

## **REQUEST FOR EXPRESSION OF INTEREST**

**REoi No. MoAL/Pro-06/25-26/Tender-60**

**Name of the Project: Hiring of Operator for the Operation and Management of the Organic Product Outlet at Kaja Throm, Thimphu**

**Procuring Agency: Department of Marketing and Cooperatives, Ministry of Agriculture and Livestock.**

## INVITATION FOR EXPRESSION OF INTEREST

MoAL/Pro-06/25-26/Tender-60 dated 26<sup>th</sup> June 2026

The Department of Marketing and Cooperatives, Ministry of Agriculture and Livestock invites expression of interest to provide the following consulting services: **Hiring of Operator for Operation and Management of the Organic Product Outlet at Kaja Throm, Thimphu** More details on the services are provided in the attached **Terms of Reference**.

A Consultant will be selected as per the procedures described in this REoI, in accordance with Procurement Rules and Regulations of the Royal Government of Bhutan

The EoIs are to be submitted at the latest by **6<sup>th</sup> July 2026 on or before 13 hours**.

The procedural requirements for responding to this invitation are provided in the complete REoI document, which includes the following:

**Section I - Instructions to Consultants**

**Section II - Standard Forms**

**Section III- Terms of Reference**

Yours sincerely,



Director  
Department of Marketing and Cooperatives  
Ministry of Agriculture and Livestock

## SECTION I: INSTRUCTIONS TO CONSULTANT

1. Scope of Assignment: The Employer has received a budget from **Kaja Throm CD Account** and intends to select a Consultant for the specific assignment as specified in the Terms of Reference in Section III.
2. Qualifications of the Consultant: Prospective Consultants shall demonstrate in their EoI that they meet the required qualifications and experiences and are fully capable of carrying out the assignment.
3. Conflict of Interest: The Consultant shall hold the Procuring Agency's interests paramount, without any consideration for future work, and strictly avoid conflict with other assignments or its own corporate interests. For this purpose, the provisions of the Procurement Rules and Regulations on Conflict of Interest shall apply.
4. Unfair Advantage: If a Consultant could derive a unfair competitive advantage from having provided Consulting Services related to the assignment in question, the Procuring Agency shall make available to all Consultants together with this REoI all information that would in that respect give such Consultant any unfair competitive advantage over competing Consultants.
5. Preparation of EoI: EoI shall be typed or written in indelible ink in English language and shall be signed by the Consultant. Consultants are required to complete the following Forms including supporting documents to substantiate the qualification and experience of the firm:

### **Section I - Instructions to Consultants**

### **Section II - Standard Forms**

### **Section III- Terms of Reference**

6. Submission of EoI : The prospective Consultant may deliver their EoI by hand, mail, courier service to the address mentioned in the REoI.
7. The EoI shall be properly sealed in envelopes addressed to the Procuring Agency as mentioned in the REoI advertisement and bear the name & address of the Consultant as well as the name of the assignment.
8. The closing date for submission of EoI is **6<sup>th</sup> July 2026 up to 13 hours**. Any EoI received after the deadline for submission of EoI shall be declared late, and returned unopened to the Consultant.
9. The EoI may be modified or substituted before the deadline for submission. The Procuring Agency may at its sole discretion, extend the deadline for submission of EoI.
10. At any time prior to the deadline for submission of EoI the Procuring Agency for any reason or on its own initiative may revise the REoI Document by issuing an addendum, which shall form an integral part of the Document.
11. Evaluation: The Consultants shall be evaluated on the following criteria:

<b>Sl. No</b>	<b>Criteria</b>	<b>Points</b>
1	Organizational profile and relevant experience	<b>25</b>
2	Operational and Management approach	<b>25</b>
3	Marketing and business sustainability strategy	<b>25</b>
4	Financial and Technical capacity	<b>15</b>
5	Innovation and value addition proposal	<b>10</b>
7	Total	<b>100</b>

12. Immediately after the closing date and time for submission, the Procuring Agency shall open all Eol documents, including any substitutions accompanied by a properly authorized substitution notice.
13. Following the opening of the Eol, and until the RFP is issued; no Consultant shall make any unsolicited communication to the Procuring Agency. Such an attempt to influence the Procuring Agency in its decisions on the examination, evaluation, and comparison of the Eol may result in the rejection of the Eol.
14. Eols shall be evaluated based on the criteria outlined under clause 11. Request for Proposal (RFP) documents shall be issued to the shortlisted consultants only.

