

Tender for appointing an Agency/Firm for the Design and Development of the “Green Mesh” Digital Platform under the project “Green Threads: Enhancing Sustainability in India’s Textile Recycling Clusters”, supported by the European Union and the Friedrich-Naumann-Foundation for Freedom (FNF)

Tender No. FMC/EU/26-27/003

The RFP is available at <https://www.fmc.org.in/tenders>. Please apply by 21st September 2026. For any query, please email at procurement@msmefoundation.org CC to hr@msmefoundation.org

Date of Publication: 08.09.2026

Last Date of Application: 12.09.2026 (5:00 PM)

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

Terms of Reference (ToR) for Development of the Green Mesh Digital Platform

1. 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 by 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:

2. 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.”

3. 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 300 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 20 other countries across the globe.

4. Project Brief

FMC is implementing the project “Green Threads: Enhancing Sustainability in India’s Textile Recycling Clusters”, sanctioned under SWITCH-Asia – European Union, with FMC as the lead partner and the Friedrich-Naumann-Foundation for Freedom (FNF), Global Fashion Agenda, Small Industries Development Bank of India (SIDBI) and Copenhagen Business School as consortium partners. The specific objectives of the project are:

- Promote development and adoption of a ‘Sustainable Cluster Brand’ (SCB) in targeted clusters;
- Develop and implement a Traceability Mechanism for Textile Waste (TMTW) entering the clusters;

- Catalyse adoption of resource-efficient Sustainable Production Practices (SPP);
- Ensure the accessibility of Green Financing (GF);
- Contribute to the strengthening of the national and international Policy Ecosystem for Climate Resilience (PECR).

The Panipat textile recycling cluster, along with Amroha and Bhojpur, is central to circularity in the global textile value chain and to India's trade with the European Union. MSMEs in these clusters face growing compliance expectations arising from the European Green Deal, the Ecodesign for Sustainable Products Regulation (ESPR), Digital Product Passports (DPP), the Corporate Sustainability Reporting Directive (CSRD) and comparable domestic frameworks. The establishment of an IT-enabled "Green Mesh" platform is an agreed activity under the FNF-supported component of the project for the year 2026.

5. About Green Mesh

Green Mesh is envisaged as an IT-enabled digital platform connecting MSMEs in textile recycling clusters with technical experts, curated sustainability knowledge, financial institutions and peer networks. It is designed to support adoption of the Traceability Mechanism for Textile Waste (TMTW), the Sustainable Cluster Brand (SCB) and Digital Product Passports (DPP), and to help MSMEs meet EU and domestic sustainability compliance requirements.

MSMEs in these clusters currently face information gaps, limited access to technical expertise and weak coordination. Green Mesh is intended to serve as the digital backbone of an ongoing sustainability programme — extending the reach of physical trainings and workshops into a continuously available online ecosystem.

6. Objective of the Assignment

FMC invites proposals from competent agencies/firms for the design, development, testing, deployment and post-launch support of a secure, scalable and user-friendly, role-based web platform for Green Mesh. The assignment is to be completed within 10 (ten) weeks from the date of signing of the contract / issuance of the work order.

7. Scope of Work

The selected agency shall be responsible for delivering a single, branded, role-based web application comprising the following:

7.1 Requirement Understanding, Planning and Design

- Detailed requirement discussions with the FMC project team and preparation of a requirement/functional specification document covering the complete platform flow.
- Information architecture, sitemap and wireframes for all pages and user journeys.
- UI/UX design of all pages, reflecting the Green Mesh identity, with a mobile-first, responsive layout and simple, minimal-click navigation.

7.2 Core Modules

The following three connected experiences form the priority scope of the first build:

a) Knowledge Hub — a searchable, structured library of compliance guides, standards, checklists, reports, resource material and case studies; content tagged by standard/framework (e.g. EU DPP, REACH, CSRD, ESPR), topic and process stage; search, filter and download functionality; content upload and management through the admin backend.

b) Expert & Peer Directory — searchable, filterable profiles of technical experts, solution providers, financial institutions, consultants and cluster associations; search by category and location with map-based/region-based discovery; all listings routed through an admin verification workflow before going public; provision for MSMEs to rate experts.

c) Request & Match Marketplace — submission of assistance requests by MSMEs through a guided form (e.g. technical guidance, funding support, sustainability consultancy, implementation partners); admin triage and matching of requests to relevant providers and financiers; status tracking through a defined lifecycle (Submitted → In Review → Matched → In Progress → Closed); in-thread messaging between matched parties; and an audit log of all status changes.

7.3 Two-Way Matchmaking

Matching shall work in both directions, and not only from MSME to provider:

- MSME side: an MSME raises a request (for example, to install a solar system) and is matched with relevant vendors and financial institutions, receiving an email with a shortlist of potential vendors/FIs.
- Vendor/FI side: a vendor or financier can browse and be matched with MSMEs that have raised similar requests — for example, view a list of MSMEs interested in solar — and receive email notification of these potential leads.
- Matchmaking and any sharing of contact or profile details shall apply only to registered, logged-in users who have given consent, and never to guest or public visitors.

7.4 User Registration and Roles

Access shall be role-based, with each user seeing only what is relevant to them. Each user type shall have a secure login and its own dashboard.

Role	Access & Capabilities
Guest / Public Visitor	Read-only access to public articles, directory and listings; ‘Request Help’ leads to sign-in
MSME (Member)	Create and track requests, full Knowledge Hub access, peer forums, messaging, rate experts
Expert / Provider (Vendor)	Manage service listings, receive matched requests, submit quotes, view own analytics
Financial Institution	List financing programmes, receive matched inquiries, track statuses
Moderator	Review and approve listings, articles and finance programmes; moderate forum content
Admin	Full access — user management, moderation, request triage, reporting, integrations

- A consent checkbox shall be provided at registration: every user type must explicitly opt in during signup to have their details shared with matched parties (for example, an MSME consenting to be visible to vendors and FIs, and vice versa). Matching and detail-sharing shall apply only to users who have given this consent, and it must be possible for a user to withdraw consent at any later stage.

- Secure, record-level, role-based data access shall be enforced — MSMEs see only their own requests, and providers see only matched requests.

7.5 Notifications and Automation

- Automated email notifications at key lifecycle events — registration approval, request submission, status updates, matching with experts and other important announcements.
- An in-app notification feed available to all logged-in users.

7.6 Multilingual Support

- The interface and content shall support English and Hindi at launch.
- The architecture must allow additional regional languages to be added subsequently without redevelopment.

7.7 Administration and Moderation

- A complete admin backend for user management, verification of experts, providers and finance programme listings, request triage and matching, content and forum moderation, and basic reporting/analytics.
- Ability for FMC-designated staff to upload, edit and publish content without vendor support.

7.8 Testing, Deployment and Launch

- Functional, cross-browser, responsive and performance testing of every feature, with a consolidated test report shared with FMC.
- Support to FMC during User Acceptance Testing (UAT) and resolution of all reported defects.
- Deployment of the platform on the live server, configuration of the domain and SSL, and go-live.
- Handover of source code, database, deployment/technical documentation, an administrator user manual, and one orientation/training session for the FMC team.

7.9 Post-Launch Support

The agency shall provide technical support for a period of 3 (three) months from the date of go-live, covering bug fixes, security updates, technical assistance and performance monitoring, at no additional cost. Charges for an Annual Maintenance Contract (AMC) beyond this period may be quoted separately as an optional item and will not form part of the comparison of quotations.

In addition, following the expiry of the three-month post-launch support period and until the completion of one year from the date of go-live, the agency shall provide up to two free corrections or minor updates — such as fixing broken links, correcting text errors or updating small design elements — at no additional cost. This shall apply whether or not FMC enters into an Annual Maintenance Contract with the agency.

8. Out of Scope

The following are not part of this assignment:

- Development of a mobile application. However, the platform must be mobile-first and fully responsive, and the architecture must permit a companion mobile application or additional modules to be layered in at a later stage without a rebuild of the core platform.
- Preparation or authoring of Knowledge Hub content and the compilation of initial expert, provider and financial institution listings. These will be done by FMC; the agency is responsible for providing the functionality to upload, tag, manage and publish such content and listings.
- Server hosting charges. FMC will provide the server on which the platform is to be deployed.

9. Technical and Functional Requirements

- Mobile-first, fully responsive design that works smoothly across desktops, tablets and mobile devices, with minimal clicks to reach key information.
- Public content must be SEO-accessible.
- The platform should scale to approximately 500 active users in the initial phase, with headroom for growth.
- Secure user authentication, encrypted transmission (HTTPS/SSL), protection against common web vulnerabilities, and periodic backup of the database.
- The platform must be compliant with the Digital Personal Data Protection (DPDP) Act, 2023, including purpose limitation, explicit and withdrawable consent, and secure handling of personal data of registered users.
- The architecture should allow future integration with third-party or national systems (for example industry portals) without a rebuild.
- The technology stack may be proposed by the bidder. Preference will be given to widely used, well-documented and preferably open-source technologies that FMC or a future vendor can maintain without dependence on proprietary licences.

10. Deliverables and Timeline

The assignment shall be completed within 10 (ten) weeks from the date of signing of the contract / issuance of the work order, as per the indicative schedule below:

Phase	Activity	Deliverables	Timeline
1	Planning & Design	Requirement/functional specification document; sitemap and wireframes; approved UI/UX designs for all pages	Week 1–2
2	Development	Fully developed platform on a staging environment covering all modules under Clause 7, with a working demonstration to FMC	Week 3–7
3	Testing & UAT	Test report; UAT support; resolution of all reported defects; multilingual (English and Hindi) interface in place	Week 8–9
4	Deployment & Launch	Deployment on FMC server, domain and SSL configuration, go-live; source code and database handover; technical documentation and admin user manual; orientation/training for FMC team	Week 10
5	Post-Launch Support	Bug fixes, security updates, technical assistance and performance monitoring	3 months from go-live

11. Hosting, Source Code and Intellectual Property

- FMC will provide the server for hosting. The agency shall be responsible for procurement/registration of the domain, SSL certificate, deployment, server configuration and all related technical set-up, the cost of which shall be included in the quoted price.
- All intellectual property in the platform — including the source code, database, designs, documentation and all data generated on or collected through the platform — shall vest

exclusively with FMC. The agency shall hand over the complete, functional and commented source code along with all associated credentials and access rights at the time of go-live.

- The agency shall not use, reproduce, share or disclose any data, content or material relating to the platform or its users for any purpose other than the execution of this assignment, and shall maintain confidentiality both during and after the contract period.

12. Branding, Visibility and Content Approval

- The platform shall prominently display the logos of FMC, the European Union / SWITCH-Asia and the Friedrich-Naumann-Foundation for Freedom. Logos must be displayed in accordance with the brand guidelines provided by each partner organization, which will be shared with the selected agency after signing of the contract.
- All design elements, branding treatments and page content must be approved in writing by FMC before going live.

13. Eligibility Criteria

The bidder should meet the following criteria and provide supporting documents/details along with the proposal:

- i. The bidder should be a legal entity registered in India (Company/LLP/Partnership Firm/Proprietorship) and in operation for at least 3 years, with valid PAN and GST registration (where applicable).
- ii. The bidder should have developed at least 2 web platforms/portals with user registration, role-based logins, dashboards and an admin backend. Links to live websites and/or client references to be provided.
- iii. Experience of developing multilingual websites and of working with development-sector, government or institutional clients will be considered an advantage.
- iv. The bidder should have an in-house team for the assignment comprising, at minimum, a Project Manager, a UI/UX Designer, a Front-end Developer, a Back-end Developer and a Quality Assurance/Testing resource. A brief team composition note is to be submitted; detailed CVs are not required.

14. Basis of Selection

This is a limited enquiry. Quotations received will be compared by a committee constituted by FMC on the basis of: (a) responsiveness and completeness of the proposal against the Scope of Work; (b) relevant experience and portfolio of comparable platforms; (c) proposed team and delivery timeline; and (d) total cost including GST. FMC may seek clarifications or request a walkthrough of previous work before finalisation. The award will be made to the most suitable and economical responsive offer, and the reasons for selection will be recorded. The decision of the committee of FMC will be final. Personal canvassing is strictly prohibited. FMC reserves the right to accept or reject any or all proposals without assigning any reason.

15. Payment Terms

S. No.	Percentage	Milestone
1	10%	On signing of the contract / issuance of the work order and deployment of the team

S. No.	Percentage	Milestone
2	20%	On approval of the requirement/functional specification document and the UI/UX designs for all pages
3	40%	On completion of development of all modules and successful demonstration on the staging environment
4	25%	On successful completion of UAT, deployment and go-live on the FMC server, and handover of source code, documentation and admin manual
5	5%	On successful completion of the 3-month post-launch support period

All payments shall be made against invoices, subject to applicable statutory deductions including TDS.

16. Schedule

Activity	Date
Date of Publication	08th September 2026
Last Date for Submission of Proposals	12th September 2026, Time – 5:00 PM
Opening of Financial Bid	14th September 2026
Vendor Selection	16th September 2026

17. Submission of Proposals

You are requested to submit your proposal with the subject line: “Proposal – Development of Green Mesh Platform” to procurement@msmefoundation.org, with a copy to hr@msmefoundation.org, by 12th September 2026 (5:00 PM). The proposal should contain:

- A brief profile of the agency along with proof of registration, PAN and GST.
- Details of at least two comparable platforms developed, with live links and/or client references.
- Understanding of the assignment, proposed approach, technology stack and week-wise work plan within the 10-week timeline.
- Proposed team composition for the assignment.
- Financial quotation in the format at Annexure I, inclusive of GST.

The cost quoted for the assignment should include GST, if applicable, and all costs relating to domain, SSL, deployment and the three-month post-launch support. Only the selected agency will be contacted. For any query, you may write to procurement@msmefoundation.org or hr@msmefoundation.org.

Annexure I: Format for Submission of Financial Quotation

S. No.	Scope of Work	Cost (Including GST)
1	Design, development, testing, deployment and launch of the Green Mesh digital platform, including all modules, deliverables and activities defined	

S. No.	Scope of Work	Cost (Including GST)
	in this RFP, along with domain and SSL, and 3 months of post-launch technical support	
2	Optional: Annual Maintenance Contract (AMC) per annum, after the 3-month post-launch support period (to be quoted separately; not part of the comparison of quotations)	

The quotation must be valid for a period of 90 days from the last date of submission. Any conditionality attached to the financial quotation may lead to rejection of the proposal.

Name and Designation of Authorised Signatory: _____

Signature and Seal: _____ Date: _____