

Letter of Invitation

M/s _____

Sub:- Letter of invitation for conducting Evaluation Study of “**Marketing Assistance Scheme” with respect to MSMEs**”

Sir,

National Small Industries Corporation Limited (NSIC) is an ISO 9001 : 2008 certified company, established in the year 1955. It has been engaged in the activities of promoting, aiding and fostering the growth of Micro, Small and Medium Enterprises (MSMEs) of the Country. NSIC has been providing integrated support through its various schemes under Marketing, Technology, Credit and Other support services.

On behalf of Ministry of Micro, Small and Medium Enterprises and under their scheme of Survey, Study and Policy Research, NSIC intends to get conducted an Evaluation study on “**Marketing Assistance Scheme with respect to MSMEs.**”

In this regard, NSIC would like to solicit your interest **under the two bid systems** to conduct the aforesaid study. The quotations in two separate envelopes (**Technical Bid in Envelope ‘I’ and Financial Bid in Envelope ‘II’**) should be addressed to the undersigned, super scribing “**Quotation to conduct the Evaluation Study on “Marketing Assistance Scheme with respect to MSMEs.”**”

The copy of the Terms of Reference along with the standard forms of certificates (i.e. Annexure A, B, and B1 & C) are enclosed for your reference and submission of bid as per these prescribed formats. The technical bid in a separate envelope, marked as “Envelope I -Technical Bid” should contain the following:

- 1) Annexure A
- 2) Annexure B
- 3) Annexure B 1

The financial bid in a separate envelope, marked as “Envelope II-Financial Bid” should contain the ‘Annexure-C’

Contd....2/-

-:2:-

The sealed quotations must reach to the NSIC Central Receipt Section by 3rd November, 2011. (up to 5 pm) NSIC reserves the right to accept or reject any or all of the quotations received in response to the above referred invitation, without assigning any reason thereof. On receipts of Technical and Financial bids, if required, the bidder shall also be required to make a brief presentation before the committee.

Thanking you,

Yours faithfully,

(Rajesh Batra)
DGM(BD)

Encl.: as above.

MARKETING ASSISTANCE SCHEME

Terms of Reference(TOR)

1. Background

Micro, Small and Medium Enterprises (MSMEs) play a vital role in the economy of the country. The major challenges before the Small Enterprises (MSEs) are to market their products / services. National Small Industries Corporation (NSIC) acts as a facilitator to promote marketing efforts and enhance the competency of the Micro, Small and Medium Enterprises (MSMEs) for capturing the new market opportunities by way of organizing / participating in various domestic & international exhibitions / trade fairs. Buyer-seller meets and intensive campaigns / seminars. NSIC helps small enterprises to participate in International / National Exhibitions /Trade Fairs at the subsidized rates to exhibit and market their products. Participation in these events provides Micro & Small Enterprises (MSEs) an exposure to the National / International markets.

Bulk and Departmental buyers such as Railways, Defense, Communication Departments and large companies are invited to participate in buyer seller meets to enrich MSEs knowledge regarding terms and conditions, quality standards etc. required by the buyers. These programmes are aimed at vender development from MSMEs for the bulk manufacturers. Intensive campaigns and seminars are organized all over the country to disseminate / propagate about the various schemes for the benefits of the small enterprises.

2. Objectives of the Scheme:

The main objectives of the Marketing Assistance Scheme are as follows:-

- To enhance the marketing competitiveness of the MSMEs.
- To showcase the competencies of MSMEs
- To provide a platform to MSMEs for interaction with the large institutional buyers.
- To update MSMEs about the prevalent markets scenario and its impact on their activities.
- Providing a forum to MSMEs for redressing their problems.
- To facilitate the formation of consortias for their marketing of their products and services.
- To disseminate / propagate various programmes of the Government.

3. Current Status of Implementation.

National Small Industries Corporation Ltd.(NSIC) has been organizing and participating in various intensive campaigns / seminars and buyer seller meets, through its branch offices spread all over the country. NSIC is also helping units of North Eastern Region by way of organizing / participating in various Regional, National and International exhibitions. Efforts are being made to popularize the schemes through advertisements, banners and extending invitation to industrial associations as well as individual SEs.

During the Last Financial Year 2010-11 NSIC organized and participated in 100 Domestic exhibitions, 18 buyer-seller meets, and 721 intensive campaigns / seminars to disseminate its various activities. In 2010-11, NSIC proposed to participated in 10 international and 60 national exhibitions, 15 buyer seller meets and to organize 700 intensive campaigns / seminars.

4. Terms and conditions of Study

The scope of assignment of the proposed study is to get feedback from the small enterprises to assess the impact of the scheme in the context of objectives and benefits of the scheme particularly covering the following issues :

- I. Assessment of benefits of the scheme to MSMEs including export potential.
- II. Impact of the scheme in enhancing marketing possibilities of the MSMEs and Technology up-gradation generation new business avenues to MSMEs
- III. Contribution of the scheme in bringing together the bulk buyers & MSMEs supplier in enhancing their market share.
- IV. Any changes required in the structure or its terms and conditions or procedures of the scheme.
- V. Cost benefit analysis of each scheme to ascertain the business generated vis-à-vis expenditure.

5.0 Methodology:

- Preparation of standard questionnaire in consultation with NSIC.
- Distribution of Questionnaire to MSMEs
- Personal discussion and interviews with the MSMEs (**at least 50 MSMEs from different areas**), institutional buyers and other stakeholders.
- Obtaining of questionnaire duly filled in by the units. However, the sample size of the study should be **atleast 500 units**. Analyzing the data so received and evaluating the same in terms of objectives of the scheme.
- Preparation and submission of draft report.
- **Submission of final report.**

6.0 Reports and Time Schedule

The study is to be completed within 12 weeks from the date of award of assignment. It is expected that the following assignment schedule for reporting may be adhered to:

Sl. No.	Project Activity	Weeks											
		1	2	3	4	5	6	7	8	9	10	11	12
1.	i) Desk Research ii) Finalization of questionnaire in consultation with NSIC.												
2.	i) Field Survey ii) Data Analysis & Draft Report preparation & submission.												
3.	Report Finalisation												

6.1 Time Schedule: The Assignment is to be completed in 3 stages as described below:

Phase I. (0-2 weeks) : Desk research related to assessing the demand of the MSMEs and preparation of questionnaire.

Phase II (3-10 weeks): During this phase, field survey by way of interacting through personal visits, interviews, meetings with the stake holders is to be made. Obtaining feedback by way of Questionnaires. The analysis of the data is also to be completed in terms of the objectives of the study and accordingly draft report is to be prepared and submitted to NSIC for its comments.

Phase-III (11-12 weeks): On the basis of comments of NSIC on the draft report, the final report is to be prepared and submitted.

6.2 Deliverables:

- a. 2 copies of the Draft to be submitted within ten weeks from the date of assignment of work.
- b. 5 copies of the final report along with soft copy within 12 weeks from the date of assignment of work.

6.3 Penalty - Consequences of Default

On the occurrence of any of the event of default on the part of Consultant, the Government may terminate this Agreement and claim refund of any money paid or invoke the bank guarantee and refuse to make any more payment.

In case of default being limited to delay only not exceeding 5 weeks, the Government, may in the alternative, claim the agreed liquidated damages @ 5% of the amount of contract for every week of delay, not exceeding in any case 25% of the amount of contract. The amount of liquidated damages shall be withheld and/or recovered from the payment to be made to the Consultant.

7. Payment Conditions:

- i. Payment on signature of this Agreement can be considered **against a bank guarantee** of equivalent amount from a Scheduled Bank in favour of the Government (**Maximum up-to 20% to 40% of Total Amount and as decided by Ministry of MSME**) till receipt of the draft report from Consultant and acceptable to the Government.
- ii. Final payment shall be made not later than 6 weeks, following submission by the Consultant of complete invoices in duplicate to the Coordinator designated in paragraph 4 or acceptance of the Report by the Government whichever is later.

OR

- i. 75% payment will be made to the agency after submission of draft report from consultant and acceptable to the Government.
- ii. Balance 25% payment will be released to the agency on acceptance of final report.

8.0 Data to be provided by NSIC:

The following details will be provided to the agency at the time of conducting the survey:

- a) List of exhibitions participated and organized in the last two years.
- b) List of exporting units served by NSIC for the last two years.
- c) List of MSMEs participated in Buyer-Seller Meets.

- d) List of institutional buyers in Buyer-Seller Meets in last two years.
- e) List of MSMEs Members of the consortia during the last two years.
- f) List of MSMEs which participated in Intensive Campaigns in the last two years.
- g) Any other data which may be required for the conduct of the Study.

9.0 Other Terms and Conditions:

The other terms and conditions applicable under this assignment will be:

- i) The assignment should be completed within the time stipulated in the award letter. Delay in submission of the report beyond the stipulated time will attract penalty as stipulated above.
- ii) Ministry of MSME shall not pay any extra amount for any escalation in the cost of the assignment beyond the time period stipulated in the award letter.
- iii) The total fee for the study to be quoted by the agency will include service tax and other tax, if any, and any other expenses to be incurred during the course of conducting the survey. The liability of payment of the tax will be of the agency conducting the study.
- iv) The draft/final reports and the contents thereof would be the intellectual property of Ministry of MSME and would not be published by the agency concerned without prior approval of Ministry of MSME.
- v) If the performance of the agency during the currency of the study is not found to be satisfactory, the award of the assignment can be terminated and the amount already paid to the agency will be recovered.
- vi) The raw data/processed data/ findings should not be disclosed by the agency to any third party without prior approval of Ministry of MSME.
- vii) **While undertaking the assignment, the Consultant / agency may ensure that all the States / UTs including NER are covered in the sample size of the study.**
