

Tender Enquiry for Appointment of District Level Distribution Agency (DLDA) to supplement the Distribution of UJALA Appliances consisting of LED Bulbs, LED Tube Lights and Fans in the State of West Bengal at pan India distribution rates

1. Background Information

1.1 Unnat Jeevan by Affordable LEDs and Appliances for all (UJALA) being implemented by EESL in the State of West Bengal to distribute energy efficient 9W LED Bulb, 20W LED Tube Light and BEE 5 star rated fan.

1.2 **Benefits to Stakeholders:** The benefits of the scheme are as follows

(a) **Consumers**

- Reduction in electricity bills
- Capital cost Benefit

(b) **Society:**

Savings in electricity will accommodate increase electricity demand thereby leading to less consumption of fossil fuels and minimizing the Green House Effects.

2. About EESL

Energy Efficiency Services Limited (EESL) is a Joint Venture of four Central Public Sector Undertakings of Ministry of Power, Government of India - NTPC Limited, Power-grid Corporation of India Limited, Power Finance Corporation and Rural Electrification Corporation. It was formed to lead the market development and implementation functions of the National Mission for Enhanced Energy Efficiency (NMEEE) which seeks to unlock energy efficiency market of Rs. 74,000 crores. EESL obtained its Certificate of Incorporation on 10th December 2009 and obtained its certificate for Commencement of Business on 11th February 2010. EESL is implementing UJALA in coordination with DISCOM.

3. Objectives of hiring the Agency

3.1 Objective of Distribution

Under the scheme, LED bulbs, LED tube lights and BEE 5 star rated fans are distributed to the public, institutions and commercial establishments. Presently, UJALA Appliances are under large scale distribution in the state of West Bengal focused mainly on domestic consumers. More than 92 lakhs LED bulbs, 6.5 lakhs LED tube-lights & 56 Thousand fans have been distributed so far. The objective of engaging DLDA under this tender is to supplement the ongoing distribution programme by increasing the reach and penetration of UJALA appliances.

The distribution of appliances can take place through dedicated distribution points such as DISCOM offices, retail outlets, resident

associations, offices, schools etc.

The distribution of appliances can take place through following modes:

- i. Dedicated distribution points as advertised by EESL in the local media e.g. local DISCOM offices, retail outlets, resident association offices, schools etc. ("**Counter Mode**")
OR/AND
- ii. Door to Door Delivery Mode
- iii. Through mobile counters

4. Expectations of the Agency

Empaneled agency is expected to follow the following set guidelines while carrying out the distribution.

(i.) LEDs and Fan Storage/Warehouse facility/Godown space:

The Agency is required to maintain godown/storage space with a minimum capacity to store 10,000 LED bulbs, 2000 LED TLs and 500 fans to begin before the commencement of distribution. **The number of godowns should be scaled up by the agency commensurate with the LED distribution schedule and demand.** Supply of UJALA Appliances requires lead time of at least 10 days.

These storage spaces will be maintained and utilized by Agencies' at its own cost. Once the material has reached at warehouse, the distribution agency shall carry out the inspection for quantity and quality of the material and report immediately to the Regional Office, along with the delivery documents/Invoices. Distribution agency must take care of safely stacking of material and any breakage or physical damage of material due to improper stocking of the materials will not be covered under warranty by suppliers and hence such associated costs has to be borne by agencies itself.

(ii.) Developing a Distribution Plan:

Distribution agency shall identify the number of kiosks/counters required per districts and finalize the kiosk locations accordingly.

(iii.) Team Mobilization: Adequate manpower needs to be mobilized by the DLDA for counter operation.

(iv.) Logistics Arrangement/Line-up: Setting up infrastructure is the most important and crucial mandate to ensure smooth distribution process. The agency has to ensure that the following arrangements are in place at least 5 days prior to start of distribution.

- i. Kiosks (Specification: 6*6*7 ft), with banners on all sides. ***
- ii. Table
- iii. Chair
- iv. Necessary stationary
- v. ID cards for the Kiosks staff
- vi. Hard copies of Consent Deed/invoice booklets

Note: KIOSK banners, devices, caps, uniforms etc. has to be arranged by agency itself. Setting of the kiosk and printing of the kiosk banner will be agency's scope of work. The prevailing distribution price of the appliances shall be prominently displayed on the kiosk banner.

***The print of the Kiosk and the complete counter/kiosk set up is the sole responsibility of the agency, but the creative of the kiosk will be given to the agency in advance so they can print it. Any agency will not be allowed to use

Prior approval of EESL Regional Office, Kolkata, West Bengal shall be obtained for operation of such Distribution Counters, which EESL shall accord taking into consideration the work assignment of other DAs and the EESL's programme strategy. EESL's decision in this regards is final.

While carrying out the distribution of fresh bulbs, any consumers approaching such counters for replacement of faulty UJALA Appliances which were previously distributed also shall be replaced free of cost to consumers after verifying consumers receipt and validity of warranty period. Agencies will be replenished with fresh bulbs on submission of faulty bulbs to EESL or its representatives.

EESL will make best effort for delivery to the district level godown of Agencies or else will arrange stock at the nearest storage point of EESL for collecting the stock. RO will coordinate for such stock transfer including preparation of necessary Stock Transfer Note (STN) and waybill. Collection of stock from the designated godown of EESL and logistics arrangement to Agency warehouse facility shall be organized by the Agency themselves at their own cost.

The open soft file of the GST Invoice Format will be provided by EESL. However, the printing cost will be borne by the agency

- (v.) Training:** EESL shall hold a training session for distribution team prior to the start of distribution. Agency shall ensure that the members of distribution team carry their respective identity cards in the field.

5 Distribution Activities:

These are the set of activities that the agency must adhere to from the commencement of distribution on ground.

- (i) **Inventory Management:** Following collection of UJALA Appliances from the supplier or EESL, agency shall verify the number of LEDs and Fans collected and provide a report to EESL. Agency at its own cost, insure all UJALA appliances in its possession. Agency must ensure zero-error reconciliation between the UJALA Appliances collected from the supplier and UJALA Appliances distributed to the consumers including faulty appliances collected from consumers while carrying out distribution. EESL reserves the right to inspect warehouse facility of Agency as and when desired. The Agency shall allow EESL without any hindrance to carry out inspection through its own officers or through independent third party agency.

The Agency will upload the transaction on online portal within T+5 days in case the Agency fail to do that EESL will stop the Stock replenishment and if this non-adherence continuous further for T+10 days, Penalty of 15% of the distribution Commission on the corresponding LED bulbs will be imposed on the Agency. The Amount shall be deducted from the DD/BG deposited against payment Security.

- (ii) Agency has to maintain Minimum Order Quantity (MOQ) while placing Stock request from EESL.

S.no	Description of item	Rated Wattage	Unit Selling Price including GST in Rs.	Minimum Order Quantity (Nos)
1	LEDbulbs	9 Watts	70	10,000
2	LED Tube lights	20 Watts	220	2,000
3	BEE Five Star rated fans	50 Watts	1100	500

LED Fused/defective report: Agency shall maintain a record of all faulty UJALA Appliances collected from the consumers or from the field during the distribution period in the format as specified by EESL. All the faulty bulbs of DLDA shall be replaced with fresh new bulbs.

(iii) **Delivery of LEDs and Fans:** Agency at its own cost shall ensure daily delivery of necessary numbers of LEDs and Fans to each distribution point before the distribution time.

(iv) **Collection of exchange funds:** The Agency has to ensure UJALA appliances are sold at the MRP price or selling as referred below. In case of any instances found about over pricing, remaining stock will forfeited by EESL immediately, Agency shall be issued legal notice and immediate termination will follow. Any grievance from consumers/customers arising out of such issues shall be rectified by the Agency.

(v)

Sl. No	Description of item	Rated Wattage	Unit Selling Price including GST in Rs.
1	LEDbulbs	9 Watts	70
2	LED Tube lights	20 Watts	220
3	BEE Five Star rated fans	50 Watts	1110

Distribution: Agency shall distribute 9W LEDs, 20W LED Tube lights and 50W BEE star rated Fan on upfront payment. The mode of distribution of UJALA Appliances can be done in either or all of the below listed modes:

- Counter Mode **AND/OR**
- Door-to-Door delivery mode
- Mobile vans

Pre-determined distribution charges

S. No	Product	Distribution charges (INR) (excluding taxes)
1	9W LED bulb	INR 7/bulb
2	20W LED tube-light	INR 14/TL
3	50W BEE 5 star ceiling fan	INR 55/ fan

- The contract prices indicated above are exclusive of GST.
- The above prices are inclusive of manpower/loading/ unloading/ transportation/ installation/ commissioning, lodging & boarding, travel expenses etc. Any other charges/cost/TA/DA is also included in the above contract price.

6. Payment Terms

Agency has to make full payment in advance to EESL account for the value of the UJALA appliances they intend to purchase (excluding the commission charges) before clearance for dispatch of appliances to the warehouse of the agency.

Items	Distribution Rates (INR)	Basic Commission (INR)	Commission with GST @18% (INR)	TDS @5% (INR)	Net Commission of Dealers (INR)	Net Per Unit to be Deposited (INR)
LED Bulbs	70	7	8.26	0.35	7.91	62.09
LED TL	220	14	16.52	0.70	15.82	204.18
Fan	1110	55	64.9	2.75	62.15	1047.85

Distribution charges payable to the Agency shall be as specified at Clause 5. iv. DLDA's has to raise invoice on fortnightly basis to settle the distribution charges in book of accounts.

7. Eligibility Criteria and documents to be submitted along with the BID

The agency is required to furnish the following Documents

Name of the Bidder :		
	Bidder applying for:	1. Distribution Agency
	Bidder interested to work as Agency for districts (5 Nos) No. of districts to be awarded to bidders will be based on the number of bids received and financial qualification of the bidders. Awarding districts to the bidders shall be the sole discretion of EESL.	Districts names: i)South 24 parganas ii)Howrah iii)North 24 parganas iv)Kolkata v)Hooghly vi)Nadia vii)Murshidabad viii)Malda ix)South Dinajpur x)Coochbehar xi)Alipurduar xii)Jalpaiguri xiii)Darjeeling xiv)North Dinajpur xv)Birbhum xvi)Burdwan xvii)Purulia xviii)Bankura xix)West Midnapore xx)East Midnapore xxi)Jhargram xxii)Asansol xxiii)Durgapur
Sl. No.	Particulars Required for eligibility	Documents to be enclosed
1	Name of the Company/Organization.	Copy of Company registration certificate/registered organisation certificate for the concerned authority
2	GST Registration numbers	Copy of GST Registration certificate.

3	The bidding Agency should have minimum annual turnover of INR (30% of contract value) and as per annexure A during last three years.	Copy of the turn over for past 3 years duly certified by Auditor/ Income tax Returns
4	The bidder may be an individual firm (i.e., a proprietorship firm, partnership firm, company, corporation or joint venture).	Copy of Certificate of Incorporation, issued by the Registrar of Companies/ Memorandum of Association/Articles of Association or any other relevant document(s).
5	The bidding agency should have executed public/private distribution programs or have done event management for large scale events for Government/PSUs or have executed work orders of central/State Government/PSUs during the last 3 years.	Supporting documents to be submitted.
6	The bidding Agency shall not have been black listed or defaulted in works in any of the PSUs in INDIA and with EESL.	Self declaration by the agency for having not been black listed or defaulted
7	The bidders need to deposit EMD along with the bid. EMD shall be equivalent to 2% of the average project value. For unsuccessful bidders, EMD shall be returned within 15 days from the day of award of contract. For successful bidders, EMD can be adjusted against prepayment of requisite stock.	
8	The bidding agency has to compulsorily provide a security deposit to EESL for the value of Rs. 5.00 lac in form of DD issued in favor of “Energy Efficiency Services Limited” or in form of BG within 7 days from the date of issuance of LOI. The security deposit shall be with EESL for a minimum period of 6 months, which shall be returned after completion of 6 months and on satisfactory performance.	Self-declaration by the agency accepting the condition to be submitted
9	Agency has to make payment in advance to EESL account for the value of the UJALA appliances intend to purchase as per MOQ criteria (excluding the commission charges)	Self-declaration by the agency accepting the condition to be submitted

10	a. Undertaking on acceptance of commission charges. b. Letter of authorization for the personnel participating in the bid from competent authority on company's/firm's letter head.	
11	In case more bids are received than the requisite no. of DLDAs, contract shall be awarded based on higher score in the QCBS criteria.	

8. Evaluation of Bids

The evaluation of the bid shall be carried based on the following criteria

- a. Meeting the requirements as per the documents submitted as indicated at Clause 7.
- b. On evaluation of the documents submitted as per Clause 7
- c. EESL's decision is final on qualifying the bidder based on the assessment of the capability of the bidder for executing the work competently.

INVOICE

<p>Seller: ENERGY EFFICIENCY SERVICES LIMITED (A Joint Venture Company of PSUs of Ministry of Power, Govt. of India) State Office: WECS building, DN-53 Sector v, saltlake ,Kolkata:700091 GSTIN No: 19AACCE4248H1ZL Customer care Number : 1800-180-3580, Name of Agency:</p>	<p>Name of the Consumer: Address of the Consumer: Mobile Number of the Consumer:</p>
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Invoice Number:	Invoice Date:
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S. No.	Item Description	Rate (INR)	Applicable CGST (INR)	Applicable SGST (INR)	Net Price (INR)	Qty (nos.)	Value / Rs.
1	Sale of 9 Watt LED Bulb: Upfront / HSN 9405 / CGST 6 % / SGST 6 %	62.50	3.75	3.75	70.00		
2	Sale of 20 watt Tube Light: Upfront / HSN 9405 / CGST 6 % / SGST 6 %	196.44	11.78	11.78	220.00		
3	Sale of 50 W Ceiling Fan: Upfront / HSN 8414 / CGST 14 % / SGST 14 %	940.88	84.66	84.66	1110.00		
					Total Value		

(Rupees _____) For, Energy Efficiency Services Limited
 Authorized Person

Terms and Conditions

I, the undersigned participating household, agree and acknowledge the following Terms & conditions.

That under UJALA scheme ,Energy Efficiency Services Limited offers LED bulbs (with 3 years warranty), Tube light (with 3 years warranty), Fan (with 2.5 years technical warranty) to eligible grid connected domestic consumers.

That I have received working LED(s)/Tube light(s)/Fan(s) as stated in the invoice.

That if I have agreed to avail the "Upfront payment" option then I will pay **INR 70 per LED bulb, INR 220 per Tube light, INR 1110 per Fan** at the time of receipt of the appliance(s).

That I shall install LED(s)/Tube light(s)/Fan(s) received under this scheme in high usage areas and not remove or keep in reserve any of the appliance(s) provided hereunder.

For replacement of UJALA appliances this invoice is necessary.

Signature of Consumer

नियम व शर्तें

मैं, अधोहस्ताक्षरी "उजाला योजना" में भाग लेने के लिए सहमत हूँ और निम्नलिखित नियम और शर्तों को स्वीकार करता हूँ।

"उजाला योजना" के अंतर्गत एनर्जी एफ़ीसीएस सर्विसेज लिमिटेड, एलडी बल्ब, ई. (3 साल की वारंटी के साथ) ट्यूब लाइट (3 साल की गारंटी के साथ), पंखा (2.5 साल की तकनीकी गारंटी के साथ), उपलब्ध कराती है

मैं काम कर रहा एलईडी (s) / ट्यूब लाइट (s) / पंखा जो दस्तावेज में लिखित है के अनुसार प्राप्त किया।

मैं, "अग्रिम भुगतान योजना के अंतर्गत इस योजना का लाभ उठाने के लिए सहमत हूँ ", और मैंने उपकरणों की प्राप्ति के समय 70 रुपये प्रति एलईडी, 220 रुपये प्रति ट्यूब लाइट और 1110 प्रति पंखा की राशि का भुगतान किया है।

मैं उच्च उपयोग क्षेत्रों में इस योजना के अंतर्गत प्राप्त एलईडी बल्ब / ट्यूब लाइट/ पंखा का प्रयोग करूंगा तथा इसके तहत प्राप्त कोई उपकरण को न्ा ही आरक्षित करूंगा , न्ा ही इसे हटाऊंगा ।

उजाला उपकरण के प्रतिस्थापन हेतु यह इन्वॉस अनिवार्य है