

AGRICULTURAL AND PROCESSED FOOD PRODUCTS EXPORT
DEVELOPMENT AUTHORITY (APEDA)

(Ministry of Commerce and Industry, Government of India)

3rd Floor, NCUI Building, 3, SIRI Institutional Area,

August Kranti Marg, New Delhi-110016

Reference No. OP-2023-24-00005

Date: the 9th February 2024

Corrigendum

**Subject:-MARKET STUDY OF INDIAN ORGANIC MARKET AND
EXPORT PROMOTION STRATEGY**

Reference: Notice dated 17th January 2024 on the subject cited above.

On request from some professional firms, the following modifications in the Notice dated 17th January 2024 have been approved by the competent authority:-

1. In para 2, on page 3, third, fourth and fifth row may be read as under:-
“Primary data will include survey in 10 cities covering 500 outlets (organic/selling organic products). Demand will be based on consumer survey (minimum 1000 consumers) of organic products.
(A) an indicative list of following four cities is as under:-
(i) Delhi NCR, (ii) Mumbai (iii) Kolkata, and (iv) Chennai.
(B) For the remaining six cities, the bidder may choose from the following cities:- (v) Bengaluru, (vi) Hyderabad (vii) Pune (viii) Ahmedabad (ix) Lucknow (x) Jaipur (xi) Bhubaneswar (xii) Guwahati (xiii) Bhopal (xiv) Chandigarh (xv) Kochi.
2. In Para 3 (g) after the words , “ likely to be suffered” the following words may be added-
“subject to overall cumulative liability cap of total contract value.”
3. In Para 14 : Timelines for submission of study document:
The words “8 Weeks’ time” in the First line may be read as “16 Weeks’ time”.
