REQUEST FOR EXPRESSIONS OF INTEREST

Government of India
Ministry of Rural Development
Department of Rural Livelihoods
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Assignment Title: “Hiring services of Technical Support Agency for design, development and roll out of an E-LEARNING PLATFORM and for certification of trained CRP-EPs to Start-UP Village Entrepreneurship Programme (SVEP) 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 Support that is sought is:
   a. To support the NRLM in defining a process of certification of the trained Community Resource Persons for Enterprise Promotion (CRP-EPs) and help create mechanisms for periodic retraining and re-certification, so that their skills remain relevant.
   b. To support the NRLM is creating relevant eLearning content to help scale up the training to the CRP-EPs across the country, lower cost, increasing reach, without reducing the quality of training.

9. The NRLM, Ministry of Rural Development seeks expressions of interest from National Level NGO’s/ Firms/ 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 following characteristics:

   1. The organisation should be registered, non-political and secular in nature.
   2. The organisation should not be black listed by any central or state government department.
   3. The firm/ organisation (or its promoting Company – in case of Section 8 companies/trusts set up by for profit Companies as part of their CSR responsibilities under section 135 of the companies Act 2013), should have at least 3 years of relevant experience of certification of a large number of people across remote locations and in developing eLearning content on entrepreneurship and business skills and create an E-LEARNING PLATFORM, with experience of developing multilingual content as well as content that can be imbibed by adult rural learners.
   4. The organisation should have cumulatively, in the last 3 years, conducted certifications of minimum 2000 candidates across 50 locations and/or developed 20 eLearning modules on entrepreneurship and business skills and related topics.
   5. The agency/organization/ firms/ educational institution should have average annual turnover/expenditure budget of Rs.5.00 crores (Rupees Five Crores) in the last three years.
   6. 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.
7. The organisation should have domain knowledge of and experience in Certifications, developing eLearning content on entrepreneurship and business skills, 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 organization 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
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 number of candidates certified
   (o) Total number of eLearning modules developed and number of candidates successfully trained on those modules.

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 2 years.
   g. Any Rewards or recognition received in the last 2 years.

10. Invitation

The National Rural Livelihoods Mission (NRLM) now invites eligible qualified and experienced organizations/academic institutions who wish to undertake work on design, development and roll out of an E-LEARNING PLATFORM based courses to entrepreneurs being supported under the Start-up Village Entrepreneurship Programme (SVEP) in states and for certifying the Community resource persons for enterprise promotion (CRP-EPs) being trained under SVEP. Interested organisations should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

11. Shortlisting criterion:

Firms fulfilling the following conditions may apply:

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

Only firms fulfilling the following conditions may apply:

a. the Agency should have carried out similar assignments (design and development of at least one e-learning platform and the platform must be up and running and should have an enrollment of at least 2000 candidates with 50 locations) in last three years;

b. the agency should have 3 years of experience in development of e-learning modules, software designing, development, capacity building, etc.,

c. the agency should have 10 member professional team (team leader and other members such as software development team, e-learning content writer, course coordinator etc.), with high level of competencies to handle the tasks & responsibilities;
d. intending Agency/Association of agencies should have Annual Average Turnover of Rs 5 crores in each of the last three financial years. Audited financial statements of the last three years should be attached;

e. intending Agency/Association of agencies should have financial capability to carry out the assignment smoothly;

f. Agency/joint venture with valid SEI CMM level 3 certificate or above coupled with experience in development of e-platform would be desirable.

Agencies meeting above criteria (a-d above) shall be shortlisted for RFP stage. It may be noted that agencies not meeting above criteria shall not be considered.

12. 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>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 (5000)</th>
<th>Benefit to the beneficiaries</th>
<th>Cost benefit ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
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<td>b.</td>
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<td>c.</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Years</th>
<th>Annual expenditure Amount (Rs)</th>
<th>Excess /shortfall of funds (Rs.)</th>
<th>Fixed assets (Rs.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014-15</td>
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<tr>
<td>2013-14</td>
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<tr>
<td>2012-13</td>
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</tbody>
</table>

**Number of years’ experience, at least 3 years in existence**

**Past Experience of work of similar nature.**

- No of Years
- No. of Project in Govt.
- Number of rural entrepreneurs trained and certified
<p>| | | |</p>
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<tr>
<td>5</td>
<td>Traceable experience of at-least 3 large scale similar projects in the past five years for</td>
<td>No_____________</td>
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<tr>
<td></td>
<td>National/ State government project demonstrating availability up of program management systems including fiduciary assurance mechanisms.</td>
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<tr>
<td>6</td>
<td>Total Manpower strength of the agency/Association of agencies with professional team to handle tasks and responsibility</td>
<td>No. of Key professionals</td>
</tr>
</tbody>
</table>
| 7 | Infrastructure Availability  
- Fully established office with adequate staffing, computer and communication services and in-house resources. |                                                                                           |
| 8 | Experience of Key Personnel  
- Qualifications  
- Relevant Experience | Attach signed copy of CV                                                                                   |
| 9 | Address local state offices with phone & E-mail id and contact details. |                                                                                           |
|10 | Details of CMM certificate | Attach a copy of the certificate                                                                                   |

Short listing will be made on above Information only. Attach supporting documents with this format.

**Relevant* means:** Implementation of online certification course with at least **2000 candidates covering minimum 50 locations.**
Annexure -2

Declaration

Date:……………..

To whom so ever it may be concern

I _______ S/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)