

Terms of Reference (ToR) for appointing as a Consultant/Service Provider for Market & Credit Linkage Activities – Bamboo Cluster, Assam

Project code/ Project Title: HDFC Parivartan CSR Project

Tender No. FMC/HDFC/25-26/001

The Tender are available at <https://www.fmc.org.in/tender> .Please apply by 10th December 2025 (till 06:00 pm). The tender submission by Electronically (email). For any query, please email at procurement@msmefoundation.org , CC accounts@msmefoundation.org, hr@msmefoundation.org

Date of Publication: 27.11.2025

Last Date of Application: 10.12.2025, till 06.00 pm

Award of Contract: The quotation soft copies are to be mailed on the above email IDs.

For Selection of the Most Qualified Service Provider for Bamboo Cluster Development Activities in Assam

1. Introduction

The Implementing Agency invites proposals from experienced and competent Service Providers/Consulting Organisations to undertake specialised activities under the Bamboo Cluster Development initiative in Assam.

Since the **fee structure is pre-defined and non-negotiable**, this RFP focuses entirely on evaluating the **technical quality, expertise, and capacity** of the applicants. The assignment will be awarded to the **Most Qualified Bidder (MQB)** based on the highest technical score.

2. Objectives of Engagement

The objective of the engagement is to provide high-quality services in the following three components:

1. Market expansion and business development support
2. Credit linkage facilitation for bamboo MSMEs

3. Scope of Work

3.1 Component A: Market Expansion & Business Development

Objective: Enhance market access and secure orders for bamboo clusters.

Key Responsibilities:

- Identify domestic and international buyers.
- Organize B2B meetings, buyer interactions, and product showcases.

- Facilitate order negotiation, confirmation, and delivery coordination.
- Maintain complete documentation (POs, invoices, delivery notes, MIS).

Target:

Order Generation – **INR 7 Crore** over 3 years

- FY 2025–26: INR 1 Cr
- FY 2026–27: INR 5.5 Cr
- FY 2027–28: INR 0.5 Cr

Payment Structure:

Success Fee – **1.5% of order value** (fixed & pre-approved)

3.2 Component B: Credit Linkage Facilitation

Objective: Support bamboo enterprises in securing formal credit.

Key Responsibilities:

- Prepare techno-economic DPRs for eligible units.
- Facilitate meetings with banks and financial institutions.
- Assist in loan application submission, assessment, sanction, and disbursement.
- Provide handholding support to MSMEs.
- Document all submissions, sanctions, and disbursements.

Target:

Credit Mobilisation – **INR 7 Crore**

- FY 2025–26: INR 2 Cr
- FY 2026–27: INR 4.5 Cr
- FY 2027–28: INR 0.5 Cr

Payment Structure:

Incentive – **4% per crore of credit mobilised** (fixed & pre-approved)

4. Eligibility Criteria (Mandatory)

The Service Provider must fulfil the following minimum criteria:

1. **Legal Status:** Registered company/NGO/LLP/consultancy firm.
2. **Experience:** Minimum **3 years' experience** in MSME development, cluster projects, bamboo/handicrafts, market linkage, or credit facilitation.
3. **Past Assignments:** At least **two similar assignments** in the last 3 years.
4. **Team Strength:** Availability of qualified professionals for marketing (MBA), credit facilitation, and field mobilisation.
5. **Presence in Northeast/Assam** preferred.

Note: Since fees are fixed, financial bids are not required.

5. Evaluation – Quality-Based Selection (QBS)

The selection will be made entirely on technical quality. The proposal must score **minimum 70/100** to be considered.

5.1 Technical Evaluation Criteria

Criteria	Sub-Criteria	Maximum Marks
1. Organisational Experience in Market Linkage	Market linkage up to Rs.50 crore in the last 5 years	30
	Market linkage up to Rs.30 crore in the last 5 years	20
	Market linkage up to Rs.10 crore in the last 5 years	10
2. Organisational Experience in Credit Linkage	Credit linkage up to Rs.50 crore in the last 5 years	30
	Credit linkage up to Rs.30 crore in the last 5 years	20
	Credit linkage up to Rs.10 crore in the last 5 years	10
3. Organisational Experience in Cluster Development	—	10
4. Organisational Experience in the Bamboo Sector	—	10
5. Physical Presence in Assam	—	10
Total Marks	—	100

The bidder with the **highest technical score (H1)** will be selected as the **Most Qualified Bidder (MQB)**.

6. Deliverables

1. Annual work plan and quarterly action plans.
2. Buyer database; B2B meeting reports; order tracking dashboard.
3. DPRs; bank interaction logs; sanction and disbursement reports.
4. Deployment and monthly reports of Village Mobiliser.

5. Complete documentation for verification under all components.
6. Monthly, quarterly, and annual progress reports.

7. Duration of Assignment

The engagement will be from December 2025 to June 20228.

8. Submission Requirements

Applicants must submit the following:

1. Organisation profile and legal registration documents.
2. Detailed technical proposal including:
 - Approach & methodology
 - Work plan
 - Risk mitigation measures
3. List of past similar assignments with evidence.
4. GST, PAN, and compliance certificates.

No financial proposal is required.

9. Submission Deadline

Proposals must be submitted on or before:

[Insert Date & Time]

To: [Insert Office Name, Address, Email]

10. Rights of the Implementing Agency

The Agency reserves the right to:

- Accept or reject any proposal without assigning reasons.
- Seek clarifications at any stage.
- Cancel or modify the RFP process if required.
- Engage one or more service providers based on need.