



वैद्युतिक मापन उपयंत्र अभिकल्प संस्थान, मुंबई

INSTITUTE FOR DESIGN OF ELECTRICAL  
MEASURING INSTRUMENTS, MUMBAI

भारत सरकार की सोसाईटी  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय

Government of India Society  
Ministry of Micro, Small & Medium Enterprises



No. IDEMI/SFURTI/ 2019-20/01

Date: 25/11/2019

**Inviting Expression of Interest  
For Empanelment of Technical Agencies for  
Implementation of SFURTI programme**

Institute for Design of Electrical Measuring Instruments (IDEMI) Swatantryaveer Tatya Tope Marg, Chunabhatti, Sion, Mumbai - 400 022 invites "Expression of Interest" in the prescribed format from reputed Technical, Professional and Academic Institutions for their empanelment as Technical Agency for implementation of Revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI) programme across the country. Details may be downloaded from website [www.idemi.org](http://www.idemi.org) and the filled in application complete in all respect along with supporting documents and fees of Rs.1000/- (Rupees One Thousand only) to be paid by Demand Draft favoring IDEMI, payable at Mumbai should reach to The Managing Director, Institute for Design of Electrical Measuring Instruments (IDEMI) Swatantryaveer Tatya Tope Marg, Chunabhatti, Sion, Mumbai - 400 022 By 3.00 PM on Date 05/12/2019. The bid will be opened on the same day at 5.00 PM

**Managing Director  
IDEMI, Mumbai**



NABL ACCREDITED LAB  
Cert No. CC-2287, TC-5538

Swatantryaveer Tatya Tope Marg, Chunabhatti, Sion P.O. Mumbai - 400 022. (M.S)

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**INSTITUTE FOR DESIGN OF ELECTRICAL MEASURING INSTRUMENTS,  
MUMBAI**

**APPLICATION FORM**

**EXPRESSION OF INTEREST FOR EMPANELMENT OF TECHNICAL  
AGENCIES FOR SFURTI CLUSTERS**

<b>Sr. No</b>	<b>PARTICULARS</b>	
<b>1</b>	Name & full postal address of the agency with PIN code, STD code, Fax/Tel. No., e-mail ID	
<b>2</b>	Year of registration (Please enclose the certified copy of the registration certificate)	
<b>3</b>	Regd. Under NITI AYOOG	
<b>4</b>	Legal Status of the Organization (Whether Department /organization/ undertaking wholly or partly owned by the Central/State Govt./U.T. Administration/ Registered Proprietor-ship Firm/Partnership Firm/ Company under Companies Act/ Consortium, any other legal status) Note: Individual/consultant are not eligible to apply	
<b>5</b>	Year of Commencement of Operation (Total number of years of Experience as on 31.08.2019) (Give details of experience for last five years)	
<b>6</b>	Brief profile of the agency along with organizational chart (submit in an annexure, if necessary)	
<b>7</b>	No. of offices in the State and outside the States if any with detailed information. (Name of contact persons with postal address, STD Code, Fax/Tel. No., e-mail, web site, if any,)	
<b>8</b>	<b>Past experience in Cluster development:</b> i. Experience in Cluster development till 31.8.2019 including conducting DSR for decentralized sector may be furnished (submit in an Annexure if any) ii. Details of experience in similar activities till 31.8.2019	
<b>9</b>	List of Major activities and Clients lists (Enclose work order of the client for last five years and Annual Report of 2014-15 to 2018-19)	

<b>10</b>	Whether the agency is graded /rated by any competent authority/ professional agency, if so, give details	
<b>11</b>	Availability of total manpower/ Experts on regular pay role of the organization (Bio-data of subject/specialized personnel should be enclosed in an Annexure, if any):	
<b>12</b>	Technical staff and Resource persons on regular payroll (Details in a separate Annexure)	
<b>13</b>	Proposed time schedule for completion of the Cluster:	
	i) Period for making preliminary arrangements	
	ii) Period for preparation of pilot Action Plan	
	iii) Field work, Data collection & documentation	
	iv) Submission of DSR and DPR (Draft & Final)	
<b>14</b>	Details of the following	
	a) Service Tax Number (if any) (Please enclose certified copy)	
	b) TAN & PAN Numbers (if any) (Please enclose certified copy)	
	c) GST No. (Please enclose certified copy)	
<b>15</b>	Details of application fees – Bank D.D. No./ Date/ Amount/ Bank:	
<b>16</b>	Details of Governing Council/ Managing Committee/ Board Members. (Enclosed list of M.C. Members)	
<b>17</b>	Any other information about the agency with attested copies of supporting documents	

