key personnel , AFC:SMART DOM:2024/19 Dated 05/01/2024.
12. AFC India Email of Draft final contract Dated 12/01/2024
13. Approval to Key Experts and Draft Contract dated 24/01/2024
14. Letter of AFC India ltd along with signed copy of Contract Document.

With reference to the subject, as per PCMU letter dated 27/07/2023 Project Director SMART has given approval to PIU-DoM to initiate procurement of hiring of Consultancy Services for Call Centre & Help Desk service. Accordingly, the RFP for Hiring of Consultancy Services for Call Centre & Help Desk Service, Project Implementation Unit - Directorate of Marketing (DoM) have been called for and published on the SMART project website on 30th August 2023 and originally the last date to submit the proposals was upto 29th Sep. 2023, 5:00 PM. Later on, vide reference no. 4 above, the last date to submit the proposals was extended up to 13th of October 2023.

Against the RFP for Hiring of Consultancy Services for Call Centre & Help Desk Service, till the extended deadline to submit the proposal i.e. 13th October 2023, 5:00 p.m., we have received following one proposal :-

1.	Consortium of AFC India Ltd. & Mazars Advisory LLP (Lead firm AFC India)	27/09/2023 (Proposal Submission Date)
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Vide reference no. 5, the Approval for Opening the proposal received against the published RFP for hiring of Consultancy Services for Call Centre & Help Desk Service was given on 17/10/2023.

Technical Evaluation Committee concluded the technical evaluation of the Bid Proposal as per Criteria mentioned in the ITC 21.1 Part A and Part B of the Data Sheet on 3/11/2023.

As per Technical Evaluation Report, after evaluation the bid proposal submitted by 1. Consortium of AFC India Ltd. & Mazars Advisory LLP fulfils minimum qualification criteria mentioned in the ITC clause 21.1 Part A of data sheet of the RFP. Hence, the next stage of technical evaluation as per the criteria mentioned in ITC clause 21.1 Part B of the RFP was done. After evaluation of the criteria mentioned in Part B, total marks secured by the bidder are as follows :

Sr. No.	Name of the Bidder	Marks out of 100
1.	Consortium of AFC India Ltd. & Mazars Advisory LLP (Lead firm AFC India)	77.50

Minimum score required to pass the technical qualification as per RFP is 70.

The committee in its evaluation report has also recommended that the financial proposals of the bidder mentioned above be opened for further evaluation. The said report was approved vide Office Note dated 06/11/2023.

Notice for Financial Bid Opening was served to the qualified bidder vide email dated 08/11/2023. The Financial Bid Opening was held on 09/11/2023 at 05:00 p.m. in the office of Directorate of Marketing, Maharashtra State Pune.

Thereafter, Procurement Evaluation Committee prepared a Final Combined Technical and Financial Evaluation Report as mentioned in the ITC clause 21.1 and 27.1 of the published RFP. As per final Combined Final Combined Technical and Financial Evaluation Report the final scores of the qualified bidder are as follows :

Technical, Financial, and final scores

Consultants' names	Technical Evaluation			Financial Evaluation		Combined Evaluation	
	Technical scores ¹ S(t)	Weighted scores S(t) × T ²	Technical rank	Financial scores ³ S(f)	Weighted scores S(f) × F ⁴	Scores S(t) T + S(f) F	Rank
Consortium of AFC India Limited and Mazars Advisory LLP	77.50	62.00	1	100.00	20.00	82.00	1

102

The Evaluation Committee recommended to invite the highest rank firm Consortium of M/s. AFC India Limited and Mazars Advisory LLP for contract negotiation. The same has been approved vide Office Note dated 29/11/2023.

Vide reference no 9, PIU DoM invited Consortium of M/s. AFC India Limited and Mazars Advisory LLP for contract negotiation. The contract negotiations meeting was held on 30/11/2023 at 11.00 AM. The authorized representative from JV consortium of AFC India & Mazars , Mr. Nikunj Garg – Partner Management, Technology Risk and Digital consulting- Mazars was present for contract negotiation meeting.

The authorized representative made a presentation before Nodal Officer and Technical Officers of the PIU-DoM which included the brief about the ToR, the proposed methodology, the Client's inputs, and conditions of the draft Contract.

