

**9(19)/Study-MSME Exports/2018-EP**  
**Government of India**  
**Ministry of Micro, Small and Medium Enterprises**  
**Office of Development Commissioner (MSME)**

**Expression of Interest (EoI)**

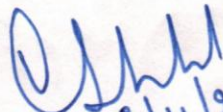
**Subject: Expression of Interest for Empanelment of Organizations.**

Office of Development Commissioner (MSME), Ministry of MSME calls for the Expression of Interest for Empanelment of Organizations for "Study on High Potential Market, Tariff Lines & FTAs for Indian MSME Sector".

The details of the Expression of Interest (EoI) are available at [www.dcmsme.gov.in](http://www.dcmsme.gov.in).

The proposals may be submitted to:

Director (EP)  
Room No. 717, 7<sup>th</sup> Floor, A-Wing  
Nirman Bhawan, New Delhi 110108

  
28/11/2019  
Director (EP)

**File No. 9(19)/Study-MSME Exports/2018-EP**  
**Government of India**  
**Ministry of Micro, Small and Medium Enterprises**  
**Office of Development Commissioner (MSME)**

**Expression of Interest (Eoi)**

1. The Ministry of MSME, Government of India, has undertaken a strategic plan for unlocking the potential of MSME Exports through its schemes and programs to enable access to foreign markets for Indian MSMEs.
2. Challenges faced by MSMEs are :
  - Limited information about products & services in demand
  - Working of the foreign markets, and in particular difficulties in accessing export distribution channels and in connecting with overseas customers
  - Lack of awareness on export promotion and assistance programmes offered by the government
  - Unfamiliarity with legal and regulatory frameworks of the exporting and importing countries
  - No or zero awareness on IPR issues and various International Trade Agreements (ITAs)
  - Unable to meet importer's quality standards and establishing suitable design and image for the export market
  - Time-consuming and cumbersome documentation process required to comply with foreign and domestic market regulations.
3. Strategy has the following objectives:
  - Target of USD 100 billion of exports from India by 2020
  - Evaluate & enable readiness of MSMEs to export their products and services
  - Recognize areas where improvements are required in order to be able to export efficiently
  - Support Integration of Indian MSMEs into the Global Value Chain
4. The Scope of the research is :
  1. Market Research & Competitive Analysis of the Potential of Merchandise Exports, using HS codes with specific Product lines across specific Sectors along with Tariff lines, current exports and potential thereof.
  2. Region specific Knowledge & Strategy Papers, with detailed analysis of merchandise trade and routes with Trade and partnership potential.

3. Identifying HS based potential products imported by Target countries, purely relating to MSMEs and the Indian share of imported products with the Competing Country Data
4. Identify Tariff lines, FTA access, market price points & other considerations for MSME exports
5. Market Access & Entry Strategy for MSME products

5. PROPOSALS :

The Office of Development Commissioner, Ministry of MSME, Government of India calls for proposals from experienced Foreign Trade Institutes / Social enterprises engaged in the area of research and studies for MSME development Non Profit Institution(s) & Industry Organisation (s) having minimum five years of experience in enabling and facilitating MSMEs / exports, to submit proposals for undertaking Research / Studies / Survey / Knowledge Papers, to enable the ministry to create a knowledge base for MSME development and exports promotion. The institution submitting the proposal should have successfully carried at least two studies/surveys for MSME development at national level. Criteria of experience may be relaxed by the evaluation committee, if the evaluation criteria for the proposals is otherwise fulfilled.

6. EVALUATION :

The evaluation committee shall be presented with proposals which shall be evaluated based on the following :

1. Understanding of the subject, depth of the study and efficacy of the proposed study
2. Towards equipping the ministry in creating a data and knowledge base for MSME exports
3. Helping to arrive at a time and target bound strategy for enabling exports from Indian MSMEs.

7. TERMS OF REFERENCE :

There is no last date for acceptance of proposals and the Evaluation Committee shall periodically review the proposals submitted for evaluation as and when required.

The institution/ organization shortlisted by the EVALUATION Committee shall submit terms of reference with detailed time bound deliverables and costs for the agreement. Each research /study project is expected to be completed in less than 180 days.

The recommendations of the Evaluation Committee along with the cost will be put up for approval of DC- MSME. After the financial approval of the proposal, administrative approval shall be issued.

8. The terms of payment for each study under this Scheme will be as under:

(i) First installment : 15 per cent of the fees, on issuance of administrative approval.

(ii) Second installment : 25 per cent, subject to

(a) submission of the draft report (5 copies of the draft report including executive summary) within the time frame stipulated in the agreement and

(b) a presentation on the draft report being made before the Evaluation Committee and the draft report being found to be generally acceptable, with the ability to incorporate any changes suggested by the Evaluation Committee.

(iii) Third and final installment: Balance 60 per cent on submission of the final report incorporating any changes that may have been suggested by the Evaluation Committee and its final acceptance by the Government.

9. Any delay in submission of report without due approval of the Ministry will attract a penalty of 8 % per month and the same will be forfeited from the balance due. The final payment will be made within 6 weeks on acceptance of the report and submission of bills etc. by the organization.

10. During the currency of the assignment, the TOR and other terms and conditions of the assignment, if necessary, may be modified in order to strengthen/deepen its scope/coverage with the concurrence of the institution concerned. As far as possible, such modifications will not be made more than once during currency of study.

11. In case, there is cost escalation due to substantial and major changes in the Terms of Reference, such cost escalation shall be restricted to a maximum of 10 % over and above the original cost subject to the approval of the Evaluation Committee and the concurrence of the Integrated Finance Wing.

12. The raw data/processed data/ findings should not be disclosed by the Institution to any third party without prior approval of the concerned Division / organization. The draft/final reports and the contents thereof would be the intellectual property of the Government and would not be published by the institution concerned without prior written approval of the Government.