**Signature of Authorized person along with Name, Designation, date and seal of the organisation**

## **SCHEME OF FUND FOR REGENERATION OF TRADITIONAL INDUSTRIES (SFURTI)**

- SFURTI is a Scheme of Fund for Regeneration of Traditional Industries.
- Ministry of MSME has launched this scheme in the year 2005 with the view to promote Cluster development. IDEMI is nodal Agency for promotion of Cluster development for V.I. products.
- As on date, a no. of 76 Clusters have come up as per the scheme and many of these clusters have been completed.
- The scheme has been evaluated by Professional Agency and it has rated the programme as successful.
- Ministry of Micro Small and Medium Enterprises, Govt. of India, has issued Revamped SFURTI Guidelines, vide letter No.4(25)/2012-KVI-I(Part-III) dated 1st August, 2014 for development of clusters under the scheme of Revamped SFURTI programme, which will develop three types of cluster programme.
- The Revamped SFURTI Cluster will intensify the sustainability of the programme beyond the project period through creation of Special Purpose Vehicle (SPV) or deemed SPV. Further, the revamped guideline has added many new features for all round development of SFURTI clusters

### **Objective of the programme:**

- i. To organize the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability and economy of scale;
- ii. To provide sustained employment for traditional industry artisans and rural entrepreneurs;
- iii. To enhance marketability of products of such clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure;
- iv. To equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits;
- v. To make provision for common facilities and improved tools and equipments for artisans to promote optimum utilization of infrastructure facilities

- vi. To strengthen the cluster governance systems with the active participation of the local stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner;
- vii. To build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.
- viii. To look for setting up of multi-product cluster with integrated value chain and a strong market driven approach for viability and long term sustainability of the cluster.
- ix. To ensure convergence from the design stage with each activity of the cluster formation and operations thereof
- x. To identify and understand cluster's target customers, understand their needs and aspirations and develop and present product lines to meet the requirement. Substantial focus should be on the buyer segment that places a premium on natural, eco-friendly, ethically sourced and the uniqueness of the Khadi and VI products.
- xi. To develop specific product lines out of the currently offered diversified basket of heterogeneous products based on the understanding of the target consumer segment. A brand unification exercise also needs to be done to maximize the value.
- xii. To make a paradigm shift from a supply driven selling model to a market driven model with the right branding, focus product mix and correct positioning and right pricing to make the offering holistic and optimal for each of the focus categories.

- xiii. To tap the E-Commerce as a major marketing channel given the outreach and the growing market penetration of E-Commerce, there is a need to devise a quick strategy to make its presence felt in the E-Retail space.
- xiv. To make substantial investment in the area of product design and quality improvement. There is a need to standardize the quality of inputs and processes so that the products meet the quality benchmarks. Research need to be done to develop new textures and finishes to cater to the prevailing market trends.

**Technical Agencies (TAs):**

Established national-level institutions, with proven expertise in artisanal and small enterprise cluster development shall be engaged as Technical Agencies (TAs) to provide close handholding and implementation support to the SFURTI dusters. The TAs shall provide technical support to the NAs and the IAs. The responsibilities of the TAs will include preparation and validation of Cluster Action Plans, conducting training of the Cluster Development Executives (CDEs) and other officials of the IAs and NAs, regular monitoring of the cluster on monthly/ quarterly basis and submit report on quarterly basis, to the respective field office of Nodal Agencies.

**General role and responsibilities of the Technical Agency (TA) are**

- i. Sensitization and awareness generation in the clusters about the scheme;
- ii. Identification of potential IAs;
- iii. Preparation of *Diagnostic Study Reports (DSRs)* for in-principle approval of the SSC/PSC, mapping of technological and skill levels no. of artisans with their existing activities and their present earnings, strategies for delivering the cluster level interventions, outcomes, resultant enhancement of wages of the

artisans etc., backward forward linkages, sourcing of raw materials, marketing of finished products etc. and conducting Diagnostic Study and suggest possible Soft, Hard and thematic interventions;

- iv. To identify focus products and product mix for the Cluster for domestic and export markets. That may also include multi products in the cluster and creating linkages with other available network of cluster in the adjoining Primary Cluster within the given budgetary allocation and as per approval of PSR/DPR.;
- v. Preparation of comprehensive DPRs for final approval of SSC containing the following details, namely,- business model for self-sustenance, skill up-gradation of artisans, acquiring of new skills, setting up of physical and financial outcome targets for the project, proposed percentage enhancement of productivity and earnings of the artisans, brand building, product segmentation, promotion and advertising through regular publicity modes and participation in fairs and exhibitions, exploring possible export avenues with clear targets etc.
- vi. Assisting the identified IA in establishment and structuring the project specific SPV;
- vii. Assist the NAs/SSC in examining the proposals for in-principle and final approval;
- viii. T.A. will assist the IA in formulating plans, getting approvals, obtaining clearances from statutory institutions, identifying suitable technologies/equipment for value addition of the products and will assist the IA in setting up of CFCs after identification of land by the IA. More than one CFC is also permitted provided demand is justified for bringing higher productivity in the cluster. TA will assist IAs in selection of agencies / experts for various services and in developing suitable operational framework for various

- interventions and would also assist in periodic monitoring of the progress of the projects and disbursement of funds and finally the TA would formulate a Sustainability Roadmap for the Cluster detailing the exit strategy for the IA and the plan for business operations of the cluster beyond the project duration;
- ix. TA to put in place a suitable business plan detailing the revenue model based on appropriate user fee, mechanism to collect it to enable the SPV to achieve the projected outcomes in terms of productivity, sales, employment, wages enhancement, overall income of the Cluster as projected in the DPR;
  - x. T.A should assist the IA/ SPV in engagement of a Design House/Designer with appropriate terms of reference and detailed scope of work for extending appropriate input of design, product processing, product development and proper packaging in consultation with NA, IA and other stake holders;
  - xi. To assist the IA/SPV in engagement of Business Development Services (BDS) providers, out sourcing/ improving tools and, developing strategies & best practices for credit linkage as far as possible;
  - xii. T.A. would advise IA/CDE for making plans for procurement of raw materials along with various micro and macro level tools and machineries and other processes as identified and mentioned under DSR/DPR. Tools/Kits and Charkhas/ Implements may also be distributed among artisans as a part of Cluster Level Intervention as per DSR/DPR. TA should assist the IA in establishing a proper, appropriate and transparent system duly examined and vetted by the Cluster Level Committee for distribution of tolls/kits/ charkhas/ implements among artisans;
  - xiii. TA will draw up a marketing strategy and detailed plan in consultation with NA and IA in regard to the following
    - a) Product development,
    - b) Packaging, Product pricing,



- c) Product positioning and promotion,
  - d) Product mix/ diversification,
  - e) Dealer/Distributor Network under offline marketing mode,
  - f) Tapping e-commerce for online marketing,
  - g) Determining supply chain and logistics,
  - h) Ensuring quality of product and standardization
  - i) Tapping the export potential through appropriate interventions
- xiv. Miscellaneous activities that need to be ensured by I.A. shall require close supervision by T.A.:
- a) Awareness and exposure visit of artisans
  - b) Mandatory opening of Bank Account by Artisans under Jan Dhan Yojana
  - c) Health insurance of all the artisans under the cluster as applicable under IDEMI rules (Janashree Bima Yojana & Rashtriya Swasthya Bima Yojana wherever applicable)
  - d) Enrolling under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) which will offer a renewable one-year life cover of Rs.2 lakh to all savings bank account holders in the age group of 18-50 years, covering death due to any reason, for a premium of Rs.330 per annum.
  - e) Enrolling under the Pradhan Mantri Suraksha Bima Yojana (PMSBY) which will offer a renewable one-year accidental death-cum-disability cover of Rs.2 lakh for partial/permanent disability to all savings bank account holders in the age group of 18-70 years for a premium of Rs.12 per annum per subscriber
  - f) Issue of Aadhaar based Identity card to artisans mentioning the benefits, privileges, rights as well as their specific responsibilities along with necessary undertakings in regard to the implementation of the programme

- g) The Atal Pension Yojana (APY) will focus on the unorganized sector and provide subscribers a fixed minimum pension of Rs.1,000, Rs.2,000, Rs.3,000, Rs.4,000 or Rs.5,000 per month, starting at the age of 60 years, depending on the contribution option exercised on entering at an age between 18 and 40 years. Pension and similar other financial benefits as applicable to be provided Aadhaar link.
- h) Periodic training of Artisans.
- i) SHGs members may also be extended to these general and miscellaneous supports as extended to the artisans under Cluster Programme.
- xv. TA shall assist IA/ SPV in organizing and planning Business Development Strategies, buyer-seller meet and implementation of thematic intervention focusing on branding, e-marketing, new media marketing, innovation, research and development etc. for smooth running of Clusters.
- xvi. Assisting the SPV in mobilizing additional funds for the project. This would involve preparation of proposals under relevant schemes of the Government apart from tying up loans from the banks.
- xvii. TA shall facilitate linkages between the SPV and various other stakeholders, particularly the Government organizations, buyers and financial institutions.
- xviii. T.A. will facilitate in the identification of suitable Technical Consultants in designing appropriate technologies for the cluster within the allocation ceiling for the respective type of cluster.
- xix. T.A. will plan out in consultation with NA to frame the training requirement of artisans and stake holders and grouping their requirements as per the need of the clusters. Accordingly, the TA will assist in the identification of training institutions will be done in defining the courses duration, fees and other necessary requirement as per the cluster.

- xx. Assist the NA for seeking and obtaining approval from the State Governments/UTs before submission of DPR to the SSC for final approval;
- xxi. TA shall create appropriate system for online reporting of progress reports to Nodal Agency and to the Ministry of MSME on monthly and quarterly basis.
- xxii. Any other work assigned from time to time by the NA, Ministry of MSME, for timely completion of project, any changes in nature of intervention, any sorts of addition/alternation in the implementation programme, etc. that may come at any point of time during the project period should very well be considered by TA for execution without any additional cost.
- xxiii. At the end of the Project, TA shall prepare proper documentation covering the entire activities, preparation of case studies and photo documentation along with an end project report articulating the outcomes in terms of productivity and sales. Listing out the outcomes achieved against the targets fixed at the beginning of the project will also be done.
- xxiv. Formulate an exit strategy for the IA and prepare a sustainability roadmap for the Cluster with a business plan for the next five years beyond the project duration.

**Eligibility criteria of T.A.**

1. TA should be a recognized and professionally managed National/State level institution of repute with affiliation to state/central Govt. like IITs, NIRD, NABARD, SIDBI, BIRD, KVIC etc., or Private/public body having required capacity and competency to act as Technical Agency for Cluster Development Programme.
2. Such Private or Public organizations executing similar kind of work at State level coverage and other states (if any) have experience in Cluster Development Programme/ Rural Development Programme besides fulfilling the following:

- i. TA should have at least **3** years of minimum experience of cluster development programme or similar activities concerning Khadi/Village Industries/Rural/Small Scale/ Cottage Industries (certificate/copies of work assignment, may be attached).
- ii. TA should indicate available regular manpower who have technical expertise and competence to get associated in Cluster Development Programme (Details of such manpower working in the organization in regular basis should be furnished).
- iii. In addition to the above, TA should indicate the available manpower, infrastructure for conducting **trainings, awareness programme** for stake holders of the clusters, and have its capacities in executing all the above functions on annual basis (Details of infrastructure in terms of office, training infrastructure, etc. should be provided).
- iv. TA should have expertise in preparation of DSR and DPR.
- v. TA should have thorough knowledge of establishment and structuring of SPVs during initial period of commencement of cluster programme (A brief outline not exceeding 300 words proposing plan of action in organizing and managing SPVs, may be furnished in case, the implementation of SFURTI Cluster Programme is assigned).

**SUPPORTING DOCUMENTS TO BE SUBMITTED:**

Following **supporting documents** should be enclosed along with the application.

1. Attested copies of work order executed previously for the Cluster Programme or similar assignments completed for the years 2014-15 to 2018-19 (5 years)

2. Attested copies of Registration / Recognition/ Affiliation / Accreditation/ of the organization under societies Registration Act/ Indian Company Act/ Co-operative Act.
3. Attested copies of Registration certificate under NitiAyog.
4. Attested copies of Services Tax & Income Tax Certificates for the year 2018-19
5. All other copies / certificate called for, under “Eligibility criterion”, under point No. 2 (i to v)
6. Enclose acknowledgement/ receipt of payment of application fees of Rs. 1000/- in the form of Bank Draft payable in favor of "IDEMI" at Mumbai.
7. Organizations fulfilling the above criterion shall submit their application in a single sealed cover as per the prescribed format and with supporting documents addressed to “The Managing Director ,Institute for Design of Electrical Measuring Instruments, Swatantryaveer Tatya Tope Marg, Chunabhatti, Sion, Mumbai, Maharashtra- 400022 along with application fees in a separate envelop inside the cover. The last date for submission of complete application form is 05/12/2019 By 03:00 PM

### **Selection process**

1. Initial scrutiny will be done based on eligibility criteria for short listing.
2. Empanelment will be done based on information provided, past experience, infrastructure, technical manpower, technical expertise & competencies and on the basis of obtaining minimum marks out of total mark prescribed.

**Marks for Empanelment of Technical Agencies:**

<b>Sr. No.</b>	<b>Particulars</b>	<b>Marks</b>
<b>I.</b>	<b>Marks for Technical Agencies</b>	<b>30</b>
<b>1.</b>	<b>Overall Experience of agency as on 31.03.2019</b>	
A	3 to 5 years	5
B	More than 5 years and upto 10 years	6
C	More than 10 years and above	7
<b>2</b>	<b>Experience in similar activities</b>	
A	Completed 3 Cluster development activities or Skill Development activities for artisans/ Design Development for Rural Artisans / Marketing activities for cottage/village level industries	5
B	Completed 5 Cluster development activities or Skill Development activities for artisans/ Design Development for Rural Artisans / Marketing activities for cottage/village level industries	6
C	Completed more than 7 Cluster development activities or Skill Development activities for artisans/ Design Development for Rural Artisans / Marketing activities for cottage/village level industries	7
<b>3</b>	<b>Organizational capacity and Infrastructure</b>	
A	Organization having their office in the State and in district at least one office	3
B	Organization having more than one and upto 3 offices in the state	7

C	Organization having more than three and upto 5 offices in the state	9
4	<b>Availability of Experts</b>	
A	5 subject expert/ specialized personnel on full time basis	3
B	7 subject expert/ specialized personnel on full time basis	5
C	More than 7 subject expert/ specialized personnel on full time basis	7
<b>II</b>	<b>Marks for Presentation</b>	<b>20</b>
<b>A</b>	<b>Understanding of the context</b>	<b>14</b>
i.	Understanding of the Cluster and SPV concepts (as per brief outline)	10
ii	Understanding of the scope of work, SPV functioning & methodology	4
<b>B</b>	<b>Team Deployment &amp; Timelines</b>	<b>6</b>
i	Composition of team planning and deployment	2
ii	Adhering to timelines: 3 years starting from preparatory stage, initiation, SPV formation and completion of the project.	4

The Technical Agency should have to score minimum of 35 marks out of 50 for qualifying.

- ❖ The assignment should be completed within the time stipulated in the agreement.
- ❖ IDEMI shall not consider any additional amount arising out of escalation in the cost or due to certain additions /changes in the given scope of work.

- ❖ The draft/final report and the contents thereof would be the intellectual property of IDEMI and would not be published or used by the agency concerned without prior approval of the IDEMI. Any violation may force IDEMI to claim damages from the Agency as deems appropriate by IDEMI.
- ❖ The raw data/processed data/findings should not be disclosed by the agency to any third party without prior approval of IDEMI. Any violation of the same shall result in breach of contract.
- ❖ If the performance of the agency/firm during the currency of the assignment is not found to be satisfactory, the agreement can be terminated and the amount already paid to the Institution will be recovered.
- ❖ During the period of the assignment, IDEMI may modify the ToR and other terms and conditions of the assignment, if necessary, in order to strengthen/ deepen its scope/ coverage. Such modification/ changes shall not cause any revision of fees or payment of additional fees to the Agency.
- ❖ The professional charges for each cluster will be paid as per the scheme guidelines.
- ❖ IDEMI reserves the right to reject any or all of the applications without assigning any reason.
- ❖ The successful bidder fulfilling all conditions shall enter into an agreement with IDEMI and the conditions stipulated by IDEMI are binding on him.

### **Dispute of Resolution**

If a dispute arises out of or in connection with this agreement, or in respect of any defined legal relationship associated herewith or derived there from, the parties agree either to seek an amicable settlement of that dispute by conciliation under the ICADR Conciliation Rules, 1996 or to submit that dispute to Arbitration under the ICADR Arbitration Rules, 1996.

The authority to appoint Conciliator /Arbitrator shall be the International Centre for Alternative Dispute Resolution. The place of conciliation /arbitration proceedings shall be in Mumbai