To,

MSME-Technology Development Centre,
(Process and Product Development Centre),
Foundry Nagar, Agra-282006 (U.P.)

Subject: Selection of MSME-TDC (PPDC), Agra as NMIU Secretariat for six components of “Credit Linked Capital Subsidy – Technology Upgradation Scheme (CLCS-TUS)” (except Credit Linked Capital Subsidy component) regarding implementation & Monitoring of CLCS-TUS – reg.

This is with reference to your letter/proposal dated 25.06.2019 regarding the above mentioned subject. It is hereby informed that the Competent Authority has approved MSME-TDC (PPDC), Agra as NMIU Secretariat for six components of “Credit Linked Capital Subsidy – Technology Upgradation Scheme (CLCS-TUS)” (except Credit Linked Capital Subsidy component) regarding implementation & Monitoring of CLCS-TUS.

2. The approval is subject to the following:

2.1 The implementation of all the 6 components of CLCS-TUS (excluding CLCS) will be as per the approved guidelines. Guidelines of all the 6 components of CLCS-TUS (excluding CLCS) have already been uploaded in the official website of the Office of the DC (MSME), Ministry of MSME http://www.dcmsme.gov.in/schemes/nmcpscm.htm.

2.2 The ToR for role of MSME-TDC (PPDC), Agra as NMIU Secretariat for six components of “Credit Linked Capital Subsidy – Technology Upgradation Scheme (CLCS-TUS)” is enclosed as Annexure - A.

2.3 It is required that NMIU Secretariat be established in Delhi and the details (name, designation & contact nos. of officers designates kept by you at NMIU Secretariat) are sent to the undersigned.

2.4 The approved Annexure - B will be floated by PPDC, Agra only through open advertisement by giving wide publicity for selection of professionals/experts to assist NMIU. PPDC, Agra will put up details, terms and conditions as approved in Annexure A & B in website of Office of the DC (MSME), Ministry of MSME and job portals (national and international). Professionals will be required to work in HQ of O/o DC (MSME) and will be involved in selection of Implementing Agencies (IAs), implementation and monitoring, etc., of scheme across the country. To select the professionals for NMIU, a Committee will be constituted under the Chairmanship of DDG/ADC/JDC and members from IFW, and expert organizations, etc.

2.5 It is also to be mentioned that the entire spade work/hiring of consultants/professionals will be done by PPDC, Agra. Overhead expenses charge @2% of the expenditure to be incurred on 6 components of CLCS-TUS (excluding CLCS) will be
admissible to PPDC, Agra for this purpose. This will be exclusive of the remuneration to be granted to the professionals/experts hired for NMIU Secretariat.

2.6 If PPDC, Agra intends to work as Implementing Agency (IA) they will be required to apply as an IA i.r.o. component(s) for which they want to be IA. The implementation charge as IA will be decided by PMAC. The overall implementation charge including hiring of professionals/experts, NMIU overhead expenses and IA charges will not exceed the prescribed limit of 15%.

2.7 The other implementing agencies will also apply through PPDC Agra and empanelled with them and their implementation charges will also be decided by PMAC.

2.8 The respective Division dealing with the component of the scheme will act as NMIU for that component and will be responsible to submit the proposal before PMAC.

2.9 For each component, the funds will be released to PPDC, Agra who will further disburse to Implementing Agencies, beneficiaries, etc.

3. This issues with the approval of competent authority and concurrence of IFW vide their Dy. No. 490/US (I in II)/2019 dated 14.08.2019.

(D. P. Srivastava)
Dy. Director General

Copy to:
1. Chief Secretary (States/UTs)
2. All Commissioner/Director of Industries (States/UTs)
3. Budget and Account Section, O/o DC (MSME)
4. All Directors, MSME-DIs/Director, MSME-Testing Centres/ All Branch DIs.
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4. PPS to DA Finance, Ministry of MSME, Udyog Bhawan, New Delhi
5. PS to DDG (DPS), O/o DC(MSME), Nirman Bhawan, New Delhi
6. PS to JDC, O/o DC(MSME), Nirman Bhawan, New Delhi

(D. P. Srivastava)
Dy. Director General

2/7
1. Terms of Reference of MSME-Technology Development (PPDC), Agra as a NMIU Secretariat for six components of CLCS-TUS (except CLCS)

1.1. Scope of work

The scope of work for the experts has been divided into two areas. One is overall scope of work which will be common for all the schemes and another is scheme-wise scope of work. The experts have to work in close coordination with nodal officer of the schemes. The scope of work is as follows:

**Overall Scope of Work**

The roles and responsibilities of MSME-TDC (PPDC), Agra as NMIU Secretariat will be as below:

- Develop Implementation & monitoring framework of each activity of all components.
- Undertake assessment of present status of each component and identify gaps and develop an action plan for mitigating gaps.
- Review status of ongoing projects under the scheme and assess the progress with respect to timely completion.
- Develop promotion and branding strategy of the schemes for sensitization of stakeholders.
- Will act as secretariat to monitoring unit being setup in O/o DC (MSME).
- Will engage implementing agencies including various State Government Departments as per procedure and seek approval of competent authority for that.
- PPDC, Agra will examine, evaluate and process proposals submitted by stakeholders, IAs. These proposals will be put forth to NMIU for consideration and further submission to PMAC for approval.
- PPDC, Agra will do the entire spade work/hiring of consultants/professionals for NMIU will be done by PPDC, Agra. PPDC, Agra will work as Secretariat to NMIU for which he will be granted overhead expenses charge @2% of the expenditure to be incurred on 6 components of CLCS-TUS (excluding CLCS). This will be exclusive of the remuneration to be granted to the professionals/experts hired for NMIU Secretariat.
- PPDC, Agra intends to work as Implementing Agency (IA) they will be required to apply as an IA i.r.o. component(s) for which they want to be IA. The implementation charge as IA will be decided by PMAC. The overall implementation charge including hiring of professionals/experts, NMIU overhead expenses and IA charges will not exceed the prescribed limit of 15%.
- PPDC, Agra will abide by the directions given by the competent authorities for betterment and effective implementation of the scheme from time to time.
- PPDC, Agra will duly follow the Government procedure, GFR provisions and other necessary directions as applicable from time to time and entire procedure will be in transparent way.
- PPDC, Agra will submit quarterly/annual reports to the PMAC on overall progress of the Scheme.
• PPDC, Agra will maintain a dedicated separate bank A/c for the Scheme for the Grant-in-aid, targets and expenditure made during the implementation. This account shall be opened for inspection by the C&AG of India, internal audit by PAO of Ministry of MSME or any officer appointed by the office of DC (MSME) for this purpose.

• PPDC, Agra will furnish necessary Utilisation Certificates be submitted periodically by PPDC, Agra as per the GFR.

• PPDC, Agra shall endeavour to achieve quantified and qualitative targets as per the guidelines of the PMAC.
### Qualification Criteria for the Experts/Consultants

It was decided and as approved by IFW for the open advertisement (ref. file no. 41/CLCS-TUS/NMCP/EOI/201 at 9-10 ante)

DC (MSME) is looking for suitable individual for the following positions to support the Schemes.

