ADVERTISEMET MATERIAL
No.K-11026/03/2012-Mkt. Cell
Government of India
Ministry of Rural Development
Department of Rural Development
6th floor, Hotel Samrat,
Kautilya Marg, Chanakyapuri, Delhi - 110 021
Phone: +91- 11-24122947; Fax: +91- 011-24104386
website: www.aajeevika.gov.in

EXPRESSION OF INTEREST - SECOND CALL

NOTICE INVITING ‘EXPRESSION OF INTEREST’ FOR MANAGEMENT OF
GALLERY NO. 4 (SARAS GALLERY) AND MARKETING OF HANDICRAFTS
PRODUCED BY SELF HELP GROUPS PROMOTED UNDER MINISTRY OF
RURAL DEVELOPMENT PROGRAMMES

Ministry of Rural Development had taken on rent the Gallery No.4 (SARAS Gallery) at Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, New Delhi in February, 2007 to showcase the best products of Self Help Groups (SHGs) of National Rural Livelihoods Mission (NRLM). Over the years, this Gallery has been developed as show room of best products made by SHGs.

Expression of Interest (EOI) is invited from the interested agencies/ institutions for management of the said Gallery in a professional way. The agencies/ institutions meeting criteria indicated in the detailed EOI may submit the duly filled EOIs. It may be noted that the agency will be selected under cost based selection method. Along with the EOI, the agencies are required to submit financial proposals as well. Interested agencies may participate in the pre-proposal meeting to be held at the above mentioned address. For date and time of pre-proposal meeting, please refer full copy of the EOI made available at www.rural.nic.in and www.aajeevika.gov.in.

Ministry of Rural Development, Department of Rural Livelihoods, (Marketing Cell) now invites eligible agencies to indicate their interest in providing the Services. Interested agencies are required to submit expression of interest in the prescribed format within 21 days from the date of publication of advertisement. Any amendments to this notification would be placed only on NRLM website www.aajeevika.gov.in and www.rural.nic.in.

Sd-

Deputy Secretary, (RL), Hotel Samrat, New Delhi
Detailed Expression of Interest

Invitation For Expression Of Interest For Management Of Gallery No.4 (Saras Gallery) And Marketing Of Handicrafts Produced By Self Help Groups Promoted Under Ministry Of Rural Development Programmes - [Second Call]

Key dates

<table>
<thead>
<tr>
<th>particulars</th>
<th>date &amp; time</th>
</tr>
</thead>
<tbody>
<tr>
<td>EOI Published</td>
<td>12/04/2016</td>
</tr>
<tr>
<td>Pre bid conference</td>
<td>19/04/2016</td>
</tr>
<tr>
<td>Venue &amp; time of pre-bid conference</td>
<td>“NRLPS Conference Hall, 6th Floor, Hotel Samrat, Chanakyapuri, New Delhi-21, 11.00 AM</td>
</tr>
<tr>
<td>Last date for seeking clarification</td>
<td>27/04/2016</td>
</tr>
<tr>
<td>Last date and time of bid submission</td>
<td>02/05/2016, 3.00 PM</td>
</tr>
<tr>
<td>Bid opening date and time</td>
<td>02/05/2016, 3.30 PM</td>
</tr>
</tbody>
</table>

Date: 12 April 2016

Background

Ministry of Rural Development had taken on rent the Gallery No.4 (SARAS Gallery) measuring 4293.65 sq. feet at Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, New Delhi, in February, 2007, to showcase the best products of Self Help Groups (SHGs) of National Rural Livelihoods Mission (NRLM).

2. NRLM is a centrally sponsored scheme aimed at to bring assisted poor families (Swarozgaris) above the poverty line by ensuring appreciable increase in their incomes over a period of time by organizing rural poor into SHGs through process of social mobilization, training and capacity building and provision of income generating assets through a mix of bank credit and subsidy. The target group under NRLM consists mainly of below poverty line (BPL) families and the products so produced by these Swarozgars and groups are normally identified as BPL products. Sustainability of NRLM programme as one comprehensive initiative to enhance income generation by rural poor through micro-financing depends on how successful forward linkages in the form of markets and backward linkages in the form of value addition to the products are given.

