

Effectiveness of E-Marketing and disposal system in Public Sector Enterprises

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Abstract

Marketing function per se is undergoing a shift in managing transaction in a transparent way especially in the public sector undertaking. E-marketing and disposal system of sale is a convenient method of selling any product through internet based online system, in which transparency and secrecy are ensured, apace from wider participation. MSTC Limited [A Government of India Enterprise] has been offering E-Marketing services to various PSUs, Govt. Departments and other industries and this has proved to be a success. The study focuses on e-marketing and disposal system of materials such as scrap material (Ferrous non ferrous, condemned plant and Machineries, vehicle, hazardous waste material and miscellaneous Rubber item) in a Public Sector Undertaking [PSU] like Neyveli Lignite Corporation Limited (NLC Ltd.). There are marketing decision involving sales through e-auction for sale of coal/lignite and e-auction processes of registration and inviting participation have been examined. Further, the procedure of the e-auction system and steps followed after sales as post e-auction and changes in the bid price of e-auction system has been analyzed in order to identify the need for changes in the e-auction policies. Initially, the components of the system have been identified in line with traditional marketing mixes like product, price, promotion and place. All the four components have been reoriented to e-marketing system like e-auction offer, information, basic/bid rate, payment and delivery. E-auction offer include seven items such as number of auction, offer document, time of auction, experience, code, security deposit [EMD] and value of deposit; information includes two items namely advertising and time of advertising; basic/bid rate includes five items like rate fixation, basic rate per unit, allotment of bid, intimation, acceptance of bid and intimation; payment and delivery include three items such as full payment, condition for delivery and losing rights. A mailed open ended questionnaire was prepared and sent to obtain the responses based on selection of variables through a mails and discussion with top level management who directly implementing the e-marketing system in public sectors. The effectiveness of the system has been considered as dependent variable in terms of growth in performance and participation among bidders.

Introduction

E-marketing and disposal system of sale is a convenient method of selling any product through internet based online system, in which transparency and secrecy are ensured, apart from wider participation. Marketing function per se is undergoing a shift in managing transaction in a transparent way especially in the public sector undertaking.

The buyer and seller have power to negotiate price in a sale in the traditional working auction system. **E-auction system** of sale is a convenient method of selling any product through a Net based online system, in which transparency and secrecy are ensured, apart from wider participation. There are three different types of e-auctions in NLC Ltd. E-auction for the disposal of scrap, e-booking for the sale of Coal/Lignite and e-auction for the sale of Raw Lignite, In the process of E-Auction for the Sale of Raw Lignite

Materials sold through e-auction by NLC Ltd. are; (i) Scrap materials (ii) Raw Lignite (iii) Ball Clay; (iv) Dry Fly Ash. Decisions regarding sales activities have been predetermined on the following parameters; (i) Setting Sale Target; (ii) Setting Financial Target; (iii) Analyzing the Sale Opportunities and threats; (iv) Selecting the Target Buyers with their capacity to consume the products regularly and their financial stability; (v) Determining the Lot Size of the product for each e-Auction; (vi) Finalizing the periodicity of sale; (vii) Fixing of right reserve/floor price; (viii) Decision on Payment terms (Cash/Credit); (ix) Decision on Delivery period.

E-Auction Registration and Participation

In this system, the Auction is conducted on line through Internet by the Auctioneer M/s.MSTC Ltd. through their e-Commerce Portal. (www.mstcecommerce.com). Both NLC and the bidders have to register on-line for participating in the e-Auction, accepting Auctioneer's General Terms and conditions.

E-auction Procedure

Initially, e-Auction terms and conditions are prepared and sending it to MSTC. (Auctioneer). In the next stage, the Material List is prepared by the Disposal Wing indicating the Lot Number, Location, Description of Materials, Quantity, Unit of sale, Applicable Taxes, etc. This list is sent to M/s. MSTC (Auctioneer). They host the same in the Website's Auction Catalogue. M/s. MSTC issues Press Advertisement in all leading Newspapers covering the entire country as well as in their e-Auction Website, duly indicating the materials offered for disposal, inspection date, e-Auction date, etc. The Guide Price Committee consisting of Disposal and the Accounts officials inspects the lot and fixes the Guide Price for each lot and entered it in the Guide Price Book. The approval of the competent authority is obtained for the above fixed Guide Price, before commencement of the e-Auction. The approved Guide Price is entered in the system on Confirmed or on Subject to Approval (STA) basis, before commencing the e-Auction. This Guide Price page can be opened only by Disposal Wing Unit Head using secret password and this Guide Price page cannot be viewed either by M/s. MSTC or by the bidders. After entering the Guide Price, if any change is to be made, it can be done prior to commencement of e-Auction. Once the e-Auction is started, no change could be done. Similarly, any change in the Lot Number, Locations, Description of Material, Quantity, Unit of Sale, Tax Rates, etc. can be done before commencement of the e-Auction. Suitably, Pre-Bid EMD Clause/Caution Money Deposit can be stipulated in the e-Auction terms and conditions.

In such case, the bidders have to send the Pre-Bid EMD to MSTC directly through DD, NEFT/RTGS one day prior to the commencement of the e-Auction. On receipt of the above Pre-Bid EMD/Caution Money Deposit, MSTC will activate those Bidders for participation in the e-Auction. Other Bidders, who do not remit the Pre-Bid EMD/Caution Money Deposit, cannot enter the e-Auction floor. They cannot also view the e-Auction process.

The Special Terms and Conditions of the e-Auction normally contain the following, among other conditions; (i) Balance Payment Clause; (ii) Penalty for Belated Payments; (iii) Group Insurance; (iv) Delivery Period; (v) Ground Rent for Belated Delivery; (vi) Force Majeure Conditions; (vii) Termination of Order; (viii) Statutory Variation Clause; (ix) Delivery Procedure. Normally, an inspection time of 7 days is given to the bidders. The inspection of the lots can be carried out by the bidders registered with M/s. MSTC only or their duly authorized person on showing their Photo Identity card issued by M/s. MSTC. The e-Auction process commences from 12.30 Hrs. and opens for bidding up to 18.30 Hrs. This time can be altered. Actual Bidding by the scrap materials buyers on and above start price, i.e. Re.1= per M.T./Lot. If there is any increase in the bid, five minutes before the end of the e-Auction time of 18.30 Hrs., the closure time is extended further for 5 minutes automatically to give equal opportunity to the other bidders to remise their rates. For example, if there is an increase in the bid amount at 18.28 Hrs., then the Auction closing time is automatically extended up to 18.33 Hrs. This process will end only when there is no further bidding within the extended time. Hence, there is absolute transparency in this e-auction. As the bid rates are the most competitive, there is no scope for any negotiation with the H1 bidders. If the final rate remains static for the last 5 minutes after the scheduled closure time of the e-auction, then the auction closure status will appear on the screen. Bid sheet is generated showing lot wise details of the auction. Sale intimation letter will be sent to the successful bidders with copy to the seller automatically by the system.

Post e-auction steps

H 1 Bid is compared with the Reserve/Guide Price by the system and if the H1 bid is more than the Guide price it is automatically approved by system and Bid Sheet to be downloaded (In case of Scrap, Ball Clay etc.). If the H1 bid is less than the Guide price, then the option of accepting it, lies with the seller. Automatic receipt of sale intimation letter by email to the bidder to submit the requisite payment within fixed time indicating bank details for RTGS/NEFT transfer will be generated. Sale order will be issued by MSTC after the receipt of EMD amount from the successful bidder indicating the last date for remittance of balance amount, penalty clause for belated balance payment remittance, last date of delivery of materials without ground rent and last date of delivery with ground rent. After the receipt of balance payment, Delivery order will be issued against the production of Photo ID card issued by MSTC, Letter of Authority (in case of lifting other than the person to whom the Photo ID is issued), Insurance. The buyers arrange their own transport and lift the material along with the Delivery Chelan and invoices issued by NLC. In case of failure to lift the materials within the delivery period, even after the remittance of Ground rent the left over materials is belongs to the NLC and it can dispose it at its discretion.

Review of Literature

The study of e-marketing and disposal calls for various formats of research conducted across the world. It is essential to understand the contributions made over the years in the field of new format of marketing known as e-marketing that involves predominantly e-auction as the key tool for processing marketing transactions.

Robert j Kauffman and Charles a. Wood (2004) studied online e-bay auction using reserve price shilling bid and its effect on premium bid occurrence about 10260 e-bay auction during April 2001 involving 322 seller 1583 bidder in to 919 auction using valuation signal 23% of auction have been categorized as premium bidding to prove that item is worth more a weighted least square regression model was used to study winners curse and online selling through reserve price shilling bid. A ratio between selling price and average have also been reported in to study .

Kristy e. Reynolds James H. Gilkeson, Ronald w. Niedrich (2007) studied seller strategy on winning price in online, seller minimum opening price and auction length. A hidden reserve price, number of bidder and moderators was analyzed to test a e- bay auction as opening price and reserve price for the product a analyses data for four customer product through two match studied strong evidence of effect of minimum opening price the potential buyer rely more on signal as opening and reserve price.

Chu-Fen li (2007) studied the effect of the factor on internet auction variant and stresses about bidder's need to stay about reliability. Seller's characteristics could affect evaluation. Employees collect e-bay data set to analysis the effect of bidder and seller characteristics seller items for sale (SIFS) bidders and Lifetime positive feedback (BLPF). Seller's lifetime positive feedback (SLPF) SLPF plays a major role in affecting the final price (51.2%) and both SLFS and BLPF are critical roles 20.1% and 28.1%, respectively. BLPF and SLPF also are important to affect the final price (4.5%). The duration of auction of the SLPF explain variation 62.8% seller performance on the duration of 1 auction or final price.

Gillian KU, Deepak Malhotra, J.Keith Murnishan (2004) A study public art exhibit of 300 life size fiber class cows. The participant is 140 internet and live person auction the cow almost seven times their initial estimate. The final price provided impetus for model of decision making complete arousal. The internet bidding for survey data 21 auction through out north America tested. Analyses provided considerable support for the competitive. The laboratory experiment that investigate similar and difference b/w escalation & compressive arousal. The implication of these finding and on the broader use of competitive arousal and escalation and the impact decision making.

Matthias fuchs. Alexander Eybl, Wolfram Hopken (2010) studied about low entry and exit barriers that emerged as a valuable distribution channel. It effectively augmented the distribution potential of whole business. It positively affected the final price level obtained in online auction. E-bay comprising 53,406 auctions have been studied using linear structural equation modeling (SEM) relationship between auction characteristics and the obtained final price. Varol o kayhan, James A mcart. Anofbhattache (2010) studied cross bidding in online auction and the action of bidder simultaneously monitor the advantage of price, outcomes of cross bidding behavior and contingent. It is reported that there is significant price discount compared to non cross bidders.

Need for the study

It is evident that there are several factors emerge in the process of e-marketing and very specifically in the process of e-auction in order to encourage participation as well as price bids. The reserve price and open price, seller's characteristics and final bid price are various determinants to understand the effect of e-auction system. It is also understood that the input in the form of information to the sellers and buyers and products called for auction have been considered to be essential aspects of e-marketing to make it more competitive in a transparent manner. Hence, Researchers are attempting to study about the role of known and unknown determinants of e-marketing and disposal system in a public sector undertaking that deals with combination of raw materials, components, consumable etc. The research problem is to know about different known and unknown components of e-marketing and disposal system.

Objective of study

The following are the objectives of the study to evaluate the effect of e-marketing and disposal system in a public sector organization.

1. To study the extent of transparent process as the bidder's identity is kept highly secret
2. To measure the factors responsible for encouraging wider participation as there is limited scope for cartel formation
3. To identify possibility of bidder's to improve their bid prices online in a competitive way
4. To assess the knowledge of bidder's clearly to know whether bidder's win/lose in the e-marketing and disposal
5. To determine time saving for both buyers and sellers

Research Methodology

It is understood that the process is in vogue and therefore it is imperative to use descriptive method of study. There are three ways of e-auction conducted in the organization to enhance the performance of e-marketing and disposal system. The study is aimed at covering all the three methods of e-auction to assess effectiveness in all the five different objectives set for the purpose of study. It is proposed to use proportionate method of stratified random sample to identify the bidders in the process of marketing through e-auction. Initially, in the preliminary stage desired number of sample bids will be selected to understand the intricacies of the process. Based on the outcome of the preliminary study, and the reported statistics a reasonable size of sample will be decided. The essence of e-auction performance is given for the purpose of confirming the scope for conducting research to measure its effectiveness in a public sector undertaking.

