

**Expression of Interest (EOI)
for shortlisting Marketing Technical Support Agency under
Marketing Management Cell of USRLM**

Terms of Reference

Background

“Uttarakhand State Rural Livelihood Mission” (USRLM) is a unit of State Project Management Unit (SPMU), a registered society under the aegis of Department of Rural Development Govt. of Uttarakhand. The State Project Management Unit was established as an autonomous and independent society in the year 2002. The programs of the society are run by its General Body (GB) and Executive Committee (EC). Honorable Chief Minister is chairperson of GB while the EC is headed by the Principal Secretary DoRD, Govt. of Uttarakhand. The EC of the society is empowered to approve the systems and policies of the society. The GB and EC members comprise of senior level officers of the Government of Uttarakhand.

“Uttarakhand State Rural Livelihood Mission” (USRLM) is a nodal unit of State Project Management Unit for rolling out Nation Rural Livelihood Mission in the state. The major objectives of the USRLM are

- 1) To reach out all rural poor families and form institution of poor's called Self Help Groups link them with sustainable rural livelihood opportunities.
- 2) Capacities the poor and their institutions to access finance for strengthen their existing livelihood.
- 3) Building the poor's institutions at group, village and cluster level.
- 4) Providing training to poor's for skill development and up gradation for better utilization of existing livelihood resources.
- 5) Build linkage of poor institutions with mainstream institutions like banks and government departments for easy access of financial and other services.
- 6) Help poor's to come out of poverty and enjoy a decent quality of life

For specific marketing requirement of the products manufactured and produced by the Self Help Groups, setting up of Marketing Management cell (MMC) under Uttarakhand State Rural Livelihood Mission has got approval in its Annual Action Plan 2017-18 from Ministry of Rural Development of Govt. of India. Thus, Uttarakhand State Rural Livelihood Mission intends to engage a Marketing Technical Support Agency to provide qualified marketing professionals for establishment of Marketing Management Cell.

MARKETING MANAGEMENT CELL (MMC)

OBJECTIVES

1. Providing training to women self-help groups members for developing basic marketing skills to market and sale the products manufactured and produced by them.
2. Organizing workshop for women self-help groups' members to provide the practical understanding of marketing concepts and needs.
3. Capacitating the women self-help groups members for value addition and branding of the products and services provided by them.
4. Forward and Backward marketing linkage of women self-help groups products and services with reputed wholesaler, Dealers, Companies and others related institutions and departments.
5. Increasing the overall income of the women self-help group's members by developing marketing skills and providing additional marketing platform to them.

SCOPE OF WORK

- 1- Providing qualified and experienced professionals to USRLM as and when requested by USRLM.
- 2- Verify the qualification and experience of the professionals in case of any misrepresentation by professionals, termination & replacement of such staff.
- 3- Training and capacity building of professionals in case of continuous poor/unsatisfactory performance, competent replacement of such staff.
- 4- Disbursement of the salary to professionals in no circumstances the actual disbursement shall be less than the agreed amount.
- 5- Continuous monitor of professional's performance to ensure that these are up to the performance standard required by USRLM.
- 6- Strictly comply with all statutory rules, regulations, terms and conditions applicable to manpower outsourced services.
- 7- Provide adequate insurance cover to professionals for death, disabilities, and sickness.
- 8- To enter into contract agreement with professionals and provide copies of receipt of payment along with attendance sheet while claiming the amount for each month.
- 9- To ensure that all professional are efficient, skilled, honest and conversant with the nature of work as required.

- 10- Maintain all registered required by under various acts which may be inspected by the USRLM as well as appropriate
- 11- To take disciplinary actions against professionals as and when required.
- 12- Providing and regular checking the attendance rolls for the deployed professionals and get it verified by the designated officer at USRLM.
- 13- To ensure professionals at all-time maintain absolute integrity and devotion to duty and conduct himself/herself in a manner conducive to the best interests, credits and prestige of USRLM.
- 14- Replacement of existing professionals as per instructions of USRLM.
- 15- Engagement of professional shall be purely on contract basis. The service provider shall at all-time make it absolutely clear to professionals hired through them in USRLM that such deputed do not have any claim whatsoever for any regular employment in USRLM.
- 16- Replacement of professional deployed by service provider in case found to be suffering from any disease which render him/her unsuitable for the job.
- 17- Compensation liability for any loss or damage occasioned by any act, omission or lapse on part of service provider or of any professionals deployed.

CONTRACT DURATION

The assignment is expected to be required for period of Two years initially, unless terminated earlier by the USRLM for whatsoever reason. Based on needs and mutual consent and after getting necessary approvals the contract may be modified/expanded/curtailed in its scope or renewed annually for further years as may be specified by USRLM.