<table>
<thead>
<tr>
<th>Designation and Number required</th>
<th>Roles and Responsibilities</th>
<th>Minimum Qualification, Professional Experience and Age limit</th>
<th>Salary Range</th>
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<tbody>
<tr>
<td>K1 Chief Programme Manager (CPM) - 02 Nos.</td>
<td>The CPM will work along with the Programme Director, at the end of AS/JS/ADC, MSME. The CPM will be responsible for overall Management and Programme Implementation support to MSME for the respective verticals.</td>
<td>Post graduate in management/public administration/economics from national/international premier institutes</td>
<td>Rs. 3 – 4 Lakh</td>
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<td>Overall work experience of not less than 15 years in the development sector in key leadership roles. Of which at least 5 years programme implementation of similar scale at Government of India. At least 3 years in a leadership position in a State or National level mission programme/Assignment. Exceptional leadership skills to manage diverse stakeholders and lead clients. Weightage will be given to candidates who are well versed with government procedures and with demonstrated experience in handling similar programmes in SME and cluster development at National level.</td>
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<td>The Programme Managers will be managed by CPM and will be responsible for</td>
<td>Post graduate in management from national/international premier institutes.</td>
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<tr>
<td>K2</td>
<td>Programme Managers 02 Nos.</td>
<td>overseeing the successful implementation of the programme in the allocated States and verticals.</td>
<td>The candidate should have not less than 5 years of experience in the relevant field.</td>
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<tr>
<td>K3</td>
<td>M&amp;E and Data Analytics Professionals (Financial Expert 02 Nos.)</td>
<td>Monitor al Project activities, expenditure, and progress towards achieving the Project outputs and outcomes.</td>
<td>Post Graduate degree in Economics, Statistics, labour Economics, information technology, or any other related field.</td>
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<td>Recommend improvement of the program design by supporting frequent reviews and analysis at all levels, for problem solving and documenting successes and failures.</td>
<td>Specific experience of developing M&amp;E frameworks for large scale projects and conducting impact evaluation assessments is needed.</td>
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<td>Monitoring indicators for Outputs and Outcomes regularly.</td>
<td>Proficiency in using statistical analysis software, such as SPSS &amp;STATA; and Excel and Qualitative data analysis software will be an asset.</td>
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<td>Work closely with Portal and MIS team to monitor outputs and outcomes.</td>
<td>Experience in using frameworks such as log frames etc. would be preferred.</td>
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<td>Maintaining market intelligence data w.r.t. the programme, production of reporting products, including written reports and Power point presentations.</td>
<td>Experience of working in at least one project using web based monitoring and evaluation tools is necessary.</td>
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<tr>
<td>K4</td>
<td>Young Professional / Consultants - 8 nos.</td>
<td>Support the Programme Managers and Chief Programme Managers in co-ordination and knowledge management.</td>
<td>Post graduate in management from National/ International premier institutes with minimum of 2 years experience.</td>
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<td>Young professionals/ consultants will be required to provide their inputs in disciplines like Data Analysis / Project Management etc.</td>
<td>They may also be required to work for special tasks related to project implementation as and when conveyed by MoMSME.</td>
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<td>K5</td>
<td>Executive Assistants - 04 Nos.</td>
<td>Support the NMIU in all day to day tasks especially in data synthesis, reports and coordination with other vertical states etc.</td>
<td>Post graduates in any discipline.</td>
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<td>Rs. 1.00 – 1.5 Lakh</td>
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<td>Rs. 0.80 – 1.00 Lakh</td>
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<td>Minimum 3 year of job experience.</td>
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|   | | | Overall work experience of 7 years, preference will be given to candidates who have earlier worked in Government of India Missions and programmes.
To,

MSME-Technology Development Centre,
(Process and Product Development Centre),
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Addendum to ToR

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In partial modification of Terms of Reference (ToR) annexed at Annexure-A with letter No. 41/CLCS-TUS/NMCP/NMIU Nomination/2019 dated 14.08.2019, the point no. (iii) of “Overall Scope of Work” may be read as under:

“Review of status of ongoing projects under the scheme and assess the progress with respect to timely completion and demand of funds for ongoing projects, if needed”.

(M K Saraswat)
(Director)

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(M K Saraswat)
(Director)
Annexure - A

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Manoj Kumar Saraswat
Director
Office of the Cev. Commr. (MSME)
Office of the Dev. Commr. (MSME)
Ministry of Micro, Small & Medium Enterprises
Govt. of India
Shiv Vihar, New Delhi - 110013
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[Signature]

ननोज कुमार सारस्वत/MANOJ KUMAR SARASWAT
निदेशक/Director
भारत सरकार/Govt. of India
मनुष्य, यज्ञ एवं समाज प्रणाली
Ministry of Micro, Small & Medium Enterprises
बिक्रेता अनुज (लॉ. र. एवं ए. ल. प्राप्त) या सहायक
Office of the Secr. Genr. (MSME)
निमित्त नगर, नोएडा-110109 /Nirman Bhavan, New Delhi-110108