

## 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 area<sup>1</sup> 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 May 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.

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<sup>1</sup>As per annexure



Mithila Dugdh Utpadak Sahkari Sangh Ltd.  
SAMASTIPUR DAIRY,  
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**1. Pre-qualification 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 atleast 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. The following criteria (Table.1) will be adopted while short listing of the "Bidder(s)" :-



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Table.1 **Pre-Qualification Criteria**

| S.No.    | Parameters  | Weightage  | Max. Marks | Minimum and Maximum Marks   |
|----------|---|------------|------------|---|
| <b>1</b> | <b>Past Experience of the Firm</b>                                    | <b>60%</b> |            |   |
| 1.1      | Number of years of experience   | 20%        | 12         | Upto 10 years: 5 Marks<br>10-12 years: 10<br>More than 12 yrs: 12   |
| 1.2      | Past experience in carrying out Survey/ studies                       | 50%        | 30         | Less than 2 no of Studies: 0 Marks<br><br>3 to 5 no of Studies : 10 Marks<br><br>6-9 no of Studies : 20 Marks<br><br>10 and more : 30 Marks |
| 1.3      | Past experience in carrying out studies in Marketing Research related | 20%        | 12         | Less than 3 - <b>ZERO</b><br>no of Studies Upto 4-7 5 Marks<br>and above than 7 12 Marks  |
| 1.4      | Market Studies carried out for Dairy Sector.                          | 10%        | 6          | Upto 01-3 Marks<br>More than 01-6 Marks   |
| <b>2</b> | <b>Experience of Key Personnel</b>                                    | <b>25%</b> |            |   |
| 2.1      | Qualifications  | 30%        | 7.5        | Post Graduate<br>In Economics/ Stats / Mgt: 5 Marks<br>PHD (Management): 7.5 Marks  |
| 2.2      | Relevant Experience   | 70%        | 7.5        | Team Leader-5 yrs or more-7.5   |
| <b>3</b> | <b>Financial Strength of the Consultant</b>                           | <b>15%</b> |            |   |
| 3.1      | Turn over figure for Last three Years.                                | 50%        | 7.5        | Rs. 50 Lakhs to 1 Crs: 5 Marks<br>Above Rs 1 Crs: 7.5 Marks   |
| 3.2      | Net Profit Figure for Last three years                                | 50%        | 7.5        | Upto 10 Lakhs-3 Marks<br>Abv 10 Lakhs Upto 1 Cr- 5 Marks<br>More Than 1 Crore-7.5 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 prequalification criteria.



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## FORM-1

### 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)

(Authorised Signatory)



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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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|------|-----------------|-----------------------|------------------------|
| 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         |

*(Signature)*

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|------|-----------------|--------------------|------------------------|
| 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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