Notwithstanding above the contract under TOR may be terminated at any point of time USRLM owing to, but not limited to, deficiency of service, sub- standard quality of specialist deployed, breach of contract, reduction or cessation of the requirement of work with no liabilities to the client except as provided in the contract.

Termination of TOR is an internal power of USRLM that can not be questioned in the court under any law.

PROFESSIONALS - QUALIFICATION & EXPERIENCE

Sl. No	Designation	Position	Location	Educational Qualification	Work Experience
1	Assistant Marketing Manager (Packaging & Branding)	1	Dehradun	Graduation in any discipline from a recognized university with 60% and above marks & MBA/PGDBM/PGDM specialized in marketing from recognized university/AICTE approved management institute with 60% and above marks. Certification/diploma in CorelDraw/Photoshop/ Graphic Designing/NIFD.	5-years' experience in packaging, designing, branding of rural products produced/manufactured by rural based Artisans/ Entrepreneurs/ Self Help Groups running micro enterprises. preference would be given to the persons having working experience of rural products branding and training and skill development of with rural based Artisans/ Entrepreneurs/ Self Help Groups etc.
2	Assistant Marketing Manager (Market Linkage)	1	Dehradun	Graduation in any discipline from a recognized university with 60% and above marks & MBA/PGDBM/PGDM specialized in marketing from recognized university/AICTE approved management institute with 60% and above marks.	5 years' experience in Dealer, distributor and corporate channel development for rural products produced by rural based Artisans/Entrepreneurs/ Self Help Groups/Micro Enterprises preference would be given to the persons having working experience of market development of rural products.
3	Assistant Marketing Manager (E-Commerce)	1	Dehradun	B.Sc.-IT/BCA from a recognized university with 60% and above marks & MBA/MCA/PGDCA from recognized university/AICTE approved management institute with 60% and above marks.	5 years' experience in marketing of E-commerce products through e-commerce website & other digital media. Preference would be given to the persons having working experience of online marketing of with rural form and non- form products through e-commerce portal.

DURATION OF ENGAGEMENT (ALL POSITIONS)

Initially for two years on yearly renewal basis which may be extended for further years depends on the performance and provision made in the MOU.

PRE-QUALIFICATION CRITERIA

Essential

S. No	Basic Requirement	Specific Requirement	Documents Required
1	Legal Entity	<ul style="list-style-type: none">• The Firm/Company/Trust/Society must be registered under Relevant Act 1956 and be in business for more than 5 years in India as on 31 March, 2017.• The agency must be registered with GST, EPF, ESI, PAN and IT returns.• Shall have at least 30 employees in its rolls as on 31 March, 2017.	<ul style="list-style-type: none">• Certificate of Incorporation• GST Registration Certificate• EPF Registration Certificate with No.• ESI Registration Certificate with No.• PAN copy.• Up-to-date IT returns for last 3 years (2014-15, 2015-16 and 2016-17)• Documentary evidence showing total Number of Employees in Pay Roll of Firm as on 31 March, 2017.
2	Financial Turnover	<ul style="list-style-type: none">• Annual turnover during last 3 financial years (as per last published Balance Sheet) average annual turnover of Rs 30 lakhs during last three years.	<ul style="list-style-type: none">• Copy of audited balance sheet and profit & loss account showing the relevant trade for last 3 financial years (2014-15, 2015-16 & 2016-17)• Certificate from Chartered Accountant for the turn over.• Certificate from Chartered Accountant for the net worth.
3	Technical competence	<ul style="list-style-type: none">• The applicant should have at least 5 years' experience for providing consultancy/ professional/Technical manpower services to Government departments, Public Sector Undertakings or Corporation in Uttarakhand and shall have completed at least two projects in last five years.	<ul style="list-style-type: none">• Copy of work-orders, work completion & experience certificates to be attached.

S. No	Basic Requirement	Specific Requirement	Documents Required
4	Salary	<ul style="list-style-type: none"> Professionals monthly salary should not be quoted less than Rs.25, 000/- 	<ul style="list-style-type: none"> Professionals Resume
5	Blacklisting	<ul style="list-style-type: none"> Affidavit by the authorized signatory of the agency that the agency has not been blacklisted by any state government, central government or any other public sector undertaking or a corporation as on the date of publication of this EoI. 	<ul style="list-style-type: none"> affidavit in prescribed format as per annexure- 2 of Appendix 1

TECHNICAL BID

MTSA - PROFILE

S. No.	Particulars	Details		
1	Name of Marketing Technical Support Agency			
2	Date of Registration/Incorporation			
3	Number of employees as on 31 March, 2017			
4	Detailed office address of the Agency with Office Telephone Number, Fax Number, Mobile Number and E-mail along with name of the contact person			
5	Status of applicant (Proprietorship Firm/ Partnership Firm/Private Limited /Society/Trust (Attached documentary evidence)			
6	Types of the manpower provided and their number			
7	Banker of the service provider			
8	PAN/TAN No (Attach attested copy)			
9	Registration under the Contract Labour Act.1970 (Copy of certificates of registration to be enclosed)			
10	Labour License Number (copy to be enclosed)			
11	GST Registration Number (copy to be enclosed)			
12	EPF Registration Number (copy to be enclosed)			
13	ESI Registration Number (copy to be enclosed)			
14	Details of work experience (in years) in manpower services			
15	Name of the Government Departments, Public Sector Companies and Autonomous Government Organizations and details of the contact person there.			
16	Type of Manpower provided			
17	List of other Clients			
18	Annual turnover of last three financial years (Audited balance sheet copy to be enclosed)	2014-15	2015-16	2016-17

Annexure: 2
Financial Details (In Lakhs)

Sl. No	Financial Year	Turnover
1.	2014-15	
2.	2015-16	
3.	2016-17	
Last 3 Financial Years Average Turnover		

Annexure: 3

Marketing Technical Support Agency's total employees' details provided to other organizations.

Sl.	Organization Name	Category		Total Employees
		Professional	Non Professional	
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
Grand Total				

Annexure: 4

MTSA- EXPERIENCE

Details of contracts undertaken by marketing technical support agency in below format and must attach the copies of Work Order/Contracts/LoA/Work Completion Certificates etc. as proof of each contract.

Sl. No.	Client Name, Address, Contact person Telephone, No & Email Id	Employee Details provided on outsourced basis		Contract Duration (MM/YYYY)		Contract Value (Lakhs)
		Professional / Non Professional	Total No.	From	To	
1						
2						
3						
...						

Annexure: 5

Criteria, sub-criteria, and point system for the evaluation of the Technical Proposals:

Points

1. Agency Experience:

- | | |
|---|---------|
| 1. Profile / Total Experience of the Firm | [05-10] |
| 2. Average Annual Turnover during the last three financial years | [00-05] |
| 3. Agency Experience in Supply of Manpower specific in the Marketing field | [05-10] |
| 4. Total employees provided to other organizations by agency | [00-05] |

2. Professionals experience:

- | | |
|--|---------|
| 1. Experience At least 5 years with 60% in Graduation: | |
| a) Position K-1: Assistant Marketing Manager (Packaging & Branding) | [10-15] |
| b) Position K-2: Assistant Marketing Manager (Market Linkage) | [10-15] |
| c) Position K-3: Assistant Marketing Manager (E-Commerce) | [10-15] |
| 2. Working experience in NRLM or similar Livelihood Projects | [05-10] |
| 3. Working experience of working in the Hilly Area | [00-05] |
| 4. Working experience in Rural Area with Community Institutions | [05-10] |

Total points for criterion: [55-100]

Note: The minimum technical score required to pass/qualify is 75% out of total marks 100. RFP will be issued to technically qualified agencies only.

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Note:

Final selection of MTSA will be done among RFP issued agencies "QCBS (Quality & Cost Based Selection) basis weight age will be given 75% on Technical proposal (i.e. 100 marks will be treated as 75 marks) and remaining 25% on financial bid.

Annexure- 6

Pro forma for Affidavit (on non-judicial stamp paper of Rs. 100/-)

I _____ Proprietor//Partner/Director/President/Trustee of the Marketing Technical Support Agency M/s. _____ do hereby solemnly affirm and state as follows:

- 1) That pursuant to the EOI notice dated _____ of Uttarakhand State Rural Livelihood Mission, Dehradun, Uttarakhand for supply of professional manpower for MMC under USRLM, M/s. _____ is an intended bidder to participate in the said tender process.
- 2) That as per terms & conditions of the EOI documents, I hereby declare that, M/s. _____ has not been blacklisted by any Central / State Government Departments/Organizations/Corporations/Public sector undertakings/ or by any Central/Sate Government Autonomous Institutions.
- 3) That neither any criminal case nor any vigilance case is pending against M/s. _____ before any forum.
- 4) That M/s. _____ has not been any record of poor performance, abandoned work, having inordinately delayed completion and having faced Commercial failures etc. for any Central / State Government Departments/Organizations/Corporations/Public sector undertakings/ or by any Central/Sate Government Autonomous Institutions.
- 5) That the facts stated above are true to the best of my knowledge and belief.

(Signature)

Authorized Signatory:

(Signatory)

Name, Designation & Bidding Entity Stamp