

**REQUEST FOR PROPOSAL (RFP)**

**FOR**

**THIRD PARTY EVALUATION OF THE SCHEME  
“PROCUREMENT AND MARKETING SUPPORT SCHEME”**

**OFFICE OF DEVELOPMENT COMMISSIONER (MSME)**

**MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES**

**NIRMAN BHAVAN, “A” WING**

**NEW DELHI**



GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL & MEDIUM ENTERPRISES)  
NIRMAN BHAWAN, 7<sup>TH</sup> FLOOR, “A” WING, MAULANA AZAD ROAD  
NEW DELHI-110108

**NOTICE INVITING e- TENDER**

**1. Background**

Office of Development Commissioner (Micro, Small & Medium Enterprises), Ministry of MSME, Government of India, invites online bids under three bid systems (i.e. Pre qualification bid , Technical Bid and Financial Bid) for “ **Selection of Agency for Evaluation Study of Procurement and Marketing Support Scheme**” . The e-bid shall be submitted online on [www.eprocure.gov.in](http://www.eprocure.gov.in). The tender is available on [www.dcmsme.gov.in](http://www.dcmsme.gov.in). No hard copy of e-bids shall be accepted in the office. All prospective bidders may visit [www.eprocure.gov.in](http://www.eprocure.gov.in) (bidder’s manual kit) before online submission of e-bid. May contact help desk no. 0120-4200462 & 0120-4001002 for technical queries.

**2. TERMS AND CONDITIONS:**

**2.1 GENERAL**

On behalf of President of India, Development Commissioner (MSME), Ministry of Micro, Small & Medium Enterprises, invites e-bids under Three Bid Systems (Pre qualification bid, Technical and Financial Bid) from evaluation/study service providers regarding “**Evaluation Study of Procurement and Marketing Support Scheme**”.

**2.2 (A) DETAILS OF e- BID with Previous schedule:-**

| Sl. No. | Particulars   | Details  |
|---------|---|--|
| a.      | Bid Reference   | e-Tender No.: <b>5(21)/2019-20/PMS/Evaluation dt: 13.03.2020</b>   |
| b.      | Last date and time of receipt of bid                                  | 30 <sup>th</sup> March, 2020, by 15:00 hrs.  |
| c.      | Date and time for opening of Pre-Qualification Bid                    | 31 <sup>st</sup> March, 2020 by 15:30 Hrs  |
| d.      | Date and time for opening of Technical Bid                            | 3rd April, 2020 by 15:30 hrs. for qualified bidders in pre qualification bid criteria.   |
| e.      | Date and time for opening of Financial Bid                            | 10th April, 2020 by 15:30 hrs for qualified bidders in technical bid.  |
| d.      | Place of receiving the bid/ communication (For EMD & Tender Fee only) | Dy. Director(PMS), Room No.731<br>O/o Development Commissioner(MSME), M/o MSME, Govt. of India, 7 <sup>th</sup> Floor, A-Wing, Nirman Bhawan, New Delhi-110108<br>011-23062215 |
| e.      | EMD   | Rs. 1,00,000/- (DD/Bankers Cheque) in favour of PAO (MSME) payable at New Delhi.   |
| g.      | Tender Fee  | Rs 500/-(DD/Bankers Cheque) in favour of PAO(MSME) payable at New Delhi  |
| h.      | Pre-bid meeting date  | 26 <sup>th</sup> March, 2020   |

**2.2 (B) Revised Schedule of e- Bid (Due to COVID 19 Lockdown):**

| Sl. No. | Particulars                                       | Revised Schedule                      |
|---------|---|---------------------------------------|
| a.      | Last date & time for submission of Tender         | 6 <sup>th</sup> May, 2020, 15:00 hrs  |
| b.      | Date & time of opening of Pre – Qualification bid | 8 <sup>th</sup> May, 2020, 15:30 Hrs  |
| c.      | Date & time of opening of Technical bid           | 15 <sup>th</sup> May, 2020, 15:30 Hrs |
| d.      | Date & time of opening of Technical bid           | 27 <sup>th</sup> May, 2020, 15:30 Hrs |
| e.      | Pre – bid Meeting Date & time                     | 4 <sup>th</sup> May, 2020, 15:30 hrs  |

### 2.3 SUBMISSION OF e-BIDS:-

- E-Bids are invited in three Bid System, (1) Pre – Qualification bid (2) Technical bid and (3) Financial bid and shall be submitted electronically (online) on [www.eprocure.gov.in](http://www.eprocure.gov.in). for undertaking the work of **Evaluation Study of Procurement and Marketing Support Scheme**.
- E- Bids shall be submitted on or before last date 6<sup>th</sup> May,2020 . No **hard copy of e-Bids will be accepted**. This office will not be responsible for any reasons beyond the control of this office.
- EMD of Rs. 1,00,000/- (Rupees One Lakh Only) and Tender fee of Rs 500/- (Rs Five hundred only) in form of a Bank Draft/ Banker's Cheque only issued by any commercial Bank in favour of PAO (MSME), payable at New Delhi shall be submitted in the office before the last date and time of submission. The e-bids will be opened only bidders those who have submitted EMDs on or before the scheduled date and time. Technical Bids of all the received tender will be opened on pre scheduled date, time & venue who qualify the pre-qualification bid criteria. **The benefits provision of Public Procurement Policy -2012 of M/o MSME will be applicable to the desired bidder as per norms.**
- The Bidder must submit an undertaking on its letter head that they have not been blacklisted by any Government Department (Central/ State/ Autonomous/PSU) in India. Self-declaration is required as per Form-11.
- Office Development Commissioner (MSME) reserves the right to accept or reject any or all the quotations received in response to the above referred invitation, without assigning any reason.
- Consortium of Bidders is not allowed.
- This RFP document is not transferrable.
- Office Development Commissioner (MSME) may issue addendum(s)/corrigendum(s) to the Tender documents. In such case, the addendum(s)/corrigendum(s) shall be issued and placed on website [www.eprocure.gov.in](http://www.eprocure.gov.in) at any time before the closing time of tender. The bidders who have downloaded the Tender documents from website must visit the website and ensure that such addendum(s)/corrigendum(s) (if any) is also downloaded by them. This shall be the responsibility of the prospective registered bidders to check the web site for any such corrigendum/addendum till the time of closing of tender and ensure that bid submitted by them are in accordance with all the corrigendum/addendums.

### 3.0 General Instructions:

- (i) The Scope of Work, Bid procedures and Contract terms are prescribed in the RFP Document.
- (ii) The Bidders are expected to examine all instructions, forms, terms and conditions, and specifications in the RFP and furnish all information as stipulated therein. This RFP together with all its attachments thereto, shall be considered as read, understood and accepted by the Bidders. Failure to furnish all Information required by the RFP or submission of a Proposal not substantially responsive to the RFP in every respect will be at Bidder's risk and may result in the rejection of his Proposal. Bidders must submit all documents listed in the RFP.
- (iii) It may be noted that the costs of preparing the proposal are not reimbursable and O/o DC(MSME) is not bound to accept any of the proposals submitted.
- (iv) The bidders are required to provide professional, objective, and impartial service and at all times will hold the O/o DC(MSME)'s interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests.
- (v) Bidder must observe the highest standards of ethics during the selection and execution of the contract. O/o DC(MSME) may reject a proposal at any stage if it is found that the bidder recommended for award has indulged in corrupt or fraudulent activities in competing for or in executing the contract in question, and may also declare the bidder ineligible or blacklist the firm, either indefinitely or for a stated period of time.

- (vi) Prices should not be indicated in the proposal section addressing “Technical” and should only be indicated in the ‘Financial’ proposal. O/o DC(MSME) will select successful bidder, in accordance with the method of selection specified in RFP.
- (vii) **Earnest Money Deposit (EMD)/ Bid Security in the form of Demand Draft from a Nationalized Bank for Rs. 1,00,000/- (Rupees one lakh only) drawn in favor of the PAO(MSME) payable at New Delhi.** Proposals not accompanied by EMD/ Bid Security, unless exempted shall be rejected as non-responsive. No interest shall be payable by the O/o DC(MSME) on the sum deposited as EMD/ Bid Security. The EMD/ Bid Security of unsuccessful bidders **would be returned back within one month of issue of the work order / contract to the successful bidder. EMD / Bid Security will be returned to the successful bidder on issue of work order and receipt of performance bank guarantee.**
- (viii) An undertaking on the letter head of the bidder and signed by the authorized person, that the bidder will undertake the assignment, in accordance with the Scope of Work detailed in the RFP document and at the cost submitted by the bidder in the financial proposal (the cost is not to be indicated in the undertaking). The above undertaking submitted by the bidder would be binding on them.
- (ix) For Clarification on bid document, a prospective Bidder requiring any clarification on the Bid Document may submit his queries as per Form 1.
- (x) The O/o DC(MSME) will respond in writing, to any request for clarification to queries on the RFP, received through email or in writing not later than the date of the Pre-bid meeting prescribed by O/o DC(MSME).
- (xi) Based on discussions held during the pre-bid meeting, amendments / clarifications in the RFP Document (if any) will be hosted on the websites of [www.dcmsme.gov.in](http://www.dcmsme.gov.in) and e-tendering portal [www.eprocure.gov.in](http://www.eprocure.gov.in).
- (xii) The Bidders shall bear all costs associated with the preparation and submission of the Proposal, including cost of presentation and site visits for the purposes of clarification of the bids, if so desired by O/o DC(MSME), and O/o DC(MSME) will, in no case, be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.
- (xiii) The Proposals prepared by the Bidder and all correspondence and documents relating to the Proposal exchanged between the Bidder and O/o DC(MSME), shall be written in English language, provided that any printed literature furnished by the Bidder may be written in another language so long as the same is accompanied by an English translation in which case, for purposes of interpretation of the bid, the English translation shall govern.
- (xiv) **Amendment of Bid Document**
  - (a) At any time prior to the Bid Due Date, O/o DC(MSME) may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP by an amendment/ corrigendum/ addendum.
  - (b) **The amendment will be notified on the e-tendering portal and will be binding on the Prospective Bidders.**
  - (c) In order to provide prospective Bidders reasonable time in which to take the amendment/ corrigendum/ addendum into account in preparing their bids, O/o DC (MSME) may, at its discretion, extend the Bid Due Date.
  - (d) O/o DC (MSME) may at any time during the bidding process request the Bidder(s) to submit

revised Technical / Financial proposals and/or supplementary financial proposals without thereby incurring any liability to the affected Bidder or Bidders.

- (xv) Period of validity of the Tender is 90 days from the closing date of the proposals
- (xvi) **Performance Guarantee:** The successful bidder will execute a **Performance Bank Guarantee of 10% of the estimated contract value during contract term in the form of a Bank Guarantee in the format provided from a Nationalized Bank. Performance Bank Guarantee shall be submitted by the successful bidder within 7 days of award of contract. The Performance Bank Guarantee should remain valid for a period of additional 60 days beyond the completion of the period of contract.**
- (xvii) O/o DC(MSME) is however not bound to accept any tender or to assign any reason for non-acceptance. O/o DC(MSME) reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
- (xviii) O/o DC(MSME) reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- (xix) Bidders submitting proposals will not be permitted to alter or modify their bids after expiry of the deadline for receipt of bids.
- (xx) O/o DC(MSME) reserves its right not to accept bids from bidders resorting to unethical practices or on whom investigation/enquiry proceedings has been initiated by Government Investigating Agencies / Vigilance Cell.
- (xxi) **Termination:** O/o DC(MSME) may terminate the Contract/Agreement executed with successful bidder in case of the occurrence of any of the events specified below:
  - a. If the successful bidder becomes insolvent or goes into compulsory liquidation.
  - b. If the successful bidder, in the judgment of O/o DC(MSME), has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
  - c. If the successful bidder submits to O/o DC(MSME) false statement which has a material effect on the rights, obligations or interests of O/o DC(MSME).
  - d. If the successful bidder places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to O/o DC(MSME).
  - e. If the successful bidder fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.
  - f. In such an occurrence O/o DC(MSME) shall give a written advance notice of 07(seven) days before terminating the Contract of the successful bidder.
- (xxii) **Jurisdiction:** The court at New Delhi shall alone have exclusive jurisdiction.

TERMS OF REFERENCES  
FOR SELECTION  
OF  
AN AGENCY  
FOR  
EVALUATION STUDY  
OF  
PROCUREMENT AND MARKETING  
SUPPORT SCHEME

**Evaluation Study of Procurement and Marketing Support  
Scheme of the Office of DC (MSME), Ministry of MSME**

## **1. EXECUTIVE SUMMARY:**

The scheme was conceived in 2001 as Small Scale Industries – Marketing Development (SSI – MDA) with two components as participation of SSIs in selected trade fairs held in abroad and another to encourage the SSIs for adoption of Bar Code on their products with financial support of Govt of India as subsidy reimbursement to them. The Vendor Development Program (VDP) and export promotion were the separate scheme. In 2007, the National Manufacturing Competitiveness Program came up with 10 sub scheme including Marketing Assistance and Technology Up gradation (MATU) and Bar Code (to encourage the market access of MSME in domestic market). Till 2015, there was separate scheme for Domestic / Overseas Market, Export Promotion, Bar Code, VDP and these subsumed under one umbrella scheme named as MATU and it implemented w.e.f 29.06.2016. In 2018, the overseas market component subsumed in International Cooperation (IC) implemented by the Ministry. The scheme revised with enhanced scale of assistance in with tune of prevailing rate in Market which it named as Procurement and Marketing Support (PMS) for implementation during 14<sup>th</sup> Finance Commission.

It is envisaged to conduct a third party evaluation of Procurement and Marketing Support scheme to assess the impact at the ground level. Scope of work to conduct the study is covered from para 4,5 and 6 under Terms of Reference.

## **2. Overview of the scheme:**

### **2.1 Background of the scheme**

#### **a) Brief write up on the scheme including Objectives, Implementation Mechanism, Scheme architecture design:**

The current scheme formulated by way of integration of the ongoing schemes for Market Access and to enhance the competitiveness of MSMEs through an umbrella scheme. In view of easy accessibility, acceptability and to provide optimum scale of assistance, the limit of subsidy reimbursement to MSEs has enhanced towards their participation in domestic trade fairs / Exhibition. The scheme is also added with Development of New Marketing Haats and encourage the MSMEs to adopt Green Packaging to provide them more market opportunity to them. This scheme is being implemented w.e.f 20.11.2019 for 14<sup>th</sup> Finance Commission with following objectives:

- Promoting new market access initiatives like organizing / participation in National/International Trade Fairs / Exhibitions / MSME Expo.etc.
- To create awareness and educate the MSMEs about importance / methods/ process of packaging in marketing, latest packaging technology, import-export policy and procedure, GeM portal, MSME Conclave, latest developments in international/national trade and other subjects / topics relevant for market access developments.
- To create more awareness about trade fairs, digital advertising, e-marketing, GST, GeM portal, public procurement policy and other related topics etc.

The scheme was earlier implemented through the network of MSME – Development Institutes and Technology Centers under O/o DC(MSME), M/o MSME and recently its implementation has been enlarged including Central /State Government and its organisations to enhanced the Market Access and fulfil the objective effectively and availability of its benefits up to the lower level. The scheme has following components:

- Domestic Trade fairs / Exhibitions:
- Organizing Domestic Trade Fairs/Exhibition and participation in trade fairs/exhibitions by the Ministry/Office of DC (MSME)/Government organizations
- Capacity building of MSMEs in modern packaging technique
- Development of Marketing Haats
- Vendor Development Program (VDP):
- International/National Workshops/Seminars
- Awareness Programs

#### **(b) Name of Sub Schemes / Components**

##### **Domestic Trade fairs / Exhibitions:**

- Objective is to ensure the development of domestic markets of Manufacturing / service Micro Objective and small Enterprise (MSEs).
- MSME – Development Institutes, Technology Centres, National Small Industries Corporation (NSIC), Central /State Governments and its organisation are implementing Agencies,
- The selection of MSEs for domestic trade fairs will be done by concerned implementing agency as per the theme of the fair and usefulness of MSME sector
- An empowered Committee of the scheme will finally approved the trade fairs / exhibitions and the MSE units.
- The reimbursement of subsidy to the individual MSEs for approved trade fairs / exhibition held across the country. The Implementing agencies may

also organise / participate in trade fairs / exhibitions with the sanction of fund as admissible for regional / national / international trade fairs .

- The MSEs should comply with financial eligibility rules in order to finalize the stall at the concerned trade fair / exhibition.

### **Capacity building of MSMEs in modern packaging technique:**

- Objective is to support for packaging consultancy through empanelled packaging consultancy provider to improve the packaging of products which intern provide safety and marketability of products.
- MSME – Development Institutes, Technology Centres, National Small Industries Corporation (NSIC), Central /State Governments and its organisation are implementing Agencies.
- An Empowered Committee of the scheme will finally approved the empanelled packaging consultants. Reimbursement of packaging consultancy charges as admissible to the MSMEs will also be approved by the committee.
- The MSME has to comply with the applicable scale of Assistance for packaging consultancy.

### **Development of Marketing Haats:**

- Objective is to support for development of haats across the country for MSMEs either with financial support for new marketing haats or by renovation / upgrading of existing to enhance the marketability of MSME products. The proposal for financial support for development of such haats will be come from implementation agency with their contribution as well as fixed Grant in Aid from Govt of India for both new / renovation of existing haats. The proposal should be certified by the CPWD/PWD or any other government works deptt.
- MSME – Development Institutes, Technology Centres, National Small Industries Corporation (NSIC), Central /State Governments and its organisation are implementing Agencies.
- An Empowered Committee of the scheme will finally approved the proposal for new marketing haats and for renovation / up gradation of existing haats.
- IA has to comply with the scale of financial assistance.

### **Vendor Development Program (VDP):**

- Objective is to provide common platform for buyer and seller to showcase the products and services of MSMEs to both State Level VDP and National Level VDP.
- MSME – Development Institutes, Technology Centres, National Small Industries Corporation (NSIC), Central /State Governments and its organisation are implementing Agencies

- Financial eligibility rule will be different for both State and National level VDP.
- MSMEs will be allowed to participate in these programmes in convergence with Central Public Sector Enterprises (CPSEs) .
- IA has to comply with the scale of financial assistance.

#### **International/National Workshops/Seminars:**

- Objective is to educate MSMEs on various facets of business development i.e product & process development innovations, technological development, issues related to IPR, Exim policy. Public Procurement Policy, design & packaging and market research and access.
- MSME – Development Institutes, Technology Centres, National Small Industries Corporation (NSIC), Central /State Governments and its organisation are Implementing Agencies.
- IA has to comply with the scale of financial assistance..

#### **Awareness Programs:**

- Objective is to create overall awareness about trade fairs, digital advertising, e-marketing platform, GST, GeM portal and other such related topics etc.
- MSME – Development Institutes, Technology Centres, National Small Industries Corporation (NSIC), Central /State Governments and its organisation are Implementing Agencies.
- IA has to comply with the scale of financial assistance.

#### **c) Present Status with coverage of scheme (Operational / NonOperational)**

All above scheme components are under implementation except Capacity building of MSMEs in modern packaging technique. The goal of the component served in development of MSME sector at regional and the National level.

| Name of Scheme activity / component  |                                  | 2015-16  | 2016-17  | 2017-18  | 2018-19  | 2019-20  |
|--|----------------------------------|----------|----------|----------|----------|----------|
|  |                                  | Phy.     | Phy.     | Phy.     | Phy.     | Phy.     |
| <b>Participation of individual MSEs in Domestic trade fairs across the country</b> | <b>Number of Trade fairs</b>     | -        | -        | -        | 29 nos   | 86 nos   |
|  | <b>Beneficiary MSEs</b>          | 601 MSEs | 376 MSEs | 562 MSEs | 475 MSEs | 500 MSEs |
| <b>Organizing / Participation in Trade fairs</b>                                   | <b>International Trade fairs</b> | -        | -        | -        | 4 nos    | 01 nos   |
|  | <b>National Trade fairs</b>      | -        | -        | -        | 4 nos    | 25 nos   |
|  | <b>Regional Trade fairs</b>      | -        | -        | -        | 2 nos    | 17 nos   |

|   |                                 |            |            |            |            |            |
|---|---------------------------------|------------|------------|------------|------------|------------|
| <b>Vendor Development Programme</b>       | <b>SVDP</b>                     | 242 nos    | 238 nos    | 273 nos    | 30 nos     | 48 nos     |
|   | <b>NVDP</b>                     | 55 nos     | 57 nos     | 58 nos     | 04 nos     | 10 nos     |
| <b>Seminars / Workshops</b>               | <b>National Workshops</b>       | 1086 MSMEs | 1437 MSMEs | 3855 MSMEs | 1040 MSMEs | 4240 MSMEs |
|   | <b>International Work shops</b> |            |            |            |            |            |
| <b>Modern Packaging Interventions</b>     |                                 | -          | -          | -          | -          | -          |
| <b>District Udyam Samagam</b>             |                                 | -          | -          | -          | 21         | 731 nos    |
| <b>Awareness Programmes</b>               |                                 | -          | -          |            | 45         | 126 Nos    |
| <b>International Trade fairs (abroad)</b> |                                 | 291 MSEs   | 259 MSEs   | 351 MSEs   | -          | -          |
| <b>Bar Code</b>                           |                                 | 865 MSEs   | 930 MSEs   | 284 MSEs   | -          | -          |

#### **d) Sustainable Development Goal (SDG) Served:**



The scheme aims at enhancing the Market Access of Micro, Small Enterprises (MSEs) by encouraging them for participation in domestic trade fairs , vendor development programs and educating them through International / National Seminars / workshops and Awareness Programms on latest market technique which are needed to enhance their marketability.

All scheme components have better demand in MSME sector. Market Access level has increased. The scheme successfully educated MSMEs about adoption of GST, business transaction through GeM and awareness about export promotional tools.

#### **e) National Development Plan (NDP) Served:**

The major challenges before the MSMEs is to remain competitive in the market environment. The Procurement and Marketing Support scheme through its activities is providing opportunities to the MSMEs to enhance their Marketing competency adopt appropriate technology and marketing strategy for their products. The scheme supports the sector specific mega events i.e District Udyam Samagams combining two / three scheme component of the scheme to develop a eco system of business involving State Governments associations, academia.

## **2.2 Budgetary allocation and expenditure pattern of the scheme:**

| Sub scheme / Components   | [Year 1]<br>2016-17 |      |      | [Year2]<br>2017-18   |       |       | [Year 3]<br>2018-19  |      |      | [Year 4]<br>2019-20 |      |                          |
|---|---------------------|------|------|--|-------|-------|--|------|------|---------------------|------|--------------------------|
|   | BE                  | RE   | Act. | BE   | RE    | Act.  | BE   | RE   | Act. | BE                  | RE   | Act.                     |
| Domestic Trade fair / Exhibitions   | 4.5                 | 1.12 | 0.85 | All these separate scheme become part of Umbrella scheme “MATU”<br> |       |       |  |      |      |                     |      |                          |
| International Trade fairs   | 5.0                 | 3.67 | 2.95 |  |       |       |  |      |      |                     |      |                          |
| International / National Workshop / Seminars ( Formerly Export Promotion) | 0.5                 | 0.46 | 0.43 |  |       |       |  |      |      |                     |      |                          |
| Vendor Development Programme  | 5.0                 | 4.5  | 4.01 |  |       |       |  |      |      |                     |      |                          |
| Bar Code  | 2.0                 | 1.61 | 1.41 |  |       |       |  |      |      |                     |      |                          |
| Marketing Assistance and Technology Up-gradation(MATU)                    |                     |      |      | 15.0   | 12.32 | 11.69 | MATU up-scaled to “PMS”<br> |      |      |                     |      |                          |
| Procurement and Marketing Support(PMS)                                    |                     |      |      |  |       |       | 65.0   | 54.4 | 8.60 | 87.6                | 87.6 | 14.43<br>( till Jan, 20) |

## 2.3 Summary of Past Evaluation since inception of the scheme:

| Year of Evaluation | Agency hired for Evaluation                                       | Recommendations made and accepted | Recommendations made but not accepted |
|--------------------|---|-----------------------------------|---------------------------------------|
| 2009               | Management Development Institute (MDI), Gurgram                   | Yes                               | Not applicable                        |
| 2012-13            | Exempted from Evaluation Study with the approval from M/o Finance |                                   |                                       |
| 2017-18            | Exempted from Evaluation with concurrence of Financial Advisor.   |                                   |                                       |

## 3. Approach and Methodology

### 3.1 Approach (Methodology adopted), Division of country into 6 Geographical Regions/Zones (North, South, East, West, North East and Central) as classified by NSSO.

Procurement and Marketing Support Scheme is playing an important role in Market promotion by capacity building of MSMEs in the competitive global environment, adopt latest technology and marketing strategy for their products.

Under the Scheme has seven different components which altogether are responsible to achieve the desired objectives of the Scheme. The Scheme Evaluating Agency will be assessing all activities so as to have a comprehensive assessment and to reach a logical conclusion about Scheme’s performance in terms of its relevance in the present context, effectiveness, efficiency and

sustainability. However, depending upon the type of activity, the Evaluating Agency will have to adopt a flexible logical framework for each activity.

### **3.2 Sample size and sample selection process, tool used: field study / questionnaire, primary and secondary data.**

To assess the impact of the Scheme on parameters such as relevance, effectiveness, efficiency and sustainability, the Evaluating Agency will use qualitative and quantitative tools. The Evaluating Agency while framing the questionnaires for qualitative and quantitative tools for its audience will include all stakeholders - Scheme implementing officers/officials, direct and indirect beneficiaries, industry associations, experts and researchers, etc.

The sample design for survey must be created in such a way that the sample actually selected is spread over geographic sub-areas as well as cover all product & services sector having major concentration of MSMEs. An indicative sampling framework and minimum sample size is as under:-

The entire country may be divided into 5 geographical zones as outlined below:

| # | Zone            | State   |
|---|-----------------|---|
| 1 | North & Central | Chhattisgarh, Delhi, Haryana, Madhya Pradesh, Punjab, Uttar Pradesh, Jammu & Kashmir, Himachal Pradesh, Uttarakhand |
| 2 | South           | Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Telangana  |
| 3 | East            | Bihar, Jharkhand, Orissa, West Bengal   |
| 4 | West            | Gujarat, Maharashtra, Rajasthan, Goa  |
| 5 | North East      | Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, Tripura                                    |

A minimum of 15 States/UTs covering all the geographical zones as well as products & services sectors and a minimum of 25 Surveys in each State/UT to be conducted.

## **4. Objective of the Study:**

Evaluation of International Cooperation Scheme to be carried out to assess actual impact of the scheme at national level.

#### **4.1 Performance of the scheme based on the Output /Outcome Indicators:**

As per the NITI Ayog, the impact indicators are based on overall performance of the scheme rather than individual scheme components which are number of beneficiaries receiving regular assistance number of trade fairs / exhibitions/ expos; number of programmes and Number of developed marketing haats. These may accessed with following Terms of References:

- To assess whether scheme's structure, design, features and guidelines are appropriate to meet the present market demand.
- To indentify whether there is any overlap with other scheme.
- To analyze whether measurable outcome have been defined for the scheme.
- To evaluate the physical / financial performance of the scheme from 2012-13 to 2019-20.
- To facilitate marketing linkage in view of Public Procurement Policy for MSEs and GeM.
- To assess whether specific deliverables of the scheme / Programme are appropriate for fulfilling the development needs of MSEs.
- To identify the extent to which the scheme has percolated at grass root level for the benefits MSMEs.
- To identify bottlenecks in the implementation of scheme and modifications required in the scheme for making the scheme more useful for MSME units
- To evaluate the key issues pertaining to sustainability of the impact of the Scheme
- To make an assessment of the current implementation arrangement and the efficiency of the delivery of the Scheme and to highlight the deficiencies of the Scheme in terms of its design or delivery mechanism, if any, and to suggest schematic changes or procedural modifications.
- To determine the outreach and access of the Scheme in general with particular reference to the North-Eastern Region and suggest ways and means to improve the outreach and access of the Scheme in the North-Eastern Region, SCSP and STP.
- Any additional parameters to be covered which may emerge during discussion / interaction in the course of above work.

#### **4.2 Additional parameters**

##### **a) Coverage of beneficiaries**

Evaluation study should cover beneficiaries at State and District-level specifying details of urban and rural beneficiaries as well as male and female beneficiaries.

**b) Implementation mechanism.**

Evaluating Agency to assess the implementation mechanism of the Scheme and suggest changes, if any.

**c) IEC Activities.**

Assess and evaluate IEC activities undertaken, if any, as part of the Scheme .

**d) Asset/Service creation & its maintenance plan.**

Assess and evaluate asset/service creation under the Scheme, if any.

**e) Benefits (individual, community)**

Assessment of benefits available under the Scheme to individuals and largely to the community.

**f) Convergence with scheme of own Ministry/Department or of other Ministry/Department.**

To conduct an in-depth study of the Scheme to assess the scheme design, implementation mechanism, benefits available to MSMEs, etc. and to furnish recommendations on convergence of Procurement and Marketing Support Scheme with any other Marketing Assistance Scheme implemented by the Ministry or its subordinate organizations.

**4.3 Gaps in achievement of outcomes.**

Study and identify gap areas in the scheme with regard to achievement of outcomes envisaged, implementation mechanism, awareness at Pan-India level etc.

**4.4 Key Bottlenecks & Challenges**

Study and identify major challenges in implementation of the scheme and achievement of outcomes aligned with the objectives of the scheme.

## **4.5 Input Use Efficiency**

The evaluating agency who evaluate factors influencing the input use efficiency in lying with the objectives of the scheme. Inputs to be assessed in terms of :-

- a) Requirement of funds.
- b) Requirement of manpower in implementation of the scheme.

## **5. Observations and Recommendations:**

### **5.1 Thematic Assessment**

Thematic assessment to be carried out with a focus on accountability, transparency, use of technology in implementation of scheme, effectiveness etc.

Cross cutting themes can be assessed both through secondary data as well as primary. While conducting meta-analysis of existing reports, the evaluator should actively review the cross-cutting themes. Cross cutting themes may include following but not limited to these:

- Governance
- Policy
- Inclusiveness
- Capacity building
- Use of Technology
- Economic growth
- Business development
- Marketability

The primary data for cross cutting themes will be elicited through specific questions and responses during the key informant interviews and beneficiary surveys. For example, use of IT in scheme implementation, fund flow, monitoring and evaluation can be assessed from interaction with concerned Ministries/Departments as well as States officials.

### **5.2 Externalities**

Adoptable best practices, innovations to make schemes more effective: identify and highlight scalable best practices considering current economic environment and develop case studies for further dissemination.

## **6. Conclusion**

### **6.1 Issues and Challenges**

Outline issues & challenges specific to scheme and various interventions.  
Key things to focus:

- Issues in terms of offerings of schemes and its relevance to the target audience
- Challenges in terms of reachability of various scheme components to the target audience
- Relevancy of scheme/activities for various types of enterprises while considering the stage of enterprise at the same time (start-up /well established enterprise etc.)

### **6.2 Vision for the future**

Developing vision at the scheme level for applicant organizations as well as achieve the envisaged objective of the scheme efficiently and effectively.

### **6.3 Recommendation for scheme with reasons:**

Provide recommendations for schemes with based on the synthesis level analysis, on the need to continue the scheme with a focus on following:

- Continue scheme in existing form
- Modify the scheme: continue with some modifications – suggest modifications
- Scale up- financial/ physical / both
- Scale down- financial /physical/ both
- Close down
- Merge with another scheme as sub-scheme/component.

Also suggest revisions in the scheme design for the effective implementation in future, if modification is recommended.

## **7. Reference**

[http://dcmsme.gov.in/Guidelines\\_PMS.pdf](http://dcmsme.gov.in/Guidelines_PMS.pdf)

## **8. Appendices**

Procurement and Marketing Supprt Scheme guidelines dated 20<sup>th</sup> November, 2019 attached.

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#### **4. Bid Evaluation Process:**

The objective of the bid evaluation process is to evaluate the bids to select an effective and best fit Service provider at a competitive price. The bid evaluation will be undertaken by O/o DC(MSME). The decision of O/o DC(MSME) shall be final.

The competitive bids shall be evaluated in the following stages:

- Phase 1 – Eligibility Criteria (Pre- Qualification)
- Phase 2 – Technical Proposal
- Phase 3 – Commercial Proposal

##### **4.1 Composite bid evaluation methodology:**

The evaluation committee (“Evaluation Committee”) appointed by the O/o DC9MSME) will carry out the technical evaluation of proposals on the basis of the following evaluation criteria and points system. Evaluators of Technical Proposals shall have no access to the Financial Proposals until technical evaluation is concluded. Each evaluated proposal will be given a technical score as detailed below.

The minimum technical score required to qualify for financial bid evaluation is 70 points out of 100. A proposal will be considered unsuitable and will be rejected at this stage if it does not respond to important aspects of RFQ-cum-RFP Document and the Terms of Reference or if it fails to achieve the minimum technical score. The Tendering Authority will notify applicants who fail to score the minimum technical score about the same and return their Financial Proposals unopened after completing the selection process. The Tendering Authority will notify the applicants who secure the minimum qualifying technical score, indicating the date and time set for opening the Financial Proposals. The notification may be sent by registered letter and / or electronic mail.

**Financial Bids will be opened only for Evaluating firms who obtain a minimum score of 70 marks out of 100 in the Technical Evaluation.** Following are to be noted for financial bids:

- The financial bid shall be a lump sum bid inclusive of all expenses
- Any applicable government taxes will be reimbursed on actual

- The financial proposals shall be evaluated on the basis of total lump sum charges offered by the bidder. Any monetary figure in decimal shall be rounded off to the nearest INR.
- In cases of discrepancy between the prices quoted in words and in figures, lower of the two shall be considered/ for any other prices quoted in words and in figures, lower of the two shall be considered. For any calculation/ summation error etc. The bid may be reject.

The technically qualified bidder who bids the lowest will be given a financial score of 100.

The financial scores of other bidders for the project shall be computed as follow:

Lowest offer quoted by the qualified bidder (INR)

Normalized financial score of bidder A =  $100 * \left[ \frac{\text{Lowest offer quoted by the qualified bidder (INR)}}{\text{Offer quoted by bidder A (INR)}} \right]$

Bids will be evaluated as per Combined Quality Cum Cost-based System (QCBS). The Technical bids will be allotted a weight of 60% while financial bids will be allotted a weight of 40%.

A combined score for a bidder will be arrived at according to the following formula:

Combined score of A =  $60 * [\text{Technical score of A out of 100}] + 40 * [\text{Normalized Financial score of A}]$

The bidder obtaining the highest total combined score in evaluation of technical financial as per para above will be ranked H-1 followed by proposal securing lesser marks as H-2, H-3 etc. Bidder securing highest combined marks and ranked H-1 shall be recommended for award of contract. MSME Ministry will follow the internal procedure for necessary approvals and thereafter proceed with notification of award of contract.

### **Phase 1- Evaluation of Eligibility Criteria (Pre-Qualification)**

The evaluation will involve validating the documents submitted in the prescribed format. Documents without valid proof will be invalid and will not be considered for eligibility. O/o DC(MSME) reserves the right to accept or reject proof of credentials at its sole discretion without having to give reasons to the bidders thereof. Only those bidders meeting the eligibility criteria will be considered for further stages of evaluation.

Only those bidders who fulfil the criteria mentioned in the table below are eligible for technical evaluation. Offers received from the bidders who do not fulfil any of the following eligibility criteria are liable to be rejected.

| # | Eligibility Criteria   | Supporting Document required  |
|---|--|---|
| 1 | The Bidder should be a Government Organization/PSU/Public/Partnership/Private limited company or subsidiary thereof.   | Certificate of Incorporation (in case of Pvt. Ltd./ LLP/ Ltd. company), Partnership Deed in case of Partnership Firm  |
| 2 | The Bidder should have been in operation for at least 5 years as on date of RFP. In case the current Bidder Company is the result of a merger / acquisition, at least one of the merging companies should have been in operation for at least 5 years as on date of RFP. | Certificate of Incorporation  |
| 3 | The Bidder should have a minimum turnover of Rs.5 Crore per annum in last three financial years (FY 2016-17, FY 2017-18, FY 2018-19)   | Audited Financial Statements for last three years <b>clearly depicting the required information</b> Or<br>Certificate from the chartered accountant   |
| 4 | The bidder should not have been blacklisted by any Government or PSU enterprise in India as on the date of the RFP   | Self-Declaration certified by authorized signatory of the bidder as per <b>Form - 11</b>  |
| 5 | The Bidder should have conducted at least 5 Impact assessment/ evaluation studies in the past 5 years out of which at least 2 studies in Govt. Depts., Autonomous bodies etc.  | Self-certified statement indicating name of the study conducted, States covered and Name of the client for whom study was conducted.<br>Copies of the satisfactory work completion certificate / LOI/ Contract agreement or other relevant document given by the client should be enclosed. |

|          |  |   |
|----------|--|---|
| <b>6</b> | Any bidder or its subsidiary or company resulting out of the merger/acquisition of such agency or its subsidiary, associated with PMS Scheme, directly or indirectly, since the implementation of the scheme till the day of submission of bid is not eligible to bid. | Self-Declaration certified by authorized signatory of the bidder as per <b>Form – 11A</b> |
| <b>7</b> | The bidder agency/company not having its representative office in NCR Region is not eligible to bid.   | Self-Declaration certified by authorized signatory of the bidder as per <b>Form – 11B</b> |
| <b>8</b> | Confirm details of GST registration furnished  | Relevant paper may be submitted   |

\*Note: Bidders need to ensure compliance to all the eligibility criteria points.

The Bidders need to comply with all the eligibility criteria mentioned above. Non-compliance to any of these criteria would result in outright rejection of the bidder's proposal. The Bidder is required to provide proof for each of the points for eligibility evaluation. Technical bid not accompanied by relevant proof documents from the clients will not be considered for evaluation.

Any assumptions made by the bidders in response of this RFP will be at their own risk and costs. O/o DC(MSME) will not be liable for any such assumptions / representations made by the bidder's. O/o DC(MSME)'s decision will be final. O/o DC(MSME) reserves the right to disqualify the bidder who does not submit sufficient proof of their credentials as prescribed in eligibility criteria.

## **Phase 2- Technical Bid Evaluation.**

Bidders shall have to enclose documentary evidence in support of following mentioned parameter. In the absence of such supporting documents as detailed in relevant Forms and annexures of the RFP, the bid will be rejected summarily.

Technical bids will be opened as per the schedule stipulated by O/o DC(MSME) in the RFP and will be evaluated as per the following matrix

| #         | Specification  | Max Marks  |
|-----------|--|------------|
| <b>A</b>  | Experience of Appraisal/Review/Evaluation of Centrally Sponsored Schemes/Govt. funded projects assigned by Central / State Govt. / Govt. Autonomous Bodies during the last ten (5) Years   | 55 (40+15) |
| <b>1.</b> | Details of Appraisal/Review/Evaluation of scheme/project exclusively related to <b>promoting entrepreneurship/socially excluded communities/Capacity Building/ MSMEs</b>   | 40         |
|           | <ul style="list-style-type: none"> <li>• Contracts costing Rs. 15 Lakh and above (10 marks for each study).</li> <li>• Contracts costing above Rs. 10 Lakh and below Rs.15 Lakh (8 marks for each study).</li> <li>• Contracts costing Rs.10 Lakh and below (5 marks for each study).</li> </ul>                                     |            |
| <b>2</b>  | Details of Appraisal/Review/Evaluation of scheme/project related to any sector (Other than points specified in section A.1)  | 15         |
|           | <ul style="list-style-type: none"> <li>• Contracts costing Rs. 25 Lakh and above (5 mark for each study).</li> <li>• Consultancy contracts costing above Rs. 20 Lakh and below Rs.25 Lakh (4 mark for each study).</li> <li>• Consultancy contracts costing Rs.20 Lakh and below (3 mark for each study).</li> </ul>                 |            |
| <b>B</b>  | <b>Approach and Methodology</b>  | 25         |
|           | <p>Description of approach and methodology proposed to be adopted for the nation-wide study.</p> <ul style="list-style-type: none"> <li>• Understanding of the scope of work</li> <li>• Approach to study, Sampling &amp; Methodology</li> <li>• Value proposition</li> <li>• Adherence to timelines</li> <li>• Work Plan</li> </ul> |            |
| <b>C</b>  | <b>Proposed Team Expertise</b>   | 20         |
|           | <p>Team Leader</p> <ul style="list-style-type: none"> <li>- Should have Post Graduate Degree in Management/Economics/International Development/Sociology/Entrepreneurship or equivalent or Ph. D degree</li> </ul>   | 10         |

|  |   |            |
|--|---|------------|
|  | <ul style="list-style-type: none"> <li>- Should have more than 10 years of overall experience</li> <li>- Should have more than 5 years of experience in conducting evaluation studies/review for government organizations</li> </ul>  |            |
|  | <p>Additional Experts/Support team member designated for the study (5 and above team members)</p> <ul style="list-style-type: none"> <li>- Should have minimum 3 years of overall experience</li> <li>- Should have 1-2 years of experience in conducting evaluation studies/review for government organisations</li> </ul> | 10         |
|  | <b>Total Marks</b>  | <b>100</b> |

### Phase 3- Commercial Bid Evaluation

The bidders who are technically compliant i.e. passing the overall 70 marks in the Technical evaluation, subject to achievement of minimum 50% marks under each of the aforesaid three specifications (A, B and C) as mentioned above in Phase-2, shall be eligible for Phase-3 Commercial Bid Evaluation. O/o DC(MSME) seeks the bidder to quote “Total cost for the assignment”.

### 5.0 Preliminary Examination of Proposals

O/o DC(MSME) will examine the proposals to determine whether they are complete, whether the documents have been properly signed and whether the offers are generally in order. Any proposals found to be nonresponsive for any reason or not meeting any criteria specified in the RFP, will be rejected by O/o DC(MSME) and shall not be included for further consideration.

Initial Proposal scrutiny will be held and incomplete details as given below will be treated as non-responsive, if Proposals:

- Are not submitted in as specified in the RFP document
- Received without the Letter of Authorization (Power of Attorney)
- Are found with suppression of details
- With incomplete information, subjective, conditional offers and partial offers submitted
- Have non-compliance of any of the clauses stipulated in the RFP
- With lesser validity period, however if requested, grace period of 15 days may be allowed.

## **6.0 Right to vary scope of contract at the time of award**

O/o DC (MSME) may at any time, by a written order given to the bidder, make changes within the general scope of the contract.

## **7.0 Right to accept any offer and reject any or all offer**

O/o DC(MSME) reserves the right to accept any offer, and to annul the Tender process and reject any or all offers at any time prior to award of Contract, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for O/o DC(MSME) 's action.

## **8.0 Canvassing/Contracting**

Any effort by a Bidder to influence O/o DC(MSME) in its decisions on offer evaluation, offer comparison or Award of Contract may result in the rejection of the Bidder's Offer. No Bidder shall contact O/o DC (MSME) on any matter relating to its offer, from the time of opening of Technical bid to the time the Contract is awarded.

## **9.0 Duration of the assignment**

The study is to be completed by the agency **within 10 weeks** from the date of award of the assignment.

## **10.0 Time Frame and deliverables**

The Bidder is expected to adhere to these timelines stipulated below. Non-compliance to these timelines by the Bidder would lead to Liquidated Damages as stated in this RFP:

| S.N. | Key Activities                 | Time Lines (In weeks) |
|------|--------------------------------|-----------------------|
| 1    | Date of issuance of work order | T                     |
| 2    | Inception report               | T+1                   |
| 3    | Draft Report and presentation  | T+8                   |
| 4    | Final report and presentation  | T+10                  |

On the basis of comments of O/o DC(MSME) on the draft report the final report is to be prepared and submitted. A Power Point Presentation also needs to be submitted / made to O/o DC(MSME) as part of the deliverable.

## **11.0 Payment Terms**

The payments to the awarded agency will be made basis following milestones:

| S.N. | Key Activities                                    | Payment %                  |
|------|---|----------------------------|
| 1    | Submission of final draft report and presentation | 75 % of the contract value |
| 2    | Acceptance of final report and presentation       | 25 % of the contract value |

The Draft/Final reports and the contents thereof would be the intellectual property of O/o DC(MSME) and would not be published by the awarded agency without prior approval of O/o DC(MSME).

The raw data/processed data/findings should not be disclosed by the agency to any third party without prior approval of O/o DC(MSME).

## **12.0 Penalties:**

The study is to be completed by the successful bidder within 10 weeks from the date of award of assignment. Delay in submission of the report beyond the stipulated time will attract penalty. For factors beyond the control of the agency, suitable extension in time may, however, be granted at the request of the agency. O/o DC(MSME) shall not pay any extra amount for any escalation in the cost of the assignment beyond the time period stipulated in the award letter.

Any delay in meeting timelines as mentioned in para 10 above by the agency (unless a written permission is accorded by O/o DC(MSME), will attract a penalty of 5% of the contract value per week subject to a maximum of 25% of the amount of the contract.

If the performance of the awarded agency during the currency of the study is not found to be satisfactory, the award of the assignment can be terminated and the amount already paid to the agency (if any) will be recovered.

### **13.0 Force Majeure**

The Term "Force Majeure" shall include, without limitation, acts of nature, fire, explosion, storm, or other similar occurrence; order or acts of military or civil authority; national emergencies, insurrections, riots, wars, strikes, work stoppages, or other labour disputes, supplier failures, shortages, breach, delays or raw water resource not being available/ getting defunct / altered/ non-usable or any act beyond the control of human being.

### **14.0 Arbitration**

- i. If any dispute or differences arises between O/o DC(MSME) and the bidder with regard to construction, meaning, interpretation, difference, disputes and termination of this Tender Document, the same shall be referred to the sole arbitrator appointed by O/o DC(MSME). There shall be no objection by any party for appointment of such person as Arbitrator. The award of the Arbitrator so appointed shall be final and binding on the parties to this Tender Document/ Agreement.
- ii. The Venue of Arbitration shall be at Delhi.

### **15.0 Rejection Clause**

- 15.1.1 Any condition put forth by the bidder non-conforming to the Proposal requirements shall not be entertained at all and such Proposal shall be rejected.
- 15.1.2 If a Proposal is not responsive and not fulfilling the conditions it will be rejected by O/o DC(MSME) and shall not subsequently be accepted even if it is made responsive by the bidder by correction of the non-conformity. No further communication will be made in the regards.

## Forms/ Annexures

### A. Form 1: Pre Bid Query Format

Reference: RFP no. 5(21)/2019-20/PMS/Evaluation

| S.No. | Page No. | Section and point No. | RFP Clause | Remarks/query |
|-------|----------|-----------------------|------------|---------------|
|       |          |                       |            |               |
|       |          |                       |            |               |
|       |          |                       |            |               |
|       |          |                       |            |               |

Place:

Date:

Seal and signature of the bidder

## B. Form 2: Cover Letter

(On the Letterhead of the bidder)

To,

Joint Development Commissioner (MSME),  
Procurement and Marketing Support  
Office of Development Commissioner (MSME)  
Nirman Bhavan , A Wing, New Delhi– 110 108

Sub: RFP no. 5(21)/2019-20/PMS/Evaluation for selection of agency for  
Evaluation of Procurement and Marketing Support scheme

Dear Sir / Madam,

Having examined the RFP documents including all annexures the receipt of which is hereby duly acknowledged, we, the undersigned, offer to conduct evaluation study to O/o DC(MSME) as mentioned in RFP document in conformity with the said RFP documents in accordance with the Commercial Bid and made part of this RFP.

We understand that the RFP provides generic specifications about all the items and it has not been prepared by keeping in view any specific bidder.

We have read, understood and accepted the Terms/ Conditions/ Rules mentioned in the RFP.

Until a formal contract is prepared and executed, this RFP offer, together with O/o DC(MSME)'s written acceptance thereof and O/o DC(MSME)'s notification of award, shall constitute a binding contract between us.

We undertake that in competing for and if the award is made to us, in executing the subject Contract, we will strictly observe the laws against fraud and corruption in force in India namely "Prevention of Corruption Act 1988".

We have never been barred/black-listed by any regulatory / Statutory Authority/PSU/Government undertaking in India.

We also understand that the whole bidding exercise may be scrapped without assigning any reason and it is acceptable to us.

This Bid, together with your written acceptance thereof and your notification of award, shall constitute a binding Contract between us.

We certify that we have provided all the information requested by O/o DC(MSME) in the format requested for. We also understand that O/o

DC(MSME) has the exclusive right to reject this offer in case O/o DC(MSME) is of the opinion that the required information is not provided or is provided in a different format. It is also confirmed that the information submitted is true to our knowledge and O/o DC(MSME) reserves the right to reject the offer if anything is found incorrect.

Place:

Date:

Seal and signature of the bidder

C. Form 3: Confirmation of Eligibility Criteria

(On the Letterhead of the bidder)

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing, New Delhi– 110 108

**Reference:** RFP No. 5(21)/2019-20/PMS/Evaluation

| # | Eligibility Criteria Requirements  | Supporting Document required  |
|---|--|---|
| 1 | The Bidder should be a Government Organization/PSU/Public/Partnership/Private limited company or subsidiary thereof.   | Certificate of Incorporation (in case of Pvt. Ltd./ LLP/ Ltd. company), Partnership Deed in case of Partnership Firm  |
| 2 | The Bidder should have been in operation for at least 5 years as on date of RFP. In case the current Bidder Company is the result of a merger / acquisition, at least one of the merging companies should have been in operation for at least 5 years as on date of RFP. | Certificate of Incorporation  |
| 3 | The Bidder should have a minimum turnover of Rs. 5 Crore per annum in last three financial years (FY 2016-17, FY 2017-18, FY 2018-19)  | Audited Financial Statements for last three years clearly depicting the required information<br><br>Or<br>Certificate from the chartered accountant   |
| 4 | The bidder should not have been blacklisted by any Government or PSU enterprise in India as on the date of the RFP   | Self-Declaration certified by authorized signatory of the bidder as per prescribed Form-11  |
| 5 | The Bidder should have conducted at least 5 surveys/evaluation studies in the past 5 years out of which at least 2 studies in Govt. Depts., Autonomous bodies etc.   | Statement indicating name of the study conducted, States covered and Name of the client for whom study was conducted.<br><br>Copy of the satisfactory work completion certificate given by the client should be enclosed. |
| 8 | Confirm details of GST registration furnished  | Relevant documents  |

Place:

Date:

Seal and signature of the bidder

\*All documents should be on company's letter head and sealed & signed by authorized signatory.

#### D. Form 4: Technical Bid format

##### Cover letter

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing,  
New Delhi– 110 108

Ref. : RFP no. 5(21)/2019-20/PMS/Evaluation

Dear Sir,

| S.N. | Particulars  | Details to be furnished by the bidder |
|------|--|---------------------------------------|
| 1    | Name of the bidder   |                                       |
| 2    | Location of Registered office /Corporate office and address  |                                       |
| 3    | Mailing address& Company website of the bidder   |                                       |
| 4    | Names and designations of the persons authorized to make commitments to O/o DC(MSME) (copy of POA should be provided)                          |                                       |
| 5    | Telephone and fax numbers of contact persons   |                                       |
| 6    | E-mail addresses of contact persons  |                                       |
| 7    | Description of business and business background Service Profile & client profile Domestic & International presence Alliance and joint ventures |                                       |

##### *Declaration:*

- 1 We confirm that we will abide by all the Terms and Conditions contained in the RFP.
- 2 We hereby unconditionally accept that O/o DC(MSME) can at its absolute

discretion apply whatever criteria it deems appropriate, not just limiting to those criteria set out in the RFP, in short listing of bidders.

3 All the details mentioned by us are true and correct and if O/o DC(MSME) observes any misrepresentation of facts on any matter at any stage, O/o DC(MSME) has the absolute right to reject the proposal and disqualify us from the selection process.

4 We confirm that this response, for the purpose of short-listing, is valid for a period of **180 days**, from the date of expiry of the last date for submission of response to RFP.

5 We confirm that we have noted the contents of the RFP and have ensured that there is no deviation in filing our response to the RFP and that O/o DC(MSME) will have the right to disqualify us in case of any such deviations.

Place:

Date:

Seal and Signature of the bidder

## E. Form 5 - About the organization and relevant experience

### About the organization

[Provide here a brief (two pages) description / profile of your organization for this assignment.]

Experience:

Using the format below, provide information on **each assignment** for which your consultancy firm/agency/company, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out research services similar to the ones requested under this assignment. [The format should be signed by authorized signatory for each assignment]

|  |  |
|--|--|
| Assignment name:   | Approx. value of the contract (in Rs.):  |
| Country:   | Duration of assignment (months):   |
| Location within country: (Name of the Cities/States)                         |  |
| Name of Client:  | Total No. of staff-months of the assignment:   |
| Address:   | Approx. value of the services provided by your consultancy firm/agency/company under the contract (in Rs.):  |
| Start date (month/year): Completion date (month/year):                       | No. of professional staff-months provided by associated Consultants (if any):  |
| Name of associated Consultants, if any:                                      | Name of senior professional staff of your consultancy firm/agency/company involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader): |
| Narrative description of Project:  |  |
| Description of actual services provided by your staff within the assignment: |  |

## F. Form 6 : Approach and Methodology

- Understanding of the scope of work
- Approach to study, Sampling & Methodology
- Value proposition
- Adherence to timelines
- Work Plan (as per below format)

| Work Plan |          |       |   |   |   |   |   |   |   |   |    |    |    |
|-----------|----------|-------|---|---|---|---|---|---|---|---|----|----|----|
| Sr. No.   | Activity | Weeks |   |   |   |   |   |   |   |   |    |    |    |
|           |          | 1     | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
|           |          |       |   |   |   |   |   |   |   |   |    |    |    |
|           |          |       |   |   |   |   |   |   |   |   |    |    |    |
|           |          |       |   |   |   |   |   |   |   |   |    |    |    |

| S. No | Deliverables | Timelines in weeks |
|-------|--------------|--------------------|
|       |              |                    |
|       |              |                    |
|       |              |                    |

#### G. Form 7 : Team Deployment Structure and CVs

The project requires a well experienced and diversified team having competency in evaluation, project management, research coordination, enumerators, data consolidation and analysis and a sector expert. The composition of the study team should be reflective of the required skills and experience as per the scope and areas of the study. The team should have professionals who have experience of conducting impact assessment surveys/studies in related sectors at national level.

| S. No. | Name of Staff | Agency/Company | Experience (Years) | Area of Expertise | Position Assigned |
|--------|---------------|----------------|--------------------|-------------------|-------------------|
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |
|        |               |                |                    |                   |                   |

## CVs of proposed Team

|    |  |  |
|----|--|--|
| 1  | Proposed Position  |  |
| 2  | Name of Company [Insert name of company proposing the staff]:  |  |
| 3  | Name of Staff [Insert full name]:  |  |
| 4  | Date of Birth: Nationality:  |  |
| 5  | Education [Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:  |  |
| 6  | Membership of Professional Associations:   |  |
| 7  | Other Training [Indicate significant training obtained]:   |  |
| 8  | Countries of Work Experience:  |  |
| 9  | Languages [For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:   |  |
| 10 | <p>Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below):</p> <p>From [Year]: _____ To [Year]: ____</p> <p>Employer: _____</p> <p>Positions held: __</p> |  |

|    |  |
|----|--|
| 11 | <p>Detailed Task Assigned</p> <p>[List all tasks to be performed under this assignment]</p>  |
| 12 | <p>Work Undertaken that Best Illustrates Capability to Handle the Tasks Assigned</p> <p>[Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability.]</p> <p>Name of assignment or Project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Client: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Activities Performed: _____</p><br><p>Name of assignment or Project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Client: _____</p> <p>Main project features: _____</p> <p>Positions held: _____</p> <p>Activities Performed: _____</p> |

Place:

Date:

Seal and signature of the bidder

## H. Form 8: Commercial Compliance Certificate

*(On letterhead of the bidder)*

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing,  
New Delhi– 110 108

Sub: RFP no. 5(21)/2019-20/PMS/Evaluation

Dear Sir,

Having examined the Bidding Documents the receipt of which is hereby duly acknowledged, we, the undersigned, offer to provide services as bidder as mentioned in the RFP document & in conformity with the said bidding documents for the same.

I / We undertake that the prices are in conformity with the specifications prescribed.

I / We agree to abide by this bid for a period of 180 days after the date fixed for bid opening and it shall remain binding upon us and may be accepted by O/o DC(MSME), any time before the expiry of this period.

Until a formal contract is prepared and executed, this bid, together with your written acceptance thereof and your notification of award shall constitute a binding Contract between us.

I / We understand that you are not bound to accept the lowest or any bid you may receive. I/ We agree to the Terms & Conditions mentioned in the RFP document. Further, we confirm that we will abide by all the terms and conditions mentioned in the Request for Proposal document.

Place:

Date:

Seal and Signature of the Bidder

## I. Form 9: Commercial Proposal

*(On letterhead of the bidder)*

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing,  
New Delhi– 110 108

Sub: RFP no. no. 5(21)/2019-20/PMS/Evaluation

Dear Sir,

These costs indicated below are final and we, the Respondent, agree to provide services as detailed in the RFP

|     |   |     |
|-----|---|-----|
| (A) | Cost of the Study/Survey/Research: (based on team and staff inputs and all necessary activities as per ToR) | Rs. |
| (B) | Taxes   | Rs. |
| (C) | Total Cost (A+B)  | Rs. |

Total Cost (Rupees in words):

---

Note : No separate payment towards overheads, equipment, accommodation, procurement of primary and /or secondary data, necessary travel (if any), etc. shall be allowed

Yours faithfully,

Authorised Signatory

Name:

Designation :

Company's stamp / seal

J. Form 10: Performance Bank Guarantee

(To be stamped in accordance with stamp act)

RFP Number : 5(21)/2019-20/PMS/Evaluation

Bank Guarantee number:

In consideration of O/o DC(MSME), acting through\_\_\_\_\_ (hereinafter referred to as O/o DC(MSME) which expression shall include his successor and assignees) having awarded to

<name> (hereinafter referred to as “the Agency” which expression , wherever the subject or context permits, includes its successors and assignees) a contract for <name of the project> in terms of inter-alia O/o DC(MSME) ‘s letter No.---- Date---- (hereinafter called “the Contract.”) and other General Terms and Conditions and upon the condition of the Agency furnishing Security for the Agency liability under and in connection with the said contract up to a sum of Rs.----- amounting to 10% of the total cost.

1. We\_\_\_\_\_ (hereinafter referred to as the Bank or the said bank) and having our registered office at\_\_\_\_do hereby jointly and severally undertake to guarantee the payment to O/o DC(MSME) in rupees forthwith on demand in writing and without any protest or demur any or all dues payable by the Agency to O/o DC(MSME) in respect of or in connection with the said contract inclusive of all O/o DC(MSME) losses and damages and costs. (inclusive between attorney and client) charges, and expenses and other moneys anywise payable in respect of the above as specified in the notice of demand made by O/o DC(MSME) to the Bank with reference to this guarantee up to an aggregate limit of Rs.

\_\_\_\_\_.

2. We \_\_\_\_\_further agree that O/o DC(MSME) shall be the sole judge of and as to whether the said Agency has committed any breach or breaches of any of the terms and conditions of the said contract and the extent of loss, damages, charges and expenses caused to or suffered by or that may be caused to or suffered by O/o DC(MSME) on account thereof and the decision of O/o DC(MSME) that the Agency has committed such breach or breaches and as to the amount or amounts of loss, damage, costs, charges and expenses caused to or suffered by O/o DC(MSME) from time to time shall be final and binding on us.

3. O/o DC(MSME) shall have the fullest liberty without reference to the bank and without effecting in any way the liability of the said Bank under this guarantee to take any other security in respect of the obligation and liabilities hereunder or to vary the contract/ work to be done there under vis-à-vis the Agency or to vary the prices of the total contract value or to release or forbear from enforcement of all or any other security or any other securities now or anytime held by O/o DC(MSME) and such arrangements with the Agency or release or forbearance whatsoever shall absolve the bank of the full liability to O/o DC(MSME) hereunder or prejudice the rights of O/o DC(MSME) against the bank.

4. The guarantee shall not be determined or affected by the liquidation or winding up of, dissolution or change in constitution or insolvency of the bank and or Agency but shall in all respect and for all purposes be binding and operative until payment of all moneys payable to Agency in terms thereof.

5. The bank hereby waives all rights at any time inconsistent with the terms of this guarantee and the obligations of the bank in terms hereof shall not be in anywise affected or suspended by reasons of any dispute or disputes having been raised by the Agency (whether or not pending before any arbitrator, Tribunal or court) or purporting to stop or prevent any payment by the bank to O/o DC(MSME) in terms thereof. The Bank's liability under these presents being absolute and unequivocal.

6. The amount stated in any notice of demand addressed by O/o DC(MSME) to the bank as liable to be paid to O/o DC(MSME) by the Agency or as suffered or incurred by O/o DC(MSME) on account of any losses, damages, costs, charges and expenses shall be conclusive evidence of the amount so liable to be paid to O/o DC(MSME) or suffered or incurred by Agency as the case may be and in terms hereof.

7. This guarantee / undertaking shall be in a continuing guarantee / undertaking and shall remain valid and irrevocable for all claims of O/o DC(MSME) and liabilities of the Agency arising up to and until midnight of <date>

8. This guarantee/ undertaking shall be in addition to any other guarantee or security whatsoever that O/o DC(MSME) may now or any time anywise may have in relation to the Agency obligations or liabilities under and/or in connection with the said contract, and O/o DC(MSME) shall have full authority to have recourse to or enforce this security in preference to any other guarantee or security which O/o DC(MSME) may have or obtain and not forbearance on the part of O/o DC(MSME) in enforcing or requiring enforcement of any other security shall have the effect of releasing the bank from its full liability hereunder.

9. It shall not be necessary for O/o DC(MSME) to proceed against the said

Agency before proceeding against the Bank and the guarantee herein contained shall be enforceable against the bank notwithstanding that any security which O/o DC(MSME) may have obtained or obtain from the Agency shall at the time when proceedings are taken against the said bank hereunder be outstanding or unreleased.

10. We the said bank undertake not to revoke this guarantee during this currency except with the consent of O/o DC(MSME) in writing and agree that any change in the constitution of the said bank shall not discharge our liability hereunder.

11. Notwithstanding anything contained herein above, our liability under this guarantee shall be restricted to Rs.....and this guarantee shall remain in full force till.....and unless a claim is made on us within ..... Months from the date i.e. before..... all the claims under this guarantee shall be forfeited and we shall be relieved of and discharged from our liabilities hereunder.

Dated..... Day of ..... Name of Bank: -----  
-----

Address: -----

Date: -----

12. The bank guarantee shall be effective only when the bank guarantee message is transmitted by the issuing bank through Structured Financial Messaging System (SFMS) to \_\_\_\_\_ bank \_\_\_\_\_ (address of O/o DC(MSME) 's bank) having IFSC \_\_\_\_\_ Account No. \_\_\_\_\_ through SFMS and authenticated by the said O/o DC(MSME)'s bank.

13. Further, the amount of invocation of the BG shall be remitted to O/o DC(MSME)'s account no. \_\_\_\_\_ with \_\_\_\_\_ (name & address of O/o DC(MSME)'s bank, IFSC \_\_\_\_\_) under written intimation to O/o DC(MSME).

Signature of authorized bank official with bank seal

K. Form 11: Declaration for not being blacklisted

(To be submitted on the letter head of the Bidder)

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing,  
New Delhi– 110 108

Sir,

With reference to the RFP No. 5(21)/2019-20/PMS/Evaluation,  
We..... hereby  
declared and confirmed that we have not been blacklisted by any Government Department  
(Central/State/Autonomous/PSU) in India.

Signature of the Bidder with stamp

Name :.....

Designation:.....

Date : .....

(To be submitted on the letter head of the Bidder)

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing,  
New Delhi– 110 108

Sir,

With reference to the RFP No. 5(21)/2019-20/PMS/Evaluation,  
We..... hereby  
declared and confirmed that neither we nor our any subsidiary company resulting out of the  
merger/acquisition of such agency or its subsidiary had ever been associated with Procurement and  
Marketing Support Scheme, directly or indirectly, since the implementation of the scheme till the day  
of submission of our bid.

Signature of the Bidder with stamp

Name :.....

Designation:.....

Date : .....

(To be submitted on the letter head of the Bidder)

To,

Joint Development Commissioner(MSME),  
Procurement and Marketing Support  
Office of Development Commissioner(MSME)  
Nirman Bhavan , A Wing,  
New Delhi– 110 108

Sir,

With reference to the RFP No. 5(21)/2019-20/PMS/Evaluation,  
We..... hereby  
declared and confirmed that we have our representative office in NCR whose address is given below:

(Address)

Signature of the Bidder with stamp

Name :.....

Designation:.....

Date : .....

L. Form 12: Documental evidence in favour of Authorized signatory

Documental evidence demonstrating, that the representative is an Authorized signatory of the bidder and is duly authorized to sign.

The authorization shall be in the form of a written power of attorney or copy of board resolution or in any other form demonstrating that the representative has been duly authorized to sign.

(No specific format)