



**High Commission of India
Dar es Salaam**

**NOTICE INVITING TENDER/
REQUEST FOR PROPOSAL**

***Closed bids* are invited from competent and experienced market research agencies:**

Market Study on Agriculture, Agricultural and Allied Products in Tanzania and Opportunities therein for Trade and Investments for Indian companies

Detailed Terms of Reference are available on High Commission's website www.hcindiatz.gov.in

For further queries, kindly contact the Commerce Wing of the High Commission at Email: comm.desalaam@mea.gov.in or Tel: +255-699 877 371 (9:00 AM to 5:30 PM)

**Last Date for Submission of Bids:
29th December, 2025 | 2.00 PM EAT**

High Commission of India

Dar es Salaam

Market Study on Agriculture, Agricultural and Allied Products in Tanzania and Opportunities therein for Trade and Investments for Indian companies

TERMS OF REFERENCE

1. **Introduction**: The High Commission of India, Dar es Salaam, hereinafter referred to as the 'Client' is seeking proposals from qualified firms, agencies and consultants, hereinafter referred to as the 'Bidder,' with experience in Market Research for conducting a study on '**Agriculture, Agricultural and Allied Products in Tanzania and Opportunities therein for Trade and Investments for Indian companies**'. The contents should be brief but fully informative for the purpose of increasing exports of Indian agro-machineries & parts thereof, chemicals, seeds, agro-products, technology, etc., in Tanzanian market.
2. **Scope**: The market study will focus on the following aspects:
 - a. **Market Size and Segmentation**: Provide an overview on Tanzania's current agricultural production capacity, identify potential bottlenecks, and understand the crop diversification being pursued. (To be supported with data). Identify market demand for the Indian products:
 - Types of agro-machineries (e.g. tractors, power tillers, irrigation pumps, value addition machinery, packaging machineries & materials, etc.)
 - Types of chemicals (e.g. fertilizers, pesticides, insecticides, fungicides, etc.)
 - Types of seeds (improved seeds of various products)
 - Types of agro-products (e.g. edible oil, sugar, canned products, etc.)
 - Types of technology (modern technology for pre- and – post harvesting – e.g. cultivation, harvesting, handling & transport, warehouses and cold storage, preserving, etc.)

- Pricing analysis: wholesale, retail, import price trends for seeds, fertilizers, machinery, etc.
- Distribution channels: structure, margins, size of informal sector, role of cooperatives.

Competitor analysis:

- Market share of major exporting countries
- Strengths/weaknesses of competitors

b. Trade Policies and Regulations

- Tanzania's import regulations
- Tariff structures
- Non-tariff barriers
- Standards & Certification to ensure compliance for imported goods
- Incentives
- Registration requirements for fertilizers, seeds, and pesticides
- Customs clearance time and typical challenges
- Licensing requirements, its costs and timelines
- Any other

c. Contact details and brief profiles of key players in Agricultural sector in Tanzania

- Government institutions/Authorities
- Cooperatives & crops boards
- Chambers and Associations
- Buyers/Importers/Dealers

INVESTMENT SECTION

The main objective is to identify opportunities available for Indian companies to invest in agricultural sector in Tanzania, understanding necessary policies & procedures, contacts and brief profiles of key stakeholders including authorities and supporting institutions in the process of investment in Tanzania.

a. Potential Areas for investment in agricultural sector

(i) Cultivation/Farming

- Identify potential crops and their respective Areas/Regions

- Availability & quality of factors of production (Land, labor, infrastructure, power, water sources, etc.)
- Irrigation Systems (Drip irrigation, solar-powered pumps, and water harvesting technologies, etc).
- Seed Production & Multiplication (Local seed farms to meet Tanzanian demand and for export).
- Agri-tech & Digital Platforms (Farm management apps, precision agriculture, and supply chain solutions.
- Full ownership, Joint Venture, contract farming, etc. (e.g. Collaboration with Tanzanian cooperatives for bulk production)
- Any government projects looking for investors (e.g. Public-Private Partnerships - PPP).

(ii) Storage, handling and transportation/distribution

- Cold Chain & Storage Infrastructure (e.g. Warehouses, cold rooms, digital platforms for supply chain solutions, etc.)
- Refrigerated transport
- Any other

(iii) Agro-processing

- Setting up facilities for value addition/crops processing (e.g. milling, edible oil extraction, sugar refining, canning, etc.)
- Application of Renewable Energy (Solar drying, bio-energy for processing units, etc.)

(iv) Packaging & preserving

- Setting up facilities for packaging materials
- Food & fruits preservatives
- Canning, etc.

b. Necessary Policies and Procedures for Investments in Tanzania

- Steps for company registration (BRELA, TICEZA)
- Licensing requirements for agriculture-related businesses
- Land lease/acquisition procedures and compliance with Tanzania's land laws
- Environmental Impact Assessment (EIA) requirements

- Taxes involved
- Any other

c. Contacts and Brief profiles of Key Authorities and Supporting Institutions

The major stakeholders like Ministry of Agriculture, Ministry of Industry and Trade, NBS, TRA, TBS, Tantrade, TCCIA (HQ & regional), TPSF, SIDO, Tanzania Agricultural Research Institute (TARI), Naliendele Agricultural Research Institute, TICEZA, Sokoine University of Agriculture (SUA), Cooperative Societies, Crop Boards, Agro-products & machinery companies/dealers, etc.

3. **Eligibility & Evaluation**: Market Research Agencies who can establish credentials as a consultant in the concerned field, with documentary proof of having done similar work in the past, is eligible to be a 'Bidder' and participate in the bidding process.

The Researcher should be available for Consultations with Commercial Wing of the High Commission before, during and after the research for necessary additions or omissions to attain the final draft.

The internal evaluation and decision of the 'Client' in this regard shall be binding, and no explanation is to be offered or expected.

4. **Deliverables**: Upon completion of the market study, the following deliverables will be expected by the Client:

- a. **Brief but fully informative report**, in English Language summarizing the research findings, including detailed analysis and recommendations.
- b. **Statistical data**, figures and charts if any, and comparative analysis – Especially on advantage of cost for Indian companies.
- c. **Recommendations** with regard to sector specific opportunities and stakeholders with potential for collaboration between India and Tanzania (Private and PPP).
- d. **Ten printed hard copies**, at least ten copies of printed report.

5. **Timeline**: The market study is expected to be completed by **2 February 2026**, with the following key milestones:
 - a. Research planning and methodology development.
 - b. Data collection and analysis.
 - c. Comparative analysis and report writing.
 - d. Presentation of the final report.
6. **Confidentiality**: All data and information collected during the market study will be treated with strict confidentiality. Any personal data collected will be anonymized and used for research purposes only.
7. **Custodian of Report**: The end product that is the Market Research shall be the sole propriety of the Client (The High Commission of India in Dar es Salaam) and the Client will have the full freedom to use its contents as deemed appropriate. The report shall prominently carry the emblems and logos as provided and desired by the Client and shall not in any direct or indirect way carry endorsements, emblems, logos, credits or mention of affiliations with the Bidder and/or any agency or individual involved in generating/ printing the report.
8. **Submission of Bids**: Closed Financial Bids (in Tanzanian Shilling only) for the Market Study on Agriculture, Agricultural and Allied Products in Tanzania, covering all credentials as per para 3, should be submitted in a large sealed envelope, marked as **Tender for Market Study on Agriculture, Agricultural and Allied Products in Tanzania, Trade and Investment Opportunities therein for Indian companies**. Addressed to 'Commercial Representative' High Commission of India, 213/51 Shaaban Robert Street, Dar es Salaam, not later than **29th December, 2025 at 2.00 PM EAT**. Any tender received after this date and time will not be considered.

9. **Opening of Bids:** Bids will be opened at Conference Room, High Commission of India, Dar es Salaam. Applicants may send their representative to be present during opening of bids after obtaining prior permission from the High Commission of India, Dar es Salaam.

10. **Payment Terms:** The payment for the services provided will be 100% upon completion of the assigned task and as such **no advance payment shall be made**. The payment will only be made in the form of a cheque to firm/agency name as provided by the Bidder.

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