

**EoI Tender No. 11002-2/2023-PD&CC**

Government of India  
Delhi Milk Scheme  
West Patel Nagar  
New Delhi – 110008

**NOTICE FOR INVITATION OF EXPRESSION OF INTEREST**

Delhi Milk Scheme is a subordinate office of Ministry of Fisheries, Animal Husbandry and Dairying, Department of Animal Husbandry and Dairying, Govt. of India on behalf of President of India invites Expression of Interest (EoI) from State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs (like Amul, Mother Dairy, Verka,Sudha, Sanchi etc.) seeking quotation/rate for leasing out of partial shelf space in DMS milk booths (about 400 plus in numbers) and collaborating with the selected parties to support milk and milk products retailing outlet services in respect of various milk and milk products.

2. EoI document containing the details of qualification criteria, submission requirements, brief objective & scope of work and evaluation criteria etc. can be downloaded from the Central Public Procurement Portal (CPPP) website at <http://eprocure.gov.in/eprocure/app> as well as from DAHD website i.e. [www.dahd.nic.in](http://www.dahd.nic.in).

3. State Dairy Federations (SDFs) & their Milk Unions/ Mother Dairy and/or Milk Producer Companies (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) are required to submit “Bid Security Declaration” form along with EoI document. Duly filled in EoI document shall be accepted and will be opened as per the schedule.

Note: The competent authority of Delhi Milk Scheme reserves the right to cancel this request for EoI and/or invite afresh with or without amendments, without liability or any obligation for such request for EoI and without assigning any reason. Information provided at this stage is indicative and Delhi Milk Scheme reserves the right to amend/add further details in the EoI.

General Manager  
Delhi Milk Scheme

## **Notice Inviting Expression of Interest (EOI)**

### **From**

State Dairy Federations (SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.)

Regarding/seeking quotation/rate for leasing out of partial shelf space in DMS milk booths (about 400 plus in numbers) and for collaborating with the selected parties to support milk and milk product retailing outlet services in respect of various milk and milk product variants/ranges.

### **By**

**Delhi Milk Scheme**

**West Patel Nagar**

**New Delhi 110008**

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**INVITATION OF EXPRESSION OF INTEREST**

**1. Objectives and scope of requirement:**

Delhi Milk Scheme is a subordinate office of Ministry of Fisheries, Animal Husbandry and Dairying, Department of Animal Husbandry and Dairying, Govt. of India on behalf of President of India invites Expression of Interest (EoI) from the State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) to offer/provide partial shelf space in DMS milk booths (about 400 plus in numbers divided into 16 groups/lots) and collaborating with the selected parties as per booth-groups/lots to support milk and milk product retailing outlet services in respect of following milk and milk product variants/ranges. State dairy Federation and its milk unions having existing 3 P agreement for processing and packing of milk and milk products shall not be eligible to take part in this tender/ EoI.

- (a) Liquid Milk varieties – All UHT milk variants are allowed for marketing/sale during the entire contract period. No other liquid milk variant like TM, FCM, DTM etc. of selected State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions will be allowed to sell from DMS booths.
- (b) Fermented milk products - All variants are allowed for marketing/sale during the entire contract period except the variants supplied/ sold by DMS through own manufacturing and/ or through 3 P arrangement.
- (c) High fat products (Ghee, Butter, Cheese etc.) – Only those variants are allowed for marketing/sale during the contract period which are not supplied/ sold by DMS through own manufacturing and/ or through 3 P arrangement. Sale of Ghee is not allowed by the selected State Dairy Federations(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions.
- (d) Milk powder - All variants are allowed for marketing/sale during the entire contract period except the variants supplied/ sold by DMS through own manufacturing and/ or through 3 P arrangement.
- (e) Flavoured milk /semi-solid flavoured Dairy products and milk chocolates- All variants are allowed for marketing/sale during the entire contract period except the variants supplied/ sold by DMS through own manufacturing and/ or through 3 P arrangement.
- (f) Other milk products, sweets and desserts including traditional milk products - All variants are allowed for marketing/sale during the entire contract period except the variants supplied/ sold by DMS through own manufacturing and/ or through 3 P arrangement.

(ii) DMS will provide only partial shelf space in its booths for retailing outlet services on rental basis through various lots of DMS milk booths. In this regard, DMS will provide shelf space of not more than 18 sq. feet in each booth. Apart from said shelf space of 18 sq. feet, the selected State Dairy Federation/ Mother Dairy and/or Milk Producer Companies may also keep their Visi cooler/ Deep freezer in allotted DMS booths subject to scope and availability of booth infrastructure/ area. DMS may deploy its distribution staffs to ensure smooth operation of retailing outlet services for products marketed by selected SDFs, as and when required.

(iii) DMS, presently possessing Relabeller License No. 13324999000130 has a total number of 405 operational booths and 139 non-operational booths which are equally distributed in 16(sixteen) lots of milk booths. Details of booth numbers and address (based on which each cluster/group/lot will be formed by DMS before actual bidding) is enclosed at Annexure-1. The parties are required to offer their rate for all the booths putting together as mentioned in an individual Booths cluster/group /lot. However rent for non-operational booths will not be counted post-finalisation of contract. Such rent for non-operational booths will be started only after its allotment to new concessionaire.

(iv) The selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies will be required to offer consolidated rent for all the operational booths in their selected cluster/group /lot of booths calculated on per booth basis. The parties choose to offer rent partially or only for few selected booths from a particular booths-cluster/group/lot will not be considered/rejected and their financial bid will not be opened.

(v) DMS will decide a reserve price (covering fixed cost & variable cost) for renting the partial shelf space of booths of each cluster/group /lot of milk booths before opening of financial bid of this tender. In event of offer quoted by parties for booths of any particular cluster/lot happen to be lower than the reserve price decided by DMS, the said offer shall not be considered and rejected summarily.

(vi) The partial shelf space of allotted DMS booths shall be valid for three years period which may be extended on year to year basis on the satisfactory performance and after mutual consent of both of parties (i.e. DMS and selected/shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies). However the allotment of shelf space may be cancelled at any time on breach/violation of terms & conditions of tender or in the event of closure of such milk booths due to government regulation or policy change etc. The allotment of partial shelf space may also be cancelled in case of closer of DMS activities based on policy decision of the Govt. or in case of handing over the operation and management of DMS to external agency, if any. The allotment of partial shelf space of DMS booths may also be cancelled at any time in interest of DMS by providing notice of one month period.

(vii) The use of shelf space for sale of liquid milk variants (except UHT milk) of a selected State Dairy Federation/ Mother Dairy and/or Milk Producer Companies is strictly prohibited. In the event of violation of above terms & conditions the allotment of shelf space of DMS booths shall be terminated immediately without giving any notice and security deposit may be forfeited. The decision of GM, DMS shall be final and binding for both the parties in this matter.

(viii) The selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies will also stop the sale and marketing of similar kind of milk products through allotted shelf space of DMS booths as and when such kind of similar milk products are

manufactured and supplied by DMS in the market either by means of its own manufacturing or 3<sup>rd</sup> party packaging. In event of violation of above terms & conditions the allotment of shelf space of DMS booths shall be terminated immediately without any notice and security deposit may be forfeited. The decision of GM DMS shall be final and binding for both the parties in this matter.

(ix) The finalization of the contracts through this EoI tender is subjected to clearance from the concerned land owning agencies of DMS booths and subject to clearance from legal angle/final approval from DAHD.

(x) DMS has also initiated the process of face upliftment of DMS booths, which is expected to be completed within this financial year.

(xi) DMS has a 3<sup>rd</sup> party agreement with Haryana Dairy Development Co-operative Federation Limited (HDDCFL) for manufacturing, packing and sale of various milk and milk products etc. HDDCFL and its Milk Unions are excluded from the candidacy under this EoI tender.

(xii) The selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies through this EoI tender will be required to enter into MoU/contract with DMS for smooth functioning of the above contract.

(xiii) All compliances to statutory rules and regulations including FSSAI with respect to such offered products under the contract, shall be responsibility of the selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies through this EoI tender.

(xiv) The products of state dairy federations displayed in such shelves of DMS booths, as and when expired, will be replaced with new products by the State dairy federations/selected party. DMS's distribution team will monitor all DMS booths to keep check on all issues including FSSAI compliance etc through periodical pre-approved field visits etc and/or based on market feedback in this regard.

## **2. EMD and Security deposit:**

(i) The State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) are exempted to submit EMD/ Bid Security amount it being the Dairy Co-operatives. Instead of Bid security, the said parties are required to submit a "Bid Security Declaration" form placed at Annexure-2 of this EoI document.

(ii) The selected/shortlisted State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) through this EoI tender will be required to submit a security deposit/performance security of Rs. 2,00,000/- in form of Fixed Deposit, Bank Guaranty from any of the commercial bank in India. No interest on security deposit/performance security shall be given by DMS to selected/shortlisted parties.

