



# DIRECTORATE OF SORGHUM RESEARCH

(Indian Council of Agricultural Research)

Rajendranagar, Hyderabad-500030

PH:-040-24017125, FAX:-040-24016378



F.No. – 2-134/14-15/ST

Dated 23.01.2015

## INVITATION FOR EXPRESSION OF INTEREST TO DISTRIBUTION OF SORGHUM PRODUCTS UNDER THE BRAND “EATRITE”

Directorate of Sorghum Research (DSR), 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 DSR in their institute premises located at Rajendranagar, Hyderabad. The distribution is for those identified partners by the DSR 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 DSR in their institute premises

#### 2. EOI ISSUING AUTHORITY

This Expression of Interest (EoI) is issued by the Director, Directorate of Sorghum 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	Directorate of Sorghum Research (ICAR), Rajendranagar, Hyderabad
3	Head of the Institution	Dr. J.V. Patil Director, Directorate of Sorghum Research, Rajendranagar, Hyderabad - 500 030
4	Contact Person	1. Dr B Dayakar Rao (technical aspects) Principal scientist, Directorate of Sorghum Research, Rajendranagar, Hyderabad - 500 030 Phone - 040-24015349 Extn-231 Cell - +91-9989710405, Email – <a href="mailto:dayakar@sorghum.res.in">dayakar@sorghum.res.in</a>

		2. Shri. S.K. Singh (administrative) Administrative Officer Directorate of Sorghum Research, Rajendranagar, Hyderabad - 500 030 Phone - 040-20020077 & 040-24015349 Extn-200 Cell - +91-9030030138, Email – <a href="mailto:ao@sorghum.res.in">ao@sorghum.res.in</a>
5	Website	<a href="http://www.sorghum.res.in">http://www.sorghum.res.in</a>

### 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 EoI proposals should be addressed to	The Director Directorate of Sorghum Research, (ICAR) Rajendranagar, Hyderabad-500 030
2.	Release of Expression of Interest (EoI)	23.01.2015
3.	Last date for submission of EoI	16.02.2015, up to 2.00 P.M.
4.	Opening of EoI Responses (Technical)	16.02.2015 at 2.30 P.M.
5.	Declaration of Short listed Firms	To be informed later
6.	Venue for opening EOIs	Conference hall, DSR, RAJENDRANAGAR, HYDERABAD

### 4. AVAILABILITY OF THE EOI DOCUMENTS

EoI can be downloaded from the website [www.sorghum.res.in](http://www.sorghum.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 DSR, 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 Directorate of Sorghum Research, Rajendranagar, Hyderabad at the address specified above in Section 2. Directorate of Sorghum 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.sorghum.res.in](http://www.sorghum.res.in), in which case all rights and obligations of DSR, 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

DSR has evolved sorghum product technologies and commercialized as novel healthy products in Hyderabad. These products are sold under brand *eatrite* registered by the DSR and entered MoU with few firms to market them in Hyderabad and other places. DSR would like to produce and market all these products through a single firm who undertakes on behalf of DSR 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 DSR clients within and outside the Institute premises
- d. The firm should collect the amount from the clients and deposit to DSR (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 DSR( 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 DSR 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: