

NATIONAL DESIGN CENTRE (NDC)

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EXPRESSION OF INTEREST

NDC invites EOI from reputed / experienced Consultant/ Consultancy Organization for consultancy services towards the work to be done under SFURTI Scheme, M/o. MSME.

Interested consultant / consultancy organization having experience in similar work may submit their EOI. The detailed TOR for the same can be downloaded from www.nationaldesigncentre.org or can collect from the above address. The last date for submission of EOI shall be within 7 days from this publication.

A. INTRODUCTION

Bamboo and Cane Development Institute C/o National Design Centre (NDC) is a Technical Agency under the SFURTI Scheme of MSME. Sealed Expression of Interest (EOI) are invited from Indian consulting agencies for undertaking Projects under SFRUTI Scheme administered by Ministry of MSME, Government of India.

B. BACKGROUND / ABOUT SFURTI SCHEME

Scheme of Fund for Regeneration of Traditional Industries (SFURTI) was launched in the year 2005 under Ministry of Micro Small and Medium Enterprises (MSME), Government of India with the view to promote cluster development. As per the revised guidelines, the following schemes are being merged into SFURTI:

- The Scheme for Enhancing Productivity and competitiveness of Khadi Industry and Artisans.
- The Scheme for Product Development, Design Intervention and Packaging (PRODIP)
- The Scheme for Rural Industries Service Centre (RISC) and
- Other small interventions like Ready Warp Units, Ready Wear Mission, etc.

Bamboo & Cane Development Institute C/o NDC will act as the Technical Agency for the SFRUTI scheme.

Aims & Objectives of Scheme:

The objectives of the Scheme are as follows:

- i. To organize the traditional industries and artisans into clusters to make them competitive and provide support for their long-term sustainability and economy of scale.
- ii. To provide sustained employment for traditional industry artisans and rural entrepreneurs;
- iii. To enhance marketability of products of such clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure
- iv. To equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits
- v. To make provision for common facilities and improved tools and equipment for artisans to promote optimum utilization of infrastructure facilities

- vi. To strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner.
- vii. To build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.
- viii. To look for setting up of multi-product cluster with integrated value chain and a strong market driven approach for viability and long-term sustainability of the cluster.
- ix. To ensure convergence from the design stage with each activity of the cluster formation and operations thereof.
- x. To identify and understand cluster's target customers, understand their needs and aspirations and develop and present product lines to meet the requirement. Substantial focus should be on the buyer segment that places a premium on natural, eco-friendly, ethically sourced and the uniqueness of the Khadi and Village Industries products.
- xi. To develop specific product lines out of the currently offered diversified basket of heterogeneous products based on the understanding of the target consumer segment. A brand unification exercise also needs to be done to maximize the value.
- xii. To make a paradigm shift from a supply driven selling model to a market driven model with the right branding, focus product mix and correct positioning and right pricing to make the offering holistic and optimal for each of the focus categories.
- xiii. To tap the E-Commerce as a major marketing channel given the outreach and the growing market penetration of E-Commerce, there is a need to devise a quick strategy to make its presence felt in the E-Retail space and
- xiv. To make substantial investment in the area of product design and quality improvement. There is a need to standardize the quality of inputs and processes so that the products meet the quality benchmarks. Research need to be done to develop new textures and finishes to cater to the prevailing market trends.

C. INDICATIVE SCOPE OF WORK / TERMS OF REFERENCE

- i. Sensitization and awareness generation in the clusters about the scheme.
- ii. Identification of potential Implementing Agencies.
- iii. To identify focus products and product mix for the Cluster for domestic and export markets.
- iv. Preparation of comprehensive Detailed Project Reports for final approval of SSC containing the following details, namely,- business model for self-sustenance, skill up-gradation of artisans, acquiring of new skills, setting up of physical and financial outcome targets for the project, proposed percentage enhancement of productivity and earnings of the artisans, brand building,

- product segmentation, promotion and advertising through regular publicity modes and participation in fairs and exhibitions, exploring possible export avenues with clear targets etc.
- v. Assisting the identified Implementing Agency in establishment and structuring the project specific SPV.
 - vi. Assist the NAs/SSC in examining the proposals for approval.
 - vii. Applicant/Consultant will assist the IA in formulating plans, getting approvals, obtaining clearances from statutory institutions, identifying suitable technologies/ equipment for value addition of the products and will assist the IA in setting up of CFCs after identification of land by the IA. More than one CFC is also permitted provided demand is justified for bringing higher productivity in the cluster. Applicant will assist IAs in selection of agencies / experts for various services and in developing suitable operational framework for various interventions and would also assist in periodic monitoring of the progress of the projects and disbursement of funds and finally the Applicant/Consultant would formulate a Sustainability Roadmap for the Cluster detailing the exit strategy for the IA and the plan for business operations of the cluster beyond the project duration.
 - viii. Applicant to put in place a suitable business plan detailing the revenue model based on appropriate user fee, mechanism to collect it to enable the SPV to achieve the projected outcomes in terms of productivity, sales, employment, wages enhancement, overall income of the Cluster as projected in the DPR.
 - ix. Applicant shall assist the IA/ SPV in engagement of a Design House/Designer with appropriate terms of reference and detailed scope of work for extending appropriate input of design, product processing, product development and proper packaging in consultation with NA, IA and other stake holders.
 - x. To assist the IA/ SPV in engagement of Business Development Services (BDS) providers, out sourcing/improving tools and equipment, developing strategies & best practices for credit linkage as far as possible.
 - xi. Applicant would advise IA / CDE for making plans for procurement of raw materials along with various micro and macro level tools and machineries and other processes as identified and mentioned under DPR. Tools/Kits and Charkhas/Implements may also be distributed among artisans as a part of Cluster Level Intervention as per DPR. TA should assist the IA in

establishing a proper, appropriate and transparent system duly examined and vetted by the Cluster Level Committee for distribution of tools/ kits/ charkhas/ implements among artisans.

- xii. Applicant will draw up a marketing strategy and detailed plan in consultation with NA and IA in regard to the following:
- a. Product development
 - b. Packaging
 - c. Product pricing
 - d. Product positioning and promotion
 - e. Product mix/ diversification
 - f. Dealer/Distributor Network under offline marketing mode
 - g. Tapping e-commerce for online marketing.
 - h. Determining supply chain and logistics
 - i. Ensuring quality of product and standardization
 - j. Tapping the export potential through appropriate interventions
- xiii. Miscellaneous activities that need to be ensured by I.A. shall require close supervision by the consultant:
- a. Awareness and exposure visit of artisans.
 - b. Mandatory opening of Bank Account by Artisans under Jan Dhan Yojana.
 - c. Health insurance of all the artisans under the cluster as applicable under KVIC rules (Jana Shree Bima Yojana & Rashtriya Swasthya Bima Yojana, wherever applicable).
 - d. Enrolling under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) which will offer a renewable one-year life cover of Rs.2 lakh to all savings bank account holders in the age group of 18-50 years, covering death due to any reason, for a premium of Rs.330.00 per annum or as applicable.
 - e. Enrolling under the Pradhan Mantri Suraksha Bima Yojana (PMSBY) which will offer a renewable one-year accidental death- cum-disability cover of Rs.2.00 lakh for partial/permanent disability to all savings bank account holders in the age group of 18-70 years for a premium of Rs.12.00 per annum per subscriber or as applicable.
 - f. Issue of Aadhaar based Identity card to artisans mentioning the benefits, privileges, rights as well as their specific responsibilities along with necessary undertakings in regard to the implementation of the programme.
 - g. The Atal Pension Yojana (APY) will focus on the unorganized sector and provide subscribers a fixed minimum pension of Rs.1,000/-, Rs.2,000/0-, Rs.3,000/-, Rs.4,000/- or Rs.5,000/- per month, starting at the age of 60 years, depending on the contribution option exercised on entering at an age between 18 and 40 years. Pension and similar other financial benefits as applicable to be provided Aadhaar linked.
 - h. Periodic training of Artisans.

- i. Self Help Groups (SHGs) members may also be extended to these general and miscellaneous supports as extended to the artisans under Cluster Programme.
- xiv. Applicant shall assist IA/SPV in organizing and planning Business Development Strategies, buyer-seller meet and implementation of thematic intervention focusing on branding, e-marketing, new media marketing, innovation, research and development etc. for smooth running of Clusters.
- xv. Assisting the SPV in mobilizing additional funds for the project. This would involve preparation of proposals under relevant schemes of the Government apart from tying up loans from the banks.
- xvi. Applicant shall facilitate linkages between the SPV and various other stakeholders, particularly the Government organizations, buyers and financial institutions.
- xvii. Applicant will facilitate in the identification of suitable Technical Consultants in designing appropriate technologies for the cluster within the allocation ceiling for the respective type of cluster.
- xviii. Applicant will plan out in consultation with NA to frame the training requirement of artisans and stake holders and grouping their requirements as per the need of the clusters. Accordingly, the Consultant will assist in the identification of training institutions will be done in defining the courses duration, fees and other necessary requirement as per the cluster.
- xix. Assist the NA for seeking and obtaining approval if any from the State Governments/UTs before submission of DPR to the SSC for final approval.
- xx. Applicant shall create appropriate system for online reporting of progress reports to Nodal Agency and to the Ministry of MSME on monthly and quarterly basis.
- xxi. Any other work assigned from time to time by the NA, Ministry of MSME, for timely completion of project, any changes in nature of intervention, any sorts of addition/alternation in the implementation program, etc. that may come at any point of time during the project period should very well be considered by Consultant for execution without any additional cost.
- xxii. At the end of the Project, Applicant/Consultant shall prepare proper documentation covering the entire activities, preparation of case studies and photo/video documentation along with an end-project report articulating the outcomes in terms of productivity and sales. Listing out the outcomes achieved against the targets fixed at the beginning of the project will also be done.
- xxiii. Formulate an exit strategy for the IA and prepare a sustainability roadmap for the Cluster with a business plan for the next five years beyond the project duration.
- xxiv. Applicant shall have to act diligently to ensure compliance to all Rules and Regulations, as required for the proposals at the DPR stage in order to obtain final approval from the SSC.

D. QUALIFICATION CRITERIA / ELIGIBILITY:

Following will be the minimum pre-qualification criteria. Each eligible applicant should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

SL. NO.	PRE-QUALIFICATION CRITERIA
1.	The applicant should be a firm / company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India and must have one main/ branch office in Northeast, India.
2.	The firm should be in the business of providing similar consultancy services for at least 03 years as on 31.03.2020.
3.	The Applicant has to be profitable and should not have incurred loss in any of the last 3 consecutive Financial Years (FY 2017-18, 2018-19 & 2019-20)
4.	The Applicant shall have experience of providing: (i). Technical Consultancy Services to at least One Bamboo Oriented Cluster with a Project Cost of at least Rs.5 crores. (ii) Technical Consultancy Services to at least 3 bamboo processing units in the last 5 years each with a Project cost of not less than Rs. 1.0 crores. (iii) The Applicant should be well versed with the latest bamboo processing technologies.
5.	The firm should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies
6.	The Applicant must have an office in Northeast India.

E. EOI PROCESSING FEES

A non-refundable processing fee for Rs.2,000/- (Rupees Two Thousand only) in the form of Demand draft or Pay Order drawn in favor of "National Design Centre" payable at New Delhi. EOI received without or with inadequate EOI processing fees shall be liable to be rejected.

F. SUBMISSION OF EOI

1) TECHNICAL

EOI should be submitted in two sealed envelopes, **TECHNICAL** (Envelope –I) shall contain following documents:

- i) Details of the EOI
 - a) Profile of Consultant / Company / Organization

- b) Details of Technical Manpower and Staff strength
 - c) Track record – details of involvement in similar events (Provide list of works executed)
 - d) Specific experience relating to such nature
(Documentary evidence of all needs to be provided)
- ii) All applicants should submit a self-undertaking that they have never been blacklisted by any Government of India Ministry / Department / Authority / Organization / Agency.
- iii) Statement signed by a statutory auditor / Chartered Accountant, indicating turnover of the company.

2) **FINANCIALS** (Envelope – II) shall contain the financial offer for these services.

- The amount of fee / consultancy charges shall be inclusive of all taxes, levies etc. Nothing extra shall be payable in addition to the accepted fee.
- EOI placed in sealed covers (in two envelopes duly marked as TECHNICAL (Envelope-I) and FINANCIALS (Envelope-II) with the name of the project written on each envelope.

The Expression of Interest is to be submitted as per the prescribed format-1 to 6. All the information as detailed below is to be submitted in two hard copies in separately sealed envelopes.

- a. Applicant's Expression of Interest as per format- 1.
- b. Organizational Contact Details as per format- 2.
- c. Experience of the organization as per format- 3.
- d. List of minimum three (03) experts/ consultants on payroll as per format -4
- e. Declaration as per format -5.
- f. Financial Offer as per format-6
- g. Power of Attorney in favour of Authorized Signatory with long and short signatures of Authorized person.
- h. Consultancy organization must have at least one branch office in the Northeastern region. Attach address and contact details of office.

G. EVALUATION CRITERIA AND METHOD OF EVALUATION

- Evaluation of Eols shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- EOI will be evaluated for short listing inter alia based on past experience of handling similar type of projects, strength of manpower and knowledge about bamboo processing technologies.

- Agencies who qualify as per the eligibility conditions will be provided a brief about the SFURTI Scheme. The agencies may be required to make a presentation, if required, to a selection committee show-casing their proposals.
- NDC will take up references and reserves the right to pay due heed to the applicant's performance elsewhere and any past experience from NDC.
- The final evaluation would be done on the basis of financial quote. The applicant who quotes the lowest shall be declared as the preferred applicant.

H: Payment Terms

1. No advance payment to be made to consultant for any project.
2. All the payments to be made on completion of project and receipt of fee from Nodal Agency.

I: RIGHTS

NDC reserves the right to accept or reject any offer based on technical / financial evaluation without assigning any reason.

J: LAST DATE FOR SUBMISSION OF EOI

The last date for submission of Eoi is 30th November, 2020 (upto 3.00 p.m). The Eoi received after due date shall not be accepted. The Eoi should be addressed to Secretary, National Design Centre, Hall No.1 (3rd Fl.), Rajiv Gandhi Handicrafts Bhawan, Baba Kharak Singh Marg, Connaught Place, New Delhi-110001, Email: ndc@nationaldesigncentre.org Website: www.nationaldesigncentre.org.

FORMATS FOR SUBMISSION:

FORMAT – 1

APPLICANT’S EXPRESSION OF INTEREST

To,

The Secretary,
National Design Centre, New Delhi

Sub: Submission of Expression of Interest to undertake project under SFURTI Scheme

Dear Sir,

In response to the Expression of Interest (EOI) published on xx.xx.xxxx for the above purpose, we would like to express our interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separate sealed envelopes.

1.
2.
3.

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Date:

Encl.: As above.

Note: This is to be furnished on the letter head of the organization.

FORMAT – 2

S. No	Organizational Contact Details	
1.	Name of Organization	
2.	Major areas of business	
3.	Type of Organization -Company/ Partnership firm/ Proprietary firm.	
4.	Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous? If yes, details thereof.	
5.	Address of offices; i) Head Office ii) Office in North eastern region	
6.	Contact Person with telephone no. & e-mail ID	

Enclose:-

- Copy of Certificate of Incorporation, Memorandum and Articles of Association/ Partnership Deed if applicable
- GST Registration, PAN
- Undertaking in respect of Sl. No.4 above.

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT – 3

Experience in Related Fields				
Overview of the past experience of the Organization in all aspects related to Brand Building related				
S. No	Items	Number of Assignments during last 5 years	Order Value of each Assignment Rs. in Lakhs (Enclose copy of each order)	Mention the name of Client/Organization (Enclose completion certificates)
1.0	Experience of assignments similar of nature			
1.1	Experience in carrying out similar assignments in Government / public sector			
1.2	Experience in carrying out Similar assignments in Private sector.			
<p>Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final.</p> <p align="right">Signature of the applicant Full name of applicant</p> <p align="right">Stamp & Date</p>				

FORMAT – 4

List of experts/consultants on payroll (Minimum 3)				
S. No	Name	Designation	Qualification	Relevant Experience
1.				
2.				
3.				
4.				
5.				
6.				
	<p>Signature of the applicant Full name of applicant</p> <p>Stamp & Date</p>			

FORMAT -5

Declaration

We hereby confirm that we are interested in competing for the Consultancy Services to undertake the task related to SFURTI scheme being implemented by BCDI C/o NDC in the capacity of a Technical Agency.

All the information provided herewith is genuine and accurate.

Authorized Person's Signature.

Name and Designation:

Date of Signature:

Note: **The declaration is to be furnished on the letter head of the organization.**

FORMAT -6
FINANCIAL OFFER

S.No	Particulars	Financial Offer in terms of % of the Cluster Project Cost as sanctioned by the Nodal Agency (NA)
1.	Refer Terms of Reference	