### **3. Critical dates for bid/EoI submission:**

S.No	Table of critical events	Indicative Date
(i)	Date of publication of EOI	T <sub>0</sub>
(ii)	Last date of submission of draft proposals /queries by the prospective bidders	T <sub>0</sub> +6
(iii)	Pre bid/EoI conference/ meeting	T <sub>0</sub> +10
(iv)	Dates of finalization of minutes of pre-bid meeting	T <sub>0</sub> +15
(v)	Date of publication of meeting of pre-bid conference	T <sub>0</sub> +16
(vi)	Date of publication of amended EoI	T <sub>0</sub> +27
(vii)	Date of submission of Technical proposals (Start date)	T <sub>0</sub> +34
(viii)	Date of submission of Technical proposals (End date)	T <sub>0</sub> +55
(ix)	Date of opening of technical proposals	T <sub>0</sub> +56
(x)	Date of completion of Senior tender committee's query reconciliation (if any) and legal consultation etc	T <sub>0</sub> +70
(xi)	Last date of submission of financial bid/proposal	T <sub>0</sub> +75
(xii)	Date of opening of financial bid	T <sub>0</sub> +77
(xiii)	Date/Dates of tender committee meeting	T <sub>0</sub> +85

### **4. Pre-EOI Conference:**

(i) The State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs interested in participating in this EOI may attend a Pre-Bid conference to clarify the conditions of the EOI process at room no. 59 in DMS as per schedule given above.

(ii) The State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs interested in participating in this EOI may provide their written queries for the Pre-EOI meeting of interested participants having some query communicated through email at: G.M,DMS:[gm.dms@nic.in](mailto:gm.dms@nic.in), SM:[rakesh.ndri@gmail.com](mailto:rakesh.ndri@gmail.com), I/c PDCC:[neetusrivastava.aao@dms.nic.in](mailto:neetusrivastava.aao@dms.nic.in). The written queries on pre EoI meeting must reach to DMS by as per schedule given above and willing to submit his/her bid.

(iii) The corrigendum, if any after the Pre-EOI conference, shall be published on the CPP Portal within 04 days from the Pre-EOI conference. If required, time for bid submission may suitably extended by GM DMS.

### **5. Responsibilities of selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies:**

(i) To ensure raising /placing demands as per booth requirement in respect of milk & milk products through their own marketing mechanism.

(ii) The selected parties will provide the same pre decided discount/commission to DMS concessionaire which is offered by them to their own booth holders/retailers/shops etc. for sale of their milk and milk products.

(iii) To collect sale proceeds of the supplied/sold dairy products/ varieties

(iv) To credit the consolidated rent of shelf space putting together rent for each allotted DMS booths on monthly basis without fail. DMS may cancel the allotment of shelf space of concerned booths or for all booths in case of non-receipt of monthly rental for any/all booth for consecutive three months by forfeiting their security deposit.

- (v) The selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies will be required to deposit the decided security deposit as per EoI/tender in DMS before signing of MoU/ contract agreement with DMS.
- (vi) To ensure maintenance of proper chilling /cold chain in respect of the milk /milk products varieties following the standard parameter of FSSAI regulation till delivery of dairy products to the respective milk booths/Sale points and to consumers.
- (vii) To ensure upkeep of the milk and milk products' varieties best for human consumption by maintaining its quality as per FSSAI regulation.
- (viii) The selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies may keep the glow sign board of their brand on allotted booth alongwith DMS brand name. It shall be mandatory for the parties/selected co-operative dairies/milk producers companies to ensure that the right hand half portion of the glow sign board is printed with DMS brand and DMS booth number.
- (ix) The selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies will stop the sale of liquid milk and milk products through allotted shelf space of DMS booths as and when DMS milk and milk product supply is restored (either through 3 P Agreement or, through DMS's own manufacturing unit) for same kind of dairy products (with similar and equal measure of milk ingredients in the product) in the market. However, in such event, selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies may continue to sale other dairy products/desserts till the validity of MoU/ contract agreement which are not available with the DMS.
- (x) As regards retailers' commission, 2% of the dealer price invoice (raised to the retailer) will be payable as retailer commission with respect to products offered by the State Dairy Federations/Milk Unions/Milk Producers Companies under the contract.

## **6. Responsibilities of DMS:**

- (i) DMS shall provide list of DMS booths (operational and non-operational) along with address for each lot of milk booths. Details of 16 groups/lots of DMS booths will be made available before bidding/submission of technical bids/proposals.
- (ii) DMS shall engage its field staff to collect current status of the DMS booths and provide information, location and address of each allotted DMS booths, cluster/group/lot-wise, to selected/ shortlisted State Dairy Federation/ Mother Dairy and/or Milk Producer Companies localities for smooth distribution /sale of the milk and milk products varieties. All such information sharing shall take place through prescribed mechanism of information sharing on parameters, which will be mutually finalised at the time of finalisation of MoU.
- (iii) DMS shall make payment of the tehbazari license fee to the concerned land owning agency for all of its milk booths.

## **7. Eligibility criteria of bidders:**

- (i) Only State Dairy Federation (SDFs)/ Mother Dairy and/or Milk Producer Companies (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) can participate in this EoI tender. The Milk Unions of State Dairy Federation may also participate individually in this EoI tender. The parties are to submit the required documents (of last 3 years of their business operations duly validated by a chartered accountant or by the competent authority of the respective State Government) to confirm their eligibility under State Dairy Federation/ Mother Dairy and or Milk Producer Companies and Milk Unions of SDFs. The participation of any other parties other than the eligible parties mentioned above shall not be considered for this EoI.



- (ii) The State Dairy Federation (SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs will be required to submit their valid FSSAI license alongwith EoI document.
- (iii) Any State Dairy Federation (SDFs)/ Mother Dairy and/or Milk Producer Companies (like Amul, Mother Dairy, Verka, Sudha, Sanchi etc.) can participate/submit bid for not more than 04 cluster/ groups/lots.
- (iv) DMS has a 3<sup>rd</sup> party agreement with Haryana Dairy Development Co-operative Federation Limited (HDDCFL) for manufacturing, packing and sale of various milk and milk products etc. HDDCFL and its Milk Unions are excluded from the candidacy under this EoI tender.

## **8. Statuary Conditions:**

- (i) The EOI process shall be interpreted under the laws of the Union of India. It shall be subjected to the exclusive jurisdiction of courts relevant to the address of the Tender Inviting Authority. Accordingly all disputes arising out of or touching on this contract, shall be subject to the jurisdiction of the court of Union Territory of Delhi.
- (ii) **ARBITRATION CLAUSE:** All disputes and differences arising out of or in any way touching or concerning this EoI tender process whatsoever, except where it is specifically stated that the decision of the GM, DMS shall be final and binding, shall be referred to the sole arbitration of an arbitrator to be mutually appointed by both DMS as well as the concessionaire and who shall be a serving or retired govt. officer of the rank Joint Commissioner(DD) or Deputy Commissioner. The award of the arbitrator so nominated shall be final & binding on both the parties to this agreement.
- (iii) This EoI tender is not an offer and is issued with no commitment. GM DMS reserves the right to withdraw this EoI tender and or vary any part thereof at any stage. GM DMS further reserves the right to disqualify any Bidder, should it be so necessary at any stage.

## **9. Instructions to Bidders:**

- (i) The rental offers for partial shelf space of all operational booths of defined lots for highest responsive Bidders shall accepted by DMS for allotment.
- (ii) The Bidders are compulsory required to provide rental offer for all the booths in a specified lot. Offer provided only for few booths in any specified lot by parties shall be rejected summarily.
- (iii) The Bidders are required to provide all required documents asked for eligibility criteria.
- (iv) The EoI tender document must be duly signed by Bidders.
- (v) The duly signed EoI tender document, Annexures alongwith relevant documents are to be scanned in PDF and should be uploaded on CPP- Portal website i.e. <http://eprocure.gov.in/eprocure/appas> per the schedule. Pre-bid conference will be held on as per above schedule in Room No. 59, DMS, West Patel Nagar New Delhi-110008. Participating bidders are requested to send their written queries in advance of the pre-EoI conference to G.M, DMS: [gm.dms@nic.in](mailto:gm.dms@nic.in), SM: [rakesh.ndri@gmail.com](mailto:rakesh.ndri@gmail.com), I/c PDCC: [neetusrivastava.aao@dms.nic.in](mailto:neetusrivastava.aao@dms.nic.in). No manual tender shall be accepted. Please visit [dahd.nic.in](http://dahd.nic.in).
- (vi) **Validity of Tender Offer:-** Tendered rates will be valid upto six months (180 days) from the date of opening. General Manager DMS is not bound to accept any tender which curtails the validity period of offer.
- (vii) **EoI documents are to be signed & completed:-** The EoI documents along with Annexure must be signed & uploaded on CPP Portal. Any correction / deletion made in the EoI document

should be attested by Bidder under his/her full signature. Disregard of these instructions or if the EoI document is in any way incomplete, such EoI are liable to be ignored/ rejected. If EoI documents and Annexures are not signed by the bidder at appropriate place, the EoI will be rejected.

**(viii) Instruction for bidders for uploading EoI documents on CPP Portal:**

- a. As this is an e-tender, all bidders are requested to obtain Digital Signature Certificate (DSC) for bidding the above tender.
- b. All bidders/tenderer should sign their EoI documents.
- c. Scanned copy in (.pdf) of required documents as per terms and conditions of above mentioned EoI tender is to be uploaded on CPP Portal i.e. <http://eprocure.gov.in/eprocure/app>
- d. Bidders may contact on Phone No.011- 20838134 for any guidance required for filling e-tender/online tender.

(ix) Duly filled in Expression of Interest (EoI) documents shall be accepted as per the above schedule and will be opened on next day.

I/we hereby append my/ our signature on behalf of State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs in verification of acceptance of the terms & conditions stipulated in this EoI document for the purpose of short listing/selection for next stage of tendering.

(Signature of SDFs/ Milk Unions/ MPC etc. with stamp)

Name of organizations: .....  
.....  
.....

Name of authorised Signatory: .....  
.....

Tele/ Mobil no: .....

E-mail ID: .....

Cluster No.	Location of booths in each Cluster	Operational booths + Non operational booths
1	South Delhi-Safdarjung Enclave , Green Park, Malviya Nagar , Lodhi Colony and surrounding area	40
2	South Delhi- Defence Colony, Andrews Ganj, Greater Kailash, Kalindi Kunj, C.R. Park, Kidwai Nagar, and surrounding area	41
3	South Delhi-Defence Colony, Sadiq Nagar, AIIMS Colony, Kalka Ji, Hauz Khas, Gulmohar Park, Govind Puri and surrounding area	41
4	South Delhi-Lajpat Nagar, Pandara Road, Nizamuddin, Nehru Nagar, Sri Niwas Puri and surrounding area	42
5	Central Delhi- Rajendra Nagar, Karol Bagh, Baljeet Nagar and surrounding area	41
6	Central Delhi-Gole Market, Aram Bagh, Pahar Ganj and surrounding area	38
7	Central Delhi- Mandi House, Jantar Mantar, Darya Ganj, Chandni Chowk and surrounding area	29
8	Centre Delhi- Patpar ganj, Preet Vihar , Laxmi Nagar, Dilshad Garden, Nandnagri and surrounding area	26
9	South Delhi- Shanti Niketan, R. K. Puram, Motibagh & Surrounding area	30
10	South Delhi- Vasant Kunj, Pandav Nagar, Naraina, Mangla Puri and Surrounding area	25
11	West Delhi- Dwarka, Subhash Nagar, Rajouri Garden, Tilak Nagar, Uttam Nagar, Moti Nagar and Surrounding area	36
12	West Delhi- Maya Puri, Kirti Nagar, Raghubir Nagar, Khayala, Vikas Puri and Surrounding area	38
13	North Delhi- Punjabi Bagh, Karampura, Mangolpuri, Rohini and Surrounding area	23
14	North Delhi- Pitampura, Shakarpur, Inderlok, Sarai Rohilla and Surrounding area	25
15	North Delhi-Kamla Nagar, Shakti Nagar, Roop Nagar, Vijay Nagar and Surrounding area	29
16	North Delhi- Adarsh Nagar, Jahangir Puri, Model Town, Timarpur, Mukherjee Nagar and surrounding area	30
	Total Number of booths	534

**“Bid Security Declaration” Form**

**Tender for Expression of Interest (EoI) No. 11002-2/2023-PD&CC**

I .....on behalf of my State Dairy Federation(SDFs)/ Mother Dairy and/or Milk Producer Companies and Milk Unions of SDFs i.e. .... declare that if I withdraw or modify my offer mentioned in this EoI document during the period of its validity, or if I fail to sign the MoU/ contract agreement after being selected/ short listed through above (EoI), or fail to submit a Performance Security, I may be suspended for a period of 02 years from being eligible to submit Bids/ Proposals for all kind of contracts with Delhi Milk Scheme.

Signature of the Party with stamp

Name of the firm: