Assignment Title: “Empaneling Agencies for providing Market Linkages Support to Start-UP Village Entrepreneurship Programme of National Rural Livelihoods Mission (NRLM), Ministry of Rural Development, Government of India”


New Delhi,
25th June 2016

1. National Rural Livelihoods Mission (NRLM) aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase household income through sustainable livelihood enhancements and improved access to financial and selected public services.

2. The mission has accomplished its objectives through continuous capacity building, imparting requisite skills and creating linkages with livelihoods opportunities for the poor households through its community based organizations. This has brought a shift from the present allocation based strategy to a demand driven strategy enabling the states to formulate their own livelihoods-based poverty reduction action plan.

3. One of the prime objective of the missions, has been “to reduce poverty by enabling the poor households to access gainful self-employment and skilled wage employment opportunities, resulting in appreciable improvement in their livelihoods on a sustainable basis, through building strong grassroots institutions of the poor. Moreover, the mission has believed that poor have a strong desire to come out of poverty, and they have innate capabilities. For achieving this NRLM believes that social mobilization and building strong institutions of the poor is critical for unleashing the innate capabilities of the poor. It has worked towards creating an external dedicated and sensitive support structure to induce the social mobilization, institution building and empowerment process. These structures and processes so far, have facilitated knowledge dissemination, skill building, access to credit, access to marketing, access to other livelihoods services and so on.

4. The Start-up Village Entrepreneurship Programme (SVEP) is being implemented as a sub-scheme under National Rural Livelihood Mission (NRLM), Ministry of Rural Development, and (MoRD) to promote start-up enterprises in rural areas. Please see guidelines on the website http://aajeevika.gov.in/content/start-village-entrepreneurship-program-svep-guidelines.

5. Till date (31st May 2016) the MoRD has sanctioned proposals from 16 states covering 46 blocks and the detailed project reports are being prepared after conducting a baseline and market potential study. The target of the scheme is to train and support 1.82 lakhs entrepreneurs over a period of four years.
6. The SVEP proposes to address following three major problems of rural start-ups

a) **A missing knowledge eco-system** – the potential entrepreneurs do not have the skills of choosing which enterprise to start and how to do a feasibility analysis of the proposed enterprise. Common mistakes like starting an enterprise in a “me-too” manner or on the basis of “herd mentality” – copying any enterprise that is moderately successful occur frequently. There is also lack of specific business domain skills and many a times they lack business numeracy skills as well.

This gap shall be met by creating a cadre of Community Resource Persons – enterprise promotion (CRP-EPs). Local youth with numeracy skills shall be selected and trained to become CRP-EP’s. These CRP-EP’s shall help trigger potential entrepreneurs to start their enterprises and shall help them in doing a business feasibility analysis before starting up.

b) **A missing incubation eco-system** – Post starting the enterprise, the entrepreneurs do not have a mechanism of an advisor from whom they can seek help, specifically for business planning, risk assessment, working capital requirements, accounting, monitoring, costing and pricing, understanding seasonal demand etc. Also, there is no mechanism for peer to peer learning from similar entrepreneurs. Most enterprises fail due to not having this support eco-system in the critical first 6 months of operations.

This gap shall be met by the CRP-EPs, who’ll handhold the entrepreneurs from start-up to at least six months post start-up. The CRP-EPs shall be supported by a software which shall help the CRP-EP make a usable P&L for the enterprise based on basic business data being fed into the same, shall create regional benchmarks for business performance parameters and use the same for giving performance feedback to the entrepreneurs.

c) **A missing financial eco-system** – The poor do not have access to bank finance and the existing mechanism of finance from moneylenders or MFIs or SHGs is not suited for businesses. Enterprises need working capital finance and startup finance, with some moratorium and flexible repayment schedules. The existing loans from MFIs or even the SHG’s are of a fixed tenure with monthly EMIs which do not lend itself to enterprises with seasonal demand and supply cycles.

SVEP plans to address this gap by providing a loan to the entrepreneur for start-up, from a dedicated community investment fund, vested with a block level community based organization (CBO). Post start-up, the enterprise’s business performance and loan repayment history to the CBO shall be captured in the software and can be provided to the banks while applying for a loan for scaling up the enterprise.
7. The SVEP shall be implemented by the respective state rural livelihood missions, supported by a Field Implementation Agency (FIA), which shall select and train the CRP-EP’s, do a baseline and market potential study for the block, based on the outcome of the market potential study, estimate the number of rural enterprises that can be viably supported in the block and based on this estimated number of enterprises make a Detailed Project Report for the implementation of the SVEP in the block and then implement the program covering all the 3 aspects of support enumerated in point 6 above.

8. The objectives of the Consultancy

   a. To support the NRLM in defining and creating processes of demand and supply aggregation of the enterprises promoted under SVEP and helping the enterprises benefit from economies of scale, as a result of the demand and supply aggregation.

   b. To support the NRLM in creating linkages with markets – both (Business to Business (B2B) linkages and Business to customer (B2C) linkages) for the enterprises supported under SVEP

9. Scope of work:

   a) The consultant is required to create processes and templates, including logic/formulae/algorithms for using the basic data of the enterprises captured by the SVEP software to estimate the aggregated demand of various inputs for these enterprises as well as the output of these enterprises. Facilitate negotiation of better terms of trade with suppliers, using this aggregation. More importantly design the market linkage protocol that is required for 19 sub sectors identified by the Mission. The list of sub sectors for which the Market linkage needs to created and detailed scope of work is provided in the draft Terms of Reference placed at www.aajeevika.gov.in. Interested consultant may refer the draft TOR for more details.

10. The Ministry of Rural Development/ NRLM seeks expressions of interest from National Level NGO’s, Trusts, Recognised Educational Institutions of national repute and Section 8 companies/trusts set up by companies as part of their CSR responsibilities under section 135 of the Companies Act 2013, having the characteristics detailed below. Preference shall be given to not for profit organisations which have been set up by companies as part of their CSR responsibilities under section 135 of the Companies act 2013:

    1. The organisation should be registered, non- political, not for profit and secular in nature.
    2. The organisation should not be black listed by any central or state government department.
    3. The organisation should have at least 3 years of relevant experience of implementing non-farm/off-farm enterprise-promotion related livelihood activities with focus on value chain and market linkage driven interventions.
4. The organisation should have implemented development projects with a minimum annual value of Rs.1 crore each, in the past three years [as evidenced in the past three years audited financial statements]. The agencies who are in the business of promotion/supporting enterprises and non-farm livelihoods shall be given priority.

5. The organisation should have cumulatively, in the last 3 years, supported market linkages or value chain interventions leading to a turnover of Rs. 6 crores. Details of market linkages and value chain interventions supported needs to be provided.

6. The organization should have an annual average turnover /expenditure of Rs. 4.00 crore in the last three years.

7. The organisation should have transparency in financial matters, material handling, benefit sharing and fulfillment of legal compliances and should have processes and people in place to ensure the same.

8. The organisation should have adequate infrastructure and human resources with respect to the proposed project and should be willing to provide the undertaking for continuing working in the area for the project duration.

9. The organisation should have domain knowledge of and experience in Livelihoods Enhancement through enterprise promotion, market linkages and value chain studies and interventions.

List of documents that applicant organisation needs to submit along with application:

1. Application, clearly specifying the project for which the organisation is applying.
2. Copy of the registration certificate/Memorandum of Association of the organisation
3. Copy of the certificate from the IT department recognizing the organisation as a not for profit organization in case it is.
4. Copy of the audited financial statements for last three years
5. Copy of the annual report for last three years (if in any language other than Hindi or English, please submit an English/Hindi translation as well)
6. Affidavit that the organisation is not currently black listed by any government department or agency
7. List of board/governing body members with contact details, occupation and experience.
8. List of all projects completed or under execution in the last 3 years. Detailed sheet for each project may be attached giving information on the following apart from any other information which may be considered essential (max. 5 pages per project).
   (a) Name and objective of the project
   (b) The period of execution of the project
   (c) Geographical location of the project
   (d) Details of beneficiaries
   (e) Deliverable required
   (f) Actual Achievements
   (g) Outcome of the project
   (h) Basis of evaluation of the outcome
   (i) Current status of the project
(j) Total cost of the project
(k) Total cumulative benefit accrued to the beneficiaries in 3 years from the start of the project
(l) Cost benefit analysis
(m) Financial Sustainability of the project – current status and basis of measuring sustainability.
(n) Total turnover of the enterprises supported in the last three years.

9. An undertaking as per the enclosed format (Annexure 2).
10. Complete information about its work (Annexure 1)
   a. Basic information: Name of the organization, its full postal address, email ids and landline and mobile telephone numbers.
   b. Profile of Project Proposer- names of the head of the organization and project-coordinator, their background, academic qualifications, experience, previous responsibilities held, duration in present organization and nature of duties handled.
   c. If the organization is a part of or sister concern of a larger entity, details may be given for the same.
   d. Details of specialization of the organization, its primary activities, projects handled and duration of exposure to the subject. The total project size handled so far may be given.
   e. Similar work handled in the past along with its size should be clearly mentioned.
   f. Evaluation/Completion /Impact assessment reports of their past projects – completed in the last 3 years.
   g. Any Rewards or recognition received in the last 3 years.

11. Invitation

The National Rural Livelihoods Mission (NRLM) now invites eligible qualified and experienced organisations who wish to undertake work on providing market and value chain linkages to enterprises being supported under the Start-up Village Entrepreneurship Programme in states. Interested organisations should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

12. Shortlisting criterion:

Firms fulfilling the following conditions may apply:

The EOIs would be evaluated on the basis of the following criteria.

a) Core competence and Years in the promoting rural entrepreneurs (Mandatory)
    - Number of years’ experience, at least 3 years in existence
    - Past Experience of work of similar nature, especially in the state for which empanelment is sought. Multi state presence and experience shall be an advantage.
➢ Traceable experience of at least 3 projects of large size similar projects in the past three years for National/State Government projects demonstrating market and value chain linkages
➢ Minimum Average Annual Turnover is Rs 4 crores
➢ implemented development projects with a minimum annual value of Rs.1 crore each, in the past three years
➢ Total turnover of the enterprises supported in the last three years is minimum Rs. 6 crores

Only the agencies meeting above criteria shall be considered.

b) Capability
- Fully established office with adequate staffing, computer and communication services and in-house resources.

c) Experience of Key Personnel
- Qualifications
- Relevant Experience

d) Financial Strength of the Organisation
- Income and expenditure figure of Last three years.

13. An agency will be selected in accordance with Quality and Cost Based Selection method prescribed in the Manual of Policies and Procedure of Employment of Consultants issued by Ministry of Finance, Department of Expenditure and the provisions of GFR 2005. The Information on eligibility must be furnished in the prescribed tabular format which is given in annexure 1. Eligible organizations will be asked to submit additional documents and also submit detailed proposals.

Interested organisations may obtain any further information from the office during normal office hours i.e. 10 AM to 5 PM on working days. The EOI may be delivered in **written form in the prescribed form (see Annexure – 1 & 2) along with a soft copy in a CD/DVD** addressed to “Deputy Secretary” RL on the address given above within 15 days from the date of advertisement in a sealed envelope clearly indicating “EoI submission for “Empanelment as Technical Support Agency for developing certification and an E-LEARNING PLATFORM for SVEP”. The agencies should ensure to submit all relevant documents demonstrating the eligibility criteria. The last date for submission of EoI is **11th July 2016**. Agencies blacklisted and EOIs received after the deadline and EOIs with incomplete details will not be considered.

Deputy Secretary (RL)
Ministry of Rural Development, Government of India
6th Floor, Hotel Samrat
Kautilya Marg, Chanakyapuri
New Delhi
Annex –1 : Format for Organizational Profile

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Particular</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Name of the Organisation</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Nature of Legal status in India</td>
<td>3 Main area of expertise:</td>
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<tr>
<td>4</td>
<td>Date of incorporation/registration</td>
<td>5 Date of commencement of work:</td>
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<td>6</td>
<td>Address of Head Office</td>
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<td>7</td>
<td>Contact person details</td>
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<tr>
<td>8</td>
<td>Email id</td>
<td>9 Landline number</td>
</tr>
<tr>
<td>11</td>
<td>Website url:</td>
<td>12 PAN card no.</td>
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<tr>
<td>13</td>
<td>12 A certificate valid till</td>
<td>14 80G exemption certificate valid till</td>
</tr>
<tr>
<td>15</td>
<td>Any other relevant information</td>
<td></td>
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<tr>
<td>2</td>
<td>Relevant Rural Projects - Details to be furnished here for marking purpose. Minimum 3 projects delivered in the last 3 years</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Sl. no</th>
<th>Name of project</th>
<th>Kinds of intervention done under the Project</th>
<th>Name of funding agency</th>
<th>Value of project (Rs)</th>
<th>Period of project (from-to)</th>
<th>Number of beneficiaries</th>
<th>Benefit to the beneficiaries</th>
<th>Cost benefit ratio</th>
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<tbody>
<tr>
<td>a.</td>
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<td>b.</td>
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<td>c.</td>
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</table>

3 Annual Turnover in the last three years. (please attach a certificate attested by a Chartered Accountant)

<table>
<thead>
<tr>
<th>Years</th>
<th>Annual Turnover/Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-15</td>
<td></td>
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<tr>
<td>2013-14</td>
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<tr>
<td>2012-13</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>Description</td>
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<tr>
<td>4</td>
<td>Cumulative Turnover of projects on market linkages or value chain interventions with whom the agency has worked in the past three years</td>
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<td>5</td>
<td>Number of years’ experience, at least 3 years in existence Past Experience of work of similar nature.</td>
</tr>
<tr>
<td>6</td>
<td>Traceable experience of at least 3 large scale similar projects in the past three years for National/State government project demonstrating, market and value chain linkages</td>
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<tr>
<td>7</td>
<td>Total Manpower strength of the agency/Association of agencies with professional team to handle tasks and responsibility</td>
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<tr>
<td>8</td>
<td>Capability - Fully established office with adequate staffing, computer and communication services and in-house resources.</td>
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<tr>
<td>9</td>
<td>Experience of Key Personnel - Qualifications - Relevant Experience</td>
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<tr>
<td></td>
<td>Address local state offices with phone &amp; E-mail id and contact details.</td>
</tr>
</tbody>
</table>

Short listing will be made on above Information only. Attach supporting documents with this format.
- **Relevant** means: Implementation of rural entrepreneurship programmes, helping the enterprises start-up and providing support to the enterprise till it stabilizes.
Annexure -2

Declaration

To whom so ever it may be concern

I _______ S/o/D/o _________,_________ (Designation) and authorized signatory of _________________ (Name and address of organisation) declare that ____________ (Name and address of organisation) do not face any sanction or any pending disciplinary action from any authority. Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization in past.

In case of any further changes which affect of this declaration at a later date; we would inform the mission accordingly.

I also certify that all the information given in this application is true to the best of my knowledge and nothing has been concealed therein. In case any information is found untrue at any stage the registration for empanelment may be cancelled.

Authorized Signatory
(with seal)