

**THE MARINE PRODUCTS EXPORT DEVELOPMENT AUTHORITY**

(Ministry of Commerce & Industry, Government of India)

Panampilly Nagar, Kochi - 682036, KERALA

**Notice on Expression of Interest**

MPEDA invites EOI from reputed solution providers for Automation of Farm enrollment programme and Pre Harvest Test programme and integration of both programmes.

Detailed EOI document can be downloaded from the website <https://mpeda.gov.in/>

Interested solution providers who meet the eligibility criteria specified in the EOI document may submit their technical proposal with all the necessary enclosures duly signed by authorized signatory before the closing hours.

The proposal shall be submitted online through email to Director, MPEDA [karthikeyan@mpeda.gov.in](mailto:karthikeyan@mpeda.gov.in). The deadline for submission of proposal is **31/05/2021 upto 17.00 Hrs.**

Queries if any, may be raised to **Director, MPEDA (Email: [karthikeyan@mpeda.gov.in](mailto:karthikeyan@mpeda.gov.in); Mobile: 9445267196)**

**Secretary  
MPEDA**

**INVITATION FOR EXPRESSION OF INTEREST (EOI)**  
**Marine Products Export Development Authority (MPEDA)**  
**MINISTRY OF COMMERCE & INDUSTRY, GOVERNMENT OF INDIA**

Invitation for Expression of Interest (EOI) from interested companies for  
Automation of Farm enrollment programme and Pre-Harvest Test Certificate  
programme implemented by MPEDA

**Introduction:**

The Marine Products Export Development Authority (MPEDA) was set up by an act of Parliament during 1972. MPEDA is given the mandate to promote the marine products industry with special reference to exports from the country. It is envisaged that this organization would take all actions to develop and augment the resources required for promoting the exports of "all varieties of fishery products known commercially as shrimp, prawn, lobster, crab, fish, shell-fish, other aquatic animals or plants or part thereof and any other products which the authority may, by notification in the Gazette of India, declare to be marine products for the purposes of (the) Act". The Act empowers MPEDA to regulate exports of marine products and take all measures required for ensuring sustained, quality seafood exports from the country.

MPEDA is the nodal agency for the holistic development of seafood industry in India to realize its full export potential. MPEDA has taken some key initiatives and implemented programmes to address the traceability and quality issues in aquaculture sector.

**Enrollment programme:** MPEDA is implementing the farm and hatchery programme scheme for addressing the traceability. Under the programme, the application is collected from the farmer/hatchery operator and after verification of documents, field verification is carried out and geo coordinates of the entity are taken and later verified for any overlapping. After verification and confirmation, enrollment card is issued to the farmers. The present system involves both online and offline mode.

**Pre Harvest Test (PHT) Certification Programme:** As mandated by European Union (EU), the shrimp intended for export to EU, it has to be tested for banned antibiotics under Pre-Harvest Testing (PHT) scheme. Farmer has to obtain PHT certificate from MPEDA ELISA screening labs before his produce is harvested. The farmer places an online request to the ELISA lab and the ELISA lab sends sampler to farm. Sampler records the geo-coordinates of the pond using GPS and collects the shrimp sample from the pond. After verification of genuineness the sample with the master date available in the lab, the sample will be accepted, tested, if sample found free from antibiotic residue, the Pre harvest test certificate is issued to the farmer.

At present the Enrollment programme and PHT programme operated by MPEDA are

operated in separate platforms and there is no integration between the two programmes.

MPEDA is now trying to bring technological innovation into the farm survey and Farm enrollment programme and Pre-Harvest certification process and integration of the both the programmes for better implementation and facilitating farmers to get better service in shorter duration. This initiative will also help the process become more hassle free and transparent.

**The Key Objectives of the proposed technological intervention are**

1. Enrollment of all Brackish Water/freshwater export oriented aquaculture farms and aqua hatcheries for ensuring traceability
2. Integration of Pre-Harvest Test portal and enrollment portal for better service to farmers
3. Better surveillance of the farms
4. Proper Monitoring & Extending assistance
5. Census of aqua farms and creation of database on the potential farming area for better planning
6. Farm survey and improvise the location tracing of the farm

MPEDA would like to explore latest technology and cost-effective solutions for Automation of Farm survey and enrollment and integration of enrolment and PHT module .

**Expression of Interest format:** The format for the Expression of Interest is given below. MPEDA reserves the right to accept or reject any expression of interest and to annul the selection process at any time, without incurring any liability and without assigning any reason thereof.

For further information, please contact: **Director MPEDA(karthikeyan@mpeda.gov.in) Mobile No. 9445267196**

**Eligibility criteria**

Sl No.	Criteria	Documentary Evidence
1	The agency must be a registered entity with minimum 3 (three) years of existence on the day of submission of bid. Or The agency who are currently registered with MSME/NSIC or Startup as	<ul style="list-style-type: none"><li>• Certificate of Incorporation</li><li>• PAN Card</li><li>• GST Registration Certificate</li><li>• DIPP and MSME certificate for startups</li></ul>

	recognized by Department of Industrial Policy & Promotion (DIPP) shall be eligible	
2	The agency must have at least 3 (three) years of experience in working with Government organizations/public sector undertakings/reputed private organizations. (Or) The agency who are currently registered with MSME/NSIC or Startup as recognized by Department of Industrial Policy & Promotion (DIPP) shall be eligible	<ul style="list-style-type: none"> <li>• Copies of work orders/ Client Completion Certificate</li> <li>• Names and address of clients who may be contacted for further information on those contracts.</li> <li>• DIPP and MSME certificate for startups</li> </ul>
3	The agency must have the experience of running proposed projects for at least 1 (one) State/ Central Government organizations/ public sector undertakings in the last 3 (three) years.	<ul style="list-style-type: none"> <li>• Copies of work orders/ Client Completion Certificate</li> <li>• Names and address of clients who may be contacted for further information on those contracts.</li> </ul>
4	The agency must have the experience in field/farm survey projects.	<ul style="list-style-type: none"> <li>• Self-declaration certified by Bidder's MD/CEO/Chairman &amp; Chartered Accountant.</li> </ul>

#### **Technical Proposal submission:**

As a part of EoI, agency will have to submit a detailed technical proposal of offered solution which should include following:

1. Implementation methodology and timeline of proposed solution
2. Envisaged outcomes post implementing the solution
3. Estimated cost of proposed solution

#### **Methodology of demonstration & evaluation:**

1. Agency will have to give detailed presentation on proposed solution.
2. This EoI does not commit MPEDA to award a contract or to engage in negotiations.
3. Agencies will be evaluated as per the framework defined by MPEDA.

Last date of submission of EOI: 31.05.21

**Date for Presentation:07/06/2021 at 3 pm**

**Presentation mode: Through VC. The link will be shared by MPEDA**

**Format for Expression of Interest**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Details to be filled in by the agency</b>
1	Name of the Firm/Agency	
2	Registered office/business address of the Agency with telephone, cell, Website, Email and fax number	
3	Name of Contact Person(s)	
4	Address with telephone, Fax numbers, Email and name(s) of the contact person (s)	
5	Year of Incorporation & Constitution	
6	Income Tax - PAN No. (Attach copy of PAN)	
7	GST No. (Attach copy of GSTN registration)	
9	Whether registered with Registrar of Firms / Companies? If yes Date of Registration (Attach copy of Registration)	
10	Details of Previous experience (Copies of experience certificates, work orders and proof of Work order value to be attached, contact details of client),if the proposed solution is implemented anywhere	