3. In order to provide marketing opportunities to these SHGs, Ministry of Rural Development has been making efforts by creation of marketing centers all over the country. As a sequel to these efforts, Ministry of Rural Development had taken Gallery No.4 (SARAS Gallery) at Rajiv Gandhi Handicrafts Bhawan, New Delhi on rent from the Office of Development Commissioner (Handicrafts), Ministry of Textile to showcase the best products of SHGs covered under SGSY. Over the years, this Gallery has been developed as showroom of best products made by SHGs.

Invitation

4. Expression of Interest is invited from the interested agencies/institutions for the management of the Gallery in a professional way and to provide market place for the SHGs from all the states and UTs for marketing of their products.
5. Ministry of Rural Development reserves the right to cancel this request for EOI and/or invite afresh with or without amendments to this request for EOI, without liability or any obligation for such request for EOI and without assigning any reason.

Scope of Work

6. The selected agency is required to take up following major tasks in the promotion of market linkage to the SHG products and manage the Gallery are as under:

i) To develop further the status of the Gallery and maintain its ambience at par with any other big showrooms/outlets in the vicinity.

ii) To carry out detailed market surveys from amongst the list of products being produced by SHG women/swarozgari under NRLM in order to ascertain the kind of products having the potential to attract customers/visitors at the SARAS Gallery in Rajiv Gandhi Handicrafts Bhavan.

iii) To procure selected products from the selected SHGs identified on the basis of the survey and bring them to Gallery. Ministry and various State Governments shall also identify the SHGs and refer these SHGs to the agency for providing market facilities to the selected SHGs and their products.

iv) To decide the procurement price, the selling price, stock levels, storage of goods, discounts to be allowed on sales, liquidation procedure for non-moving/slow-moving damaged items etc. from the show room considering the interest of the SHGs so that their products are not underpriced. The payment towards the products procured from the SHGs shall be made at the time of procurement.

v) To run and manage the showroom by deploying their own staff and also perform all personnel, administrative and marketing functions of the showroom.

vi) Collection of payments and payment of taxes in respect of merchandise sold in the showroom.

vii) To provide regular inputs on market preferences for the products having the potential to generate interest among the consumers and for the quality expected for such products.

viii) To actively develop a captive market/clientele for the products among various agencies including Government Departments, PSUs etc.

ix) To arrange wide publicity of the Gallery.

Interested consultant may refer detailed Terms of Reference attached in annexure -4

Selection Methodology

7. It is proposed that the services of an agency will be hired under “Cost Based Selection (CBS)” method prescribed in the Manual of Policies and Procedure of Employment of Consultants issued by Ministry of Finance, Department of Expenditure date 31.8.2006.

8. The consultant shall be selected following single stage bidding procedure. Under single stage bidding procedure, the consultants are required to submit financial proposals along with the EOI in two separate envelopes.

9. In order to qualify, at the EOI evaluation stage, the agency should secure at least 50% of marks. The financial proposals of all the consultants who have secured at least 50% of marks shall be opened. The financial proposals of the qualified agencies shall be opened in the presence of the short listed consultants who choose to remain present. The consultant, who has submitted the lowest financial bid, shall be selected as the L1 and shall be called for further negotiations.
EOI Shortlisting Criteria:

10. The EOs received will be evaluated based on the following criteria.

1. The agencies/ institutions shall have at least three years' experience in marketing of handicrafts, handloom or similar products;
2. The agencies/ institutions shall have an annual average turnover of Rs. 35.00 lakh or above in the last three years.
3. The agencies/ Institutions shall have done a marketing business of at least Rs. 25.00 lakh per year in the last three years.
4. Agencies blacklisted by the Government shall not be considered.
5. EOI responses received after the due date shall not be considered.

EOIs not meeting above criteria shall be treated as non-responsive and such EOs will not be evaluated. It may be noted that the EOs received shall be valid for a period of 6 months from the closing date.

