



—
ICAR – INDIAN INSTITUTE OF MILLETS RESEARCH
(
-INDIAN INSTITUTE OF MILLETS RESEARCH)
/Rajendranagar, Hyderabad-500030.



Phone:24599300(gen),24599306(AO);Faxno.24599304.www.millet.res.in

F.No.2-134/14-15/ST

Dated 14.05.2015

INVITATION FOR EXPRESSION OF INTEREST
TO

DISTRIBUTION OF SORGHUM PRODUCTS UNDER THE BRAND “*EATRITE*”

Indian Institute of Millets Research (IIMR), located at Rajendranagar, Hyderabad 500030, Telangana 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 vendors/distributors for the distribution of sorghum products under the brand “*eatrite*” manufactured by IIMR in their institute premises located at Rajendranagar, Hyderabad. The distribution is for those identified partners by the IIMR who in turn market the *eatrite* products.

This document provides the scope, qualification criteria, 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 parties for participation in a bid process for selection of vendors to help the Department to distribution of sorghum products under the brand “*eatrite*” manufactured by IIMR in their institute premises

2. EOI ISSUING AUTHORITY

This Expression of Interest (Eoi) is issued by the Director, Indian Institute of Millets Research, Rajendranagar, Hyderabad, intended to short-list potential firms. 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.

1	Project Title	Distribution of sorghum products under the brand "eatrite"
2	Department	Indian Institute of Millets Research (ICAR), Rajendranagar, Hyderabad
3	Head of the Institution	Dr. T.G.Nageshwar Rao Director, Indian Institute of Millets Research, Rajendranagar, Hyderabad - 500 030
4	Contact Person	1. Dr B Dayakar Rao (technical aspects) Principal scientist, Indian Institute of Millets Research, Rajendranagar, Hyderabad - 500 030 Phone - 040-24015349 Extn-231 Cell - +91-9989710405, Email – dayakar@millets.res.in 2. Shri. S.K. Singh (administrative) Administrative Officer Indian Institute of Millets Research, Rajendranagar, Hyderabad - 500 030 Phone - 040-20020077 & 040-24599306 Extn-200 Cell - +91-9030030138, Email – sao@millets.res.in
5	Website	http://www.millets.res.in

3. TENTATIVE CALENDAR OF EVENTS

The following table enlists important milestones and timelines for completion of bidding activities:

S. No	Milestone	Date and time
1.	Submission of Eol proposals should be addressed to	The Director Indian Institute of Millets Research, (ICAR) Rajendranagar, Hyderabad-500 030
2.	Release of Expression of Interest (Eol)	14.05.2015
3.	Last date for submission of Eol	04.06.2015 up to 02.00 P.M.
4.	Opening of Eol Responses (Technical)	04.06.2015 at 02.30 P.M.
5.	Declaration of Short listed Firms	To be informed later
6.	Venue for opening EOIs	AO is Room, IIMR, RAJENDRANAGAR, HYDERABAD

4. AVAILABILITY OF THE EOI DOCUMENTS

Eoi can be downloaded from the website www.millets.res.in. The firms 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.

5. EOI PROCESSING FEES

A Refundable processing fee for **Rs. 5,000/-** (Five Thousand Rupees only) in the form of a Demand Draft in favour of ICAR unit IIMR, payable at Hyderabad has to be submitted along with the EOI response. The EOI processing fee will not carry any interest.

Apart from that a Non-Refundable EOI document fee for **Rs.200** (Two Hundred Rupees only) in the form of Demand Draft in favour of ICAR unit DSR, payable at Hyderabad has to be submitted along with the bid. Bids received without or with inadequate Eoi Processing fees/Document fees shall be liable to get rejected. Fees must be furnished with Technical Bid only.

6. 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, 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.

PART II: SCOPE OF SERVICES

7. GENERAL BACKGROUND

IIMR has evolved sorghum product technologies and commercialized as novel healthy products in Hyderabad. These products are sold under brand *eatrite* registered by the IIMR and entered MoU with few firms to market them in Hyderabad and other places.

IIMR would like to produce and market all these products through a single firm who undertakes on behalf of IIMR as nodal firm marketing these products.

8. TERMS OF REFERENCE:

The terms of reference for the consultant will include the following

- a. The firm should be registered
- b. Should have approved performance in millet based food products or related field.
- c. Willingness to take up responsibility for the delivering of products to IIMR clients within and outside the Institute premises
- d. The firm should collect the amount from the clients and deposit to IIMR account on regular intervals.
- e. The firm should possess own or hired vehicle for logistics.
- f. The firm should take the responsibility of to running the day to day sales of *eatrite* products at sales outlet in IIMR
- g. The firm should take the responsibility of distribution, marketing, promotions, sales, and revenue collection from various vendors from the market, existing clients
- h. The firm should maintain transparency in financial matters
- i. The firm should be able to understand and handle the client requirement time and then
- j. The firm should be accountable to the IIMR Management

9. PROPOSAL SUBMISSION

Interested bidders 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 “distribution of sorghum products under the brand “*eatrite*” .

i. TECHNICAL PROPOSAL CONTENT

Technical Proposal should be prepared considering the Terms of Reference and any other information to highlight the capability of the consultant.

Technical Proposal must include:

- a. Brief description about the Bidder
- b. Copy of registration certificate.
- c. Proposed operational modality
- d. Completion certificates of previous projects undertaken (Desirable).

ii. FINANCIAL PROPOSAL CONTENT

- Financial proposal (In Indian Rupees) should be quoted in the form of percentage of the MRP of each of the product SKU.
- The lump sum quote should be inclusive of all expenses which the consultant may incur while executing the assignment including Transport & other logistics.

ADMINISTRATIVE OFFICER

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

Authorised Signatory_____

*for M/s.*_____

with Seal.

Date: