
**DIRECTORATE OF AGRICULTURAL MARKETING &
AGRICULTURE FOREIGN TRADE, UTTAR PRADESH**

INVITES

EXPRESSION OF INTEREST (EOI)

FROM

**UNIVERSITY/ KVK/AGENCY/INSTITUTE/
NGO/SOCIETY/ COMPANY
TO WORK AS
'GEOGRAPHICAL INDICATION(GI)
TECHNICAL FACILITATOR'**

FOR

**GI REGISTRATION OF IMPORTANT AGRI AND
PROCESSED AGRI PRODUCTS OF UTTAR
PRADESH UNDER IPR**



Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh
4th Floor, Kisan Mandi Bhawan, Vibhuti Khand, Gomti Nagar,
Lucknow-226010 (INDIA)
Telephone No - 0522-2720326, 0522-2720758;
E-mail: agmdexport@gmail.com
Website: www.upkrishivipran.in

**EXPRESSION OF INTEREST (EOI) FROM UNIVERSITY/ KVK/AGENCY/ INSTITUTE/ NGO/
SOCIETY/ COMPANY TO WORK AS
“GEOGRAPHICAL INDICATION (GI) -TECHNICAL FACILITATOR (GTF)”
FOR
GI REGISTRATION OF IMPORTANT AGRI PRODUCTS OF
UTTAR PRADESH UNDER IPR**

BACKGROUND

UTTAR PRADESH

Uttar Pradesh is situated between 23⁰ 52'N and 31⁰ 28' N latitudes and 77⁰ 3' and 84⁰ 39'E longitudes. It is the fourth largest state in Indian subcontinent with an area of 29.4 m hac. The state is divided in 18 divisions and 75 districts and shares its national boundaries with 9 other states. Internationally state is landlocked by Nepal on the North. Uttar Pradesh can be divided into 3 major topographical regions i.e. Siwalik foothills of Himalayas and the Terai region, Gangetic plains and Vindhya range and Plateau.

Agriculture is the main occupation of the people of the state and it grows 21% of food grains, 10.8% of fruits and 15.4% of vegetables of the country. Ganga ,Yamuna ,Gomti, Ram Ganga, Ghagra & Betwa are the principal rivers of the state and has a wide range of flora and fauna. Presently 13 agricultural items from Uttar Pradesh are among the 432 G.I. products that have been registered in India overall; efforts are being made to submit 20 additional agri products from the state. There is still immense opportunities in this field in the state given its sociocultural and biodiversity.

**DIRECTORATE OF AGRICULTURAL MARKETING & AGRICULTURE FOREIGN TRADE,
UTTAR PRADESH, LUCKNOW**

Directorate of Agricultural Marketing & Agriculture Foreign Trade, Uttar Pradesh, Lucknow (hereinafter referred to as “DAM&AFT”), has been designated as State Nodal Agency for Agri produce geographical indication promotional work and Nodal Agency for agri exports. Additionally, DAM&AFT performs grading, standardization, and agri market intelligence activities. Since the state of Uttar Pradesh implemented agri market reform in 2018 in accordance with the Model Act of the GoI, DAM&AFT has been assigned with the responsibility of awarding direct marketing licenses, private market licenses, and market sub yard declarations in the state.

Detailed direction has been issued to encourage marketing with GI tag by registering Geographical Indication of specific agricultural and processed agricultural products of Uttar Pradesh and registering producers/exporters/sellers of such geographical indication products as authorized users through government letter No 12/2022/120/Eighty-2-2022/80-2099/87/2022 dated 14 December,2022. In point 4.5 of this document the chairman of district level committee may nominate the technical facilitator among the subject matter expert from Universities / Krishi Vigyan Kendras / State and Central Government Institutes / Experts for GI, NGO / Registered Society / Company etc., to facilitate the GI registration , who Will provide his paid/free services.

Uttar Pradesh, is the first state in the country to introduce institutional framework by establishing district level committee for GI registration, promotional and marketing activities in the state. In last six months, by DAM&AFT initiative more than 90 agricultural products with distinctive qualities and potential to be registered as geographical indications have been identified and more than 2800 authorized user applications for 13 GI products/ produce have been submitted to the GI registry.

The district cluster facility units of the state have informed about the difficulty in appointing technical facilitators, due to which there seems to be a need to empanel technical facilitators at the state level for GI registration of products.

What is GI?

Geographical Indications of Goods are defined as that aspect of industrial property which refer to the geographical indication referring to a country or to a place situated therein as being the country or place of origin of that product. Typically, such a name conveys an assurance of quality and distinctiveness which is essentially attributable to the fact of its origin in that defined geographical locality, region, or country. Thus, GI is a;

- It is an indication
- It originates from a definite geographical territory
- It is used to identify agricultural, natural or manufactured goods
- The manufactured goods should be produced or prepared in that territory
- It should have a special quality or reputation or other characteristics

ADVANTAGES OF GI

- 1- It creates a special status as Intellectual Property Right of the country after GI registration, legal protection of original producers within original geographical area with recognition.
- 2- It prevents unauthorized use of registered Geographical Indication goods by third parties.
- 3- Its provide much more sustainable livelihood opportunities and entrepreneurship.
- 4- It boosts Exports and emerges as a brand at international level.
- 5- It promotes economic prosperity of producers and related stakeholders including contribution in GDP with the dignity of country.
- 6- Only an authorized user has the exclusive rights to use the Geographical Indication in relation to goods in respect of which it is registered. Due to this no person can copy it from beyond the geographical area and no misuse of the original product.
- 7- Increasing the demand of agriculture and horticulture commodity at global market from the state.

OBJECTIVES OF THE GI REGISTRATION

- 1- To provide legal protection of the India's tradition, heritage & products.
- 2- To save the sustainable livelihood opportunities of the producers.
- 3- To accelerate the Export potential of agricultural products.
- 4- 4- To adopt handmade agriculture product as culture in place of machine made.

- 5- To involve more women power in the agriculture sector.
- 6- To promote socio - economic condition of the grass-root producers' community.
- 7- To enhance the GDP of the country with full participation of actual producers.

PRE-REQUISITES FOR "GI- TECHNICAL FACILITATOR (GTF)"

- 1- The UNIVERSITY/ KVK/AGENCY/INSTITUTE/ NGO/SOCIETY/ COMPANY should be a registered body in the act of Govt. of India/State Govt. and nature of work is research/training/educational/ social & rural development.
- 2- Minimum 15 years work experience in the field of research/training/educational/ social & rural development.
- 3- Minimum 12 year experience in the field of Geographical Indication registration process.

SCOPE OF WORK FOR "GI -TECHNICAL FACILITATOR (GTF)"

Complete documentation, filing of application, following up with GI Registry and up to the grant of registration certificate will be the responsibility of GI TECHNICAL FACILITATOR (GTF).

The GTF will work in association with the **Cluster Facilitation Unit** of the districts under the chairmanship of District Magistrate, who will award the work to GTF.

The GTF will be responsible for completing following activities for each products proposed for GI registration process.

A. Identification of appropriate registered applicant organisation or FPO or society with support of concern govt. department and Facilitating Organisation/ Department

1. Preparation of Complete GI application with all supportive documents.
2. Preparation of supporting annexure for GI application
3. Preparation of history, origin, specifications, descriptions of the product.
4. Preparation of geographical area mapping of the product
5. Preparation of uniqueness of the product
6. Preparation of method of production
7. Preparation of list of producers and related stockholders
8. Preparation of global status
9. Preparation of photo documents
10. Preparation of historical and research evidences
11. Develop a proper GI logo of concern product

B. Submission of GI application to GI registry.

C. Reply of FCR

D. Participation of CGV (Hearing) with applicants.

- E. Again, reply of queries
- F. Follow-up with GI registry
- G. Gazette Notification
- H. If there is not any objection, then
- I. GI Certificate issue and granted.

The GTF shall remain in the project from beginning to end process.

The GTF has to submit GI Applications to GI Registry within 06 months from the award of work and shall ensure grant of certificate from GI registry as early as possible.

BID FORMATS & APPLICATION

There will be a two-bid system Technical & Financial. On the time of filing application, the Technical and financial bids are to be in separate envelopes, the title should be clearly mentioned on the top of envelop "Technical bid" / "Financial Bid", They would then be put in a third envelop. The title should be clearly mentioned on the top of the third envelop "**EOI from University/ KVK/ Agency/Institute/ NGO/Society/ Company to work as GI Technical Facilitator (GTF)**".

First the technical bid will be opened, those technical bids found suitable as per the specified recommendations will be opened for the financial bids.

Technical bid:

The technical information should be entered in the set format provided (**FORMAT "A"**). All the relevant certificates and documents must be enclosed with the technical bid.

Financial bid:

The service rates should be entered in the set format provided (**FORMAT "B" and "C"**).

Service rate should include total cost to be incurred on GI certification (from beginning to grant of certificate).

MODE OF PAYMENT OF SERVICES

The assigned party will sign a services contract with the **Cluster Facilitation Unit** of the districts under the chairmanship of District Magistrate. 75 % Payment will be paid after submission and acceptance of GI Application and the remaining 25 % payments will be paid upon final hearing, gazette notification and grant of certificate.

COPYRIGHT

The agency will ensure that the data of GI is not disclosed in any public forums like meeting, seminar, workshop etc. without the prior permission of the DAM&AFT.

ARBITRATION:

In case of any dispute or disagreement the decision of the district court Lucknow would be the final one.

GENERAL TERMS AND CONDITIONS

- 1- The EOI document - duly completed in all respects should reach Office of Director, Directorate of Agricultural Marketing & Agriculture Foreign Trade (DAM&AFT), Uttar Pradesh, 4th Floor, Kisan Mandi Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow-226010 (INDIA) by 17 November 2023 till 18.01PM through registered post/ speed post/ courier.
- 2- Applicant must submit the Document fee, processing fee separately as below:
 - 2.1 Document Fee: A Document fee of Rs. 1000/ (Rs. One thousand only) to be submitted along with EOI through Demand Draft, in the name of Director, Directorate of Agricultural Marketing & Agriculture Foreign Trade ,UP payable at Lucknow, Uttar Pradesh. This is a non-refundable fee.
 - 2.2. Processing Fee: The applicant should submit the Processing fee of Rs. 5000/- (Rs. Five thousand only) along with EOI through Demand Draft, in the name of Director, Directorate of Agricultural Marketing & Agriculture Foreign Trade ,UP payable at Lucknow, Uttar Pradesh. This is a non-refundable fee.
- 3- EOI without above fees shall be out rightly rejected.
- 4- Each page of EOI document should be numbered, signed and stamped, failing which the EOI shall be liable to be rejected.
- 5- DAM&AFT shall not be responsible for any late receipt of EOI for any reasons whatsoever. The applications received late will not be considered and returned unopened to the applicant.
- 6- Further, DAM&AFT reserves the right to reject any / all applications without assigning any reasons thereof.

Cover letter for EOI

To,
Director,
Directorate of Agricultural Marketing & Agriculture Foreign Trade, UP
4th Floor, Kisan Mandi Bhawan, Vibhuti Khand,
Gomti Nagar, Lucknow-226010 (INDIA)

Sub: Submission of EOI to work as “GI -TECHNICAL FACILITATOR (GTF)” for GI registration of important agri products of Uttar Pradesh under IPR.

Dear Sir,

With reference to your advertisement published on website www.upkrishivipran.in regarding request for Expression of Interest (EOI) from University/ KVK/ Agency/Institute/ NGO/Society/ Company to work as “GI -TECHNICAL FACILITATOR (GTF)” for GI registration of important agri products of Uttar Pradesh under IPR, we here by submit our EOI for the same.

Further, we hereby declare that:

- i. We have read and examined in detail your solicitation of EOI for the purpose of short-listing our agency for inviting technical and financial proposal for the above said EOI .
- ii. We are submitting the Credentials/Information as stipulated in your aforesaid solicitation of EOI. In case you require any further information in this regard, we agree to furnish the same.
- III. We have enclosed all documents in support of the information provided in the EOI.
- iv. All the information and statements made in this EOI are true and we accept that any misrepresentation contained in it may lead to our disqualification by the Client.
- v. We understand you are not bound to accept any EOI that you receive.

List of Enclosures:

Yours Sincerely,

Date:

Place:

Signature of the Authorized
person of University/ KVK/ Agency/Institute/
NGO/Society/ Company
(With official seal)

FORMAT FOR TECHNICAL BID

FORMAT "A"

Name of the University/ KVK/ Agency/Institute/ NGO/Society/ Company.....

Full Address:

	DETAIL OF CRITERIA	Yes	No	REMARK
Sl.No 1	The University/ KVK/ Agency/Institute/ NGO/Society/ Company should be a registered body in the act of Govt. of India / State Govt. and nature of work is research/ training/ educational/ social & rural development (Kindly enclose relevant certificates/ documents)			
2	Minimum 15 years work experience in the field of research/training/educational/ social & rural development. {Kindly enclose relevant certificates/ documents)			
3	Minimum 12 year experience in the field of Geographical Indication registration process. (Kindly enclose relevant certificates/ documents)			

List of Enclosures:

Date :

Place:

Signature of the Authorized
person of University/ KVK/ Agency/Institute/
NGO/Society/ Company
(With official seal)

FORMAT FOR FINANCIAL BID

FORMAT "B"

Name of University/ KVK/ Agency/Institute/ NGO/Society/ Company :.....
.....

Full Address:
.....
.....

Work	Rate (Rs. / Product)
GI Certification of Important Agri Products of Uttar Pradesh under IPR	

Date :
Place:

Signature of the
Authorized person of University/
KVK/ Agency/Institute/ NGO/Society/
Company
(With official seal)

BREAK UP OF TOTAL COST

FORMAT "C"

Name of University/ KVK/ Agency/Institute/ NGO/Society/ Company

Full Address:
.....
.....

Sl.No.	Head of Expenditure	(Rs. in Lakhs)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		

Date :
Place:

Signature of the Authorized
person of University/ KVK/ Agency/Institute/
NGO/Society/ Company
(With official seal)