

**REQUEST FOR EXPRESSION OF INTEREST (EOI)**

**(Off-line)**

**For**

**Empanelment of Agencies for Market Linkage Advisory and Value Chain Development of  
Agricultural & Allied Products in Meghalaya**

**Issued by: Meghalaya State Agricultural Marketing Board (MSAMB)**

Cleve Colony, Shillong – 793003

Meghalaya, India

## NOTICE INVITING EOI

This EOI is issued by the undersigned inviting Expressions of Interest from eligible consultants for empanelment to provide consultancy services for Market Linkage Advisory and Value Chain Development of Agricultural and Allied Products in Meghalaya.

**Reference No: NO.MSAMB/ESTT/MLVCD/65/2026-27/9**

**Dated:18/05/2026**

### 1. IMPORTANT DATES

SI No	Key Information/ Events	Time/Venue/Address
1	Date of Issuance of Eoi	<b>Date: 18/05/2026</b>
2	Email ID	<b>Email: ambmg-meg@nic.in</b>
3	Pre-submission Meeting	<b>Hybrid:</b> <b>Online:</b> <b>In-person:</b>
4	Last Date & Time of Submission of Technical Proposal.  (Note: No need to submit any financial proposal)	<b>Date: 3<sup>rd</sup> July, 2026</b> <b>Time: 5:00 P.M</b>
5	Date & Time of Opening of Technical Proposals	<b>Date: 8<sup>th</sup> July, 2026</b> <b>Time: 12 a.m</b>
6	Website for Downloading the EOI	<a href="https://megamb.gov.in/">https://megamb.gov.in/</a>
7	Address for Submission & Opening	Joint Managing Director, MSAMB, Cleve Colony-793003.
8	Officer Inviting the EOI	Managing Director

SI No	Key Information/ Events	Time/Venue/Address
		Meghalaya State Agricultural Marketing Board (MSAMB),  Cleve Colony, Shillong – 793003 Meghalaya, India

**Sd/-**

**Managing Director,  
MSAMB**

## 1. INTRODUCTION

Meghalaya State Agricultural Marketing Board (MSAMB), Department of Agriculture and Farmers' Welfare, Government of Meghalaya invites Expressions of Interest (EOI) from eligible and experienced firms, agencies, consulting organizations, registered societies and individual professionals for **empanelment to provide advisory support, market linkage facilitation, and value chain development services** for agricultural and allied products of Meghalaya.

**This EOI is exclusively for technical empanelment. No financial proposals are required to be submitted by the agencies.** The objective is to establish a pre-qualified panel of up to **fifteen (15) competent agencies** with proven domain expertise. Post-empanelment, specific work assignments shall be awarded to empanelled agencies through limited tender as per the prevailing norms of MSAMB and the Government of Meghalaya. No minimum volume of work is guaranteed.

Interested applicants meeting the eligibility criteria are invited to submit their proposals in accordance with the requirements outlined in this EOI document.

Further details, if any, may be obtained by sending email to: [ambmg-meg@nic.in](mailto:ambmg-meg@nic.in)

### VENUE AND DEADLINE FOR SUBMISSION

A. The sealed envelope shall be submitted to:

The Joint Managing Director  
Meghalaya State Agricultural Marketing Board  
Cleve Colony, Shillong – 793003

The proposal should clearly mention on the outer envelope:

- a) Name and address of the firm/ organization/Individual
- b) "EOI for Empanelment of Agencies for Market Linkage Advisory and Value Chain Development of Agricultural & Allied Products in Meghalaya"
- c) EOI Reference No. NO.MSAMB/ESTT/MLVCD/65/2026-27/9

### B. TERMS AND CONDITIONS

- MSAMB reserves the right to accept or reject any EOI without assigning any reason.
- This EOI is for **technical empanelment only**. No financial bids are invited or will be opened.
- The initial empanelment shall be valid for a period of 1 (one) year. However further extension beyond one (1) year depends upon the requirement of the procuring entity and performance of the agency.
- The submitted credentials will be verified by the Evaluation Committee.

- Empanelment does not guarantee any minimum volume of work. Individual assignments will be awarded separately through a limited tender process among empaneled agencies, wherein the Scope of Work will be issued and agencies will be invited to submit their financial proposals. The award of work will depend on the specific nature and requirements of each project, as outlined in the Letter of Intent (LoI) issued post-empanelment when inviting financial proposals.
- The authority reserves the right to withdraw the engagement at any stage in the interest of the program by serving one (1) months' notice period. However, the same notice period shall be applicable in the event that the agency intends to withdraw.
- Any revision in terms shall be communicated in writing and mutually agreed upon.
- All amendments will be uploaded on [www.megamb.gov.in](http://www.megamb.gov.in)

## 2. BACKGROUND

The **Meghalaya State Agricultural Marketing Board (MSAMB)**, Government of Meghalaya, is mandated to strengthen the agricultural marketing ecosystem in the state of Meghalaya, enhance farmer access to markets, and promote value addition across key commodities.

Meghalaya is known for its **high-value, low-volume agricultural produce**, much of which is naturally organic. Key products include:

- a. GI-tagged Lakadong Turmeric
- b. Ginger
- c. Pineapple
- d. Khasi Mandarin
- e. Indigenous spices, horticultural produce, etc.

The State has invested significantly in:

- a. Processing infrastructure (freeze-drying, IQF, dehydration)
- b. Spice processing units
- c. Collection and aggregation units

Further, Meghalaya has actively participated in global and national platforms such as **Biofach** and **World Food India**, leading to growing demand.

### **3. OBJECTIVES OF THE EOI**

The primary objective of this EOI is to empanel qualified and experienced agencies who can provide technical advisory services, market linkage support, and value chain development for agricultural and allied products of Meghalaya.

The specific objectives of this empanelment are as follows:

- a) To create a pre-qualified panel of domain experts with proven experience in agricultural marketing, value chain development, and market linkage facilitation.
- b) To provide market intelligence and strategic advisory to strengthen the commercialization of fresh and processed agricultural products.
- c) To support value chain development through commodity mapping, gap analysis, and business model development.
- d) To facilitate domestic and international market linkages for FPOs, cooperatives, and producer groups.
- e) To assist in infrastructure planning, branding, packaging, and certification support.
- f) To strengthen the market readiness and institutional capacity of FPOs and cooperatives through targeted capacity-building interventions.

### **4. SCOPE OF WORK**

The empanelled firms, agencies, consulting organizations, or individual professionals shall provide advisory and technical support to MSAMB on an assignment basis. The scope of work shall include, but not be limited to, the following components:

#### **4.1 Agricultural Value Chain Development:**

- a) Commodity mapping and cluster identification
- b) Value chain gap analysis
- c) Identification of high-potential markets
- d) Business model development

#### **4.2 Market Linkages & Commercialization:**

- a) Buyer-seller linkage development
- b) Retail, institutional and export market access
- c) Integration with digital platforms (e-NAM, e-commerce, etc.)

#### **4.3 Product Development & Standardization:**

- a) Product positioning and branding
- b) Packaging and certification (Organic, GI, export standards etc.)
- c) Compliance with domestic and international norms

#### **4.4 Processed & Value-Added Product Promotion:**

Scaling of:

- Freeze-dried products
- IQF products
- Dehydrated products
- Processed spices, etc.
- Any other products

#### **4.5 Infrastructure & Investment Advisory:**

- a. DPR preparation for:
  - Collection and aggregation centers
  - Cold storage & warehouses
  - Processing units like Prime Hubs etc.
  - Any other requirement
- b. CPPP (Community Public Private Partnership)/ PPP structuring and investor outreach

#### **4.6 Capacity Building:**

- a) Training of FPOs, cooperatives and stakeholders
- b) Exposure visits and workshops

### **5. PRODUCT CATEGORIES:**

- a) Fresh Fruits like Pineapple, Khasi Mandarin and other fruits
- b) Fresh Vegetables & Perishables
- c) Spices (Raw & Processed) like lakadong turmeric, ginger, black pepper, long pepper, Cinnamon, etc.
- d) Processes & Value-Added Products such as,
  - Pulp, puree, juices
  - Dehydrated products
  - Freeze-dried products
  - IQF products
  - Processed spices
- e) FMCG & Retail Products
  - Packaged food
  - Ready-to-cook / ready-to-eat
  - Branded agri-products
  - Any other

## 6. IMPLEMENTATION FRAMEWORK

The engagement with the empaneled firms, agencies, consulting organizations, or individual professionals shall be implemented through a structured approach coordinated by the MSAMB. The framework will broadly include the following steps:

- **Identification of Requirements:** MSAMB will identify priority commodities, clusters, FPOs/cooperatives, and stakeholders requiring advisory support, market linkage, and value chain development interventions.
- **Assignment of Empanelled Entity:** Based on the requirement and the expertise of the empanelled firms/agencies, MSAMB will issue work orders or enter into contracts with empaneled agencies through limited tender.
- **Initial Assessment:** The empanelled entity may conduct an initial assessment to understand the existing value chain, market potential, infrastructure gaps, and commercialization requirements.
- **Preparation of Action Plan:** Based on the assessment, the empanelled entity shall prepare a structured engagement plan outlining the proposed activities related to market linkage, branding, certification, product development, and value addition.
- **Implementation of Activities:** The empanelled entity shall facilitate buyer-seller linkages, domestic and export market access, capacity building, and other advisory services as required.
- **Monitoring and Reporting:** The empanelled entity shall submit periodic progress reports to MSAMB and participate in review meetings as and when required.

## 7. KEY DELIVERABLES

Empaneled agencies will be required to deliver measurable outcomes aligned with the objectives of MSAMB. Key deliverables may include, but are not limited to:

- a) Inception reports
- b) DPRs/feasibility reports
- c) Strategy papers
- d) Progress reports
- e) Final reports

However, the specific deliverables may vary on a case-by-case basis, depending on the nature and requirements of the assignments awarded after empanelment.

## 8. PRE-QUALIFICATION CRITERIA for the Bidders

Applicants must satisfy the following mandatory eligibility requirements. Failure to comply with any mandatory criterion will lead to outright rejection of the proposal.

SI No	Criteria	Documents to be submitted
1	<p><b>Legal Status:</b> The applicant must be a legally registered entity such as a company, LLP, partnership or proprietorship or an individual.</p>	<p>a. In case of Organization: A Certificate of Incorporation/ Registration or any other acceptable document must be submitted as proof of compliance with this criterion.</p> <p>i. GST Certificate ii. PAN</p> <p>b. In case of Individual: Resume with Cover letter</p>
2	<p><b>Past Experience:</b> The bidder must have successfully completed at least two contracts with any Government agency, Public Sector Undertaking (PSU), or large corporate entity in India during the last 7 years preceding April 2026, in at least one of the following areas:</p> <ul style="list-style-type: none"> <li>• Agri-marketing / Agricultural marketing advisory</li> <li>• Market linkage / sourcing / procurement</li> <li>• Domestic or international trade (import/export)</li> <li>• Value chain development of agricultural / allied products</li> <li>• Product commercialization / branding / packaging / certification support</li> <li>• Food processing / FMCG / retail supply chain engagement</li> </ul> <p><b>Note: Ongoing assignments will be considered, provided that at least six months of work has been successfully completed.</b></p>	<p>a. Work Orders.</p> <p>b. Completion/Client certificates</p> <p>c. Experience Certificate</p> <p>Note: The work order or completion/client certificate must clearly specify the scope of work.</p>

SI No	Criteria	Documents to be submitted
3	<b>Blacklisting:</b> The applicant must not be blacklisted or debarred by any Government, PSU, or donor agency as of the proposal submission date.	Self-declaration.
4	<b>Conflict of Interest:</b> The applicant must not have any conflict of interest in relation to this EOI and the proposed engagement with MSAMB.	Self-declaration.

## 9. Technical Qualification Criteria

Only bidders who meet the Pre-Qualification Criteria will be eligible for technical evaluation. Bidders must submit all required documents in accordance with the pre-qualification criteria, technical qualification criteria, and other provisions of the EoI document. The technical proposals will be evaluated based on the following parameters:

SI No	Parameter	Marks	Documents to be submitted
1	<p>The bidder must have successfully completed at least two contracts with any Government agency, Public Sector Undertaking (PSU), or large corporate entity in India during the last 7 years preceding April 2026, in at least one of the following areas:</p> <ul style="list-style-type: none"> <li>• Agri-marketing / Agricultural marketing advisory</li> <li>• Market linkage / sourcing / procurement</li> <li>• Domestic or international trade (import/export)</li> <li>• Value chain development of agricultural / allied products</li> <li>• Product commercialization / branding / packaging / certification support</li> </ul>	30 Marks	<ul style="list-style-type: none"> <li>• Work Orders / Agreements</li> <li>• Completion Certificates</li> <li>• Client credentials clearly indicating nature of work</li> </ul>

SI No	Parameter	Marks	Documents to be submitted
	<ul style="list-style-type: none"> <li>• Food processing / FMCG / retail supply chain engagement</li> </ul> <p>Note: Ongoing assignments will be considered, provided that at least six months of work has been successfully completed.</p> <ul style="list-style-type: none"> <li>➤ 2 Contracts = 20 Marks</li> <li>➤ 3 Contracts = 25 Marks</li> <li>➤ 4 or more Contracts = 30 Marks</li> </ul>		
2	<p><b>Approach, Methodology:</b> Evaluation will be based on</p> <p><b>a) Understanding of Assignment –</b> (Demonstrates clear understanding of Meghalaya’s agricultural ecosystem, value chains, key commodities, market structure, and overall scope of market linkage and value chain development under MSAMB) = <b>10 Marks</b></p> <p><b>b) Approach &amp; Methodology</b> (Logical, structured, and practical methodology aligned with market linkage and value chain development) = <b>10 Marks</b></p> <p><b>c) Implementation strategy and Work Plan:</b> (Realistic work plan with defined activities, timelines, milestones, and deliverables) = <b>5 Marks</b></p> <p><b>d) Innovation and Value addition:</b> (Practical strategies to improve market outcomes and price realization) = <b>5 Marks</b></p> <p><b>e) Feasibility and Practicality:</b> (Ground-level applicability, scalability, and alignment with Meghalaya context) = <b>5 Marks</b></p>	35 Marks	<ul style="list-style-type: none"> <li>• Approach &amp; Methodology Note (not more than 10 pages)</li> <li>• Work plan with timelines (Activity plan)</li> </ul>

SI No	Parameter	Marks	Documents to be submitted
3	<p><b>Technical Presentation:</b> Evaluation based on:</p> <ul style="list-style-type: none"> <li>• Clarity and structure of presentation = <b>4 Marks</b></li> <li>• Demonstration of relevant experience = <b>5 Marks</b></li> <li>• Case studies / past success stories = <b>5 Marks</b></li> <li>• Understanding of agri value chains and market systems (preferably Meghalaya/Northeast) = <b>5 Marks</b></li> <li>• Team strength and responsiveness to queries = <b>6 Marks</b></li> </ul>	25 Marks	Agencies shall be separately notified about the schedule for the presentation, which may be conducted in online or offline mode
4	<p><b>Regional Presence / Experience:</b> Presence / Experience in implementing similar projects in any of the North Eastern States in India during last 7 years preceding April 2026.</p> <p><b>Note:</b> If a bidder has completed four similar projects/contracts in the last seven years preceding April 2026, they will be awarded 10 marks under Criterion 4 and 30 marks under Criterion 1. Similarly, if a bidder has completed four projects, none of which have been implemented in any of the North Eastern States, they will receive 30 marks only under Criterion 1 and no marks under Criterion 4.</p>	10 Marks	<ul style="list-style-type: none"> <li>• Work Orders / Completion Certificates</li> <li>• Client certificates</li> </ul>
<p><b>Note:</b></p> <ul style="list-style-type: none"> <li>• Bidders must score <b>at least 75 marks out of 100</b> in the technical evaluation to qualify for empanelment.</li> <li>• <b>Up to fifteen (15) highest-scoring technically qualified bidders</b> shall be empanelled.</li> <li>• <b>Tie-Breaking Rule:</b> If two or more bidders secure the same total technical score, the ranking shall be determined by the higher score in the following sequence: <ol style="list-style-type: none"> <li>1. Approach, Methodology &amp; Work Plan (Parameter 2)</li> <li>2. Relevant Experience (Parameter 1)</li> <li>3. Technical Presentation (Parameter 3)</li> <li>4. Length of relevant experience in the North Eastern States (Parameter 4)</li> </ol> </li> </ul>			

SI No	Parameter	Marks	Documents to be submitted
	<p>If a tie persists after all these steps, the Authority may, at its discretion, either empanel all such remaining tied bidders (15) or decide the final ranking by draw of lots.</p> <ul style="list-style-type: none"> <li>• All claims must be supported by <b>documentary evidence</b>; unsupported claims may not be considered.</li> <li>• The authority reserves the right to <b>verify submitted credentials</b> independently.</li> <li>• In case of <b>false, misleading, or unverifiable information</b>, the proposal shall be rejected.</li> </ul>		

## 10. DURATION OF EMPANELMENT

The empanelment of the agency shall be initially valid for a period of one (1) year from the date of issuance of the empanelment letter. However, the empanelment may be extended beyond the initial period based on: I) Requirement of the programme, and II) Performance of the agency/individual consultant during the initial engagement.

Any extension shall be mutually agreed upon in writing between the agency and the Meghalaya State Agricultural Marketing Board (MSAMB).

## 11. REPORTING AND MONITORING

The empanelled Training Agencies will report to the designated officer at the Meghalaya State Agricultural Marketing Board (MSAMB). Monitoring will include:

- Submission of Periodic progress reports
- Participation in review meetings as scheduled

## 12. PROPOSAL SUBMISSION GUIDELINES & EVALUATION METHODS

The bidders are required to submit their technical proposals using a **Single Sealed Envelope** containing the Technical Proposal only. **No financial proposal is to be submitted.**

**Outer Envelope:** The envelope shall be clearly superscripted with:

- "Technical Proposal for Expression of Interest (EOI) for “Empanelment of Agencies for Market Linkage Advisory and Value Chain Development of Agricultural & Allied Products in Meghalaya”
- EOI Reference No.

- Name and Address of the Bidder
- Contact Details (Email & Phone)

### **Contents of Technical Proposal:**

The Technical Proposal shall include:

1. Covering Letter
2. Company Profile
3. Documents supporting **Pre-Qualification Criteria**
4. Documents supporting **Technical Qualification Criteria**
5. Approach, Methodology & Training Plan (not more than 10 pages)
6. Details of Relevant Training Experience & Project Credentials
7. Self-declarations:
  - Non-blacklisting
  - Conflict of Interest declaration
8. Any other supporting documents as mentioned in this EOI

**Note:** All documents must be self-attested by the authorised signatory. The authority reserves the right to seek additional documents or clarification from any applicant.

## **13. SUBMISSION PROCESS**

The Technical Proposals must be submitted in a sealed envelope to the address specified in this EOI **on or before the deadline** indicated in **Section 1 (Important Dates)**. Late submissions shall not be entertained and will be summarily rejected.

## **14. OPENING OF PROPOSALS & EVALUATION METHOD**

### **Step 1: Technical Proposal Opening**

Technical proposals shall be opened on the date and time specified in Section 1, in the presence of bidders or their authorized representatives who choose to attend.

### **Step 2: Pre-Qualification Evaluation**

All proposals will first be evaluated against the mandatory Pre-Qualification Criteria. Only proposals meeting all eligibility requirements will proceed to technical evaluation.

### **Step 3: Technical Evaluation**

Technical proposals shall be evaluated as per the Technical Qualification Criteria defined in Section 9. Bidders scoring a minimum of 75 marks out of 100 will be considered for empanelment.

## 15. EVALUATION METHODOLOGY

### Stage 1: Pre-Qualification Evaluation

- All technical proposals received shall first be evaluated against the Pre-Qualification Criteria outlined in Section 8.
- Only those bidders who meet all eligibility requirements and submit the required supporting documents shall proceed to technical evaluation.
- Proposals not meeting pre-qualification criteria shall be rejected and will not proceed to technical evaluation.

### Stage 2: Technical Evaluation (100 Marks)

- The technical proposals of eligible bidders shall be evaluated based on the **Technical Qualification Criteria** specified in Section 9.
- The maximum marks for technical evaluation shall be **100 marks**.
- The Bidders must score at least **75 marks out of 100** in the technical evaluation to qualify.
- The top **fifteen (15)** scoring bidders shall be empanelled.
- If two or more bidders achieve the same total score, the **Tie-Breaking Rule** set out in Section 9 shall be applied to determine the ranking.

### Stage 3: Empanelment

- The shortlisted bidders shall be notified and invited to enter into a Framework Empanelment Agreement with MSAMB.
- Specific work assignments will subsequently be contracted through limited tender among the empanelled agencies, in accordance with MSAMB's procurement norms.

## 16. CONFIDENTIALITY

All information shared during the engagement between MSAMB and the empanelled agency shall be treated as strictly confidential. The agency shall not disclose any information related to MSAMB operations, programmes, or activities to any third party without prior written consent from MSAMB

## 17. CONFLICT OF INTEREST

Applicants must disclose any potential conflict of interest in relation to this EOI and the proposed engagement with MSAMB. Any agency found to have a conflict of interest shall be disqualified from the selection process. A Self-declaration of no conflict of interest must be submitted as part of the Technical Proposal.

## 18. EXECUTION OF AGREEMENT & POST-EMPANELMENT TERMS

Upon completion of the selection process, each empaneled agency shall enter into a **Framework Agreement** with MSAMB. The agreement shall be effective from the date of its execution and shall remain valid for the duration of empanelment as defined in Section 11, unless terminated earlier in accordance with the terms of the agreement.

### Post-Empanelment Engagement Process:

- Empanelment constitutes pre-qualification only and does not guarantee any minimum volume of work.
- The agreement shall constitute a binding contract between MSAMB and the empanelled Agency.
- Specific assignments shall be awarded to empanelled agencies through limited tender invitations restricted to the empanelled panel.
- MSAMB reserves the right to invite proposals from all or selected empaneled agencies depending on the specific requirements of each assignment.
- The agreement may be amended or extended only with the written consent of both parties.
- MSAMB reserves the right to terminate the agreement in case of non-performance, breach of terms, or in the interest of the programme.
- All terms agreed upon in the EOI, including scope of work, deliverables, and payment structure, shall be incorporated into the agreement unless otherwise amended in writing and mutually agreed.

## 19. RIGHTS OF THE AUTHORITY

MSAMB reserves the right to:

- Accept or reject any proposal without assigning any reason.
- Seek clarification from applicants at any stage of evaluation process.
- Modify this EOI if necessary; with amendments uploaded on \_\_\_\_\_
- De-list any empanelled Agency at any stage if found unsatisfactory or non-compliant with the terms of engagement.
- Determine the number of agencies to be empanelled
- Not proceed with the empanelment process at any stage without assigning any reason.

## 20. DISPUTE SETTLEMENT CLAUSE

### Amicable Resolution:

In the event of any dispute, disagreement, or claim arising out of or relating to this EOI, the selection process, or the subsequent engagement/agreement, the parties shall first attempt to resolve the matter amicably through mutual consultation.

**Escalation to Senior Officials:**

If the dispute cannot be resolved through consultation within 15 (fifteen) days from the date of notice of the dispute, the matter shall be escalated to the Managing Director of MSAMB and the authorized representative of the Agency for negotiation and resolution.

**Arbitration:**

- Any dispute that cannot be resolved amicably or through escalation shall be finally resolved by arbitration under the Arbitration and Conciliation Act, 1996 (as amended from time to time).
- Arbitration proceedings shall be conducted by a sole arbitrator mutually appointed by the parties. If the parties are unable to agree on the appointment, the arbitrator shall be appointed by the Managing Director of MSAMB.
- The arbitration proceedings shall be conducted in English, and the venue of arbitration shall be Shillong, Meghalaya.

**Binding Award:**

The decision or award rendered by the arbitrator shall be final, conclusive, and binding on both parties. The parties undertake to comply with and carry out such award without delay.

**Governing Law:**

This EOI, the subsequent engagement, and the agreement shall be governed by and construed in accordance with the laws of India.

**Interim Relief:**

During the pendency of any dispute resolution process, the Agency shall continue to perform its obligations under the agreement unless otherwise directed by MSAMB in writing.

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