

AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT DEVELOPMENT AUTHORITY (APEDA)
MINISTRY OF COMMERCE AND INDUSTRY, GOVERNMENT OF INDIA
3RD & 4TH FLOOR, NCUI BUILDING,
3, SIRI INSTITUTIONAL AREA, AUGUST KRANTI MARG, NEW DELHI

Date: the 17th January 2024

Applications, in sealed cover, are invited from reputed organizations for conducting:

“MARKET STUDY OF INDIAN ORGANIC MARKET AND EXPORT PROMOTION STRATEGY”

Terms of Reference for the Study

1. About APEDA

Agricultural and Processed Food Products Export Development Authority (APEDA) is a premier organization in India that promotes the export of agricultural and processed food products. It plays a crucial role in enhancing the export potential of these products by providing various services such as market development, quality control, and certifications. APEDA also works to maintain the quality and standards of the exported products and facilitates the participation of Indian exporters in global markets.

In accordance with the Agricultural and Processed food products Export Development Authority (APEDA) Act, 1985, (2 of 1986) the following functions have been assigned to the authority:

- Development of the industries relating to the scheduled products for exports,
- Registration of Exporters of the scheduled products,
- Fixing of standards & specifications for the scheduled products for the purpose of exports,
- Carrying out inspection of meat & meat products for ensuring the quality of such products,
- Improving the packaging & marketing of the scheduled products,
- Promotion of export-oriented production,
- Collection of Statistics of the scheduled products on-site and its publication thereof,
- Training in various aspects of the industries, and
- Such other matters as may be prescribed.

In addition to the above, APEDA has also been entrusted with the task of registration and protection of the intellectual property rights in respect of ‘Special Products’. At present, Basmati Rice is the only special product. APEDA has obtained GI registration for Basmati Rice in February 2016.

APEDA is also the secretariat for National Programme for Organic Production, specifying the accreditation and certification programs for organic production. Organic certification programme covers all agricultural commodities including non-APEDA scheduled products. More than 10 lakh

farmers are registered under the program and the certification is a mandatory requirement for organic products exports. APEDA is also taking a number of steps to promote exports of organic products.

2. Objective of the Study:

The primary rationale behind APEDA's establishment is to promote the export of agricultural and processed food products from India driven by the economic benefits associated with international trade.

India's agricultural heritage includes a longstanding tradition of organic farming deeply ingrained in traditional practices predating the green revolution. These enduring practices persist in many parts of the country, showcasing the resilience inherent in these approaches. Ranking sixth globally in organic cultivation area, India continues to lead in terms of number of farmers associated with organic farming.

The shift in global consumption patterns towards healthier, safer, sustainable and nutritious food has propelled organic products into the limelight. The resurgence presents a golden opportunity for India, to meet the growing global demand for organic products and to tap into the global organic food market.

India in 2022-23, exported organic products worth USD 708 Million to countries worldwide, and considering the Global market size of around USD 138 Billion, there is tremendous scope to significantly increase our organic exports, in the near term.

In light of the above background and rationale, APEDA intends to conduct a market study of "Indian Organic Market and Export Promotion Strategy" to explore and utilise avenues for promotion and branding of Indian organic exports with the following contents:-

A. India's Organic Market:-

- (i) Estimate of Size of India's Organic market (**Food** separately),
- (ii) Trends in Growth in Domestic Organic market and benchmarking it to Global Organic market growth with respect to category of products and value realization,
- (iii) Composition of India's domestic organic market- major changes in last 5 years (including all categories, but **Food** separately)
- (iv) Assessment of the demand in the domestic market,
- (v) Extrapolation of Market size in upcoming 10 years and benchmarking it to global growth estimates (**Food** separately),

The study will be based on Secondary and Primary data.

Secondary data sources will include published reports and research papers of reputed organisations.

