



DAMC/EDCU/01/2022-23/ 738

5th December, 2022

CALL FOR EXPRESSION OF INTEREST (EOI)

The Department of Agricultural Marketing and Cooperatives under Ministry of Agriculture and Forests would like to invite interested Bhutanese proponent(s) above the age of 18 to submit innovative proposal(s) to establish any of the following enterprise(s):

Sl.No	Commodity	Potential Processed Products
1.	Potato	<ul style="list-style-type: none">• Potato starch as the base ingredients for other products• Semi processed frozen French fries• Potato crackers/wafers• Vodka and other alcoholic beverages• Logistics (for domestic distribution)• IT platforms (for domestic market facilitation)
2.	Ginger	<ul style="list-style-type: none">• Ginger ale/wine• Ginger tincture• Ginger oil and oleoresins (for cosmetics)• Logistics (for domestic distribution)• IT platforms (for domestic market facilitation)

The Department will be supporting the selected proponent(s) with fund mobilization (up-to 1 Million Ngultrum), procurement of processing machineries and market facilitation.

Interested proponent(s) can download the proposal template from www.damc.gov.bt and submit the duly filled in template to Mr. Lhaksam Chedrup @ lhchedrup@moaf.gov.bt before 31st December, 2022.

Offtg. Director
Department of Agricultural Marketing and Cooperatives
Ministry of Agriculture and Forests

FORMAT FOR PROJECT PROPOSAL FOR ESTABLISHMENT OF RNR ENTERPRISE

The project proposal must include information but not limiting to the following:

1. Executive Summary

Highlight project plan (brief). If already an existing industry mention your plans on adding additional product line or upscaling production (keep it concise and clear).

2. Project outline/proposed activity

Specific activity/products to be promoted

3. Total Project Cost

Total cost of the project. If just an additional product line, total cost of establishing that additional product line.

4. Location of the Project *

Details on the site and location of the proposed project/existing industry (Geog, Drungkhag, Dzongkhag)

5. Production Capacity [Output (unit¹) per day or per month or per year] *

Production capacity of the proposed activity

6. Promoters detail

Background of the promoter(s)

Mention the qualification, skills and experience of the promoter(s).

7. Raw materials required *

Include details such as annual quantity, unit of measure, unit price and source of each item for both domestic and imported raw materials. A brief plan on how you intend to source it.

8. Market, Competition and Marketing strategy

Target market(s) including share percentage amongst domestic and export market(s),

Detail of competitors if any, in the targeted market(s)

¹ Unit=MT or litres or Numbers

*The promoter need not have to furnish these details if developing an IT platforms for market facilitation

Provide a brief detail of the marketing strategy.

9. Organization and Human Resource

Organizational set-up of the enterprise

Human Resource of the enterprise [Category (managerial, technical, professional), qualifications, experience and no. of people employed or to be employed, including semi skilled and unskilled workers]. Additional employment opportunities if establishing an additional product line.

10. Why is the promoter not able to pursue this project on his/her own?

Challenges and constraints (brief)

11. Specific support sought from the DAMC (MOAF)

Types of support required with an approximate cost.