

Embassy of India

Berlin

Tender notice of 04/08/2022: Invitation of bids for a study on "German Market for Ready Made Garments (RMG) of Textiles and the Potential for Increasing Indian Exports of RMG of all Textiles to Germany"

1. The Embassy of India, Berlin invites interested parties to do consultancy work regarding the abovementioned market study report.
2. The detailed Request for Proposal is enclosed as annexure.
3. The last date for submission of proposal is **01st September 2022**.
4. The study must be completed within three months of the award of the contract or **15 December 2022**, whichever is earlier.
5. Only parties who have experience in conducting similar studies will be considered. Past research articles and publications will be taken into account.
6. The intellectual property rights of the study would rest with the Embassy of India, Berlin, Ministry of External Affairs, Government of India.
7. All interested parties may please respond latest by **01st September 2022**, directing all proposals to:

Mr. Sandeep Kumar,
Second Secretary (Com),
Embassy of India,
Tiergartenstrasse 17, 10785 Berlin,
Email: project1.berlin@mea.gov.in, com.berlin@mea.gov.in.

All queries can be sent to the email address given above.

Embassy of India

Berlin

Request for Proposal (RFP)

Invitation of bids for a study on

"German Market for Ready Made Garments (RMG) of all Textiles and the Potential for Increasing Indian Exports of RMG of all Textiles to Germany"

The Embassy of India, Berlin invites interested parties to carry out a market study on "Germany's Market for Ready Made Garments (RMG) of all Textiles and the Potential for Increasing Indian Exports of RMG of all Textiles to Germany"

2. The Terms of Reference of the study are:

3. **Context:** Exports play an important role in India's economic growth. The world economy is rebounding rapidly from the impact of the Covid pandemic and this provides an opportunity for India's growth to be accelerated through rapid growth of exports. India scaled its highest ever exports of textiles and apparels reaching US \$ 44.4 billion in Financial Year 2021-22 (April 2021 to March 2022) registering a substantial increase of 41% over FY 2020-21. USA was the top export destination accounting for 27% share, followed by EU (18%), Bangladesh (12%) and UAE (6%). In terms of product categories, export of RMG of textiles was US\$ 16 billion with 36% share showing a growth of 31% over FY 2020-21.

Germany is the India's largest trading partner in the EU and was India's 11th largest trading partner in FY 2021-22. Textile and apparels are one of the main products of exports from India to Germany. During the last four FYs beginning from FY 2018-19, India had exported RMG of Textiles to Germany valuing US \$ 1144 million (FY 2018-19), US \$ 956 million (FY 2019-20), US \$ 797 million (FY 2020-21), and US \$ 935.9 million (FY 2021-22). For FY 2022-23, India is aiming RMG of all Textiles export worth of US \$ 1 billion to Germany.

4. **Purpose of the study** is to understand the current performance of Indian RMG of all textiles in the German market, an analysis of its strengths, weaknesses, opportunities and threats, as well as to prepare a road map with suggestions across the entire value chain for India's policy makers/exporters to help them take necessary steps to increase India's exports of RMG of all textiles to Germany. The study needs to contribute to help increase India's exports to Germany in FY 2022-23 and in the coming years.

5. **Scope of work:**

The study needs to analyze the current performance of India's exports of RMG of all textiles in Germany also vis-à-vis India's competitors and provide an assessment from German importers on various trade aspects such as quality, pricing etc. as well as highlight areas of improvements which German importers/traders would like to see so that they get encouraged to increase volume of their imports of RMG products of textiles from India. The study should deal/answer the following aspects:

- German market for RMG of all textiles & trends (trade/demand/consumption/preferences etc.)
- Products which Germany imports and the supplying countries & their strengths
- Changes, if any, in trade dynamics due to Covid 19
- Where does India rank currently in overall German imports
- What are the strengths, weaknesses, opportunities and threats for Indian RMG industry in Germany
- What does the Indian RMG industry need to undertake in order to increase Indian exports of RMG textiles to Germany.
- Action Plan/ Roadmap to achieve this

The scope of work may also include any other relevant input/area of concern/suggestion/other details and analysis as deemed fit by the consultant.

6. **Eligibility:** Only parties who have experience in conducting similar studies will be considered. Past research articles and publications will be taken into account. A list of key consultants who will be working on the study and their CVs are required to be submitted.

7. **Procedure for submission of proposal:** Interested parties may send a proposal latest by 01st September 2022 with objectives, approach, proposed outcomes, research methodology, financial cost of the study and relevant annexes. The award of the contract to the selected consultant will be completed by 16th September 2022.

8. **Standard format for study content proposal and financial proposal:** Interested parties should submit two proposals- study content proposal and financial proposal. The study content proposal must contain the broad and specific objectives of the study, proposed methodology, work plan indicating the time-line, expected outcome, details of the project team, supporting documents establishing the academic excellence etc. The financial proposal should be prepared and submitted as a separate attachment in a separate envelope, and must contain the breakdown of expenses relating to manpower charges and other relevant charges.

9. **Bid evaluation criteria and selection procedure:** The evaluation and selection of the successful proposal will be based on quality and cost-based criteria. The contents of the study and the financial proposal will be given weightage of 80% and 20%, respectively. Only those proposals which qualify from the study content aspect will be considered from evaluation from financial angle. An internal evaluation committee will select the successful proposal.

10. **Procedure for midterm review, final draft and presentation:** A presentation of a preliminary outline and approach of the study is expected within 15 days of the award of the contract. A midterm review will take place 1.5 months after the launch of the contract, in which the selected consultant will present the research conducted so far. The Embassy will provide feedback to this review which the consultancy is required to incorporate into the study. A final review and draft of the study is required 2.5 months (maximum) after the contract begins. The final draft will be vetted by the Embassy and feedback, if necessary, will be provided to the consultancy, to be incorporated into the final version of the study. After the study is complete, a webinar will be organized where the consultant will share the findings of the study with the Indian exporters.

11. **Schedule of completion of work:** The study must be completed within three months of the award of the contract or by 15 December 2022, whichever is earlier.

12. **Proposed contract terms:** Short term consultancy work. The responsibility of data collection, analysis and report writing will solely lie with the Consultant to whom the contract is awarded. Discretion with regard to external parties must be applied by the selected consultant in conducting this work, with the content of the finished study belonging to the Embassy of India, Ministry of External Affairs, Government of India.

13. **Final outputs:** The intellectual property rights of the study would rest with the Embassy of India, Berlin, Ministry of External Affairs, Government of India.

14. **Contact:** All interested parties may direct proposals/queries to:

Mr. Sandeep Kumar

Second Secretary (Com)

Embassy of India, Tiergartenstrasse 17, 10785 Berlin

Email: project1.berlin@mea.gov.in, com.berlin@mea.gov.in