Primary data will include survey in 10 cities (metro, A and B class cities) covering 500 outlets (organic/ selling organic products)
Demand will be based on consumer survey (minimum 1000 consumers) of organic products.

B. India's Major Export Destinations:

- (i) Trends in Organic exports from India during last 5 years,
- (ii) Composition of Exports- Present and Extrapolated (Ratio of bulk and retail products, ratio of raw, ingredients, semi-processed, and finished products)
- (iii) Reasons for change in composition,
- (iv) Potential Export Products e.g. Processed Value Added Products, Medicinal Plants etc.),
- (v) Current Export Destinations,
- (vi) Strategic focussed Markets with respect to the premium price and demand.

C. Promotion and Branding of Indian Organic Exports:

- (i) Present scenario- Government and Private sector,
- (ii) Best Practices in Organic export promotion initiatives of leading organic exporters (example USA, EU, UK, Australia, Canada etc.)
- (iii) Economics for retail packaging in major supermarkets based on demand,
- (iv) Focus on retail products for better India Organic brand promotion,
- (v) Strategic plan after learning from best practices in other countries, but at the same time taking into account Indian domestic context -
 - (a) Macro Policies (Overall for India)
 - (b) Micro (Product specific/ Location specific).

3. Terms and Conditions

- a. The approved bidder will work under the directions and guidance of APEDA. It shall be the sole responsibility of the agency to ensure all the activities undertaken by them for APEDA are in accordance with the legal framework
- b. Bid value should be quoted in Indian Rupees only plus all applicable taxes.
- c. Interested eligible agencies may submit their bids as per Annex-I with supporting documents including earnest money (EMD) of Rs. 2,00,000/- (Rs. Two Lakh) only in the form of a demand draft drawn in favour of APEDA payable at New Delhi. The EMD will be refunded to the unsuccessful bidder after the selection of the vendor. For the selected bidder, EMD amount would be adjusted in the final payment.
- d. It shall be the responsibility of the agency to ensure applicability of local laws in respect of the services provided/manpower hired by them.

- e. The agency is required to sign each page of the bid documents by the authorized signatory. APEDA requires that bidders under this contract observe the highest standard of ethics during the period of agreement and free from any vigilance enquiry. The bidders have to bear the cost associated with the preparation and submission of tender documents to APEDA.
- f. APEDA will reject a proposal for award of work if it is found that the agency recommended for award has engaged in corrupt or fraudulent practices in competing or in executing the contract in question.
- g. Agency will indemnify APEDA against any claim, loss, suit, liability incurred or judgement suffered or likely to be suffered.
- h. A self-certified undertaking has to be submitted mentioning that they have not been blacklisted by any Government organization and the same is not applicable as on date.
- i. APEDA reserves the right to:
 - Extend the deadline for the submission of applications/bid documents at its discretion.
 - Negotiate the prices with the selected bidder to bring down the prices.
 - Accept or reject any proposal at any time prior to award of contract/order, without assigning any reasons and without any liability on APEDA.
 - Suspend the project; cancel the contract with the selected party in part or in the whole at any time if in the opinion of the APEDA it is necessary or expedient in the public interest. The decision of the APEDA shall be final and binding in this regard.
 - APEDA shall also not be responsible for any damage or loss caused or arisen out of aforesaid action.
 - Modify terms and conditions of the contract which shall be granted to the successful bidder after the bidding process, if in the opinion of the APEDA, it is necessary or expedient to do so in public interest or for proper implementation of the project. The decision of the APEDA shall be final and binding in this regard.
 - For interpretation of any clause of this document, the decision of Chairman APEDA would be final and binding on the bidder.

4. Guidelines for Submission of Technical and Financial bid

The bid must be submitted essentially as follows:

- a. **Sealed Cover A:** Technical bid to be super scribed as “**Technical Bid for APEDA’S Market Study of Indian Organic Market & Export Promotion Strategy against APEDA notice dated 17/01/2024**”. The Technical Bid must contain details of approach, methodology, work plan, team structure, detailed CVs of team members and implementation schedule and must be accompanied by:
 - Application form (annexure-1)
 - Supporting documents against each eligibility criteria in sequential order
 - The Balance sheets/audited statements of accounts, P&L A/c for last five years
- b. **Sealed Cover B:** Financial bid to be super scribed as “ **Financial Bid for APEDA’S Market Study of Indian Organic Market & Export Promotion Strategy against**

APEDA notice dated 17/01/2024". The financial bid must be inclusive of taxes, if any. In case the financial bid does not specify taxes, it will be considered as tax inclusive financial bid onus of which shall lie with the bidder.

- c. **Sealed Main Cover:** The two sealed covers A and B shall be contained in an umbrella cover super scribed as **“Technical Bid for APEDA’S Market Study of Indian Organic Market & Export Promotion Strategy against APEDA notice dated 17/01/2024”**

5. Eligibility Criteria for bidders

- a) A registered consulting/advisory individual firm/organization either private or government incorporated in India with **minimum 10** years of experience in conducting Market studies/ Research/Surveys in the field of agriculture/horticulture/ food /agri-business at national/international level.

Documentary evidence such as clearly legible copies of Certificate of incorporation with amendments, if any; Service Tax registration; PAN Number must be submitted (these should be marked as annexure to Eligibility Criteria No. 1)

- b) The total number of **completed** Market Studies/Research/Surveys in the field of agriculture/horticulture/ food /agri-business by individual firm at national / international level should not be less than **5** during each of the last **five** years. Legible copies of work orders for such studies should be submitted with the application.

Details must be furnished in the following format marked as annexure to eligibility criteria 2:

Details	2018-19	2019-20	2020-21	2021-22	2022-23
Number of completed studies					
Value of completed studies – Rs. (in Crore)					

The individual firm should have average turn over from consultancy fee only of **at least Rs 5 Crore** during the last **five** years including consultancy fee from Market Studies/Research/Surveys in the field of agriculture/horticulture/ food /agri-business.

Details must be furnished in the following format marked as annexure to eligibility criteria 3:

Year	Overall turnover (Rs in Crore)	Turn over from consultancy/ advisory fee only (Rs. in Crore)

2022-23		
2021-22		
2020-21		
2019-20		
2018-19		

- c) The Team leader of the study should possess minimum Post Graduate degree in Agriculture with experience of at least 10 years. The Team leader should have handled at least ten studies with at least five as Team Leader.
- d) The other team members of the team must possess at least Graduation degree in Agriculture.

6. Criteria for qualifying of bidders post- technical presentation

The technical bids/presentations will be graded on the basis of following marks structure by the Committee constituted by APEDA for this purpose:

S. no	Criterion	Maximum Marks	
1.	Presentation, Approach and modalities/methodologies suggested	25	
2.	Experience- upto (Years)	5	
	3 years		2 marks
	4-5 years		3 marks
	6-10 years		4 marks
	Above 10 years		5 marks
3	Number of completed Studies in the field of Market Studies /Research/ Surveys in the field of agriculture/horticulture/ food /agri-business.	5	
	3		2 marks
	4-5		3 marks
	6-10		4 marks
	Above 10		5 marks

3.	Average annual turnover from consultancy fees from Market studies/research/surveys during last 5 years in the field of agriculture/ horticulture/ food /agri-business. (Rs.in crores)		5
	Rs. 5 crore	2 marks	
	Rs. 6-10 crore	3 marks	
	Rs. 10-20 crore	4 marks	
	More than Rs. 20 crore	5 marks	
Total			40

7. Weightage of Financial Bids

The weightage of technical presentation vs. Financial bids shall be in the ratio of 70:30.

8. Evaluation

After the award on the basis of financial bid, the marks of technical presentation and financial bids shall be added up and the bidder obtaining highest score shall be declared as selected.

Note:- Consortium of bidders is also permitted. However, in terms of eligibility criteria, the performance of lead firm only will be considered.

9. Time Schedule for various activities in respect of the bid

S. No.	Particulars	Scheduled Date
1	Floating of Tender	Wednesday, the 17 th January 2024
2	Pre-bid Meeting	Tuesday, the 23 rd January 2024
3	Issue of corrigendum, if any, on the basis of Pre-bid Meeting (on APEDA's website)	Wednesday, the 24 th January 2024 (by the end of the day)
4	Last date of Bid Submission	Thursday, the 8 th February 2024 (by 5:00 PM)
5	Opening of Bids for Technical Evaluation	Tuesday, the 13 th February 2024 at 11:30 AM
6	Live Presentation on the subject by the Team Leader for Evaluation	Thursday, the 15 th February 2024 at 11:30 AM
7	Opening of Financial Bid	Friday, the 16 th February 2024 at 12:00 Noon
8	Declaration of Highest Scorer (intimation through e-mail)	Friday, the 16 th February 2024

10. Force Majeure

If at any time, during the continuance of this contract, the performance in whole or in part, by either party, of any obligation under this is prevented or delayed, by reason of war, or hostility, acts of the public enemy, civic commotion, sabotage, Act of State or direction from Statutory Authority, explosion, epidemic, quarantine restriction, strikes and lockouts (as are not limited to the establishments and facilities of the contractor), fire, floods, natural calamities for any act of GOD (hereinafter referred to as EVENT), provided notice of happenings of any such EVENT is given by the affected party to the other, within 15 Calendar days from the date of occurrence thereof, neither party shall, by reason of such event, be entitled to terminate the this contract, nor shall either party have any such claims for damages against the other, in respect of such non-performance or delay in performance provided the contract shall be resumed as soon as practicable, after such EVENT comes to an end or ceases to exist. The decision of the CHAIRMAN, APEDA as to whether the service may be so resumed (and the time frame within which the service may be resumed) or not, shall be final and conclusive, provided further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reason of any such event for a period exceeding 30 days either party may, at his option terminate the contract.

11.Arbitration

All matters of dispute arising out of this shall be governed by Indian law and subject to Court jurisdiction in New Delhi only. Both the party shall make all effort to resolve any dispute by way of reconciliation. In the event of any question, dispute or difference arising under the agreement in connection therewith (except as to matters, the decision to which is specifically provided under this agreement) remains unresolved, the same shall be referred to sole arbitration to be by the CHAIRMAN, APEDA and the decision given shall be binding on the parties. The provisions of Indian Arbitration & Conciliation Act 1996 shall apply on both the parties. The venue of the arbitration proceeding shall be the office of APEDA or such other place as the CHAIRMAN, APEDA may decide. Upon any and every reference as aforesaid, the assessment of costs and incidental expenses in the proceedings for the award shall be at the discretion of the CHAIRMAN, APEDA.

12.Terms of Payment

The schedule of payment will be as under:

- a. 35% of the total cost as advance at the time of award of assignment
- b. 35% of the total cost on submission of three hard copies of the draft report
- c. Balance 30% of the total cost on submission, acceptance of final report by APEDA.

Notes:

- a. The selected Agency shall be required to furnish an indemnity bond and personal guarantee before release of advance payment.

- b. For any delay in submission of draft report, penalty@ 1% of total fee may be levied on the Agency for every week or part thereof.
- c. Payments shall be released by APEDA through RTGS. Hence, RTGS details must be furnished by the Agency in the application form itself.

13. Performance Assurance

If performance of the agency is not up to the mark or is less in any of the deliverances/the measurable output is less than envisaged as per scope of work, then a part of the total bid value will be retained by APEDA at the time of final payment. Decision of APEDA shall be final in this regard.

14. Timeline for submission of the Study Document

The selected agency shall complete the study within 8 weeks' time from the date of award of the study, at the end of which they are supposed to deliver the structured document to APEDA. The tentative timeline for this exercise is given as under:

- Week 1: Interaction with APEDA officials for inputs and briefing
- Week 4: Submission of first draft
- Week 6: Submission of Second draft and gathering of feedback
- Week 8: Complete finalisation of the document

The selected agency shall submit to APEDA three hard copies of draft report along with soft copy by email within 8 weeks from the date of award of the exercise. The agency shall be invited to make a presentation of draft report on a specified date to be mutually fixed by both sides.

The final report shall be submitted to APEDA in 5 hard copies and soft copy by email within close to 8 weeks period from the date of award of the exercise.

15. Last date for submission of bids:

The bids must be submitted in APEDA office, New Delhi by the scheduled date and time.

Bids received after this time and date will be outrightly rejected.

Evaluation of bids received within the specified time-line only:

The bids received within the specified time and date shall be evaluated on the basis of eligibility criteria as specified in this document. The shortlisted bidders will be invited for technical presentation before a Committee constituted by APEDA for this purpose. Intimation in this regard will be emailed to the concerned bidders at the email ids indicated in their application.

16. For further clarification in the matter, Please contact:

Secretary,
APEDA
NCUI Building,
3, Siri Institutional Area,
August Kranti Marg,
New Delhi-110016

Annexure-1

Application format

Sl. No.	Particulars	Details					
		2018-19	2019-20	2020-21	2021-22	2022-23	
1.	Name of the consultancy firm (Individual/lead)	No of completed studies					
		Value of completed studies-Rs in Crore					
2.	Address	Tel: No: EmailID(s):					
3	If application is for consortium mode, details of the consortium partner firm						
3.	Name of the Chief Executive of the individual/lead firm						
4.	Experience in conducting market studies/research/surveys	No. of years: Certificate of Incorporation :- NO: PAN No: Service Tax Registration No.					
5.	Details of completed Market studies/Research/ Surveys during the last five years						

6.	Turnover of the individual/lead firm during the last five years	<table border="1"> <thead> <tr> <th>Year</th> <th>Overall turnover (Rs Crores)</th> <th>Turn over from consultancy/advisory fee only (RsCrores)</th> </tr> </thead> <tbody> <tr> <td>2022-23</td> <td></td> <td></td> </tr> <tr> <td>2021-22</td> <td></td> <td></td> </tr> <tr> <td>2020-21</td> <td></td> <td></td> </tr> <tr> <td>2019-20</td> <td></td> <td></td> </tr> <tr> <td>2018-19</td> <td></td> <td></td> </tr> </tbody> </table>	Year	Overall turnover (Rs Crores)	Turn over from consultancy/advisory fee only (RsCrores)	2022-23			2021-22			2020-21			2019-20			2018-19		
		Year	Overall turnover (Rs Crores)	Turn over from consultancy/advisory fee only (RsCrores)																
		2022-23																		
		2021-22																		
		2020-21																		
		2019-20																		
2018-19																				
7.	Name and experience of Team Leader																			
8	Financial strength of the Individual/lead firm	<table border="1"> <thead> <tr> <th rowspan="2">Year</th> <th colspan="2">Turn over- Rs in Cr</th> </tr> <tr> <th>Overall</th> <th>Consultancy fee</th> </tr> </thead> <tbody> <tr> <td>2020-21</td> <td></td> <td></td> </tr> <tr> <td>2021-22</td> <td></td> <td></td> </tr> <tr> <td>2022-23</td> <td></td> <td></td> </tr> </tbody> </table>	Year	Turn over- Rs in Cr		Overall	Consultancy fee	2020-21			2021-22			2022-23						
		Year		Turn over- Rs in Cr																
			Overall	Consultancy fee																
		2020-21																		
		2021-22																		
2022-23																				

Date:

(Signature of the Authorized Signatory with Company seal)