EOI Evaluation Criteria:

11. EOs received will be evaluated on the basis of following criteria and sub-criteria.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Criteria</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Past experience of the firm</td>
<td>25 points</td>
</tr>
<tr>
<td>1.1.</td>
<td>- Number of years of experience in marketing of handicraft/ SHG products</td>
<td>Points of 5 points</td>
</tr>
<tr>
<td></td>
<td>- Less than 3 years</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>- Experience of 3 years</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>- Experience of 4 years</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>- Experience of 5 years</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>- Experience of 6 years</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>- Experience of 7 years or more</td>
<td>5</td>
</tr>
<tr>
<td>1.2</td>
<td>- Past experience in managing the showroom/ market place/ promotion marketing linkages to rural products</td>
<td>Point (standalone) of 10 points</td>
</tr>
<tr>
<td></td>
<td>- Experience in promoting market linkage for more than 100 SHGs</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>- Experience in managing a show room</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>- Experience in rural marketing through retail chain</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>- Experience in promotion of online marketing of rural SHG products</td>
<td>2</td>
</tr>
<tr>
<td>1.3</td>
<td>- Past experience in preparation of value chain, training and capacity building of SHG women in the market opportunities, improvement of product design, quality control, packaging etc.,</td>
<td>Point (standalone) of 5 points</td>
</tr>
<tr>
<td>Sr. No.</td>
<td>Criteria</td>
<td>Weightage</td>
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<tr>
<td>--------</td>
<td>--------------------------------------------------------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>1.4</td>
<td>- Staffing/ team composition viz. billing, stock handling, sales staff and other staff required to manage the store.</td>
<td>Points 5 points</td>
</tr>
<tr>
<td></td>
<td>- Availability of at least 5 staff for billing, stock handling, sales staff and other staff required to manage the store.</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>- Availability of more 5-10 staff for billing, stock handling, sales staff and other staff required to manage the store.</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Methodology to promote Market Linkages to SHG products</td>
<td>35 points</td>
</tr>
<tr>
<td>2.1</td>
<td>- Proposed business model to promote market linkage</td>
<td>15 points</td>
</tr>
<tr>
<td>2.2</td>
<td>- Methods proposed to safeguard the interest of SHGs members/stakeholders</td>
<td>10 points</td>
</tr>
<tr>
<td>2.3</td>
<td>- Profit sharing mechanism</td>
<td>10 points</td>
</tr>
<tr>
<td>3</td>
<td>Experience of Key Personnel</td>
<td>30 points</td>
</tr>
<tr>
<td>3.1</td>
<td>Team Leader</td>
<td>10 points</td>
</tr>
<tr>
<td>3.2</td>
<td>Marketing expert</td>
<td>10 points</td>
</tr>
<tr>
<td>3.3</td>
<td>Showroom Manager</td>
<td>10 points</td>
</tr>
</tbody>
</table>

CVs of key experts will be evaluated based on the following sub criteria.

- Basic Qualifications (candidate not meeting the basic requirements indicated in the TOR will be assigned Zero marks)
  - Basic degree
- Additional certificate course/trainings
- Relevant Experience for the assignment
  - Experience in relevant subject matter (as per the requirements indicated in the TOR)
  - Experience in additional subjects related to marketing of rural SHG products etc.,

4 Financial Strength of the Consultant (for each 5 lakh

Page 5 of 19
<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Criteria</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>turnover 1 point). Agencies with less than Rs.25.00 average turnover shall not be considered)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>If the average turnover is Rs.25.00 lakh</td>
<td>1 point</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.25.00 to 29.99 lakh</td>
<td>2 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.30.00 to 34.99 lakh</td>
<td>3 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.35.00 to 34.99 lakh</td>
<td>4 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.35.00 to 39.99 lakh</td>
<td>5 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.40.00 to 44.99 lakh</td>
<td>6 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.45.00 to 49.99 lakh</td>
<td>7 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.50.00 to 54.99 lakh</td>
<td>8 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is between Rs.55.00 to 59.99 lakh and above</td>
<td>9 points</td>
</tr>
<tr>
<td></td>
<td>If the average turnover is more than Rs.60.00 lakh</td>
<td>10 points</td>
</tr>
</tbody>
</table>

Note: In case of a profit company gross sales reported in the Profit and Loss account will be considered for evaluation. In case of a non-profit entity, gross income reported under Income and Expenditure account (including grants received if any) shall be considered.

Agencies securing more than 50% of marks shall be considered as technically qualified.

EOIs shall be shortlisted based on the criteria. All the agencies are required to provide necessary supporting documents.

**Documents to be submitted along with EOI**

12. List of documents that applicant organization needs to submit along with application, but not limited to:

1. Application duly signed by authorized signatory of the organization;
2. Authorization letter in favour of the signatory
3. Copy of the registration certificate/Memorandum of Association of the organization
4. Copy of the certificate from the IT department recognizing the organization as a not for profit organization, if any
5. Copy of the audited financial statements for last three years
6. 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)
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) Current status of the project
(i) Total cost of the project
(j) Total cumulative benefit accrued to the beneficiaries in 3 years from the start of the project

9. Methodology including strategy to promote Market Linkages to SHG products; Proposed business model to promote market linkage; methods proposed to safeguard the interest of SHGs members/stakeholders; Profit sharing mechanism etc.,

10. CVs of the Key professionals; detailed CVs of the team leader, Marketing expert, showroom manager should be attached.

11. An undertaking as per the enclosed format (Annexure 2).

12. Any other documents.

EOI Validity

13. The Consultants’ Proposals must remain valid for a period of 6 month after the submission date. During this period, Consultants shall maintain the availability of professional staff nominated in the Proposal and also the financial proposal unchanged.

14. The Employer will make its best effort to complete negotiations within this period. Should the need arise, however, the Employer may request Consultants to extend the validity period of their proposals. Consultants who agree to such extension shall confirm that they maintain the availability of the Professional staff nominated in the Proposal and their financial proposal remain unchanged, or in their confirmation of extension of validity of the Proposal, Consultants could submit new staff in replacement, who would be considered in the final evaluation for contract award. Consultants who do not agree have the right to refuse to extend the validity of their Proposals, under such circumstance the Employer shall not consider such proposal for further evaluation.

SUBMISSION OF EOI

15. Interested parties shall submit two sealed packets clearly marked as “Packet A”, and “Packet B”. All these two packets should be put in a bigger envelope - duly sealed and clearly marked “Expression Of Interest For Management Of Gallery No.4 (Saras Gallery) And Marketing Of Handicrafts Produced By Self Help Groups Promoted Under Ministry Of Rural Development Programmes”.

PACKET ‘A’ SHOULD CONTAIN

16. Packet A should contain detailed EOI along with methodology, key professionals, other documents/ information.

1. Detailed EOI in the prescribed format along with contact details of person responsible for this assignment.
2. Earnest Money amounting to Rs. 15,000/- (Rupees ten thousands only) pledged to--------
   The Earnest Money Deposit of the successful bidder will be retained as Security Deposit,
   while those of unsuccessful bidders will be refunded.
3. Detailed approach and methodology to be followed in this project.
4. Manpower deployment with outline of the qualifications and work experience of the
   personnel to be deployed.
5. Brief Profile of the organization.
6. Project experience in handicraft sector of India.
7. Any other information which is relevant to the assignment.

THE PACKET ‘B’ SHOULD CONTAIN

17. Financial Proposal: Agencies are required to submit the financial proposals in the prescribed
    format provided in the EOI. It should be a single figure in INR covering the professional fee
    and all expenses. Government taxes should be included separately. All bidders are
    requested to bid for the Management Fee, if any they prefer to charge from the Ministry.
    The bid prices may be positive or negative. The management fee would be enhanced @ 5% p.a.
    after completion of one year subject to satisfactory performance. Financial Proposal
    shall be submitted in the format provided at annexure-3.

NOTE:
1. In case Packet ‘A’ contains financial proposal, the bid of the concerned organization
   will be rejected.
2. Conditional bid will not be considered.
3. Any document / page not signed shall tantamount to rejection of bid.

PRE-BID CONFERENCE:

18. Pre bid conference will be held in the Committee Room “NRLPS Conference hall, 6th Floor,
    Hotel Samrat, Chanakyapuri, New Delhi -21 at 11.00 am on 19th April 2016 to clarify queries
    if any. Interested agencies may participate in the pre-bid meeting. In case the date
    indicated above happens to be a public holiday then the same shall happen on next working
    day at the same time and same place. For the interested agencies, on site visit to Gallery
    No.4 (SARAS Gallery) at Rajiv Gandhi Handicrafts Bhavan, Baba Kharak Singh Marg, New
    Delhi may be organized on request.

Cost of Preparation of EOI and Participation in the Pre-Bid Meeting

19. The Consultant shall bear all costs associated with the preparation and submission of its
    Proposal, and the Client shall not be responsible or liable for those costs, regardless of the
    conduct or outcome of the selection process. The Client is not bound to accept any
    proposal, and reserves the right to annul the selection process at any time prior to Contract
    award, without thereby incurring any liability to the Consultant

OPENING OF BIDS:

20. Packet A will be opened on 2nd May, 2016 at 3.30 pm in presence of bidders. The bid
    opening meeting will be held at “NRLPS Conference hall, 6th Floor, Hotel Samrat,
    Chanakyapuri, New Delhi -21. In case biding opening date happens to be holiday, the same
    will be opened on the next working day.
21. At first Packet ‘A’ will be opened and the bidders will be evaluated for their eligibility criteria. Packet ‘B’ will be opened only for those bidders, who are qualified in the evaluation stage.

**EVALUATION CRITERIA:**

22. EOI’s received will be evaluated as per the criteria indicated at para 10 above.

**Earnest Money Deposit (EMD)**

23. All the agencies should submit Earnest Money Deposit as per the detailed below.

   I. An EMD of Rs. 15,000/- in the form of DD drawn in favor of the Employer (mention name of employer,) and payable at New Delhi, must be submitted along with the Proposal. EMD of successful agency will be adjusted against performance Guarantee. The EMD shall be drawn in favour of “Deputy Secretary” Rural Livelihoods, MORD.

   II. proposals not accompanied by EMD shall be rejected as non-responsive.

   III. No interest shall be payable by the Employer for the sum deposited as earnest money deposit.

   IV. No bank guarantee will be accepted in lieu of the earnest money deposit.

   V. The EMD of the unsuccessful bidders would be returned back within one month of signing of the contract.

24. The EMD shall be forfeited by the Employer in the following events:

   I. If Proposal is withdrawn during the validity period or any extension agreed by the consultant thereof.

   II. If the Proposal is varied or modified in a manner not acceptable to the Employer after opening of Proposal during the validity period or any extension thereof.

   III. If the consultant tries to influence the evaluation process.

   IV. If the First ranked consultant withdraws his proposal during negotiations (failure to arrive at consensus by both the parties shall not be construed as withdrawal of proposal by the consultant).

**EOI Submission Deadline, place of submission**

25. Interested agencies should submit the detailed EOI along with cover letter. The checklist for submission of EOI is at Annexure-I & II. Along with the EOI, the agencies are required to provide signed copies of Annexure-1, Annexure -2 and financial proposal (Annexure -3). Interested agencies/ institutions may submit duly signed and sealed Expression of Interest along with financial bids in the separate envelope. The EOIs should be submitted to Shri Tapish Chandra Nautiyal, Deputy Secretary (RL), Department of Rural Development, Ministry of Rural Development, 6th Floor, Hotel Samrat, Kautiya Marg, New Delhi, Telex: (011) - 24674381 E-mail: up to 3.00 P.M. on 2nd May, 2016. Interested consultants may contact DS (RL) for any further clarifications.
Annexure - 1

Checklist for Expression Of Interest For Management Of Gallery No.4 (Saras Gallery) And Marketing Of Handicrafts Produced By Self Help Groups Promoted Under Ministry Of Rural Development Programmes

Along with EOI, please attach required documentary proof. Please document required section of the detailed EOI.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Description</th>
<th>Documents (please indicate name of the document and page no of the document).</th>
<th>Attached or not (indicate whether document is attached or not)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>General Information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Name of the agency/institution (copy of registration certificate needs to be attached)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Address</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Telephone &amp; Fax No.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>E-mail address</td>
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<td></td>
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<tr>
<td>5.</td>
<td>PAN</td>
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<tr>
<td>6.</td>
<td>Service Tax Registration, if any</td>
<td></td>
<td></td>
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<tr>
<td>7.</td>
<td>Declaration regarding blacklisting. In annexure -2</td>
<td></td>
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</tr>
<tr>
<td>II</td>
<td>Past Experience.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Details of Experience in Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.a</td>
<td>Details of marketing competencies and skills available along with the number of employees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.b</td>
<td>Details of agencies/institutions with whom any work has been undertaken in the past (with complete address)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.c</td>
<td>List of projects undertaken in the promotion of market linkages to SHG products/handicrafts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Details of turnover.</td>
<td>Details Amount Rs.</td>
<td></td>
</tr>
<tr>
<td>S.No</td>
<td>Description</td>
<td>Documents (please indicate name of the document and page no of the document).</td>
<td>Attached or not (indicate whether document is attached or not)</td>
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<td>------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Audited statement of accounts/balance-sheet for the last three years should be attached.</td>
<td>FY 2014-15</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>FY 2013-14</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>FY 2012-13</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Average turnover in the last three years</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Business volume through marking of handicraft product in the last three years</td>
<td>Details</td>
<td>Amount Rs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>FY 2014-15</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>FY 2013-14</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>FY 2012-13</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Details of key Staff</td>
<td>Provide the details of key professionals and other staff strength of the organization.</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Proposed Methodology</td>
<td>Provided details methodology as a separate section.</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Any other relevant information</td>
<td></td>
<td></td>
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</tbody>
</table>

I certify the above information furnished is true to the best of my knowledge and belief.

SIGNATURE  : ........................................

Name & Designation  : ........................................
Annexure -2
Declaration

To whom so ever it may be concern

I/We hereby solemnly take oath that I/We am/are authorized signatory in the firms/ Agency/ Institute/ Company and hereby declare that "Our firms/ Agency/ Institute/ Company do not face any sanction or any pending disciplinary action from any authority against our firms/ Agency/ Institute/ Company or partners." 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.

Authorized Signatory
(with seal)
FINANCIAL PROPOSAL SUBMISSION FORM

[Location, Date]
To: [Name and address of Employer]

Dear Sirs:

We, the undersigned, offer to provide the assignment/job for [Insert title of Assignment/job] in accordance with your Request for Expression of Interest (EOI) dated [Insert Date] and our response. Our attached Financial Proposal is for the sum of [Insert amount(s) in words and figures]. This amount is inclusive of all the taxes applicable. We hereby confirm that the financial proposal is unconditional and we acknowledge that any condition attached to financial proposal shall result in reject of our financial proposal.

Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the EOI i.e. 6 months from the EOI submission deadline.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

| Name and Address of Agents | Amount and Purpose of Commission | Gratuity |

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]:
Name and Title of Signatory:
Name of Firm:
Address:
### SUMMARY OF COSTS

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particulars</th>
<th>Amount in Rupees (INR)</th>
<th>Amount in words</th>
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<tbody>
<tr>
<td>1</td>
<td>Management fee</td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Service Tax / Any other tax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Total</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Authorized Signature
Name: .................
Designation .................
Name of firm:
Address:

Page 14 of 19
Annexure-4

TERMS OF REFERENCE

Management of Gallery No. 4 (SARAS Gallery) at Rajiv Gandhi Handicrafts Bhawan

1. Introduction:

Ministry of Rural Development had taken on rent a Gallery No.4 (SARAS Gallery) measuring 4293.65 sq. feet at Rajiv Gandhi Handicrafts Bhavan, Baba Kharag Singh Marg, New Delhi to showcase the best products of Self Help Groups (SHGs) of Swarnjayanti Gram Swarojgar Yojana (SGSY). Government of India has restructured SGSY into National Rural Livelihoods Mission (NRLM) and it is being implemented across the country since June 2011.

NRLM/SGSY is a centrally sponsored scheme aimed at to bring assisted poor families (Swarozgiris) above the poverty line by ensuring appreciable increase in their incomes over a period of time by organizing rural poor into Self Help Groups (SHGs) through process of social mobilization, training and capacity building and provision of income generating assets through a mix of bank credit and subsidy. The target group under SGSY consists mainly of below poverty line (BPL) families and the products so produced by these Swarojgarias and groups are normally identified as BPL products. Sustainability of SGSY programme as one comprehensive initiative to enhance income generation by rural poor through microfinancing depends on how successful forward linkages in the form of markets and backward linkages in the form of value addition to the products are given.

In order to provide marketing opportunities to these SHGs, Ministry of Rural Development has been making efforts by creation of marketing centers all over the country. As a sequel to these efforts, Ministry of Rural Development had taken Gallery No. 4 at Rajiv Gandhi Handicrafts Bhawan, New Delhi on rent from the Office of Development Commissioner (Handicrafts), Ministry of Textile to showcase the best products of SHGs covered under NRLM. Over the years, this Gallery has been developed as showroom of best products made by SHGs. The Gallery has been managed by a professional agency since 10.9.2009 and the period of the existing contract with it is going to expire on 32st December 2015 and the Ministry might extend the existing contract for another period as deemed necessary.

2. Objectives:

The main objective of entrusting the management of SARAS Gallery to other agencies / organization are:

i) To develop further the status of the Gallery and maintain its ambience at par with any other big showrooms/ outlets in the vicinity.

ii) To carry out detailed market surveys from amongst the list of products being produced by swarojgaris under SGSY in order to ascertain the kind of products having the potential to attract customers / visitors at the SARAS Gallery in Rajiv Gandhi Handicrafts Bhavan.

iii) Procure selected products from the selected SHGs identified by the Ministry/State Governments, on the basis of the survey and bring them to Gallery.
iv) To decide the procurement price, the selling price, stock levels, storage of goods, discounts to be allowed on sales, liquidation procedure for non-moving/slow-moving damaged items etc. from the show room considering the interest of the SHGs so that their products are not underpriced. The payment towards the products procured from the SHGs shall be made at the time of procurement.

v) To run and manage the showroom by deploying their own staff and also perform all personnel, administrative and marketing functions of the showroom.

vi) Collection of payments and payment of taxes in respect of merchandise sold in the showroom.

vii) To provide regular inputs on market preferences for the products having the potential to generate interest among the consumers and for the quality expected for such products.

viii) To actively develop a captive market/clientele for the products among various agencies including Government Departments, PSUs etc.

ix) To arrange wide publicity of the Gallery.

3. Terms and Conditions:

i. Renovation of SARAS Gallery: Ministry has already incurred expenditure in renovating and for installing Air Conditioners in the SARAS Gallery. At present, the Gallery is being managed by a professional agency from September, 2009. Hence, any further modification to make the Gallery attractive as per the views of the selected agency, would be borne by the agency.

ii. Electricity/Water and periodical maintenance Charges: All expenditure on electricity/water, periodic maintenance of the Gallery would be borne by the selected agency.

iii. Initial investment on procurement of products from SHGs: All investments on procurement of products from Self Help Groups would be met by the agency.

iv. Payment to SHGs while procuring products: It should be ensured that 100% cost of the product is to be paid by the agency directly to the producer i.e. SHG or the artisan on the spot while procuring their goods.

v. Percentage of profit: The Ministry intends to give wide publicity and market for the products of the Swarozgaris through SARAS Gallery. Similar handicrafts/handloom products of established traders are easily available in and around the SARAS Gallery. To compete with them, the products of SHGs should be reasonably priced for attracting the customers. Hence, the Ministry fixes a cap of 30% of the purchase price as the maximum percentage of profit that can be charged over cost price of the product. However, to incentivise sale at higher price and also higher profit for Swarozgaris, any profit higher than that 30% would be shared on the basis of 50:50 basis between the selected agency and the Swarozgaris.

(vii) Provision of minimum sales: The agency should give a sales guarantee amounting to Rs.75.00 lakhs per annum in the first year which would be raised by 10% each year. The agency should guarantee a minimum purchase order worth Rs.57.70 lakh from the SHGs which will increase at the rate of 10% each year till the expiry of the agreement.

(viii) Transportation & Maintenance: All expenditure on account of transportation of
products to the Gallery and their maintenance shall be borne by the bidder.

(xi) Discounts on products: The Agency shall decide to offer discounts and sell the products on sales as per their convenience.

(xii) Collection of VAT: The agency will be responsible for collection and payment of VAT in accordance with the rules applicable under DVAT Act.

(xiii) Credit card facility: As per the experience majority of customers at the Gallery prefer to make payment through credit cards. The agency will, therefore, install credit card facility at the Gallery.

The agency shall indemnify and at all times keep the Ministry indemnified any direct loss to it on any claims by any third person for any personal injury to anybody or loss to the property, movable or immovable, earned by or attributable to any act or omission of the agency/firm or any of his employee, agent or professional etc., while performing or purporting to perform this agreement.

Further, the agency should not damage the property and fixtures installed by the Ministry in the Gallery. The agencies should not procure or promote goods other than SHG products. Marketing products other than handcraft/handmade items produced by SHGs may lead to termination of contract with due notice.

4. Commencement of Services:

The SARAS Gallery shall be operationalised by the selected agency within a period of one week from the date of award.

5. Duration of Contract:

The initial contract with the selected agency would be for a period of one year. However, the contract may be extended up to a maximum period of three years subject to availability of the space on lease from the Office of the DC (Handicrafts) and the performance and achievements of the selected agency in the previous year. It may be noted that MORD is having lease rights of the Gallery No 4 till 30 June 2018. Further, MORD may consider extension of the lease beyond 30th June 2018.

6. Financial Bid

Considering the above terms and conditions, all bidders are requested to bid for the Management Fee, if any they prefer to charge from the Ministry. The bid prices may be positive or negative. The management fee would be enhanced @ 5% p.a. after completion of one year subject to satisfactory performance.

7. Payment schedule

The management fee will be paid to the agency in four quarterly instalments during a year.
8. Performance Guarantee:

Performance security is to be made available for an amount of 15% of the contract value or minimum of Rs.5.00 lakh. The Performance security may be furnished in the form of an account payee demand draft / fixed deposit receipt from a commercial bank / Bank Guarantee from a Commercial bank in an acceptable form safeguarding the Government in all respect. In case the successful bid is a negative bid, the successful bidder has to provide performance Guarantee of Rs.5.00 lakh in the acceptable form. The Performance Guarantee should be valid for a period of 60 days beyond the contract period.

9. Services provided by the MORD

1. The MoRD will facilitate transition of management responsibility from the existing service provider to the selected agency/ institutions.
2. Since Ministry has entered into an agreement with Office of the Development Commissioner (Handicrafts) on hiring the SARAS Gallery, this Ministry will continue to incur expenditure towards rent.
3. The MORD will also take the responsibility of renewal of rental agreement with Office of the Development Commissioner (Handicrafts) to hire the SARAS Gallery premises at an appropriate time.

10. Team & deliverables

The selected agency should have a following experienced key professionals

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Position</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Team leader</td>
<td>Must be graduate in any discipline. Should have 7 years of experience in managing the team, promotion of marketing strategy for handicraft products, value chain, back ward and forward linkages, preparation of marketing strategy etc.,</td>
</tr>
<tr>
<td>2.</td>
<td>Marketing Expert</td>
<td>Must be graduate, a candidate with MBA is preferred. Should have at least 5 years of experience in the marketing of handicrafts.</td>
</tr>
<tr>
<td>3.</td>
<td>Showroom Manager</td>
<td>Must be a graduate in any discipline. Should have at least 2 years of experience in showroom management and handling customers.</td>
</tr>
</tbody>
</table>

In addition to the key professionals listed above, the agency should have sufficient staff to manage billing, stores, sales executives etc.,

11. Deliverables

The selected agency is required to submit following deliverables:

1. Quarterly Reports:
   a. the agency is required to submit list of SHGs along with contact details from who the products are procured;
   b. Details of category wise Sales and Purchases Report, certified by a Chartered Accountant, preferably the statutory auditor of the service provider.
   c. Details of a statement showing profit sharing between the SHGs and the Service provider (i.e profit earned beyond 30% of the purchase cost), if any.
   d. Details of actions/activities taken up to promote marketing of SHG products;
e. Details of PSU/ institutional channels promoted to buy the SHG products.

Quarterly reporting formats will be agreed with MORD.

2. Annual Reports:
   a. Audited financial report clearly showing sales and purchase of gallery, details of profit distributed to SHG members, if any
   b. Summary report of activities taken up to promote marketing of SHG products.

12. Review of performance

In order to review the performance of the agency, a monitoring and review committee will be constituted. The Monitoring and Review Committee will, at least once in a quarter, review the performance of the agency. If the performance of the agency is found not satisfactory, the Review committee may recommend modification/termination of contract with the agency.

13. Others

The selected Agency will enter in to a contract with the Ministry of Rural Development for management of the SARAS Gallery on a Non Judicial Stamp paper. The service provider shall indemnify and at all times keep the MORD indemnified any direct loss to it on any claims by any third person for any personal injury to anybody or loss to property, movable or immovable, earned by or attributable to any act or omission of the agency/firm or any of his employee, agent or professional etc. while performing or purporting to perform this agreement.

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