Components of e-marketing and disposal system

1. E-auction Offer [7 items]
 - a. Number of times e-auctions held
 - b. Time to participate
 - c. Requirement of experience
 - d. Secret code
 - e. EMD [Security Deposit]
 - f. Value of EMD
 - g. Documents
2. Promotion [2 items]
 - a. Information through advertising
 - b. Time of advertising
3. Pricing [5 items]
 - a. Pricing rate fixation
 - b. Basic rate per unit
 - c. Allotment of e-auction successful bid
 - d. Intimation to bidder
 - e. Formalities to accept the bid
4. Payment and Delivery [3 items]
 - a. Full payment
 - b. Conditions for delivery
 - c. Losing bidder's right

Key information required to fulfill the objective

There are five key variables of e-marketing and disposal introduced for the purpose of study, namely transparency, participation, bid price, knowledge and time. The variable “transparency” is identified with e-marketing process in order to increase the extent of unbiased approach in the public or specific process of marketing. [Ref Table 1]

The variable “participation” is identified with the e-marketing process as a measure of the number of participation, participant details, approach in participation, process of the equality treatment among the bidders etc. The variable “bid price” is identified in the e-marketing process as a measure of the opportunities, supplementary information, additional information number of bidders, time, initial price, etc. The variable “bidder knowledge” identified is the e-marketing process as a measure of the knowledge about complete information and feedback analysis. The final variable “time saving” is identified in the e-marketing process of bid details, distance of bidders place from the place of auction and duration of participation in auction of e-marketing

Performance of e-auction system: An overview

E-Auction system increases the ‘Bid Prices’: The Sale Price of Ball Clay got increased from RS.150/= per M.T. (Conventional price) TO Rs.1000/= per M.T. (e-auction price) within a short span of 1 year, due to wider participation refer table 1. The Floor Price of Raw lignite increased from RS.1315/= per M.T. (Conventional price) to Rs.2000/= per M.T. (e-auction price) within a short span of 2 years refer table 2 The Iron Scrap prices are obtained on par with the Actual

Advantages accrued to NLC Ltd. due to e-auction method: (i) The sale quantity increased; (ii) Number of products introduced for sale; (iii) Higher bid prices are achieved; (iv) Wider participation from all over India; (v) True market value of the products is obtained; (vi) Sale revenue increased year by year; (vii) During the current year (2010-11), NLC had crossed the Sale Revenue crossed Rs.100 Crore mark (non-power) Market Rate (Refer Fig 1).

Sales revenue of scrap material during /between 1995-1996 to 1996-1997 to raised rs.276.25 lks(31%)in sales and next year 1997-1998 to 1998-1999 raised to Rs.119lks(12%)of sales. After one year sales revenue raised 15% of sale but, next 1999 to2000 sales different decrease to 15%,and after 2000 continuously 15% to 20%decrease the sales amount up to 2003(Ref table 2&3). After conventional price is introduced through e- auction sales method for scrap material 2002-2003 to 2003-2004 e-auction price has increased 15% of scrap material the e-auction sales rate continually raise 83lks to 1517lks year by year up to 2011. Due to the Introduction of the E-Auction System, thePrice of Raw Lignite which was at Rs.1315/M.T was increased to the current Basic Price of Rs.2000/M.T. (Exclusive of ED, Edu.Cess, Royalty, Clean Energy Cess, VAT etc.(Ref Table 2&3)

Effectiveness of e-marketing and disposal a status report 2005-2012

Three products viz,Fly ash, Raw lignite and scrap have been introduced in the e-marketing and disposal system since2005-till 2012.The current status of all the three item have been reported

Fly ash : In case of fly ash, e-auction held only in the last two years from 2010 to 2012. In total there were nine e-auctions contacted in which only one auction was held during 2010-2011 and remaining eight e-auctions held in the year 2011-2012. The measure of central tendency average is five e-auctions per year.

Raw lignite: In case of raw lignite, e-auction held in the last three years from 2009 to 2012. in total, there were seventy e-auctions conducted, in which eleven e-auctions were held during 2009-2010, twenty three e-auctions held during on 2010-2011, and remaining thirty six e-auctions held in the year 2011-2012. The measure of central tendency as median is thirty five e-auctions per year during the last three years have been reported.

Scrap: In case of scrap of e-auction held on 2005-2006 the total 249 e-auction conducted in the last seven years the starting first year thirty one e-auction held on period of 2005-2006,second year same thirty one e-auction held during the period of 2006-2007,thirdyear totally twenty nine e-auction held in the year 2007-2008,next fourth year thirty five e-auction held on the period of 2008-2009 fifth year same thirty five e-auction held on the period of 2009-2010.in addition, eleven e-auction for lignite was also held Sixth year forty eight e-auction held on the period of 2010-2011 in addition, twenty three e-auction for lignite, and one e-auction for fly ash and finally last year fifty e-auction of period of this year 2011-2012 in addition, thirty six e-auction for lignite and eight e-auction for fly ash was held. In total three hundred and twenty eight e-auction held in the proportion of 0.75, 0.21, 0.02 scap, lignite,fly ash respectively(Ref Table 4&Fig 2)

Advertisement for e-auction:

The advertisement are being given for each e-auction for raw lignite in news paper by NLC and in NLC /MSTC website .In respect of e-auction of scrap, ball clay and fly ash , the advertisement in the news paper is given by M/S MSTC and NKC /MSTC website .(Ref Table 5)

Floor price determination

Scrap: the basic value will be determined based on the quality of the material, market conditioned. it varies from e-auction to e-auction. In case of Raw lignite, fly ash ets, the floor price is adopted based on the market condition.

The present floor price of raw lignite ; Rs 2000/per MT ,flashes 655/MT(Ref Table 6)

Advance Deposit for e-auction Participation[EMD]

Normally, no advance deposit is collected for the scraps e- auction . however, depending on the circumstances a pre – BID EMD clause is stipulated for certain Items .in case of dry fly ash , raw lignite e-auction the buyers has the remit the EMD for their required quantity at the rates stipulated in the e-auction document prior to the commencement of e-auction the amount to be deposited is indicated in the respective e-auction document(Ref Table 7)

Payment and Delivery of e-auction process:

The successful bidder shall remit the balance payment and furnish the photo id issued by the MSTC and other documents indicated in the e-auction catalogue(Ref Table 8)

Conclusion

E-marketing and disposal system is a modern state of the art technique that uses e-auction system for the purpose of making buyers and sellers in a competitive market process in a transparent way and approach in a Public Sector Organizations. NLC Ltd. is not an exception; it has acclaimed the status of Navaratna in Indian business context. The study describes various factors that are responsible for the success of the e-marketing system in the organization in three different formats for scrape material, Coal/Lignite and raw coal. It is true that the organization has raised its sales revenue with remarkable achievement. The study is aimed at adding value to the concept of e-marketing and disposal system using e-auction as key tool. The study add strength to the concept as well as theory of marketing.

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Annexure I

MAILED QUESTINNAIRE WITH RESPONSES FROM NLC LIMITED

1. So for how many time you offered e-auction tender during the period from 2004 to 2011? Please serve all the related aspect in relation to
 1. FLY ASH
 2. RAW LIGNITE
 3. SCRAP

Ans.: Fly ash (No. of e-auction) :2010-11 -1,2011-12-8 Raw lignite: 2009-10-11, 2010-11-23, 2011-12-36,
Scrap: 2005-06-31, 2006-07-31, 2007-08-29, 2008-09-35, 2009-10-35, 2010-11- 48, 2011-12-50
2. Are you advertise for e-auction in every year? and provide the details for the period from 2004to2011?

Ans.: The advertisement are being given for each e-auction for raw lignite in news paper by NLC and in NLC /MSTC website .in respect of e-auction of scrap, Ball clay and fly ash , the advertisement in the news paper is given by M/S MSTC and NLC /MSTC website.
3. How many days before you advertise for the commencement of the e-auction? **Ans.:** One week before the date of e-auction
4. How many days you allow to apply for e-auction in the website between the announcement date to auction date?

