

**No.Berl/Com/202/04/2023**

**Embassy of India**

**Berlin**

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**Tender Notice of 22.02.2023: Invitation of bids for a study on "German Market for Ayurvedic products and the potential for increasing Indian Exports of Ayurvedic medicines/Herbal products to Germany"**

1. The Embassy of India, Berlin invites interested parties to do consultancy work regarding the above-mentioned market study report.
2. The detailed Request for Proposal is enclosed as annexure.
3. The study must be completed within three months of the award of the contract or **15<sup>th</sup> July 2023**, whichever is earlier.
4. Only parties who have experience in conducting similar studies will be considered. Past research articles and publications will be taken into account.
5. The intellectual property rights of the study would rest with the Embassy of India, Berlin, Ministry of External Affairs, Government of India.
6. The **timeline** for the tender is tabled below:

i	Tender publishing date	22.02.2023
ii	Bid submission start date	23.02.2023
iii	Clarification start date	23.02.2023
iv	Clarification end date	03.03.2023
v	<b>Bid submission end date</b>	<b>24.03.2023</b>
vi	Bid opening date	28.03.2023

7. All queries can be sent to the email address given above. Interested parties may send their bids in sealed cover within the stipulated date to following address:

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

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**Request for Proposal (RFP)**

**Invitation of bids for a study on**

**"German Market for Ayurvedic products and the  
Potential for Increasing Indian Exports of Ayurvedic medicines/Herbal  
products to Germany"**

The Embassy of India, Berlin invites interested parties to carry out a market study on "German Market for Ayurvedic products and the potential for increasing Indian exports of Ayurvedic medicines (prescription as well as Over the Counter Ayurvedic medicines), herbal products like Ayurvedic food & dietary Supplement, Ayurvedic cosmetic & body care products etc. to Germany"

**2. Context:**

Ayurveda, a natural system of medicine of ancient India is getting scientific recognition across the globe for imparting preventive, promotive, holistic healthcare to people. In view of serious complications and side-effects from chemical-based medicines and radiation therapy, the interest of people around the globe is increasing towards natural and traditional medicine. This situation paved a way for acceptance and establishment of Ayurveda worldwide as a complementary and alternative medicine.

Government of India is dedicated to promote and propagate Ayurveda worldwide as "Ayurveda for every day, for every household". Growing global popularity of traditional medicine has given boost to demand of Ayurveda, Yoga and other Indian traditional systems of medicine world over.

Germany is one of the countries where Ayurveda is very popular among German citizens as an alternative medicine. Therapeutic use of herbs is a longstanding tradition in Germany. A 1901 law, reaffirmed in 1961, allows for the sale of German herbal medicine as drugs, giving them special status as medicinal agents. As per German Federal Institute for Drugs and Medical Devices, 2000 herbal medicinal products are licensed and registered here. Hence it is a fertile land to promote and propagate Ayurveda practice and Ayurvedic products exponentially.

### 3. **Purpose of the study:**

The purpose of the study is to understand the regulatory environment and market scenario for Ayurvedic medicines/Herbal products in Germany. It should analyze strengths, weaknesses, opportunities and threats in German market for Ayurvedic medicines/Herbal products and 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 ayurvedic products to Germany. The study should also focus on how ayurveda could be effectively integrated and accepted among existing German medical systems. The aim of the study is not only to promote Ayurveda but also to increase India's exports of Ayurvedic products to Germany in current financial year and in future.

### 4. **Scope of work:**

The study needs to analyze the current performance of India's exports of Ayurvedic products 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 Ayurvedic products from India. The study should deal/answer the following aspects:

#### **Regulatory environment**

- Analysis of applicable Regulations and Laws for importing Ayurvedic products /Traditional Medicinal Products into Germany. (Both National and EU level)
- Description of different Regulators and their roles in import/surveillance of Ayurvedic products /Traditional Medicinal Products.
- Regulatory differences in India and Germany on Ayurvedic products.
- Critical analysis of views of Regulators and Government authorities on Ayurveda and ayurvedic products
- Enlisting currently available Ayurvedic products in Germany and their product category.
- The current situation with respect to marketable categories of Ayurvedic products and their regulatory requirements.

- Potential to place ayurveda products in other categories as herbal medicines and their regulatory requirements.
- What are regulatory barriers for widening number of products within marketable categories
- Surveillance status and Market recall incidents of Ayurveda products in Germany.

### **Market Scenario**

- Traditional medicinal Products which Germany imports and the supplying countries & their strengths.
- Where does India rank currently in overall German imports of traditional medicinal products.
- Distribution channels and export promotion activities of Traditional Medicine products in Germany by different exporting competitors of India in Germany.
- Steps for Market entry information for new ayurvedic products into Germany. What are the strengths, weaknesses, opportunities and threats for Ayurvedic products in Germany.
- What does the Ayurveda products industries need to undertake in order to increase its Indian exports to Germany. Action Plan/ Roadmap to achieve this.

### **Ayurveda Practice**

- How can an Ayurvedic doctor from India practice Ayurveda in Germany? What is the process and applicable regulations in Germany and its federal states?

### **Action Plan**

- How Ayurveda medicine could be integrated in the existing German Medical system.

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.

### **5. 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.

**6. Procedure for submission of proposal:**

Interested parties may send a proposal latest by **24<sup>th</sup> March 2023** with objectives, approach, proposed outcomes, research methodology, financial cost of the study and relevant annexes. The bids should be sent to Embassy of India, Berlin in sealed cover. Technical bid and financial bid should be sealed separately.

**7. 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 timeline, expected outcome, details of the project team, supporting documents establishing the academic excellence etc. The financial proposal inclusive taxes, if any 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.

**8. 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.

**9. 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.

**10. Schedule of completion of work:** The study must be completed within three months of the award of the contract or by 15<sup>th</sup> July 2023, whichever is earlier.

11. **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 regarding 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.

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

13. **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](mailto:project1.berlin@mea.gov.in), [com.berlin@mea.gov.in](mailto:com.berlin@mea.gov.in)

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