

Tender for appointing Consultant/individual/firm/agency for the Marketing Expert under the project “Digitalisation to Employment (D2E)”, supported by CISCO

Tender No. FMC/CISCO/26-27/005

The Tender are available at <https://www.fmc.org.in/tenders>. Please apply by 12th May, 2026. The tender submission by Electronically and the Technical and Financial Quotation should be protected by passwords. For any query, please email at procurement@msmefoundation.org CC to hr@msmefoundation.org

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

Terms of Reference (ToR) for Marketing Expert

Brief About Foundation for MSME Clusters

Established in June 2005, the **Foundation for MSME Clusters (FMC)** www.fmc.org.in specializes in the promotion of MSMEs through cluster and value chain led development. FMC was promoted as a Registered Public Charitable Trust with the technical support of a then UNIDO Cluster Development Programme, in June 2005. It is governed by a very eminent Board of Trustees from the Government, Banks, Academia, Donor institutions and NGOs, ably led Mr. Ajay Shankar, IAS (ex-Secretary Department of Industrial Policy & Promotion, Govt. of India). FMC undertakes all its operations in line with its vision and mission that are given as under:

Vision: FMC’ s initiatives are guided by our Vision for “An economically progressive, socially connected, environmentally sustainable world that is spiritually rooted and composed of interconnected yet diverse local socio-economic systems.”

Mission: Our mission is to “Assist institutions undertake effective and inclusive cluster based local area development in developing and transition economies.

In India, FMC has worked with around 200 MSME clusters, undertaken studies/research in another 150 MSME clusters and worked with 250 Business Membership Organizations (BMOs) thus benefiting more than 100,000 MSMEs across different sectors and sizes. FMC and its experts have also provided training, handholding, and research on cluster development in 16 other countries across the globe.

We are calling out for an individual having experience in Sales & Marketing in Artisanal Products (Hereafter referred as consultant)

Project Brief:

The project aims to enhance the livelihoods of women artisans through a multi-faceted intervention targeting 60,000 women artisans over three years. It is a proposed scale-up of the project “Empowering Rural Women Through Digital Technology” supported by Cisco in FY 2023-24.

Scope of work

Consultant will help FMC to generate business orders and receiving of payments for the sale execution completed from contemporary markets for textile-based handicraft and handloom products. Guide, follow up with production team for timely execution of these business orders from the selected artisanal clusters along with visit to these clusters to understand production capacity and skill-sets at regular intervals. The consultancy assignment is for 9 months (June 2026 – Feb 2027).

Selected consultant would support FMC in delivery of below actionable:

- Use existing buyers' relationships at B2B level (textile retailers, exporters, design houses, artisan boutiques, and ethnic décor store chains) and build commercial relationships between sellers and buyers from the artisan clusters.
- Communicate the buyers' requirements (designs/ colours/ technical specifications/ packaging/ timelines/ other logistic & commercial considerations) and provide all necessary market knowledge support to the production team and artisans producer groups/lead artisans in the supplier clusters to ensure that the business orders are executed as per the requirements.
- Create linkage with 15-20 wholesale/export/institutional buyers for artisanal clusters
- Generate a Sale order of Rs 1.5 Cr and ensuring payment received of at least Rs 1 Cr. of the sale executed within the consultancy tenure
- Create a sales & marketing strategy and a road map for expanding the sales further to new markets including e-commerce, retail chain stores, new traders/ brands, buying houses, exporters etc. for future growth.
- Provide market intelligence for participation in high sales-oriented exhibitions

Selection Criteria

1. The Consultant should be Graduate or Post Graduate with experience in sales & marketing of artesian products and having a very good business linkages and network with wholesale buyers, shops, sourcing agents from leading brands/stores in India for handloom and textile-based handicraft products
2. Overall experience of 10 Years in sales & marketing for textile-based craft and handloom products only
3. Experience in selling of handloom and textile-based handicraft products. S/he must have generated business orders of 2-3 Crore per annum only related to textile-based craft and handloom products in the recent past and ensured their on-time execution with payments received.
4. Experience in working with procurement team at least for 3-5 years in a large brand in artisanal product sector only.
5. Very good knowledge and understanding about the handloom/handicraft products, strong business linkages with artisans/ master artisans in their clusters/ supply base.

A) Technical Criteria

- 1) Experience in sales & marketing specifically for artisanal products (handloom and textile craft preferably),

>10 years: 15 marks, 8-10 years: 10 marks, 5-7 years: 7 marks, 2-4 years: 5 marks, 1-2 years: 2 marks

2) Additional 5 marks for having experience of 5 or more years in working in Large Artisanal Product Company/Designer Brand/Export House/Wholesalers for artisanal products only.

3) Volume of order generated in a particular year for artisanal products:

> Rs 5 Cr: 15 marks, Rs 3-5 Cr: 10 marks, Rs 1-2 Cr: 7 marks, Rs 50 lakhs- Rs 1 Cr: 3 marks, < Rs 50 lakhs: 1 mark

4) Experience in working with different type of buyers for artisanal products (Institutional, Wholesaler, Large Artisanal Brand, Corporate Gifting, Exporters, Traders, Design House/Designers, Retail Stores/Boutiques, Exhibitors, Online Market Places): 1 mark for each type of buyers: maximum marks 10.

5) Existing Liaison with number of Institutional/Wholesalers/Corporates/Large Brand/Exporters for artisanal products

Score: > 20: 10 marks, 15-20: 7 marks, 10-14: 5 marks, 5-9: 3 marks, < 5: 1 mark

6) Experience of working with number of artisanal products/clusters (preferably handloom and textile craft clusters)

Score: > 20 clusters: 10 marks, 15-20 clusters: 7 marks, 10-14 clusters: 5 marks, 5-9 clusters: 3 marks, < 5 clusters: 1 mark

7) Willingness for travel

Score: Frequently: 5 marks, occasionally: 3 marks, Not at all: 1 mark

8) Degree related to sales & marketing/design/production/procurement etc:

Score: P.G./MBA: 5 marks, Diploma: 3 marks, Certificate Courses: 2 marks, Normal Graduate: 1 mark

B) Financial Score: Highest Score- 30 marks

Payment Terms

- 1) 20% of the total amount on achieving 20% of the target
- 2) Rest Payment in equal 5 instalments.
- 3) Additionally, 5% on achieving 100% of the deliverables and 10% on achieving 125% of deliverables on completion of the assignment

Important Dates related to Bid

- Date of issuing: 30th April 2026
- Final Date of any clarification: 5th May 2026
- Final Date of submission: 12th May 2026
- Bid Opening: 14th May 2026
- Result Announcement: 16th May, 2025
- Selection of Bidder: 16th May 2026

Submission of Proposals

You are requested to submit your proposal **with the subject line: Sales & Marketing- Artisanal Products** along with your individual profile along with cost for the assignment to FMC by **12th May 2026** to procurement@msmefoundation.org Cost for the assignment should include GST, if applicable. Only the final selected individuals will be contacted. For any query, you may write at hr@msmefoundation.org

EOI will be screened by a committee formed by the FMC. Final selection, out of those individuals meeting the eligibility and qualification criteria as per the committee. Selection will be based on Profile, Technical and Costing.

Decision of the Screening Committee of FMC will be final. FMC will inform the shortlisted consultants after the decision of the screening committee. Personal canvassing is strictly prohibited.