

Term of Reference

Project: Promote Bamboo MSME Clusters for Sustainable Development

Project Objective:

The Foundation for MSME Clusters (FMC), in partnership with the Small Industries Development Bank of India (SIDBI) and Commonwealth Educational Media Centre for Asia (CEMCA) and the Copenhagen Business School (CBS) is implementing a project named as “Promote Bamboo MSME Clusters for Sustainable Development” funded by the European Union (EU) under its **SWITCH Asia Programme**.

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

As part of this Project, FMC wishes to hire a ***company/consultant for providing consultancy in preparation of product profile and business plan for activated carbon production unit using bamboo/bamboo by product as a raw material.***

Scope of Work

Providing consultancy in preparation of product profile and business plan for activated carbon production unit using bamboo/bamboo by product as a raw material.

Preparation of consolidated Business Plan which includes the following components

- Executive Summary – Concise report for understanding the business without having to read the whole plan
- Market analysis – Provide scope of the business and a complete market analysis of the activated carbon production business using bamboo/bamboo by product in India and globally
- Competitive Analysis – Provide a complete analysis of the present competition in the business segment
- Target Market Segment – Chart out the target consumer base and promising market (provide a list of buyers and sellers) for the activated carbon business in India and globally

- Opportunity and Challenges – List out all the possible opportunities and risks related to the nature of the business
- Economic viability – Evaluation of the various economic effects that may result from the implementation of the plan
- Financial implications – State implied or realized outcomes of all the financial decisions to be made in the plan
- Technical feasibility – Plan all the technical aspects of the business including infrastructure, utility, plant machinery (along with output capacity of the machine) and raw materials (any dependence on the bamboo species and age of the bamboo)
- Managerial competence – State skills and qualifications required for staffs, labours, and other managerial personnel
- Operational plan – Provide detailed plan for the operation of all the processes (production, manufacturing, and human resource)
- Service or product line – State the variety of services and products that can come out of the business
- Pricing strategy- Estimation of the expected price of the finished product
- Marketing and sales plan – Forecast marketing and sales figures including import and export
- Strategy and Implementation – Plan strategies and implementation process to ensure the success of the business
- Financial projections – Calculate plan cost (including production cost, equipment/machinery cost and other related costs), working capital, IRR, ROI, payback period, sensitivity analysis over financial parameter, cash flow analysis and profit

Eligibility: - The bidder must have experience/knowledge in activated carbon production business and development of business plan

Project Location: - Any relevant location specific to the project

Payment Terms: -

- 1st Installment –15% at the time of project signing
- 2nd installment -- 35% on submission of draft baseline report and satisfactory acceptance of the report by FMC
- 3rd Installment– 50% on submission and satisfactory acceptance of the final report by FMC

For more details, contact accounts@msmefoundation.org