## SECTION II: STANDARD FORMS

Form 1: Sample letter of Expression of Interest

Form 2: Firm Information Sheet

**Form 1: Sample Expression of Interest (EOI) for Consultancy services**

Date:

To

Sub: **Expression of Interest (EOI) for the Consultancy Service** .....*[Insert title of Consulting Services]*

Dear Sir/Madam,

This is in response to your public notice published in *[.....insert name of paper/ website.....]* on *[.....insert date.....]*, inviting expression of interest for *[insert description of Consulting services]*. We hereby submit our expression of interest and have attached necessary information according to the standard forms.

The information furnished by us in this expression of interest is correct to the best of our knowledge. Based on this information, we understand you would be able to evaluate our proposals in order to shortlist for the above-mentioned assignment. We, however, understand that the Procuring Agency reserves the right to decide whether or not to shortlist our firm without disclosing the reason whatsoever.

Sincerely yours,

On behalf of the firm:

Signature: .....

Name of signatory:

Designation:

Company Seal

## Form 2: Firm Information Sheet

### 2.1. Consulting Services Data

Name of the consulting services	
Brief Description of the Assignment	

### 2.2. (a) Consulting Firm Information

Name of the consulting firm:	Country of Registration:
Name of the owner:	Day, month & Year of Establishment:
Name of Authorized Representative <i>(if applicable)</i> :	Position/Designation:
Contact Person details: Name, Designation, email and phone number	

*[Attach valid Trade License /Registration certificate]*

### 2.2. (b) Associations (Joint Venture or Sub-consultancy)

Name of the consulting firm	Country of Registration	Joint Venture (JV) or Sub-consultant	Name of Owner/ Authorized representative	Position/Designation

*[Attach Certificate of Registration of the lead member, Certificate of Registration of the JV member (for each member) Certificate of Registration of the Sub-Consultant (for each sub-consultant), Letter of Association/letter of Intent to form JV/Association]*

### 2.3. Core Area of expertise of the firm *Provide a brief Description]*

**24. Company Profile** *[Provide a brief Description]*

**25. Available Equipment** *[where applicable]*

Provide list of equipment owned by the firm and relevant for the assignment

**Form 3: General Experience of the Firm during the Last 5 (five) Calendar Years**

SI. No	Name of the assignment	Name of the client	Address of the client	Duration of the assignment			Total Cost of the assignment Nu.	Remarks
				From (Date)	To (Date)	Total (Months)		

**Terms of Reference**

**For the Operation and Management of the Organic Product Outlet  
at Kaja Throm, Thimphu**

**July 2026 – June 2027**

## **1. Background**

The Department of Agricultural Marketing and Cooperatives (DAMC), Ministry of Agriculture and Livestock, in collaboration with the National Centre for Organic Agriculture (NCOA), established the Organic Product Outlet at Kaja Throm, Thimphu to strengthen market access for certified organic products in Bhutan.

The Organic Product Outlet was officially launched on 20th June 2025 with the objective of promoting locally produced organic products certified under the Local Organic Assurance System (LOAS) and other internationally recognized organic certification systems. The outlet serves as a dedicated marketing platform for certified organic farmers, producer groups, cooperatives, agri-enterprises, and cottage industries.

The initiative is implemented in collaboration with relevant national stakeholders, including the National Centre for Organic Agriculture (NCOA), Department of Agriculture (DoA), Bhutan Food and Drug Authority (BFDA), and development partners.

Following the completion of the current operator's one year term, the Department of Agricultural Marketing and Cooperatives (DAMC) hereby invites interested and eligible firms, cooperatives, farmer groups, entrepreneurs, civil society organizations, and agri-business entities to submit an Expression of Interest (EoI) for the operation and management of the Organic Product Outlet for the period from 1st July 2026 to 30th June 2027.

## **2. Objective of the EoI**

The primary objective of this EoI is to identify a capable, committed, and professional competent operator to:

- Efficiently manage and operate the Organic Product Outlet;
- Promote and market Bhutanese organic products;
- Ensure sustainable and reliable market access for certified organic producers;
- Enhance visibility and consumer awareness of organic agriculture in Bhutan;
- Strengthen the domestic organic value chain; and
- Improve commercialization opportunities for organic producers and agri-enterprises.

## **3. Scope of Work**

The selected operator shall undertake the following responsibilities:

### **3.1 Outlet Operations**

The operator shall:

- Operate and manage the Organic Product Outlet located at Kaja Throm, Thimphu;
- Ensure regular opening and proper staffing of the outlet;
- Maintain proper electronic inventory management and sales records;
- Ensure cleanliness, product display standards, and quality customer service;
- Maintain proper handling and storage of products.

### **3.2 Product Sourcing and Marketing**

The operator shall:

- Source and market certified organic products from farmers, producer groups, cooperatives, agri-enterprises, and cottage industries;
- Prioritize products certified under LOAS and other recognized organic certification systems;
- Develop and implement marketing and promotional strategies to increase customer outreach and sales;
- Facilitate branding, packaging, labeling, and storytelling of Bhutanese organic products;
- Promote product diversification and value-added organic products.

### **3.3 Compliance and Coordination**

The operator shall:

- Ensure product traceability and compliance with relevant food safety and organic standards;
- Coordinate regularly with DAMC, NCOA, BFDA, and other relevant stakeholders;
- Submit periodic operational, financial, and sales reports to DAMC;
- Ensure adherence to all applicable rules and regulations.

### **3.4 Business Sustainability**

The operator shall:

- Demonstrate sound business and financial management practices;
- Maintain financial sustainability of the outlet;

- Explore innovative approaches to expand product range and customer base;
- Strengthen linkages between producers and consumers.

#### **4. Eligibility Criteria**

Interested applicants shall meet the following minimum eligibility requirements:

- Must be a legally registered business entity, cooperative, farmer group, civil society organization, association, or agri-business entity in Bhutan;
- Must have experience in retail business, agri-business, organic products, food marketing, or related sectors;
- Must demonstrate managerial and financial capacity to operate the outlet effectively;
- Must possess a valid Trade License;
- Must possess a valid Tax Clearance Certificate;
- Preference may be given to applicants with prior experience in handling organic products or Bhutanese specialty products. Better to delete this sentence as we can use the criteria under relevant experience to judge this

#### **5. Facilities and Support from DAMC**

DAMC shall provide limited institutional support to the selected operator, primarily in the areas of marketing, coordination, and promotion of the Organic Product Outlet.

Based on budget availability the support from DAMC may include:

- Promotion of the outlet through DAMC communication platforms and official events;
- Facilitation support for awareness campaigns, exhibitions, trade fairs, and promotional activities;
- Coordination support with relevant agencies, producer groups, cooperatives, and stakeholders;
- Technical guidance related to organic product marketing, branding, and promotion where applicable.

However, DAMC shall not be responsible for:

- Day-to-day operational costs;
- Staffing and human resource management;
- Product procurement;
- Business liabilities and financial obligations; or

- Routine commercial operations of the outlet.

The selected operator shall independently manage and sustain the commercial operations of the outlet.

Specific terms and conditions shall be finalized through a formal agreement between DAMC and the selected operator.

## **6. Rental Subsidy Support**

To support the establishment and sustainability of the Organic Product Outlet during the initial phase of operation, DAMC shall provide rental subsidy support for the outlet premises at Kaja Throm, Thimphu, for a period of one year from 1 July 2026 to 30 June 2027.

The rental subsidy shall be provided as follows:

- 100% rental subsidy for the first six (6) months from 1 July 2026 to 31 December 2026; and
- 50% rental subsidy for the subsequent six (6) months from 1 January 2027 to 30 June 2027.

The remaining 50% rental cost during the second six-month period shall be borne by the selected operator.

The rental subsidy shall apply only to the rental cost of the stall and shall not cover utility charges, staffing costs, maintenance expenses, inventory procurement, transportation, or any other operational expenditures.

## **7. Submission Requirements**

Interested applicants shall submit the following documents:

1. Letter of Interest;
2. Company/Organization Profile;
3. Valid Trade License;
4. Valid Tax Clearance Certificate;
5. Technical Proposal, including:
  - Operational approach;
  - Product sourcing strategy;
  - Marketing and promotion plan;

- Staffing and management plan;
  - Sustainability strategy;
6. Financial Proposal (if applicable);
  7. Any other relevant supporting documents.

## 8. Evaluation Criteria

Applications shall be evaluated based on the following criteria:

Sl. No.	Evaluation Criteria	Weightage
1	Organizational profile and relevant experience	25%
2	Operational and management approach	25%
3	Marketing and business sustainability strategy	25%
4	Financial and technical capacity	15%
5	Innovation and value addition proposals	10%

DAMC reserves the right to accept or reject any proposal without assigning any reason thereof.

## 9. Duration of Engagement

The selected operator shall manage the Organic Product Outlet for a period from 1st July 2026 to 30th June 2027, subject to satisfactory performance and compliance with the terms and conditions of the agreement.

## 10. For Further Information

For any clarification, interested applicants may contact Mr. Sonam Kinley, Assistant EDMO, contact No. 77641987.

## Department of Agricultural Marketing and Cooperatives (DAMC)

Ministry of Agriculture and Livestock  
Royal Government of Bhutan