



MITHILA DUGDH UTPADAK SAHKARI SANGH LTD.

मिथिला दुग्ध उत्पादक सहकारी संघ लि०



NO:MDUSS:MKTG 1334

Dated:17.04.2025

INVITATION FOR EXPRESSION OF INTEREST (EOI)

Mithila Dugdh Utpadak Sahkari Sangh Limited, Samastipur, Bihar invites sealed Expression of Interest (EOI) from Market Research Organization for undertaking Market Study of Milk & Milk Product for Sales Expansion.

Further details related to qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website mithiladairy.com

Last date for submission of EOI is on or before **5th May, 2025 upto 5 PM**. Sealed envelope marked to the captioned address, containing EOI and non-refundable fee of Rs 1000.00 by way of DD/Pay Order in favour of Mithila Dugdh Utpadak Sahkari Sangh Limited, Samastipur, Bihar, payable at Samastipur may be submitted mentioning "EOI for undertaking Market Study of Milk & Milk Product for Sales Expansion" on the top cover on the following address:

Managing Director
Mithila Dugdh Utpadak Sahkari Sangh Limited,
PO- Harpure allowth, Industrial area
Samastipur, Bihar
Pin- 848101


Managing Director

INVITATION TO EXPRESSION OF INTEREST (EOI)

EOI is invited from reputed agencies / organizations / institutions to carry out Market Research on the topic "Study of Milk & Milk Product Market for Sales Expansion Prospects" for Mithila Dugdh Utpadak Sahkari Sangh Limited, Samastipur, Bihar under Central Sector Scheme of DTC-JICA (Component B of NPDD Scheme), Govt of India:-

Objective of the study: -

The purpose of conducting the proposed study to understand the present status of marketing and sales and future growth prospects of "Sudha" brand milk and milk products in the operational area¹ of Mithila Milk Union against its major competitors from organized and unorganized sector.

- i) To understand sales and distribution channel of major competitors of organized and unorganized sector of under the operation area of the milk union.
- ii) To find out the product wise, SKU-wise, pricing structure, margins, and brand share under the operation area of the milk union.
- iii) To analyse the feedback of distributors, retailers and customer perception of major organized brands.
- iv) To explore the opportunities of new product(s) development, and new routes development under the operation area of the milk union.
- v) To recommend strategy for the expansion of sales and marketing

Methodology of the study: - The study is proposed to cover the entire operation area of the milk union mainly the Municipal corporations, town panchayats and intermediate panchayats as per annexure. The proposed study is also expected to cover at least 30% retailers and distributors of each expedited Municipal corporations, town panchayats and intermediate panchayats. The agency is expected to interview at least 25-30 customers/consumers also.

Schedule and time line of the study: - The study is expected to be complete before June 2025 however the progress of the study will be monitored on weekly basis. The team leader/incharge of the study is expected to present the progress and analytical findings of the study. Lastly, agency will submit 05 hard copies of its report along with collected data in soft copy to Mithila milk Union Samastipur.

¹As per annexure


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1. Technical criteria: "Bidders" interested in taking up the Market Study of the scheme in question must fulfill the following criteria: -

- a) It must be an agency/organization either private or government incorporated in India with a minimum of five(05)years' experience in Survey/Market Research/Evaluation of government /public projects / schemes/Major Private Organization in & allied sectors and should have successfully carried minimum three (3) studies in the said field (s) at national level.
- b) The Team leader of the study should possess the minimum educational qualification of Post- graduate in Economics/Management/Statistics disciplines, preferably PhD in Management. He should also have a minimum of ten (10) year s of experience in Corporate / Research sectors related to implementation/monitoring/ evaluation of public sector projects and preferably public funded Projects. He should have at least handled three (3) numbers of projects , out of which two (2) projects should be in the capacity of Team leader.
- c) The members of the study team commensurate to the requirement should be Graduate /post graduate in Economics/ Management/ Statistics disciplines. They should also possess a minimum of three (3) years of experience in Survey/Research sector projects.
- d) The applications received will be evaluated for short listing of "Bidders" based on their past experience of handling similar types of projects, man power and financial health.
- e) The tender form comprises of three form:-
 1. General Information
 2. Technical Bid
 3. Financial bid

** By adding the marks of Technical and Financial bid , highest marks obtained agency/ firm will be awarded the work order



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General Information:-

FORMAT FOR SUBMISSION OF APPLICATION FOR EXPRESSION OF INTEREST

- 1 Name of bidding agency/ firm/ individual
- 2 Headquarter
- 3 Addresses for Correspondence:
- 4 Date & country of incorporation (enclose copy of relevant document)
- 5 Past experience of the firm:-
 - 5.1 No.of years in having experience in carrying out Evaluation Studies:
 - 5.2 Evaluation Studies carried out:-
 - 5.2.1 In Education and allied sectors:(Specifically for centrally aided Schemes 0
 - 5.2.2 In elementary education sector:
- 6 Professional strength:-
 - 6.1 No of full time professional engaged:
 - 6.2 Location of offices in other part of India:
- 7 Annual Financial strength:
 - 7.1 Turn over for last 3 years (Rs. In crore) (enclose audited financial statement):

(Project completion certificates for projects completed during last 10 years to be attached in support of experience)

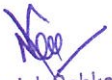
(Authorized Signatory)


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1. Technical Bid (75 Marks)

S. No.	Parameters	Weightage	Max. Marks	level	Whichever Applicable	Minimum and Maximum Marks
1	Past Experience of the Firm	50%				
1.1	Number of years of experience	20%	10	Upto 10 years		Upto 10 years: 5 Marks
				More than 10 yrs		More than 10 yrs: 10
1.2	Past experience in carrying out Survey/ studies	50%	25	Less than 2 no of Studies		Less than 2 no of Studies: 0 Marks
				3 to 5 no of Studies		3 to 5 no of Studies : 10 Marks
				6-9 no of Studies		6-9 no of Studies : 20 Marks
				10 and more		10 and more : 25 Marks
1.3	Past experience in carrying out studies in Marketing Research related	20%	10	Less than 3 no of Studies Upto 4-7		Less than 3- ZERO no of Studies Upto 4-7: 5 Marks
				above than 7		and above than 7 : 10 Marks
1.4	Market Studies carried out for Dairy Sector.	10%	5	Upto 01		Upto 01: 3 Marks
				More than 01		More than 01: 5 Marks
2	Experience of Key Personnel	15%				
2.1	Qualifications	30%	4.5	Post Graduate In Economics/ Stats /Mgt		Post Graduate In Economics/ Stats /Mgt: 3 Marks
				PHD (Management)		PHD (Management): 4.5 Marks
2.2	Relevant Experience	70%	10.5	Team Leader-5 yrs or more		Team Leader-5 yrs or more-10.5
3	Financial Strength of the Consultant	10%				
3.1	Turn over figure for Last three Years.	50%	5	Rs. 50 Lakhs to 1 Crs		Rs. 50 Lakhs to 1 Crs: 3 Marks
				Above Rs 1 Crs		Above Rs 1 Crs: 5 Marks
3.2	Net Profit Figure for Last three years	50%	5	Upto 10 Lakhs		Upto 10 Lakhs-3 Marks
				Abv 10 Lakhs Upto 1 Cr		Abv 10 Lakhs Upto 1 Cr-4 Marks
				More Than 1 Cr		More Than 1 Cr-5 Marks

NOTE: Mithila Dugdh Utpadak Sahkari Sangh Limited, Samastipur, Bihar or any of its designates reserves the right to amend/add further details of the above table related Technical criteria.


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2. **Financial Bid (25 Marks)**

1. Quoted Rate for Market Survey:-Lakh

Total project cost = 10 Lakh

(Your quoted rate should be equal or less than 10 lakh)

25 Marks shall be calculated in the following:-

Formula

$25 \times LP/QP$ where as

LP= Lowest Quoted total price

QP= Quoted total price of the firm

Note:- In Calculation of Technical bid only 75 Marks on Technical and 25 marks for Financial performance awarded on following Ground.

- **Selection of the Bidder:-** By adding the Marks of Technical bid and Financial bid , Highest marks obtained agency/ firm will be awarded the work order.


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Annexure-I

S No	Local Body Code	Local Body Name	Local Body Type Name
1	208	Samastipur	District Panchayat
2	2621	Bibhutpur	Intermediate Panchayat
3	2622	Bithan	Intermediate Panchayat
4	2623	Dalsinghsarai	Intermediate Panchayat
5	2624	Hasanpur	Intermediate Panchayat
6	2625	Kalyanpur	Intermediate Panchayat
7	2626	Khanpur	Intermediate Panchayat
8	2627	Mohanpur	Intermediate Panchayat
9	2628	Mohiuddinagar	Intermediate Panchayat
10	2629	Morwa	Intermediate Panchayat
11	2630	Patori	Intermediate Panchayat
12	2631	Pusa	Intermediate Panchayat
13	2632	Rosera	Intermediate Panchayat
14	2633	Samastipur	Intermediate Panchayat
15	2634	Sarairanjan	Intermediate Panchayat
16	2635	Shivaji Nagar	Intermediate Panchayat
17	2636	Singhia	Intermediate Panchayat
18	2637	Tajpur	Intermediate Panchayat
19	2638	Ujiarpur	Intermediate Panchayat
20	2639	Vidyapati Nagar	Intermediate Panchayat
21	2640	Warisnagar	Intermediate Panchayat
22	249619	Samastipur	Municipal Corporations
23	249621	Dalsinghsarai	Municipality
24	249622	Rosera	Municipality
25	299229	Shahpur Patori	Municipality
26	299448	Tajpur	Municipality
27	300559	MusriGharari	Town Panchayat
28	299173	Sarairanjan	Town Panchayat
29	299195	Singhia	Town Panchayat


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S No	Local Body Code	Local Body Name	Local Body Type Name
1	186	Darbhangha	District
2	2296	Alinagar	Intermediate Panchayat
3	2297	Bahadurpur	Intermediate Panchayat
4	2298	Baheri	Intermediate Panchayat
5	2299	Benipur	Intermediate Panchayat
6	2300	Biraul	Intermediate Panchayat
7	2301	Darbhangha	Intermediate Panchayat
8	2302	Gaurabauram	Intermediate Panchayat
9	2303	Ghanshyampur	Intermediate Panchayat
10	2304	Hanuman Nagar	Intermediate Panchayat
11	2305	Hayaghat	Intermediate Panchayat
12	2306	Jale	Intermediate Panchayat
13	2307	Keotirunway	Intermediate Panchayat
14	2308	Kiratpur	Intermediate Panchayat
15	2309	KusheshwarAsthan	Intermediate Panchayat
16	2310	KusheswarAsthan East	Intermediate Panchayat
17	2311	Manigachhi	Intermediate Panchayat
18	2312	Singhwara	Intermediate Panchayat
19	2313	Tardih	Intermediate Panchayat
20	249600	Darbhangha	Municipal Corporations
21	276642	Benipur	Municipality
22	301283	Baheri	Town Panchayat
23	299170	Bharwara	Town Panchayat
24	301284	Biraul	Town Panchayat
25	301285	GHANSHYAMPUR	Town Panchayat
26	301277	HAYAGHAT	Town Panchayat
27	301286	Jale	Town Panchayat
28	299158	KAMTAUL Ahiyari	Town Panchayat
29	301276	KUSHESWAR ASTHAN EAST	Town Panchayat
30	301272	SINGHWARA	Town Panchayat


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S No	Local Body Code	Local Body Name	Local Body Type Name
1	197	Madhubani	District Panchayat
2	2430	Andhratharhi	Intermediate Panchayat
3	2431	BabuBarhi	Intermediate Panchayat
4	2432	Basopatti	Intermediate Panchayat
5	2433	Benipatti	Intermediate Panchayat
6	2434	Bisfi	Intermediate Panchayat
7	2435	Ghoghardiha	Intermediate Panchayat
8	2436	Harlakhi	Intermediate Panchayat
9	2437	Jainagar	Intermediate Panchayat
10	2438	Jhanjharpur	Intermediate Panchayat
11	2439	Kaluahi	Intermediate Panchayat
12	2440	Khajauli	Intermediate Panchayat
13	2441	Ladania	Intermediate Panchayat
14	2442	Lakhnaur	Intermediate Panchayat
15	2443	Laukaha (Khutauna)	Intermediate Panchayat
16	2444	Laukahi	Intermediate Panchayat
17	2445	Madhepur	Intermediate Panchayat
18	2446	Madhubani	Intermediate Panchayat
19	2447	Madhwapur	Intermediate Panchayat
20	2448	Pandaul	Intermediate Panchayat
21	2449	Phulparas	Intermediate Panchayat
22	2450	Rajnagar	Intermediate Panchayat
23	249579	Madhubani	Municipal Corporations
24	249580	Jhanjharpur	Municipality
25	299291	Benipatti	Town Panchayat
26	249581	Ghoghardiha	Town Panchayat
27	249578	Jainagar	Town Panchayat
28	299284	Phulparas	Town Panchayat


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