Ans.: Registered buyer of M/s. MSTC can participate in the e-auction directly. New buyer has to register with M/s. MSTC prior to the e-auction
5. How do you fix the rate per quantity for every item? **Ans.:** Based on the marketing condition and scrap quality
6. If the experience required for the participation in the e-auction? **Ans.:** No required
7. How do you give the secrete code to applicant? **Ans.:** NLC is not given the secret code to applicant
8. How much amount to be deposit as advance for the e-auction participation? **Ans.:** Normally, no advance deposit is collected for the scraps e- auction. however, depending on the circumstances a pre – BID EMD clause is stipulated for certain Items .in case of dry fly ash , raw lignite e-auction the buyers has the remit the EMD for their required quantity at the rates stipulated in the e-auction document prior to the commencement of e-auction .the amount to be deposited is indicated in the respective e-auction document.
9. What are the documents's to be enclosed by applicant for the e-auction? **Ans.:** No document need to be enclosed by application for the e-auction
10. So for how many time e-auction was then from 2004 to 2011 ?please serve all the related aspect inrelation to
 - a. FLY ASH
 - b. RAW LIGNITE
 - c. SCRAP

Ans.: Fly ash (no. of e-auction) : 2010-11 -1,2011-12-8 Raw lignite : 2009-10-11,2010-11-23,2011-12-36,
Scrap : 2005-06-31,2006-07-31,2007-08-29,2008-09-35,2009-10-35,2010-11- 48,2011-12-50

11. Please list out the basic value per ton of the above mentioned substances/ materials
Ans.: Scrap: The basic value will be determined based on the quality of the material, market condition,etc. it varies from e-auction to e-auction. In case of Raw lignite, fly ash ets, the floor price is adopted based on the market condition. The present floor price of raw Lignite :Rs.2000/per MT ,flashes 655/MT
12. Please provide the list of those who had succeeded in the auction and what is the amount they have paid for in relation to the basic rate that nlc have fixed? **Ans.:** The reply could not be provided in the absence of a request for any particular e-auction
13. When will be the intimation about the successful bidding is notified to the successful bidder?
Ans.: as when the e-auction closes,the m/s MSTC e-auction system generate
14. After getting successful bidding what do you expect from those concerns?
Ans.: the concerned successful buyer shall take auction as per the sale intimation letter in line with the e-auction terms and conditions
15. How much bidder should pay as the emd or caution deposit? **Ans.:** as per that inticate in the e-auction catalog and as per the intimation letter send by MSTC
16. When should the full amount be paid before delivery or after delivery of the auctioned goods?
Ans.: full amount should paid before taking the delivery as per the sale order and e-auction terms and conditions
17. On what basis the delivery is delivered to the bidder? **Ans.:** the delivery is effected as per the basis indicated in the respective e-auction documents
18. Before the process of the delivery what should the auction bidder do?
Ans.: the successful bidder shall remit the balance payment and furnish the photo ID issued by the MSTC and other document indicator in the e-auction catalog
19. When and how an organization loses its light to enter e-auction? **Ans.:** if the organization fails to adhere to the e-auction terms and conditions stipulated by the M/s.MSTC it loses its right
20. What was it is intimated to that concern? **Ans.:** NLC dose not intimate anything to that concern as the e-auction is conducted by M/s.MSTC

Annexure II

Tables & Figure

(Table 1)Key information required to fulfill the objective

Sl. No.	Objective	Information required
1	Extent of transparent process	Is information provision biased/unbiased public/ specific
2	Factor influencing wider participation	Entrance for participation equality/inequality treatment among bidder
3	Possibility of improving bid price	What are different opportunities, what are supplementary inform additional information provided about number of bidder time to time, intial bid price quantity etc
4	Knowledge of win / lose bidders	Ensuring whether bidders are aware of the complete information about bid details and Feedback analysis
5	Time saving	Distance of bidder place from Neyveli Duration of participation in auction

Table 2 SALE OF BALI CLAY

YEAR	QTY. IN M.TS.	SALE REVENUE (RS.)
2009-10 (Conv. Method)	21249	31.87 Lakhs
2010-11 (From July'10) (E-Auction)	11650	111.27 Laksh

Conventional Method: The price was at Rs.150/M.T / E-Auction Method: The current price is Rs.1000/M.T.

Table 3 SALE OF RAW LIGNITE (E-Auction)

YEAR	QTY. IN M.TS.	SALE REVENUE (RS.)
2009-10 (Sep To March-10)	1,43,990	22.13 Crores
2010-11	2,99,320	50.05 Crores

Table 4 Number of E-Auction Offers 2005-2012

Sl. No.	Period [in Years]	Number of e-auctions		
		Scrap	Raw Lignite	Fly ash
1	2005-2006	31	-	-
2	2006-2007	31	-	-
3	2007-2008	29	-	-
4	2008-2009	35	-	-
5	2009-2010	35	11	-
6	2010-2011	48	23	1
7	2011-2012	50	36	8
Total		249	70	9
Average		39	23	5

Table 5 Advertisement for e-auction

SI No	Product name	Advertisement 1	Advertisement2
1	Raw lignite	By NLC	News paper and NLC MSTC website
2	Fly ash	By MSTC	News paper and MSTC and NLC website
3	Scrap	By MSTC	News paper and MSTC and NLC website

Table 6 Basic e-auction value per unit floor price on market condition

SI No	Product /Item	Basic rate in NLC
1	Raw lignite	Rs 2000/per MT
2	Fly ash	Rs 655/MT
3	Scrap	Based on quality and market condition

Table 7 Advance deposit for e-auction participation

SI No	Product/Item	EMD
1	Fly ash	Remit the rate as stipulated the e-auction document
2	Raw lignite	Remit the rate as stipulated the e-auction document
3	Scrap	No advance deposit

Table 8 Full payment and delivery of e-auction

SL NO	Product/Item	Payment details	Others
1	Fly ash	Remit the balance amount	Photo ID issued by MSTC
2	Raw lignite	Remit the balance amount	Photo ID issued by MSTC
3	Scrap	Remit the balance amount	Photo ID issued by MSTC

**Figure 1 E-AUCTION – SALE REVENUE OF SCRAP MATERIALS
CONVENTIONAL PERIOD (1995-96 TO 2002-03) E-AUCTION PERIOD (2003-04 TO 2010-11)**

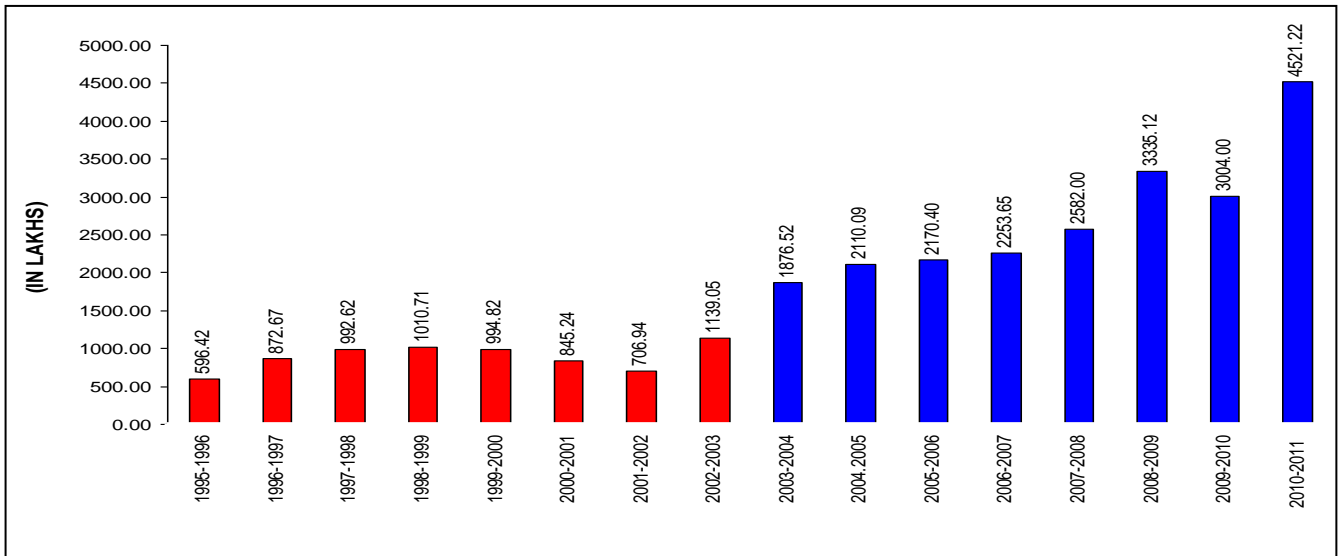


Figure 2 Number of E-Auction Offers 2005-2012

