

## Terms of Reference (ToR) for appointing an Agency to Conduct Market Research for Bamboo Based Innovator Startups

Tender No. FMC/EU/22-23/007

BL- 5.2.1 | BL- 6.3

The Tender is available at <https://fmc.org.in/tender/> Please apply by 29<sup>th</sup> August 2022 (till 5.30 PM). Please note that the financial quote (password protected) and technical quote (password protected) must be electronically submitted at [euprocurement@msmefoundation.org](mailto:euprocurement@msmefoundation.org) and in original with signature and seal in a separate envelope clearly mentioning "For appointing an Agency for executing a challenge to financially support innovative and sustainable bamboo based Startups" (same to be written in the subject line for electronic submission) at the below mentioned address, FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder agency (Brochures, website link, Testimonials by the client(s) of similar work done, (ii) Undertakings and Supporting documents as per the requirements explicitly mentioned in this ToR.

For any query, please email at [euprocurement@msmefoundation.org](mailto:euprocurement@msmefoundation.org) with a copy to [amit.tyagi@msmefoundation.org](mailto:amit.tyagi@msmefoundation.org)

**Date of Publication: 19<sup>th</sup> August 2022**

**Last Date of Application: 29<sup>th</sup> August 2022 (EOD 5:30 p.m.) in electronic form although the physical copies can arrive later with a proof of having courier prior to the last date.**

**Award of Contract: 31<sup>st</sup> August 2022**

**Please send your bids in hard copy to:**

**Mr. Amit Tyagi**

Procurement Officer

Foundation for MSME Clusters (FMC)

USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,

6, Special Institutional Area, New Delhi – 110067

Tel No. 011-40563323-24

### **About Foundation for MSME Clusters:**

The Foundation for MSME Clusters (FMC) specializes in promotion of MSMEs through cluster and value chain led development. FMC was promoted as a Registered Trust with the technical support of a then UNIDO Cluster Development Programme, in June 2005. In India, FMC has worked/working with around 200 MSME clusters, done/got done studies/research in another 150 MSME clusters and worked with 250 Business Membership Organizations (BMOs). FMC and its experts have also provided training, handholding, and research on cluster development



in 16 other countries across the globe.

FMC has 25 publications on cluster and related areas. FMC published cluster development methodology (CDM) in the year 2005 and have subsequently come up with cluster development methodologies for poverty alleviation, sustainable development, and innovation (<https://fmc.org.in/publications>). FMC and its experts have also conducted over 50 training programmes on CDM for various national organizations including Ministry of Rural Development, KVIC, Coir Board, Governments of West Bengal and Karnataka, NABARD, UNIDO, etc. FMC is a pioneer private organization to host a cluster portal [www.clusterobservatory.in](http://www.clusterobservatory.in) that is accessed by various institutions in India and various countries across the globe.

FMC has its head office in New Delhi and branch/representative/project offices in Hyderabad (Telangana), Tumkur (Karnataka), Cuttack and Sambalpur (Orissa), Ludhiana (Punjab), Kolkata (West Bengal), Lakhimpur (Assam), Agra (UP), Betul (Madhya Pradesh), Bilaspur (Chhattisgarh) and Dumka (Jharkhand). FMC has qualified professionals having hands-on experience in MSME development with special focus on cluster approach. It has a strong team of 40 employees and consultants with diverse specializations including management, finance, economics, agriculture, sustainable development, engineering, etc. FMC activities are implemented by 4 cells: Policy and Research, Infrastructure and Governance, Marketing and BMO Promotion and, Energy and Environment.

### **Project Background:**

The Foundation for MSME Clusters (FMC) has been implementing a project: 'Promoting MSME Bamboo Clusters in India' in 9 states (Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh) in India with the overall objective of promoting bamboo as sustainable resource and generate green jobs for a period of 4 years. The project started in 2018 and ends in October 2022. The project is designed to help the local community and other stakeholders collaborate for the promotion of green economy, sustainable growth, economic prosperity, and poverty reduction in the MSME sector along with mitigation of climate change.

Specific objectives of the project are as follows:

1. Support enterprise development for sustainable supply of bamboo products and generate improved livelihoods
2. Promote select new bamboo products among high potential buyers
3. Sustain and upscale local initiatives through community-led multi-stakeholder development models
4. Promote sustainable linkages between financial institutions and local enterprises.
5. Strengthen policy dialogue and dissemination of proven development models relevant for bamboo sector.



### **Objective:**

Bamboo is the world's truly most sustainable material. It can be used as a raw material in the production of a variety of products, including Agarbatti, construction, fibre, paper, biofuel, lifestyle products (by honing the skills of our traditional craftsman to contemporary markets), charcoal, activated carbon, bikes, handicrafts like toys and dolls, musical instruments, and emerging areas for uses in automobile and aircraft. Bamboo shoots, vinegar, wine, and charcoal are other uses. Given our planet's climate change crisis it is essential that more and more sustainable materials such as bamboo products go mainstream. Understanding the potential of bamboo and in order to bring promote various stakeholders, innovators, start-ups associated with the sector, FMC (Foundation for MSME Clusters) under its project Promote Bamboo MSME Clusters decided to Conduct Market Research for Bamboo Based Innovator Startups and offer mentorship, support and recognition to start-ups working on innovative solutions/Products using bamboo. This research will feed directly into the policy engagements of FMC with different institutions like NITI Aayog, National Bamboo Mission, several State Bamboo Missions, relevant Central Level Ministries etc, thus enabling sustainable development of such enterprises even beyond the assignment duration.

### **Work Description:**

India is witnessing a startup revolution of the kind in the last few years but there is no such information available in the bamboo sector, despite several opportunities. Thus, to provide the necessary support to the enterprises an agency is required to identify and map the various start-ups working on bamboo sector across the country, as a part of market research. At least 100 start-ups will be documented through an application process to be developed by the selected agency. A start-up in the context of this assignment relates to an enterprise that may introduce a product/ service that is new to the state or to the country or world. The startup may come from any part of the value chain in the bamboo sector starting from plantation, Pre-processing, production, finishing, packaging, marketing, logistic support, tool/ machinery development. Among the products, the options may be from craft products, lifestyle products, furniture, construction, use of bamboo as fuel, planting material, charcoal, activated carbon, bamboo bikes, toys, musical instruments, sanitary ware, goggles, toothbrushes, keyboard, mouse, speakers, gazibos etc.

The selected agency will be responsible for spreading the awareness about the market research and competition through social media campaigns, WhatsApp campaigns and will do market research to identify and map various innovative ideas, products, and inventors along with assessment of the scope of their new products/prototypes/ideas across the country. The start-ups thus identified will be bifurcated in 3 categories by the selected agency. The three categories are (i) Idea Stage (ii) Prototype Development and test marketing stage (iii) Commercial production Stage. A jury/panel of experts comprising of 3 members will be established by the selected agency. The selected agency will facilitate and organize meetings of the panel of experts/jury which will select the best innovations in all the 3 categories. The selected agency will diligently document this process. The financial support to all the three

categories will be defined based on the usefulness and disruption at local (covering neighbouring 3 to 5 districts), state and national level. It will vary from Rs. 10,000 to Rs. 2 lakhs for the winners depending upon the factors mentioned above. The selected agency will be responsible for prize and certificate distribution. The innovations and start-ups that are scalable and helps to solve national problems will be given higher preference.

Categories of Startups	No. of prizes and Amount (INR)
Idea Stage	No. of Prizes – 7; Rs. 25,000 x 7
Prototype Development and test marketing stage	No. of Prizes – 5; Rs 75,000 x 1, Rs. 50,000 x 1, Rs. 25,000 x 3
Commercial production Stage	No. of prizes – 3; Rs. 2 lacs, Rs. 1 lac and Rs. 50,000
	Total Prizes – 15 worth a total of Rs. 7.25 lacs
Every participating organisation will be rewarded with one mentoring session.	

The start-ups thus selected will also be supported, depending on their needs in providing information & linkage support for:

- Multi-disciplinary business training
- Access to domain experts, innovators, functional experts
- Design Feasibility Support
- Product Certification, Trademark etc.
- Visibility on Bamboo sector Ecosystem
- 90 days of complimentary listing on [www.Letsstartup.net](http://www.Letsstartup.net) for Virtual Exhibition<sup>1</sup>
- 2 Days of Exhibition support on [www.letsstartup.net](http://www.letsstartup.net)
- Certificate of Recognition and Prize Money

#### Job Description of the Agency

1. Designing of Methodology including screening and shortlisting mechanism and criterias
2. Provide advertisement design, social media campaign strategy to be executed by the agency on their social media handles and by FMC through its existing vendor for the same.
3. Recruit / Depute team for helping potential innovators / startups to fill the application form.
4. Screening and shortlisting of applications received based on screening and shortlisting mechanism mentioned above at 1.
5. Selecting and appointing jury, coordinating with the selected jury, organising meetings of the jury for scrutiny of applications etc.
6. Organising presentations by the shortlisted organizations.
7. Declaration of final results and informing all the startups about the same
8. Arranging a copy of PAN, GST certificate and crossed cheque from successful startups along with their consent for depositing the prize money.
9. Preparing letsstartup.net profiles of the participating organisations and listing them on the website

<sup>1</sup> The virtual exhibition platform is developed by Foundation for MSME Clusters (FMC) with the support of Friedrich Naumann Foundation for Freedom (FNF)

10. Organising Virtual Exhibition of the Winners / Participants on Virtual Exhibition Platform developed by FMC with support from FnF.
11. Organising the felicitation ceremony for the winners
12. Preparation and submission of a comprehensive market research report
13. Dissemination of the report amongst the relevant stakeholders.

### Duration

The total duration of assignment is till 31<sup>st</sup> October 2022 from the date of signing of the contract.

### Contest/Event Timeline:

- Competition Launch: 11<sup>th</sup> Sep 2022
- Application submission: 8 Oct 2022
- Result Announcement: 14 Oct 2022
- Multi Dicipinary Trainings and Supports: Third & Fourth week of Oct 2022
- Award: Last week of Oct 2022

**Financial Quote:** FMC will follow the QCBS method of evaluation with 80% weightage to technical strength of the CVS and 20% for the financial quote. Please submit your financial quote in the following format.

Name of Organization / Company:

Sr No	Component	Unit Price	No. of Units	Amount
1	Agency Fees			
	<b>TOTAL</b>			
2	Expenses for Awareness including Social Media Marketing (Additional support directly from FMC through its channels)			<b>NA</b>
3	News Paper Ads (To be borne directly by FMC)			<b>5.0 lacs</b>
4	Financial Award to Challenge Winners/Start Ups			<b>7.25 lacs</b>

This quote is valid for two months from the date of submission.

Name and Signature of Authorized Signatory along with Stamp

Date: \_\_\_\_\_

Please note that any extra costs like travel etc. (if required) will be reimbursed by FMC on actuals as per FMC travel policy. Kindly do not include it in the Fees or other costs.

### 3.2 Eligibility criteria of the agency

S. No	Criteria	Minimum Requirement
1.	Legal Entity	The agency has to be a registered legal entity and can be a for profit or not for profit organization registered as NGO / Vo, trust, society, Section 8/25 company or any other form which is registered as a not for profit/ for profit organization.
2.	Background and work experience of the Agency	The agency should have minimum 2 years of experience in the organizing and successfully executing such challenges/contests.
3	Blacklisting	The agency should not have been blacklisted by any recognised / govt. Institution / organization.

#### Technical Quote Scoring Sheet:

The selection is based on Quality and Cost Based Selection (QCBS) method with 80%weightage to the technical bid and 20% weightage to the financial bid.

S.No.	Name	Experience of the SPOC (Lead Researcher) (20)	Experience in Organising and Executing Innovation Challenges/Contests (25)	Policy dialogues/ workshops/ roundtables etc. organised in relevant domains (15)	Experience in Entrepreneurship Development for startups (20)	Total (80)	Financials (Amount)	Financial Score (20)	Total Score
1	Abc								
2	Xyz								
3	...								

All agencies participating in the bid are requested to highlight the above parameters in their technical proposals.

### **Deliverables and Payment Terms:**

1. Inception Report (30% of the contracted amount)
2. Recognition and reward distribution (40% of the contracted amount)
3. A comprehensive report of the market research comprising of at least 100 bamboo-based start-ups working across the country. (30% of the contracted amount)
  - a. The document must highlight the achievements of selected bamboo-based start-ups.
  - b. It must also provide recommendations and prepare a road map on what these startups should do and how these may be supported beyond the project duration by other institutions.
  - c. A report comprising of jury's analysis, comments and scoring sheets.

### **Documents Required for submitting the application by the due date:**

1. Financial: On the letterhead, duly signed and stamped. Please provide details of the applicable taxes e.g. GST if applicable
2. Technical proposals: On the letterhead or duly signed and stamped.
3. Covering letter on the letterhead
4. Last two years audited financial statements
5. Registration certificate of the company/ organization.
6. Pan Card
7. Copy of GST certificate
8. Authority Letter of the Signatory
9. CV of the Team leader for the assignment reflecting the appropriateness to the assignment
10. Workorder Copies as a support for the experience