

EOI No: EPCH/SFURTI/2020-21  
Date of Publish: 11/03/2021  
Last Date for Submission: 20/03/2021

**Inviting Expression of Interest  
for Empanelment of Technical Agencies for  
Implementation of SFURTI Programme.**

Director, Export Promotion Council For Handicrafts, "EPCH HOUSE", Pocket 6 & 7, Sector-C,L.S.C., Vasant Kunj, New Delhi-110070, India, invites " Expression of Interest" in the prescribed format from reputed Technical, Professional and Academic Institutions for their empanelment as Technical Agency for implementation of scheme of Fun for Regeneration of Traditional Industries(SFURTI) programme across the country. Details may be downloaded from website [www.epch.in/sfurti](http://www.epch.in/sfurti) link Tender and the filled the application complete in all respect along with supporting documents and fee of Rs 10,000/- (Rupees Five Thousand Only) to be paid by Demand Draft bin favoring EPCH, payable at New Delhi, should be reached to Director, EPCH, "EPCH HOUSE", Pocket 6 & 7, Sector-C,L.S.C., Vasant Kunj, New Delhi-110070, India, by 5:00 PM On 20/03/2021

The successful Bidder fulfilling all conditions shall enter into agreement with EPCH and the conditions stipulated by EPCH are binding on him.

Director I/c

# Export Promotion Council for Handicrafts

EPCH House Sec.- C, Pkt.- 6 & 7 , L.S.C. Vasant Kunj, New Delhi - 110070

## APPLICATION FORM

EXPRESSION OF INTEREST FOR EMPANELMENT OF TECHNICAL AGENCIES FOR SFURTI CLUSTERS

Sl. No.	PARTICULARS	Details to be furnished
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	Regd. under NITI AYOJ	
4	Legal Status of the Organization (Whether Department/organization/under-taking 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) <b>Note: Individual/consultant are not eligible to apply</b>	
5	Year of Commencement of Operation (Total number of years of Experience as on 31.03.2020) (Give details of experience for last five years)	
6	Brief profile of the agency along with organizational chart (submit in an annexure, if necessary)	

7	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,)	
8	Past experience in Cluster development: Experience in Cluster development till 31/12/2020 including conducting DSR for decentralized sector may be furnished (submit in an Annexure if any)	
	Details of experience in similar activities till 31/12/2020	
9	List of Major activities and Clients lists (Enclose work order of the client for last five years and Annual Report of 2015-16 to 2019-20)	
10.	Whether the agency is graded /rated by any competent authority/ professional agency, if so, give details	
11.	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):	
12.	Technical staff and Resource persons on regular payroll (Details in a separate Annexure)	
13.	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)	

	Details of the following	
14.	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)	
15.	Details of application fees - Bank D.D. No./ Date/ Amount/ Bank:	
16.	Details of Governing Council/ Managing Committee/ Board Members. (Enclosed list of M.C. Members)	
17.	Any other information about the agency with attested copies of supporting documents	

**Signature of Authorized Signatory**  
**Name**  
**Name of Organization**

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

SFURTI is an innovative cluster development programme of the Ministry of MSME, Govt of India which is entrusted upon EPCH for developing clusters from Handicraft and Handlooms across the country.

Objective of the Scheme:

1. To organise the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability.
2. To provide sustained employment for traditional industry artisans and rural entrepreneurs;
3. 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;
4. To equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits;
5. To make provision for common facilities and improved tools and equipment for artisans to promote optimum utilization of infrastructure facilities;
6. To strengthen the cluster governance system with the active participation of the stockholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner;
7. 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;
8. 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;
9. To ensure convergence from the design stage with each activity of the cluster formation and operations thereof;
10. To identify and understand cluster's target customers, understand their needs and aspirations and develop and present product line to meet the requirement. Substantial focus should be on the buyer segment that places a premium on natural, eco-friendly, ethically sourced products.
11. To develop specific product lines out of the currently offered diversified basket of heterogeneous products bases on the understanding of the target customer segment. A brand unification exercise also needs to be done to maximize the value.
12. 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.
13. To tab 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.

14. To make substantial investment in the area of product design and quality improvement. There is a need to Standardize the quality of input and processes so that the product 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 enterprises 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 Executive (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 the Node3al Agencies.

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

1. Sensitization and awareness generation in the clusters about the scheme;
2. Identification of potential IAs;
3. 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 the cluster in the adjoining Primary Cluster within the given budgetary allocation and as per approval of DPR.;
4. Preparation of comprehensive **DPRs** for final approval of the SSC/PSC containing the following details, namely, business model for self-sustenance, skill up gradation of the Artisan, acquiring of new skill setting up of physical and financially outcome targets for the project, proposed percentage products segmentation, promotion and advertising through regular publicity modes and participation in fair and exhibition exploring possible export avenues with clear target etc.
5. Assisting the identifying I.A. in establishment in structuring the project specific SPV.
6. Assist the NAs/SSC in examining the proposals for approval.
7. TA will assist the I.A.in formulating plans, getting approvals, obtaining clearness from statutory institutions, identifying suitable technology/equipment for value addition of the product and will assist the I.A. in setting of CFCs after identification of land by the I.A. More than the one CFC is also permitted provided demand each justified for bringing higher productivity in the cluster. T.A. will assist I.As in selection of Agencies/Expert for various services and in developing suitable operational frame work for various intervention and would also assist in periodic monitoring of the progress of the project and disbursement of fund and finally the would formulated sustainability roadmap for the cluster detailing the exit strategy for the I.A.,. and plan for the business operation of the cluster beyond the project duration.
8. 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 outcome in terms of productivity, sales , Employment, wages enhancement, overall income of the Cluster as projected in the DPR;
9. T.A should assist the IA/SPV in engagement of the 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 Stack Holders;
10. 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 linkages as far as possible;

11. TA would advise IA/CDE for making plans for procurement of raw materials along with various micro ana 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 tolls/kits/charkhas/implements among artisans;
  
12. TA will draw up a marketing strategy and 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) Dealers/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
  
13. Miscellaneous activates 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 the SFURTI Guidelines.
  - d) Enrolling under Pradhan Mantri Jeevan Jyoti Bima Yojana(PMJJB) which will offer a renewable one-year life cover of Rs. 2 lakhs to all saving 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 saving 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, right as well as their specific responsibilities along with necessary undertaking 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 linked.
  - 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.
  
- XIV. TA shall assist IA/SPV in organizing and planning Business Development Strategies, buyer-seller meet and implementing 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 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 organization, buyers and financial institutions.
- XVII. 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.
- XVIII. 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.
- XIX. Assist the NA for seeking and obtaining approval from State Governments/UTs before submission of DPR to the SSC for final approval;
- XX. TA shall create appropriate system for online reporting of process 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 sort 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 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. Formulated 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.

### **Eligibility Criteria of TA**

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 organization executing similar kind of work at State level coverage and other States (If any) having experience in cluster Development Programme/Rural Development Programme besides fulfilling the following:
  - i. TA should have at least 3 years minimum experience of cluster development programme or similar activities concerning Khadi/Village Industries/ Rural/Small Scale/Cottage Industries (certificate/copies pf work assignment, may attached)
  - ii. TA should indicate available 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 manpower, infrastructure for conducting **training, 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).
  - vi. TAs empaneled with other Nodal agencies will be allowed however they have to register as well (will be given weightage)

**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 2015-16 to 2019-20(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 Niti Ayog.
4. Attested Copies of Service Tax & Income Tax Certificates for the year 2019-2020.
5. All other copies / certificates called for, under “Eligibility Criteria”, under point No. 2(i to v).
6. Empanelment letter with other Nodal Agency
7. Enclosed acknowledgement / receipt of payment of application fees of Rs 10,000/- in form of Bank Draft payable in favour of EPCH at New Delhi.
8. Organization fulfilling the above criterion shall submit their application in a single sealed cover as per the prescribed format and with supporting documents addressed to “Director-EPCH, “EPCH HOUSE”, Pocket 6 & 7, Sector-C,L.S.C., Vasant Kunj, New Delhi-110070, India , along with application fees in a separate envelop inside the cover. The last date for submission of complete application form is 20/03/2021 by 5:00 PM.

**Selection Process**

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

**The 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 31/03/2020</b>	<b>5</b>
A.	3 to 5 Years	1
B.	More than 5 years and upto 10 years	3
C.	More than 10 Years and above	5
<b>2.</b>	<b>Experience in Similar Activates</b>	<b>10</b>
A.	Already empanelled with other Nodal Agency	5
B.i	Completed 3 cluster development activities or skill Development activities for artisans/ Design Development for Rural Artisans/ Marketing activities for cottage/Village level Industries	1
B.ii	Completed 5 cluster development activities or skill Development activities for artisans/ Design Development for Rural Artisans/ Marketing activities for cottage/Village level Industries	3
B.iii	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	5
<b>3</b>	<b>Organizational Capacity and Infrastructure</b>	<b>5</b>
A.	Organization having their office in the State and in the district at least one office	1
B.	Organization having more than one and upto 3 offices in the state	3
C.	Organization having more than three and upto 5 offices in the state	5
<b>4.</b>	<b>Availability of Experts</b>	<b>10</b>
A.	5 Subject expert/ specialized personnel on full time basis	2
B.	7 Subject expert/ specialized personnel on full time basis	5
C.	More than 7 subject expect/ specialized personnel on full time basis	10
<b>II.</b>	<b>Marks for Presentation</b>	<b>20</b>
<b>A.</b>	<b>Understanding the Context</b>	<b>14</b>
i.	Understanding the Cluster and SPV concept(as per brief outline)	10
ii.	Understanding 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 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.
- ❖ The EPCH 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 the EPCH and would not be published or used by the agency concerned without prior approval of the EPCH. Any violation may force EPCH to claim damages from the Agency as deems appropriate by EPCH.
- ❖ The raw data/processed data/findings should not be disclosed by the agency to any third party without prior approval of the EPCH. Any violation of the same shall result in breach of contract.
- ❖ If the performance of the agency/firm during 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, EPCH 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.
- ❖ The successful bidder fulfilling all the conditions shall enter into an agreement with EPCH and the conditions stipulated by EPOCH are binding on him.

### **Dispute of Resolution**

Any dispute which arises between the Parties shall be attempted to be resolved by good faith discussions between the Parties. Where the Parties are unable to resolve such dispute by good faith discussions within a period of 15 (fifteen) days from the date of a written notice by either Party notifying the existence of such dispute, either Party shall be free to refer the dispute to arbitration by a single arbitrator to be appointed jointly by the Parties. In case the Parties fail to appoint an arbitrator within 30 (thirty) days from the submission of the dispute for settlement through arbitration, the arbitrator shall be appointed in accordance with the Arbitration and Conciliation Act, 1996. The award of the arbitrator shall be final and binding on the Parties.

- The arbitration shall be conducted at Delhi in accordance with the Arbitration and Conciliation Act, 1996 including any modification or re-enactment thereto.
- The courts at Delhi only shall have the exclusive jurisdiction in respect of any matter or dispute connected with this MoU.