However, at the time of Contract Negotiation meeting the authorized representative could not submit the signed confirmations regarding the availability of Key Experts as indicated in ITC Clause 28.3. Later on through various telephonic conversations the proposed conditions of the contract were discussed. Thereafter, vide letter dated 02/01/2024 it was conveyed to the Consultant firm, in writing, to submit written signed confirmations regarding the availability of Key Experts and submit the final draft of contract having provisions in consonance with the World Bank Standard Contract Document, so that the contract negotiation could be concluded.

Thereafter, vide email dated 05/01/2024 the Consultant submitted the written confirmation regarding availability of Key Experts as per requirement of ToR.

However, upon perusal of the Consultant's original proposal and written confirmation as mentioned above, it was found that one original Key Expert for Position of Sr. no. 2. Subject Matter / Process Excellence Expert, Mr. Chetan Kumar Chaudhary is proposed to be replaced by Mr. Swapnil Shah and another original Key Expert for position of Sr. no 3. IT / Tele- communication Expert, Mr. Swapnil Shah is proposed to be replaced by Mr. Jay Patel. The CVs of the new proposed key experts i.e. Sr. no. 2- Subject Matter / Process Excellence Expert, Shri Swapnil Shah and Sr. No. 3- IT / Tele- communication Expert, Shri Jay Patel, were submitted by consultant vide its email dated 5/01/2024.

The same were approved vide Office Note on 24/01/2024 vide reference no. 13.

The draft of Contract was also approved on 24/01/2024 and letter of invitation along with approved draft Contract was sent to Joint Venture of AFC India Ltd. And Mazars Advisory services LLP vide reference no. 13.

Now, we have received signed copy of Contract from Joint Venture of AFC India Ltd. Mazars Advisory services LLP duly signed under seal of the firm and signature of their official signatories for the proposal as follows:-

1. For AFC India Ltd.- Dr. Narendra Baduni, Assistant General Manager and
2. For Mazars Advisory LLP- Mr. Nikunj Garg, Partner


As per the Contract document, submitted herewith, the period of Contract shall be of 04 months for the services as per attached Terms of Reference in Annexure A of the Contract. The total Value of Contract including GST will be of INR Rs. 34,87,210.40 Only (Rupees Thirty-Four Lakhs Eighty-Seven Thousand Two Hundred and Ten and Forty Paise Only).


Once signed, the services of the consultant shall effectively commence from 20th February 2024 and continuing through 19th June 2024 or any other period as may be subsequently agreed by the parties in writing.


As per SMART Project Procurement Guidelines to PIUs dated 01/09/2022, Heads of the PIUs have been delegated authority of procurement up to Rs. 70.00 lakhs.


The full document of Contract to be signed with Joint Venture of AFC India Ltd. And Mazars Advisory services LLP for hiring of Consultancy Services for Call Centre & Help Desk service, Project Implementation Unit - Directorate of Marketing (DoM) under SMART Project is submitted herewith for your kind perusal and signatures please.

Respectfully Submitted.


(Sandip Ingale)
IT-Expert,
PIU-DoM


(Shahuraj Hire) - 12.2.24
Technical Officer (2),
PIU- DOM


(Rajendra Darade)
Nodal Officer, PIU-DOM &
Joint Director Marketing, M.S. Pune


(Dr. Kedaree Jadhav)
Head PIU-DOM &
Director of Marketing, M.S., Pune

WORK PLAN	Month	Phase	Broad Activities	Output	Sr. No.	Deliverable / Activity	Date of Submission	Remarks
	M1	Pre-implementation Phase	Team Mobilization, Discussion & Requirement Gathering	Inception Report (First Draft)	1	Contract Agreement signed	12/02/2024	Agreement served as work order.
					2	Inception Report (Initial)	05/03/2024	Submitted along with invoice.(hard copy received 11/03/2024)
					3	Inception Report (Revised)	14/03/2024	Submitted with Note & invoice;
					4	Final Inception Report (accepted)	18/03/2024	Considered as final inception deliverable. Approve on 22/03/2024 NS 11
	M2	Pre-implementation Phase	Analysis and Assessment - Stakeholder Interaction, Conducting requirement Study Request for Proposal - Preparation of RFP Document, including eligibility criteria & Technical specification	Analysis & Assessment Report RFP Document		DPR (Analysis & Assessment Report)	22/04/2025	Submitted as per contract.
					5	Analysis & Assessment Report, DPR & RFP submitted	06/05/2024	Submitted with invoice dt.30/04/2024;
					6	DPR (Revised)	11/05/2025	Submitted incorporating observations.
					7	ToR & RFP Documents (draft)	03/06/2024	Revised as per World Bank inputs; submitted to PCMU.
					8	DPR ToR & RFP Document	10/06/2024	Considered as final DPR & RFP deliverable. Approve on 10/06/2024 NS 55
9	Submission to PCMU	14/06/2024	DPR, ToR & RFP submitted; bid process approval pending.					
M3	Bid Process & Project Management Phase	Bid Process Management - Assist pre-bid meetings, responding of queries and preparation of corrigendum Bid Evaluation & Contract finalization - Support during Bid Evaluation and preparation of work purchase order along with contract administration and stakeholder coordination	Project Implementation, Management & Monitoring	10	Extension of Consultancy Period	19/06/2024	Duly approved; reflected in letter & amendment. 19/06/2024 – 19/08/2024	
				11	Work Stoppage	19/08/2024	Due to administrative delays under SMART Project (not attributable to AFC).Contract was terminated on 19/08/2024 due to bid process approval pending.	
M4	Bid Process & Project Management Phase	Project Implementation Monitoring - Inspection & supervision along with review and project plan, milestone, and preparation of QA & QC standards, monitoring timelines O&M Phase Monitoring - Monitoring compliance change, capacity building, ensure completion of tasks assigned Final Sign off	Project Implementation, Management & Monitoring					
				12				

Office Note

SMART - Project Implementation Unit
Directorate of Marketing, M.S. Pune
Date: 23/03/2024

Subject: Approval for Revised Inception Report for Call Centre & Help Desk Service submitted by the Consultant.

References:

1. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
2. Inception Report dated 05/03/2024 received on 11/03/2024.
3. Office Note & Meeting Notice dated 12/03/2024
4. Office Note & Minutes of Meeting dated 18/03/2024
5. Revised Inception Report dated 14/03/2024
6. Invoice dated 3/03/2024 received on 18/03/2024

With reference to the subject, it is submitted that vide reference no. 2, PIU-DoM has entered a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, the Consultant shall submit an Inception Report during first month as part of Pre-Implementation Phase marked as M1.

Vide reference no. 3., AFC India Limited has submitted its Inception Report on 11/03/2024.

Thereafter, A review meeting of PIU-DOM regarding the Call Centre & Help Desk Service to discuss, review, and approve the Inception Report submitted by the Consultant held on Wednesday, 13/03/2024 at 12.00 p.m. in the chamber of the Director. This meeting was chaired by Head, PIU & Director of Marketing, MS, Pune. PIU-DoM officials and the Consultant Team were present at the review meeting.


After that, the Consortium of AFC India Limited & Mazars Advisory LLP has revised the Inception Report, incorporating all of the suggestions and decisions arrived during the meeting as mentioned in the minutes. The consultant has resubmitted the revised Inception Report vide reference no. 5.

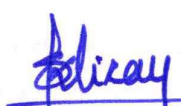
The said revised Inception Report is enclosed with this note for perusal and approval. After the approval of the Inception Report, the 10% of the total fees/contract amount Rs. Rs. 3,48,721/- may be paid to the consultant according to PART II, Section 8 (3B) Payment Schedule of the contract.


Further, as per the contract's payment schedule Consultant has raised an invoice of Rs. 3,48,721/-including GST (Rs. 53195/-) upon completion of the Inception Report, vide reference no. 6. A copy of the invoice is attached to this note for perusal and approval.

After the approval the expenses approval order will be issued in the name of the Consultant.

Respectfully submitted for approval and further process.


(Sandeep Ingale)
IT-Expert, PIU-DoM


(Shahuraj Hire)
Technical Officer (2),PIU-DoM


(Rajendrakumar Darade)
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune


(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune



Since 1968

AFC INDIA LIMITED

(A Deemed Government Organisation)

Wholly Owned by NABARD, Commercial Banks and EXIM Bank

Premier Development Institution Committed to Rural Prosperity

CA MAMTA SAHAL
CHIEF FINANCIAL OFFICER

AFC/HO/MS/SMART//2024:93

March 13, 2024

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project
Project Implementation Unit
Directorate of Marketing
3rd Floor, New Central Building
Pune - 411 001
Maharashtra

Dear Madam,

Sub: Submission of 1st Invoice against Consultancy services for establishing Call Centre and help desk services to PIU:DoM upon the submission of Inception Report (First Draft)

We sincerely thank you for giving us an opportunity to undertake the captioned assignment.

We enclosed herewith an invoice i.e. 10% of total contract value signed on 6 February, 2024 for Rs. 3,48,721/- (Rupees Three Lakhs Forty-Eight Thousand Seven Hundred and Twenty-One Only) inclusive of GST @18% being the 1st instalment of project fee fallen due upon the submission of Inception Report (First Draft).

We shall be grateful, if you could kindly arrange to release the same at the earliest.

Thanking You and With Kind Regards

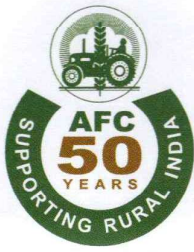
Yours faithfully,

Mamta Sahal

CHIEF FINANCIAL OFFICER

Encl: As above

पणन संजालनालय महाराष्ट्र राज्य, पुणे-९.
शाख - २५१२
आवक क्रमांक - 1788
दिनांक - 18/03/2024



Since 1968

AFC INDIA LIMITED

(A Deemed Government Organisation)

Wholly Owned by NABARD, Commercial Banks and EXIM Bank

Premier Development Institution Committed to Rural Prosperity

CA MAMTA SAHAL
CHIEF FINANCIAL OFFICER

AFC/HO/MS/SMART//2024:93

March 13, 2024

Hon. Balasaheb Thackeray Agribusiness and Rural Transformation (SMART) Project
Project Implementation Unit
Directorate of Marketing
3rd Floor, New Central Building
Pune – 411 001
Maharashtra

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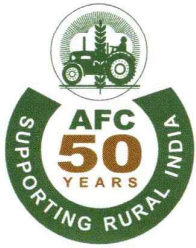
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CHIEF FINANCIAL OFFICER

Encl: As above



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INVOICE

Name of Client: Hon. Balasaheb Thackeray Agribusiness and
Rural Transformation (SMART) Project
Project Implementation Unit
Directorate of Marketing
3rd Floor, New Central Building
Pune – 411 001 Maharashtra

GST IN No. : 27PNED18310F1D9

Sub: Submission of 1st Invoice against Consultancy services for establishing Call Centre and help desk services to PIU-DoM upon the submission of Inception Report (First Draft)

Ref: Contract signed as on 6 February, 2024

Invoice No.	AFCEINV2024069	Invoice Date	13.03.2024
Sl No.	Particulars	Amount in Rs.	
1	Being the 1 st invoice (10%) of the total fee of Rs. 34,87,210.40/- inclusive of GST towards Consultancy services for establishing Call Centre and help desk services to PIU-DoM.	Rs. 2,95,526 /-	
2	CGST@9%	Rs. 26,597/-	
3	SGST@9%	Rs. 26,598/-	
	Total (Rupees Three Lakhs Forty-Eight Thousand Seven Hundred and Twenty-One Only)	Rs. 3,48,721/-	

Our PAN Number : AAACA8315K
GST Regn. No. : 27AAACA8315K1ZN
HSN Code : 998311

RTGS details are given below: The amount may be credited through ECS Please.

Name OF ACCOUNT HOLDER	AFC INDIA LIMITED
COMPLETE ADDRESS	DHANRAJ MAHAL, 1st Floor, C.S.M. Marg, Mumbai 400 001
TELEPHONE/FAX NO.	022-22028924 FAX NO. 022-22028966
E-mail address	afcindia.delhi@gmail.com , accounts@afcindia.org.in

BANK ACCOUNT DETAILS

BANK NAME	CENTRAL BANK OF INDIA
BRANCXH NAME WITH COMPLETE ADDRESS	MUMBAI MAIN BRANCH, M. G. ROAD, FORT MUMBAI- 400 001
WETHER THE BRANCH IS COMPUTERIZED	YES
WHETHER THE BRANCH IS RTGS ENABLED	YES
TYPE OF BANK ACCOUNT	CASH CREDIT
BANK ACCOUNT NO.	1787433135
9 DIGIT CODE NO. OF THE BANK	400016071
IFSC/MICR/CODE	CBIN0280621

Signature : 
Name : CA MAMTA SAHAL
Designation : CHIEF FINANCIAL OFFICER
Date : 13.03.2024



Submission of Analysis & Assessment Report and Questionnaire for Stakeholders - Consultancy Services for Call Centre & Help Desk to PIU DoM under SMART Project

Utsab Bandyopadhyay <utsab.bandyopadhyay@mazars.co.in>

22 April 2024 at 20:37

To: smart dom <smart.piudom@gmail.com>

Cc: Nikunj Garg <nikunj.garg@mazars.co.in>, Swapnil Shah <swapnil.shah@mazars.co.in>, Jay Kumar Patel <jay.patel@mazars.co.in>

Dear Sir

As per our discussion on our last submitted analysis and assessment report, we have incorporated all the suggestions provided by DoM.

Therefore, please find attached updated **Analysis & Assessment Report** for stakeholders of the captioned subject assignment for perusal and kind consideration.

Thanks and Regards

Utsab Bandyopadhyay

[Quoted text hidden]

 **Analysis and Assessment Report-v1.1.pdf**
8072K

Submission of Draft Detailed Project Report - Consultancy Services for Call Centre & Help Desk to PIU DoM under SMART Project

9 messages

Narendra Baduni (AFC INDIA) <n.baduni@afcindia.org.in> 22 April 2024 at 09:20
To: smart dom <smart.piudom@gmail.com>
Cc: "Dr. Narendra Baduni" <baduninp.afc@gmail.com>, Shaili Verma <shaili@afcindia.org.in>, "Manisha Pant (AFC INDIA)" <proposal@afcindia.org.in>, Nikunj Garg <nikunj.garg@mazars.co.in>

Dear Sir,

Greetings from AFC-Mazars Consortium!!

Please find attached Draft Detailed Project Report of the captioned subject assignment for perusal and kind consideration.

With kind regards,

Dr Narendra Baduni
Deputy General Manager
AFC India Limited
Corporate Office
I-103, 3rd Floor, Kirti Nagar, New Delhi -110015
Phone: +91-11-45791196; +91-11-45791199
Mob.+91-9990318257

 **Detailed Project Report_Draft.pdf**
1508K

Utsab Bandyopadhyay <utsab.bandyopadhyay@mazars.co.in> 23 April 2024 at 17:02
To: smart dom <smart.piudom@gmail.com>
Cc: Nikunj Garg <nikunj.garg@mazars.co.in>, Swapnil Shah <swapnil.shah@mazars.co.in>, Jay Kumar Patel <jay.patel@mazars.co.in>

Dear Sir

As per our discussion over last submitted draft Detailed Project Report (DPR), we have incorporated all the suggestions provided by DoM.

Therefore, please find attached updated **Detailed Project Report (DPR)** for perusal and kind consideration.

Thanks and Regards

Utsab Bandyopadhyay

From: Narendra Baduni (AFC INDIA) <n.baduni@afcindia.org.in>
Sent: Monday, April 22, 2024 9:21 AM
To: smart dom <smart.piudom@gmail.com>
Cc: Dr. Narendra Baduni <baduninp.afc@gmail.com>; Shaili Verma <shaili@afcindia.org.in>; Manisha Pant (AFC INDIA) <proposal@afcindia.org.in>; Nikunj Garg <nikunj.garg@mazars.co.in>
Subject: Submission of Draft Detailed Project Report - Consultancy Services for Call Centre & Help Desk to PIU DoM under SMART Project

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 **Detailed Project Report_updated.pdf**
1554K

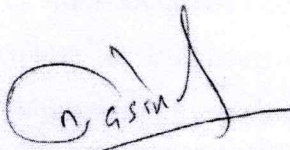
Narendra Baduni (AFC INDIA) <n.baduni@afcindia.org.in>
To: smart dom <smart.piudom@gmail.com>

29 April 2024 at 16:51



Annexure - I: Project Status as on 14 May 2024

S. No.	Phase	Project Activity	Timeline	Output	Submission Date
1.	Pre-implementation Phase	Team Mobilization, Discussion & Requirement Gathering	Month 1	Inception Report	14 March 2024
				Monthly Status Report	19 March 2024
2.		Analysis and Assessment-Stakeholder Interaction, Conducting requirement Study	Month 2	Analysis and Assessment report	22 March 2024
3.		Request for Proposal Preparation of RFP Document, including eligibility criteria & Technical specification		Detailed Project Report (DPR)	22 April 2024
				Request for Proposal (RFP) Document	26 April 2024
				Monthly Status Report	25 April 2024


Deputy General Manager



Subject: Approval for Detail Project Report, Term of Reference (ToR) and RFP Document for Call Centre & Help Desk Service submitted by the Consultant.

References:

1. RFP for Hiring Consultancy Services for Call Centre & Help Desk Service, dated 30/08/2023; Reference No. SMART/PCMU/DoM/CS/59/2023-24.
2. Contract with AFC India & Mazars for Consultancy Services for Call Centre & Help Desk Service under SMART Project dated 12/02/2024
3. Submitted Detailed Project Report dated on 11/05/2024 & 31/05/2024.
4. Office Note & Meeting Notice dated 14/05/2024
5. Invoice dated 30/04/2024 received on 15/05/2024
6. Office Note & Minutes of Meeting dated 16/05/2024
7. WB Comments email dated 20/05/2024
8. AFC India Limited Submitted ToR & RFP dated on 03/06/2024.

With reference to the subject, it is submitted that, vide reference no 1, RFP for hiring of Consultancy Services for Call Centre & Help Desk service, RFP No. SMART/PCMU/DoM/CS/59/2023-24, dated 30/08/2023 was published.

Following a due process of selection, vide reference no. 2, PIU-DoM has entered a contract with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.

As per deliverables mentioned in Annex A-ToR and reporting obligations mentioned in Annex C of the Contract, the Consultant shall submit an (ii) Analysis & Assessment Report and Detailed Project Report (iii) RFP Document and Phase Completion Report during second month as part of Pre-Implementation Phase marked as M2.

Vide reference no. 3, AFC India Limited has submitted Detailed Project Report vide reference no. 3, thereafter vide reference no. 4, Review meeting regarding submitted Assessment Report and Detailed Project Report held on 16/05/2024 chaired by PIU-Head, SMART & Director of Marketing

Vide reference no. 6 minutes of meeting approved and said draft Detailed Project Report forwarded to PCMU for perusal.

Accordingly, PIU-DoM has received comments from WB on submitted Draft Detailed Project Report via mail on 20/05/2024. In this regard the Consortium of AFC India Limited & Mazars Advisory LLP updated draft Detailed Project Report with all the comments incorporate and prepared reply to the WB comments and revised DPR accordingly and forwarded to PCMU on dated 31/05/2024 by email.

The said revised Detailed Project Report with incorporating WB comments is enclosed with this note for perusal and approval. After the approval of the Analysis & Assessment Report and Detailed Project Report, the 30% of the total fees/contract amount Rs. 10,46,163/- may be paid to the consultant according to PART II, Section 8 (3B) Payment Schedule of the contract.

Further, as per the contract's payment schedule Consultant has raised an invoice of Rs. 10,46,163/- including GST upon completion of the Analysis & Assessment Report and Detailed Project Report, vide reference no. 5. A copy of the invoice is attached to this note for perusal and approval. After the approval the expenses approval order will be issued in the name of the Consultant.

Vide reference no. 7, AFC India Limited has submitted Draft Term of Reference (ToR) & RFP Document for Establishment of Call Centre and Grievance Redressal Solution through a Managed Services Provider for Directorate of Marketing dated on 03/06/2024. The said draft ToR and RFP with all the WB comments incorporate and updated accordingly enclosed with this note for perusal and approval. After the approval the said Draft Term of Reference (ToR) and RFP forwarded to PCMU for further approval.

Respectfully submitted for approval and necessary instruction.

(Sandeep Ingale)
IT-Expert, PIU-DoM

(Shahuraj Hire)
Technical Officer (2), PIU-DoM

(Rajendrakumar Darade)
Nodal Officer, PIU-DoM &
Joint Director, Marketing, M.S. Pune

(Vikas Rasal)
Head PIU-DoM &
Director of Marketing, M.S., Pune

Minutes of Meeting

Date:- 19/06/2024

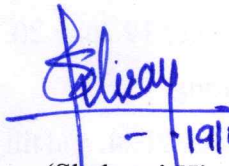
A meeting of Procurement Committee of PIU-DOM, as per Meeting Notice dated 18/06/2024 regarding Contract period extension to the Consultant – AFC India Ltd. & Mazars India, appointed for the Consultancy Services for Establishment of Call Centre & Help Desk Service was held on Wednesday, 19/06/2024 at 12.00 p.m. under the Chairmanship of Shri Rajendrakumar Darade , Nodal Officer, PIU-DoM & Joint Director, Marketing.

The discussion held and decisions taken are as follows:-

- The context of the meeting was set by Shri Shahuraj Hire Technical Officer, PIU-DoM by briefing about the agenda and about the contract with the consultant (Consortium of AFC India Limited and Mazars Advisory LLP)
 - PIU-DoM has entered into a contract on 12/02/2024 with the Consortium of AFC India Limited & Mazars Advisory LLP for the services as mentioned in the Contract Document and Annex A Terms of Reference and Annex C Reporting Obligations annexed to it.
 - As per Clause 3. of the Existing Contract, the Consultant shall perform the Services during the period commencing from 20 February 2024 and continuing through 19 June 2024, or any other period as may be subsequently agreed by the parties in writing.
 - As such, the Consultant started providing its services from 20th February 2024, and till now, the consultant has completed the Pre-Implementation Phase assignment by submitting the Inception Report, the Analysis & Assessment Report, Detailed Project Report (DPR), and the Request for Proposal (RFP) draft along with the ToR and Monthly Reports as per the deliverables and schedule specified in the Contract.
 - The next phase of the assignment is the Bid Process & Project Management Phase in split into two months, marked as M3 and M4 in the contract. However, this activity could not be conducted due to the enforcement of Model Code of Conduct for General Election, enforced since 16th March 2024 till 4th June 2024.
 - However, the contract period of the consultant is going to come to end on 19th June 2024.
 - Prior to that the Consultant AFC India Ltd has forwarded a letter dated 16/05/2024 for Contact Extension to PIU- DoM. The same was forwarded to PCMU for their guidance on 28 May 2024. PCMU Procurement Expert via his email, dated 10th June 2024, has replied that, “The contract can be extended further after mutual agreement by the parties on the number of days/months to be extended with no cost increase.”
 - Afterward the said clarification was communicated to the Consultant, via email, on 10th June 2024.
 - Accordingly, on 10 June 2024, by email, the consultant acknowledged their acceptance and communicated that “.... the contract may be extended for a period of 2 months w.e.f. 20 June 2024 without any cost implication. The remaining activities shall be carried out on a

onsite/ offsite basis by the team so as to ensure delivery of the assignment within timeline (upon extension)..” and requested to PIU-DoM to extend the contract duration for 2 months w.e.f. from 20th June 2024.

- The Chair and committee members discussed on the period of contract period extension. The members took notice of the fact that even though Phase 1 of the assignment is completed, the remaining Phase 2 of the assignment which consists of the following components: Project Implementation Monitoring, Bid Process Management, Bid Evaluation & Contract Finalization, and O&M Phase Monitoring could not be initiated since the enforcement of Model Code of Conduct, in effect from 16 March 2024 to 4th June 2024, had halted the Tendering activity.
- Hence, considering the above facts, the project requirements and the Consultant’s acceptance, **the Committee has unanimously agreed to give its approval to the extension of the abovementioned Consultancy Services Contract for 2 months effectively from 20th June 2024, with no cost escalation.**
- The meeting ended with thanks from the chair.


- 19/06/2024

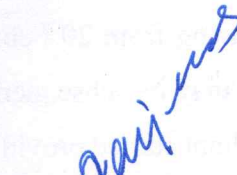
(Shahuraj Hire)

Technical Officer(2)
PIU-DoM
Member


19/06/2024

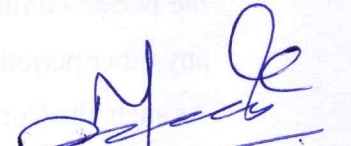
(Rajendra Palekar)

Technical Officer(1)
PIU-DoM
Member-Secretary



(Devram Zanjare)

Accounts Officer
PIU-DoM
Member



(Rajendrakumar Darade)

Nodal Officer & Jt. Director
PIU-DoM
Chairman