



**KERALASTATE COASTAL AREA DEVELOPMENT CORPORATION Ltd.
(KSCADC)**

(A Government of Kerala Undertaking)
'Makayiram', T.C 16/1709, Ulloor Lane, Near DPI, Jagathy,
Thiruvananthapuram – 14
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EXPRESSION OF INTEREST (EOI)

EMPANELMENT FOR FRANCHISE AGENTS

NB: Pls check that all the pages are intact in the document

EXPRESSION OF INTEREST (EOI)

Kerala State Coastal Area Development Corporation (KSCADC) is seeking Expression of Interests (EOI) for Franchise Agents for identifying, assessing and running of franchisees for its value added food chain outlets, Fish Maid and dry fish products, Drish.

- 1. Name of EOI: Empanelment for Franchise Agents**
- 2. Download Period: 19-07-2014 to 12-08-2014**
- 3. Last Date & Time for Submission of EOI: 12-08-2014, 3.00 PM**

PROCEDURE FOR EMPANELMENT

EOIs are invited from all eligible and interested professional agencies for empanelment with Kerala State Coastal Area Development Corporation as per the following procedure:

- **Screening of EOIs as per eligibility conditions based on documents submitted**
- **Evaluation and short-listing of agencies based upon the criteria mentioned hereafter and documents submitted**
- **Presentation by short-listed agencies to selection committee for empanelment**

Pre Qualification Criteria for Franchise Agents

- 1) The Company/firm should have at least three year experience in the relevant field.**
- 2) The company/firm should have proven credentials as consultants in the field.**
- 3) The Company/firm should have an eminent panel of experts who have in depth knowledge and expertise in the prescribed area of operations.**
- 4) The Company/firm should have at least a minimum turnover of Rs 50 Lakhs/annum for the past three financial years.**

SUBMISSION OF DOCUMENTS

The EOI document should be submitted along with documentary proof in a sealed envelope with "EOI for Empanelment for Franchise Agents" Superscribed on it to

**Managing Director,
KeralaState Coastal Area Development Corporation,
Makayiram, T.C 16/1709,
Ulloor Lane, Near DPI, Jagathy,
Thiruvananthapuram – 14**

The envelope containing the filled form (with relevant enclosures) may be placed in the drop box provided at KSCADC, Head Quarters at Jagathy, Thiruvananthapuram or sent by speed post.

EVALUATION OF EOI's

- 1. Screening:** KSCADC will undertake the initial screening of all the applications based on the qualifying criteria. Applicants not meeting any of the qualifying criteria and other essential conditions, etc., mentioned in the EOI document will be summarily rejected.
- 2. First-stage short-listing:** All the eligible applicants will then be evaluated on the basis of the documents submitted by them. The short-listed agencies will be called for making a presentation to a Selection Committee set up by KSCADC.
- 3. Second-stage short-listing:** The short-listed agencies will be required to make a presentation on the previous works done by your organization to the selection committee. The Committee will evaluate the agencies based on their Infrastructure/Offices, Existing Clientele, etc. after considering their presentation(s).
- 4. KSCADC reserves the right to decrease or increase the number of empanelled agencies at any point in time. It reserves the right to get any work or any part of the work mentioned in the EOI from any other agency whether empanelled or not.**

FORM -I

| | | | | | |
|-----------|---------------------------------------------------------------------------------|--------------------|----------------|----------------|----------------|
| 1 | Name of the Firm/agency | | | | |
| 2 | Mailing address | | | | |
| 3 | Phone No(s) | | | | |
| 4 | Fax No | | | | |
| 5 | e-mail | | | | |
| 6 | Website | | | | |
| 7 | Service Tax Registration No | | | | |
| 8 | PAN Card No | | | | |
| 6 | Contact Person | Name | | | |
| | | Designation | | | |
| | | Cell Number | | | |
| 7 | Year of commencement of business (please attach documents for proof) | | | | |
| 8 | Turnover (in Rs. Crore) | | 2012-13 | 2011-12 | 2010-11 |
| | | | | | |
| 9 | Districts in which the agency has fully operational office | | | | |
| | | | | | |
| | | | | | |
| 10 | Major clients | 1 | | | |
| | | 2 | | | |
| | | 3 | | | |
| | | 4 | | | |
| | | 5 | | | |
| 11 | Are you empanelled With other PSU/ Government clients | | | | |
| 12 | No of Government projects undertaken | | | | |

We hereby declare that all the information and statements made in this EOI are true and accept that any of our misrepresentations contained in it may lead to disqualification.

We hereby also declare that our company has not been debarred / blacklisted by any Government/ PSU/ SEMI Government bodies/ organizations.

Signature (Authorized Signatory):

Full Name:

Designation:

Address:

Date:

ANNEXURE-I

The scope of activities includes:

- 1) Responsibility for the selection, evaluation and certification of Fish Maid Franchisees and Drish Distribution network. The Franchise Agent may directly or through other franchisees selected, as approved by KSCADC, shall operate the Fish Maid Franchisee throughout one state.**
- 2) Planning, development and monitoring of franchise programme to ensure effective operations.**
- 3) Assistance in selection of the site, negotiation of lease, fitting the outlet and guidance with the employment of staff**
- 4) Advice and guidance regarding necessary registrations and licences to be obtained
Conclude contracts and obligations in a fair manner & legally sound way**
- 5) Monitor legal and policy compliance of the organization's franchise business to ensure that organizational standards, policies and processes are met.**
- 6) Provides franchisees with constant guidance and training in every area to ensure the quality of franchised products and services**
- 7) Guidance on initial and on-going stock requirements; continued sourcing of new stock and product ideas**

ANNEXURE-II

LETTER OF AUTHORISATION FOR SIGNING OF EOI DOCUMENTS (TO BE SUBMITTED BY AGENCY ON THEIR LETTERHEAD)

Authorization for signing of EOI Documents for Empanelment for Franchise Agents.

Following person is hereby authorized to sign EOI documents for the EOI mentioned above on behalf of M/s. _____ (applicant) as the details given below:

**Person/ Officer authorized for signing EOI documents:
Name & Specimen Signature**

Signature: _____

Full Name: _____

Designation: _____

Address: _____

Date: