

No. O-15012/32/20-Research
Government of India
NITI Aayog
(Governance & Research Vertical)

Sansad Marg, New Delhi-110001

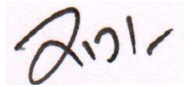
Dated the 15 September, 2021

PUBLIC NOTICE

Sub: EoI on Research Study on “Export Promotion Councils” -reg.

The undersigned is directed to NITI Aayog’s Public Notice of even number dated 16 August, 2021 inviting expressions of Interest (EoI) for conducting research/study on the topic(copy enclosed). It is informed that last date for submission of EoI has been extended upto 4th October, 2021.

2. The hard copy of EoI may be submitted by hand or by Registered post or E mail to Deputy Secretary (Governance & Research), Room # 401. NITI Aayog, Sansad Marg, New Delhi-110001. EoI through E mail may be sent at address rana.kulwant@nic.in. For any query in this regard, the Deputy Secretary(Research) may please be contacted over telephone - 011-23096749/mail – rana.kulwant@nic.in.



(Kulwant Rana)
Deputy Secretary(Research)

Copy to : Adviser(Industry I) for information please.

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Sansad Marg, New Delhi-110001

Dated the 16 August, 2021

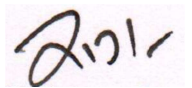
PUBLIC NOTICE

Sub: Eol on Research Study on “Export Promotion Councils” -reg.

NITI Aayog invites expressions of Interest (Eol) for conducting research/study on the topic as mentioned in Annexure-I from institutions/organisations of repute (including university/deemed university). A brief scope/ToR of the study proposed is also enclosed at Annexure-I. The detailed Research Scheme of NITI Aayog, 2021 (RSNA-2021) guidelines may be seen in the NITI Aayog website at <http://www.niti.gov.in/guidelines>.

2. Here, the aim is to arrive at the policy prescriptions on the issue and to have more focused feedback for future policy-making. The Research/Study Proposals for which Eol is being invited, will be funded under the Research Scheme of NITI Aayog 2021 (RSNA-2021) and its amendments, if any. All the institutions/organisations are requested to go through the Guidelines of the Research Scheme of NITI Aayog 2021 (RSNA-2021) before responding to this public notice, especially to satisfy themselves that they fulfill all the eligibility criteria for availing of grant under the said scheme and also that they can conduct the research study project as per the guidelines.

3. The hard copy of Eol as per Annexure-II must be submitted by hand or by Registered post or E mail to Deputy Secretary (Governance & Research), Room # 401, NITI Aayog, Sansad Marg, New Delhi-110001. The Eol must be sent in envelopes superscribed with the words “Eol on (name of the topic as mentioned in Annexure- I)” and the same must reach the NITI Aayog within 30 days of the notified date of Public Notice. Eol through E mail may be sent at address rana.kulwant@nic.in. For any query in this regard, the Deputy Secretary(Research) may please be contacted over telephone - 011-23096749/mail – rana.kulwant@nic.in.



(Kulwant Rana)
Deputy Secretary(Research)

Copy to : Adviser(Industry I) for information please.

Topic : Research Study on Study on “Export Promotion Councils”

1. Terms of Reference (ToR): The ToR shall include

- i. Analysing the existing architecture of Export promotion in India at all levels (Central, State and District level). The study can examine the role and achievements of the existing export promotion institutional structures that exist at all levels. It should analyse the role and relevance of export promotion bodies in India especially the Export Promotion Councils (EPC's) and the Federation of Indian Export Organisations (FIEO).
- ii. Assessing the existing domestic best practices with respect to export promotion. These can either be initiatives taken by Ministries/Departments/State Governments or changes in policies with respect to export promotion with a view to make recommendations on how Export Promotion Councils and the current institutional framework for export promotion in India can be strengthened.
- iii. Assessing the existing best practices at the global level. The focus should mainly be on institutional export promotion in economies that have a significant presence in international trade.
- iv. Identification of the gaps in the existing framework with respect to the institutional export promotion especially the EPC's.
- v. Based on the above,
 1. Recommendations are sought for the creation of an efficient and effective architecture for institutional promotion of exports from India.
 2. Outline strategy/plan for the Export promotion councils with clear identification of institutional/ other responsibilities, specifics of policy and regulatory and operational reforms, among others.
 3. Recommendations if any on alternative/ supplementary institutional mechanisms for effective promotion of exports.

2.1 Background and Objectives of the study:

- 2.1.1 Evolution and formation of EPC's began from the year 1954 with the setting up of the Cotton Textile Exports Promotion Council. The main function of the Export Promotion Councils is to assist the exporters in international market exploration and product development. They also play a significant role in information dissemination to Indian exporters about the existing and new export promotion schemes articulated by the government thereby, bridging the gap between the government authorities and the exporters.
- 2.1.2 Although the EPC's were expected to deliver on the above lines, this has not been the case. There has been a growing perception across the country regarding the lack of dynamism among Export Promotion Councils to effectively impact international trade of India. Most of the exporters are of the view that the Export Promotion Councils are lacking in international marketing strategies and measures to promote India's brand image across the globe. This has hurt India's export performance over the years.
- 2.1.3 Given this background, NITI Aayog proposes to undertake a study to analyse the role, significance and relevance of EPC's in promoting international trade. A need is felt to reorganise and develop alternative institutional frameworks and strategies that can facilitate Indian exporters and therefore, augment exports which can drive economic growth.

2.1.4 The study would be undertaken in following components –

- i. Analysing the existing architecture of Export promotion in India at all levels (Central, State and District level). The study can examine the role and achievements of the existing export promotion institutional structures that exist at all levels. It should analyse the role and relevance of export promotion bodies in India especially the Export Promotion Councils (EPC's) and the Federation of Indian Export Organisations (FIEO).
- ii. Assessing the existing domestic best practices with respect to export promotion. These can either be initiatives taken by Ministries/Departments/State Governments or changes in policies with respect to export promotion with a view to make recommendations on how Export Promotion Councils and the current institutional framework for export promotion in India can be strengthened.
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 2. Outline strategy/plan for the Export promotion councils with clear identification of institutional/ other responsibilities, specifics of policy and regulatory and operational reforms, among others.
 3. Recommendations if any on alternative/ supplementary institutional mechanisms for effective promotion of exports.

2.1.5 The study should cover evaluation of entire ecosystem through research and holding consultations with various stakeholders i.e. The Department of Commerce and other related Department/Ministries of the Government of India and the State Governments, Exporters, Export promotion councils of India, State export promotion councils/agencies, bodies related/relevant for export promotion in India. This should also involve analysis of domestic as well as global best practices being used extensively to promote exports. The study after recognising the bottlenecks and shortfalls in the current institutional framework with regards to exports, must suggest ways of strengthening the current framework in India and/or devise alternative mechanisms for export promotion in India. The recommendations/suggestions provided in the report must give a detailed explanation as to why the mechanisms suggested would prove to be a good model for promoting Indian exports.

2.2 Outline of the tasks to be carried out: Selection of a consultant for conducting a study to identify a roadmap for strengthening the institutional framework for promoting exports in India as per the above ToR.

2.3 Study Area: Institutional framework for promoting exports in India with specific attention on the Export Promotion Councils and FIEO.

2.4 Target groups: Export Promotion Councils, FIEO, Exporters.

2.5 Sample Size: NA

2.6 **Duration of the Study:** 3 (three) months from the Effective Date, unless extended by mutual consent of the Authority and the Consultant.

2.7 **Methods of review and Schedule of Research Study:**

- i. Starting date of Study: Actual release of 1st instalment by RTGS/ECS/NEFT
- ii. Closing date of Study: After 3 (three) months from the effective date
- iii. Submission of 1st draft report: Within 3 (three) month
- iv. Submission of the final Draft Report: Last day of completion of 3 (three) month period or earlier
- v. Power Point presentation to share findings and recommendations of the draft reports (if any): should be provided
- vi. Submission of Final Project completion report: within 2 months after the closing date of study.
- vii. Any other: If required, a stakeholder consultation may be conducted in NITI Aayog

2.8 Any support or inputs to be provided to the consultant to facilitate this consultancy.

2.9 The final outputs expected from the consultant.

Format of Expression of Interest (EoI)

1. Scope of work and organisation

- (i) The broad scope of work or service (briefly in about 100 words)
- (ii) Type of Inputs to be provided by NITI Aayog on the subject
- (iii) Eligibility of the consultant(s) for the study

Type of organisation	Address of Organisation	Registration no. as per NGO portal of NITI Aayog	Samavesh Partner/Chair professor unit/ other	Single or Joint or collaboration (Name of all organisations)	Whether blacklisted by Govt of India/ State Govt/any Other department*
*If so, details thereof					

2. Required Documents:

- (i) Copy of Registration Certificate of the Institution/Organisation **OR** Articles of Association {Copy of the Constitution/MOA (Memorandum of Association) of the Institute/ Any letter issued by UGC if University }
- (ii) Registration number (Copy) in NGO-Portal “Darpan” of NITI Aayog, if applicable.
- (iii) Photo copy of PAN card of the organisation.

3. **Undertaking:** "The [Institute/ Organisation/University (name only)] has not obtained or applied for assistance for the same purpose/activity for[Name of study] from any Ministry/Department of Central Government / State Governments. It is solely depending on the assistance of NITI Aayog". [To be given separately on A4 size paper]

4. Information of PI and Organisation

Details of Bidder		
1	Name of the Principal Investigator (PI)	
2	Address of PI	
3	Status of the Organisation (Public Ltd./ Pvt. Ltd./ NGO/ Society/ Trust/ University/ Autonomous Body/ Deemed University)	
4	Status as per Registration certificate/ Act	
5	Name and Designation of the contact person/ PI and Co-PI to whom all communication shall be made	
	Telephone No. (with STD code)	
	Mobile Number	
	Email of the Contact/ key person	
	Fax No. (with STD code)	
	Website:	

Name and Signature of the Principal Investigator (PI)

Name and Signature of the Head of the Institution
/ Registrar (if university) /Principal (if college)

Date:

Official Seal

Place: