



**भाकृअनुप – भारतीय श्री अन्न अनुसंधान संस्थान**  
**ICAR – INDIAN INSTITUTE OF MILLETS RESEARCH**  
**राजेन्द्रनगर ,हैदराबाद/Rajendranagar, Hyderabad-500030**  
**Phone: 24599308 Faxno.24599304.www.millets.res.in**



F.No.2-486/24-25/ST

Date:11.11.2024

**INVITATION FOR EXPRESSION OF INTEREST  
TO UNDERTAKE A STUDY ON EXPORT MARKETS FOR MILLETS, THEIR PROCESSING  
AND VALUE ADDITION ACROSS DIFFERENT COUNTRIES IN THE WORLD.**

Indian Institute of Millets Research, Hyderabad is a Research institute working under Indian Council of Agricultural Research, Department of Agricultural Research & Education, Ministry of Agriculture, Government of India invites expression of interest from interested agriculture research consultants for providing consultancy services to IIMR, Hyderabad for conducting a Study on “**export markets for millets, their processing and value addition across different countries in the world**”. This document provides the scope, pre-qualification criteria, bidding terms and conditions and suggested response formats.

**PART I: GENERAL TERMS**

**1. GOALS OF THIS EXPRESSION OF INTEREST (EOI)**

The objective of this EOI is to solicit proposals from the interested bidders for participation in a bid process for the selection of a consultant to conduct a study on export markets for millets, their processing and value addition across different countries in the world.

**2 EOI ISSUING AUTHORITY**

This Expression of Interest (Eoi) is issued by the Director, ICAR-Indian Institute of Millets Research, Rajendranagar, Hyderabad, intended to short-list potential bidders. Department’s decision with regard to the short-listing of bidders through this Eoi shall be final and the Department reserves the right to reject or cancel any or all the bids without assigning any reason.

Project Title	Selection of Consultancy for a study on “export markets for millets, their processing and value addition across different countries in the world”.
Department	ICAR – Indian Institute of Millets Research (IIMR)
Head of the Institute	Dr (Mrs.) C Tara Satyavathi, Director, ICAR-IIMR, Rajendranagar, Hyderabad.
PI	Dr B Dayakar Rao, Principal Scientist, ICAR-IIMR 040-24599331, dayakar@millets.res.in
Contact Person	Ms Ritu Dalal, Senior Administrative Officer, Indian Institute of Millets Research, Rajendranagar, Hyderabad 500030. Phone – 040-24599300 Extn. 308

	sao@millets.res.in/store@millets.res.in
Website	http://www.millets.res.in
The bidders may contact <a href="mailto:dayakar@millets.res.in">dayakar@millets.res.in</a> for any queries regarding the terms of reference	

### 3. AVAILABILITY OF THE EOI DOCUMENTS

Eoi can also be downloaded from the website [www.millets.res.in](http://www.millets.res.in). The bidders are expected to examine all instructions, forms, terms, project requirements and other details in the Eoi document. Failure to furnish complete information as mentioned in the Eoi documents or submission of a proposal not substantially responsive to the Eoi documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

### 4. EOI PROCESSING FEES

A Non-Refundable processing fee for Rs. 5,000/- (Five Thousand Rupees only) in the form of Demand Draft in favor of ICAR unit IIMR, Payable at Hyderabad has to be submitted along with the bid. Bids received with inadequate Eoi processing fees/Documents fees shall be liable to get rejected. Fees must be furnished with Technical Bid only.

### 5. VENUE & DEADLINE FOR SUBMISSION OF PROPOSALS

Proposals, in its complete form in all respects as specified in the Eoi, must be submitted to Indian Institute of Millets Research, Rajendranagar, Hyderabad at the address specified above in Section 2., Indian Institute of Millets Research, Hyderabad in exceptional circumstances and at its discretion, extend the deadline for submission of proposals by issuing an addendum to be made available on the website [www.millets.res.in](http://www.millets.res.in) in which case all rights and obligations of IIMR, Hyderabad and the bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

### 6. GENERAL BACKGROUND

Indian Institute of Millets Research (IIMR) is a premier agricultural research institute engaged in basic and strategic research on millets under Indian Council of Agricultural Research (ICAR). It is the central agency to work on all aspects of millets research and development under the auspices of ICAR. ICAR-IIMR is a nodal agency to undertake policy research and development activities. In the light of non-availability of required data on certain parameters and indicators "APEDA" has sponsored a project entitled "Refinement of Millet Value chain for export markets preparation of export strategy in the wake of International Year of Millets 2023".

### 7. TERMS OF REFERENCE

S. No	Objective	Activities	Deliverables
1	Identifying Export Market Potential for Various Millet Value-Added Products	Conduct market research to map potential export countries for all millets & their value-added products	Mapping of countries with potential exports of millets & their products.
		Analyse data on millet exports.	Data on millet exports across categories.
		Create a product-country matrix	Matrix of products and countries.
		Segment consumers by demographics and preferences in selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Consumer segmentation report for selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Perform competitive intelligence analysis for all millets vis-à-vis potential countries	Competitive intelligence report for selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Conduct consumer sentiment analysis in selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Consumer sentiment analysis for selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Identify health-conscious markets through dietary trend analysis for all millets & their value-added products	Summary of health-conscious markets across the world to plan the strategy
2	Assessing the Supply Chain of Millets at National & International Markets	Analyse demand and supply dynamics in domestic and global markets for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Demand and supply data for millets & value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Map marketing channel linkages for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Summary of marketing channel linkages for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Identify key players (at least top 10 numbers) in the millet supply chain	Report on the millet supply chain by top 10 players (India & global)
		Develop a risk assessment matrix for supply chain vulnerabilities for sourcing all millets & their value-added products in the selected	Risk assessment matrix for all millets & their value-added products in the selected countries (top 10 global

		countries (top 10 global exporters & top 10 countries importing Indian Millets)	exporters & top 10 countries importing Indian Millets)
3	Identify the Range of Value-Added Products in Global Markets & Their Trends in Recent Years	Gather production data (for the last 5 years) all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Data on production (for the last 5 years) and market size of all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Analyse consumption patterns and value addition levels for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Consumption data report for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets).
		Assess consumer acceptability of millet products globally and domestically millets & their value-added products for selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Consumer acceptability report for millets & their value-added products for selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Report on niche markets with high demand for millet products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Niche market report on demand trends for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Identify trending product types in key markets for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Trend analysis report for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets).
		Conduct a PESTEL analysis for localization opportunities for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	PESTEL analysis document for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		4	Assessing the Advanced Technologies for Processing and Value

	Addition/Packaging of Millets & Their Products	Document current and advanced packaging technologies available.	Document of packaging technologies available.
		Prepare a report on emerging food processing technologies applicable to all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Report on emerging food processing technologies for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Conduct a feasibility study on automation in processing and packaging in all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Feasibility study report on automation for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
5	Analyse Arrivals and Prices of Millets at International Markets Including the Export Competitiveness of Millets	Collect price data (for last 5 years) for all millets & value-added products globally and domestically.	Price data report (for last 5 years) for millets & value-added products
		Assess export competitiveness metrics for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Export competitiveness assessment report for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Analyse price volatility trends in various markets all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Price volatility analysis document for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Conduct SWOT analysis focusing on export strategies for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets).	SWOT analysis report for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets).
6	Assessing the Current Trade Policies (Qty and Value) and Their Impact on Millet Exports	Review export & import policies from major producers & consumers globally for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Export & import policy document for major producers/consumers for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)

		Document quality standards for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets) if present currently	Quality standards documentation for millets (if applicable).
		Create a trade map highlighting policies affecting millet imports/exports in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Trade map of top importing countries affecting competitiveness for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)
		Summarize government policies impacting market intelligence for start-ups in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)	Summary document of relevant government policies for all millets & their value-added products in the selected countries (top 10 global exporters & top 10 countries importing Indian Millets)

