



J&K KHADI & VILLAGE INDUSTRIES BOARD

UDHYOG BHAWAN, JAMMU/ SANAT GHAR SRINAGAR

Website: www.jkkvib.in

e-mail: secretarykvib@gmail.com

Ph. No. 0191-2477552, 2477550

EXPRESSION OF INTEREST

Subject: Empanelment of Technical Agencies under Scheme of Fund for Regeneration of Traditional Industries (SFURTI).

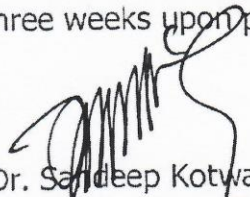
No. KVIB/SFURTI-35/34

Dated: 9 / 07/2020

J&K Khadi & Village Industries Board has been appointed as Nodal Agency for implementation of Scheme of Fund for Regeneration of Traditional Industries (SFURTI) by Ministry of MSME (GoI) for Jammu & Kashmir. The detailed guidelines of the scheme are available at www.msme.gov.in.

J&K Khadi & Village Industries Board seeks Expression of Interest for proposals from experienced and reputed agencies/organizations engaged in Cluster/ Artisanal / MSME development, for empanelment of Technical Agencies (TAs) as per the SFURTI guidelines. The TAs will be shortlisted on the basis of technical evaluation of their proposals. Detailed EOI alongwith application form is available on our website <https://jkkvib.in>.

The proposal along with all relevant documents must reach the office of "Secretary/ Chief Executive officer, J&K Khadi & Village industries Board, 5th Floor Jawahar Lal Nehru Udhog Bhawan, Jammu" within three weeks upon publication of this notice.


(Dr. Sandeep Kotwal),
Executive officer (S/P).

Expression of Interest (Eoi) Invited for

**Empanelment of Technical Agencies under
Scheme of Fund for Regeneration of Traditional
Industries (SFURTI)**

ISSUER:

**J&K KHADI & VILLAGE INDUSTRIES BOARD
UDHYOG BHAWAN, JAMMU/
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A) Background:

With a view to make the traditional industries more productive & competitive, to facilitate their sustainable development, to enhance marketability of products by design intervention and improved packaging and marketing infrastructure, to provide quality infrastructure support to industries/ artisans to meet customer expectation, survival in competitive market and to be ready for export by absorbing technology balance, Ministry of MSME (GOI) has launched **Scheme of Funds for Regeneration of Traditional Industries (SFURTI)**.

J&K Khadi & village Industries Board was designated as Nodal Agency (NA) for UT of J&K under SFURTI by Ministry of MSME (GOI) In July 2016.

B) Objectives of the Scheme:

- 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 equipment for artisans to promote optimum utilization of infrastructure facilities;
- VI. To strengthen the cluster governance systems with the active participation of the 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 Village and Industries 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; and
- 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.

C) Interventions Envisaged under SFURTI:

(i) Soft Interventions:

General awareness, counseling, motivation and trust building, Skill development and capacity building, Institution development, Exposure visits, Market promotion initiatives, Design and product development; Participation in seminars, workshops and training programmes on technology up gradation, etc.

(ii) Hard Interventions:

Common facility centers (CFCs), Raw material banks (RMBs), Up-gradation of production infrastructure, Tools and technological up-gradation such as charkha up-gradation, tool-kit distribution, Warehousing facility, Training center, Value addition and processing center.

(iii) Thematic interventions:

Brand building and promotion campaign, e-Commerce initiatives, Innovation, Research & development initiatives, Developing institutional linkages with the existing & proposed clusters.

D) Organizational Pattern Under SFURTI:

Ministry of MSME (GOI) is the coordinating Ministry of this Programme. At the Apex Level Scheme Steering Committee SSC considers the proposals of clusters and the Implementing Agencies (IAs) submitted by Nodal Agencies (NAs) and extends approval to the cluster proposals.

Nodal Agencies (NAs) are reputed national, regional level institution with sectorial expertise in the major sub-sectors of the Traditional Industries, competence in cluster development, project management and facilitation of market access and who are operating in the field of cluster development for the last five years.

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 clusters. 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.

Implementing Agencies (IAs) are selected among non-Government organizations (NGOs), institutions of the Central and State Governments and semi-Government institutions, field functionaries of State and Central Govt., Panchayati Raj institutions (PRIs), etc. with suitable expertise to undertake cluster development.

E) Request for proposal:

J&K Khadi & Village Industries Board seeks Expression of Interest for proposals from experienced and reputed Institutes / organizations engaged in the area of Cluster/ Artisans / MSME development, to enable the Nodal Agencies for identification & examination of projects under SFURTI as per the latest SFURTI guidelines. The TAs will be shortlisted on technical evaluation of their proposals.

F) Eligibility Criteria:

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 clusters. The net worth of the organization must be 10 lakh or more. The TAs shall provide technical support to the NAs and the IAs.

G) Role of Technical Agencies:

- I. Sensitization and awareness generation in the clusters about the scheme;
- II. Identification of potential IAs;
- III. 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 DPR.
- IV. 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 ;
- V. Assisting the identified IA in establishment and structuring the project specific SPV;
- VI. Assist the NAs/SSC in examining the proposals for approval;
- VII. TA 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;

- VIII. 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;
- IX. TA 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;
- X. To assist the IA/ SPV in engagement of Business Development Services (BDS) providers, out sourcing/improving tools and equipment, developing strategies & best practices for credit linkage as far as possible;
- XI. TA would advice 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 DPR. Tools/Kits and Charkhas/Implements may also be distributed among artisans as a part of Cluster Level Intervention as per 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 tools/ kits/ charkhas/ implements among artisans;
- XII. 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
 - c) Product pricing
 - d) Product positioning and promotion
 - e) Product mix/ diversification
 - f) Dealer/Distributor Network under offline marketing mode
 - g) Tapping e-commerce for online marketing.
 - h) Determining supply chain and logistics
 - i) Ensuring quality of product and standardization
 - j) Tapping the export potential through appropriate interventions
- XIII. Miscellaneous activities that need to be ensured by I.A. shall require close supervision by TA:
- 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 KVIC rules (Jana Shree 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 or as applicable.
 - 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 or as applicable.

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 adhaar linked.

h) Periodic training of Artisans.

i) Self Help Groups (SHGs) members may also be extended to these general and miscellaneous supports as extended to the artisans under Cluster Programme.

- XIV. 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.
- XV. 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.
- XVI. TA shall facilitate linkages between the SPV and various other stakeholders, particularly the Government organizations, buyers and financial institutions.
- XVII. TA 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.
- XVIII. TA 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.
- XIX. Assist the NA for seeking and obtaining approval if any from the State Governments/UTs before submission of DPR to the SSC for final approval;
- XX. 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.
- XXI. 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.
- XXII. At the end of the Project, TA shall prepare proper documentation covering the entire activities, preparation of case studies and photo/video 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.

- XXIII. 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.
- XXIV. Empanelled TAs are permitted to identify suitable IA.
- XXV. TA shall have to act diligently to ensure compliance to all Rules and Regulations, as required for the proposals at the DPR stage in order to obtain final approval from the SSC.

H) 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.
2. Concept note/ Preliminary project report of the proposed activity/ activities.
3. Attested copies of Registration / Recognition/ Affiliation / Accreditation/ of the organization under societies Registration Act/ Indian Company Act/ Co-operative Act.
4. Attested copies of Services Tax & Income Tax Certificates for the year 2018-19 for organizations/Institutions other than the government departments/ PSUs.
5. Enclose acknowledgement/ receipt of payment of application fees of Rs. 1000/- in the form of Bank Draft payable in favor of "*Financial Advisor & Chief Accounts officer, J&K KVIB*" payable at Srinagar/Jammu.
6. Organizations fulfilling the above criteria shall submit their proposal as per the prescribed format and with supporting documents addressed to "*Secretary/ Chief Executive officer, J&K Khadi & Village industries Board, 5th Floor Jawahar Lal Nehru Udhog Bhawan, Jammu*" **within three weeks from the date of the publication of this notice** clearly mentioning on the top of it, "Proposal for Empanelment of Technical Agency under Scheme of Fund for Regeneration of Traditional Industries". An application form as per *Annexure-I* must be appended with the proposal.

I) 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.
3. J&K KVIB reserves right to accept or reject any or all proposals without citing any reasons.
4. Cancel the process at any time without any liability and assigning the reasons thereof.

The marks for empanelment of Technical Agencies:

Sr. No.	Particulars	Marks
I.	Marks for Technical Agencies	30
1.	Overall Experience of agency as on 29-02-2020	(08)
A.	5 years	5
B.	More than 5 years and upto 10 years	7
C.	More than 10 years and above	8
2.	Experience in similar activities	(08)
A.	Completed 3 Cluster development activities or similar activities at National/Zonal/State Level	5
B.	Completed 5 Cluster development activities or similar activities at National/Zonal/State level	7
C.	Completed more than 7 Cluster development activities or similar activities at National/ Zonal/State level	8
3.	Organizational capacity and Infrastructure	(07)
A.	Organizations having their office(s) outside UT of J&K.	3
B.	Organization having their office(s) in UT of J&K only	5
C.	Organizations having their office(s) at national level and in the UT of J&K as well.	7
4.	Availability of Experts	(07)
A.	5 subject expert/ specialized personnel on full time basis	3
B.	7 subject expert/ specialized personnel on full time basis	5
C.	10 subject expert/ specialized personnel on full time Basis	7
II.	Marks for Presentation	20
A.	Understanding of the context	14
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.	Team Deployment & Timelines	6
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

APPLICATION FORM**EXPRESSION OF INTEREST FOR APPOINTMENT OF
TECHNICAL AGENCIES FOR SFURTI CLUSTERS**

Sr. No.	PARTICULARS	
1.	Name & full postal address of the agency with PIN code, STD code, Fax/Tel. No., e-mail ID	
2.	Year of registration (Please enclose the certified copy of the registration certificate)	
3.	Legal Status of the Organization (Whether Department /organization/ under-taking wholly or partly owned by the Central/State Govt./U.T. Administration/ Registered Proprietorship Firm/Partnership Firm/ Company under Companies Act/ Consortium, any other legal status. Enclose copies of Registration Certificate, Board of Directors, Bye-Laws and financial statements, etc.) Note: Individual/consultant are not eligible to apply	
4.	Year of Commencement of Operation (Total number of years of Experience as on 29-02-2020) (Give details of experience for last five years on a separate sheet)	
5.	Brief profile of the agency along with organizational chart (submit in an annexure, if necessary)	
6.	Past experience in Cluster development:	
i.	Experience in Cluster development till 29-02-2020 including conducting DSR for decentralized sector may be furnished (submit in an Annexure if any)	
ii.	Details of experience in similar activities till 29-02-2020	
7.	List of Major activities and Clients lists (Enclose work order of the client for last five years)	

8.	Whether the agency is graded /rated by any competent authority/ professional agency, if so, give details	
9.	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):	
10.	Technical staff and Resource persons on regular payroll (Details in a separate Annexure)	
11.	Time frame for preparation of each proposal:	
	i) Time for collection of cluster information	
	ii) Time for Field work and Data collection	
	iii) Data analysis and documentation	
	iv) Submission of DSR and DPR (Draft & Final)	
12.	Details of the following	
	a) Service Tax Number (if any) (Please enclose certified copy)	
	b) TAN & PAN Numbers (if any) (Please enclose certified copy)	
13.	Details of application fees – Bank D.D. No./ Date/ Amount/ Bank:	
14.	Details of Governing Council/ Managing Committee/ Board Members. (Enclosed list of M.C. Members)	
15.	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 organization/ Institution

DECLARATION

We hereby certify that-

A) All the statements made and information furnished in the EoI application and the enclosures are true and correct.

B) We have furnished all the information and details necessary for EoI and have no further pertinent information to supply I

C) We submit certificates and documents in support of our suitability, technical knowhow and capability for having successfully providing the required technical assistance / support for establishment of SFURTI clusters.

D) We agree that the discretion and decision of the J&K KVIB in respect to the empanelment as Technical Agency shall be final.

Signature and Seal of Authorized Contact Person

Date: