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འོ་ནམ་ཆོང་འབྲེལ་དང་མཉམ་ལས་ཆོག་སྒྲིལ་སྒྲུབ་ཁག།
ROYAL GOVERNMENT OF BHUTAN
Ministry of Agriculture & Livestock
Department of Agricultural Marketing & Cooperatives
Tashichhodzong, Thimphu: Bhutan



DAMC/EDCU/D-17/2026-27/215

Date: 31st August, 2026

EXPRESSION OF INTEREST (EOI)

Subject: Call for Expression of Interest for Branding and Packaging Support

The Department of Agricultural Marketing and Cooperatives (DAMC), Ministry of Agriculture and Livestock, through the GEF8 Project, invites Expressions of Interest (EOI) from eligible agri-enterprises, Farmer Groups (FGs), Cooperatives, and other relevant entities from the six GEF8 Project Dzongkhags of Trashigang, Mongar, Lhuentse, Trashiyangtse, Pemagatshel, and Samdrup Jongkhar to avail support for branding, packaging, labeling, and other related market promotion services for their agri-food products.

The proposed intervention aims to enhance the marketability, visibility, and competitiveness of locally produced agri-food products through improved product branding and presentation.

Eligibility

The EOI is open to:

- Registered agri-enterprises and startups;
- Farmer Groups and Cooperatives;
- Producer groups and other relevant entities engaged in agri-food production, processing, value addition, and marketing; and
- Applicants with existing products or products nearing commercialization.

Applicants should be operating within the six GEF8 Project Dzongkhags of Trashigang, Mongar, Lhuentse, Trashiyangtse, Pemagatshel, and Samdrup Jongkhar.

Scope of Support

Support may be provided based on the specific needs of selected applicants and may include:

- Brand identity and logo development;
- Packaging and label design;
- Product naming and brand storytelling;
- Product photography and promotional materials;
- Digital marketing and market promotion; and
- Other relevant branding and product presentation support.

Submission Requirements

Interested applicants are requested to submit a brief Expression of Interest containing:

1. Name and profile of the enterprise/group/cooperative;

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2. Location and contact details;
3. Brief description of the product(s);
4. Current status of branding and packaging; and
5. Specific areas where branding and related support are required.

Applicants may attach photographs of their products, existing packaging, and labels, where available.

Cost Sharing Mechanism

The support will be provided in accordance with the Cost Sharing Mechanism (CSM), 2025, of the Ministry of Agriculture and Livestock. The level and modality of support will be determined based on the nature of the intervention and applicable provisions of the CSM.

Submission Details

The EOI should be submitted to:

Enterprise Development and Coordination Unit (EDCU)

Department of Agricultural Marketing and Cooperatives (DAMC)

Ministry of Agriculture and Livestock

Email: drinchen@moal.gov.bt

Submission Deadline: [21st September, 2026]

General Information

The submitted EOIs will be reviewed based on the relevance of the proposed support, product potential, and alignment with the objectives of the GEF8 Project. Shortlisted applicants may be contacted for further assessment and consultation.

Submission of an EOI does not guarantee support. The nature and extent of support will be determined based on the assessment, project priorities, availability of resources, and the provisions of the Cost Sharing Mechanism (CSM), 2025.

Tashi Dorji
DIRECTOR