All data collected and analysis thereof on the objectives and scope of the study should be documented in the form of a detailed report. The report should invariably contain methodology adopted, sample size covered in each category, use of analytical tools etc. in undertaking the study, recommendations, and executive summary. The consultant should provide 10 hard copies of each of the final report and the Executive Summary along with a soft copy. The selected firm will also submit a mid-term report to monitor and review the progress of the study. The selected firm's representative will also make a presentation on the report before the Project Scientists of ICAR-IIMR

## 8. TIME FRAME & PAYMENT:

The time period for the Project will be 2 months from the date of award of the contract.

Payment Terms: Payment will be made after the completion of work subject to contract terms and no part payments will be promoted.

## PART III: BIDDING TERMS AND PRE-QUALIFICATION CRITERIA

### 9. CONDITIONS UNDER WHICH THIS EOI IS ISSUED

- i. This Eoi is not an offer and is issued with no commitment. Director, ICAR-Indian Institute of Millets Research, Hyderabad reserves the right to withdraw the Eoi and change or vary any part thereof at any stage. Indian Institute of Millets Research,

Hyderabad also reserves the right to disqualify any bidder without assigning any reasons at any stage.

- ii. ICAR-Indian Institute of Millets Research, Hyderabad reserves the right to withdraw this EOI if it determines that such action is in the best interest of the Government of India.
- iii. Timing and Sequence of events resulting from this EOI shall ultimately be determined by ICAR-Indian Institute of Millets Research, Hyderabad.
- iv. No oral conversations or agreements with any official, agent, or employee of ICAR-Indian Institute of Millets Research shall affect or modify any terms of this EOI and any alleged oral agreement or arrangement made by a bidder with any department, agency, official or employee of Indian Institute of Millets Research, Hyderabad shall be superseded by the definitive agreement that results from this EOI process. Oral communications by ICAR-Indian Institute of Millets Research to bidders shall not be considered binding on Indian Institute of Millets Research nor shall any written materials provided by any person other than Indian Institute of Millets Research, Hyderabad.
- v. Neither the bidder nor any of the bidder's representatives shall have any claims whatsoever against Indian Institute of Millets Research or any of their respective officials, agents, or employees arising out of, or relating to this EOI or these procedures (other than those arising under a definitive service agreement with the bidder in accordance with the terms thereof).
- vi. Code of Integrity: No official of a bidder shall act in contravention of the codes which include:
  - i). Prohibition of
    - a). making offer, solicitation or acceptance of bribe, reward or gift or any material benefit, either directly or indirectly, in exchange for an unfair advantage in the procurement process or to otherwise influence the procurement process.
    - b). any omission, or misrepresentation that may mislead or attempt to mislead so that financial or other benefit may be obtained or an obligation avoided.
    - c). Any collusion, bid rigging or anticompetitive behavior that may impair the transparency, fairness and the progress of the procurement process.
    - d). Improper use of information provided by the procuring entity to the bidder with an intent to gain unfair advantage in the procurement process or for personal gain.
    - e). Any financial or business transactions between the bidder and any official of the procuring entity related to tender or execution process of contract; which can affect the decision of the procuring entity directly or indirectly.
    - f). Any coercion or any threat to impair or harm, directly or indirectly, any party or its property to influence the procurement process.
    - g). Obstruction of any investigation or auditing of a procurement process.

- h). making false declaration or providing false information for participation in a tender process or to secure a contract;
- ii). Disclosure of conflict of interest.
- iii). Disclosure by the bidder of any previous transgressions made in respect of the provisions of sub-clause (i) with any entity in any country during the last three years or of being debarred by any other procuring entity.
- iv). Each applicant shall submit only one Pre-qualification requirements proposal

## **11. RIGHTS TO THE CONTENT OF THE PROPOSAL**

For all the bids received before the last date and time of bid submission, the proposals and accompanying documentation of the Pre-Qualification proposal will become the property of the Indian Institute of Millets Research and will not be returned after opening of the pre-qualification proposals. Indian Institute of Millets Research is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the bidders. Indian Institute of Millets Research, Hyderabad shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

## **12. ACKNOWLEDGMENT OF UNDERSTANDING OF TERMS**

By submitting a proposal, each bidder shall be deemed to acknowledge that they have carefully read all sections of this EOI, including all forms, schedules and annexure hereto, and has fully informed itself as to all existing conditions and limitations.

## **13. LANGUAGES OF PROPOSALS**

The proposal and all correspondence and documents shall be written in English.

## **14. ELIGIBILITY CRITERIA**

The Agency should be a reputed agency/organization/institution which fulfills the following conditions:

- (i) Experience of successfully completing at least 2 studies with Private/Autonomous/Central/State Governments in last 5 years ending 25.10.2024.
- (ii) Minimum annual turnover of Rs.50 Lakhs during the 3 financial years out of 5 years (However, the Govt. Research Institutions are exempted from this

eligibility condition), and

- (iii) Having qualified and experienced key personnel (experience of a minimum of 6-8 years in agriculture/agriculture economics and/or allied subjects /statistics /economics).

#### **15. DOCUMENTARY EVIDENCE TO BE SUBMITTED TO SUPPORT ELIGIBILITY**

- a) Certification of the Registration of the firm.
- b) Detailed resume of the team leader and team members indicating the details of qualifications and professional experience.
- c) Contract/Work orders indicating the details of assignment, client, value of assignment, date and year of award.
- d) IT clearance for past 3 years.

#### **16. EVALUATION OF PROPOSALS**

The bidders' proposals in the bid document will be evaluated as per the requirements specified in the EOI and adopting the qualification criteria spelt out in this EOI. The Bidders are required to submit all required documentation in support of the qualification criteria specified (e.g., detailed project citations and completion certificates, client contact information for verification, profiles of project resources and all others) as required for evaluation.

#### **17. PROPOSAL SUBMISSION**

The interested consultant should submit both technical and financial proposals in two parts namely.

- a) Technical
- b) Financial

The technical and financial proposal must be submitted in two separate sealed envelopes indicating clearly on envelopes as "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL". Financial proposal to indicate a warning "DO NOT OPEN WITH THE TECHNICAL PROPOSAL". The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the title of the assignment "Engagement of Consultant for providing consultancy services for undertaking a study on "export markets for millets, their processing and value addition across different countries in the world", Indian Institute of Millets Research, Hyderabad".

## TECHNICAL PROPOSAL CONTENT

Technical Proposal should be prepared considering the terms of reference, Detailed Approach & Methodology, Activity Schedule & Deliverables, Time Period and any other information to highlight the capability of the consultant

The technical proposal must include

- a. Brief description about the consultant
- b. Consultant experience: In addition to the overall experience of the consultant, details of specific consultancy projects/studies undertaken may be provided including Assignment/ Project name, description of services provided, appx. Value of assignment, country & location, duration of the assignment, name of the client, starting & completion dates, names of associates (other than employees), if any Consultancy experience of undertaking studies in government departments PSUs/ large public limited organizations may be specifically mentioned
- c. Approach
- d. Methodology
- e. Work Plan and Schedule
- f. Team size
- g. Detailed Resume of the Team leader and team members of the consultant (with copies of certificates support qualifications)

## FINANCIAL PROPOSAL CONTENT

- a). Financial proposal (In Indian Rupees) should be in the form of a lump sum amount inclusive of all taxes for the entire scope of services.
- b). The lump sum quote should be inclusive of all expenses which the consultant may incur while executing the assignment including Travel, Boarding & Lodging, Survey Charges as required.

## 18. THE EVALUATION OF PROPOSAL

**The Technical Proposal will be evaluated as per the following criteria.**

a. The technical evaluation of the proposals shall be undertaken by the Consultancy Evaluation Committee (CEC). The CEC shall evaluate the Technical Proposals by awarding marks for the following parameters:-

- I. Educational qualifications and experience of the key professionals
- II. Past experience including number of assignments handled by the firm similar to the area of assignment
- III. Methodology, work plan and understanding of TOR

- b. Only applicants who are obtaining the highest score on the basis of criteria for evaluation given in (a) above would be declared as technically qualified.
- c. The short-listed Consultants will be invited to present their proposals before the Consultancy Evaluation Committee (CEC).
- d. A proposal shall be considered unsuitable and rejected at the stage of Technical Evaluation if it does not meet the minimum technical standard on the above aspects as may be decided by the CEC.
- e. After completing the technical evaluation, the Member Secretary of CEC shall notify those consultants whose proposals meet the minimum technical standards.

**19. SPECIAL INSTRUCTIONS TO THE BIDDERS/AGENCIES:**

1. Bidders are required to submit two bids i.e. (a) Technical Bid and (b) Financial bid separately failing which their Bid will not be considered. First of all, the Committee will open the Technical bid and the firms/Agencies which are meeting our specifications only will be listed out. The Financial bid in respect of the firms/Agencies which are listed and qualifies in the Technical bid only will be opened. The bids which are not qualified in the Technical point of view will not be opened under any circumstances and they are summarily rejected.
2. Bidders are advised to submit Technical Bid and Financial Bid in two separate sealed covers and put in a one sealed cover duly super scribing the Name of the Work on the left-hand side for easy identification.
3. The cover containing your Bid should be addressed to the "DIRECTOR, Indian Institute of Millets Research, Rajendranagar, Hyderabad-500030" and submit to this office on or before **02.12.2024 upto 05:00 PM** Late receipt of Bid will not be accepted under any circumstances.
4. Your Processing Fee/Document Fee must be furnished with Technical Bid only.
5. This Institute will not be responsible for any postal delay, if occurred.

Senior Administrative Officer

All the terms and conditions attached with this bid are acceptable to us.

Authorized signatory \_\_\_\_\_

For M/s. \_\_\_\_\_

with Seal

Date:

## CHECK LIST

**Qualifying/eligibility criteria to identify the vendor for outsourcing the survey activities as follows.**

<b>S.No.</b>	<b>Documents to be submitted</b>	<b>Mention Yes/No</b>
1	Registration Certification of firm.	
2	GST of the firm	
3	PAN card of the firm	
4	IT Returns for the assessment years of any 3 financial years during last 5 years	
5	Annual gross turnover of the firm should not be less than Rs. 50 lakhs during the 3 financial years out of last 5 years and duly certified by CA (However, the Govt. Research Institutions are exempted from this eligibility condition).	
6	Should have qualified and experienced key personnel (experience of a minimum of 6-8 years in agriculture/agriculture economics and/or allied subjects/statistics/economics) to undertake this survey.	
7	Scanned copies of Contract Orders/Purchase Orders of Similar surveys done to any State/PSU/Central govt. department	
8	Terms of Reference acceptance letter	
9	Detailed resume of the team leader and team members indicating the details of qualifications and professional experience.	
10	PAN card of the firm	
11	IT Returns for the assessment years of any 3 financial years during last 5 years	
12	Annual gross turnover of the firm should not be less than Rs.50 lakhs during the 3 financial years out of last 5 years and duly certified by CA (However, the Govt. Research Institutions are exempted from this eligibility condition).	
13	Experience of successfully completing at least 2 studies with Private / Autonomous / Central/State Governments in last 5 years ending 25.10.2024.	
14	A Non-Refundable processing fee for Rs.5000/- (Five Thousand Rupees only) in the form of Demand Draft in favour of ICAR unit IIMR, Payable at Hyderabad has to be submitted along with the bid. Bids received with inadequate EoI processing fees/Documents fees shall be liable to get rejected. Fees must be furnished with Technical Bid only.	

**NOTE Documents to be submitted along with Technical Bid other wise your bid will be liable for rejection.**

Signature with stamp :

Date:

Firm Name:

Mobile Number: