

## NOTICE INVITING EoI

Sl.No	Item	Details
1	Name	Business Development Services (BDS) Support for “ESTABLISHMENT OF MEPMA MARTS”  (on profit-share basis)
2	Last date & Time for receipt of Eoi :	10.08.2018 at 3.00 PM
3	Address for submission & opening of tenders :	The Mission Director,  APMEPMA,  2 <sup>nd</sup> floor, Sahasra Block -2  Opp. Hosanna Mandir, Gorantla  Guntur – 522034  Email: <a href="mailto:mdmepma@apmepma.gov.in">mdmepma@apmepma.gov.in</a>
4	Contact Person:	V.Prabhavathi  7901675639

Note: MEPMA reserves the right to accept or reject any or all the responses at any stage of the process without assigning any reasons.

**Mission Director,  
MEPMA (AP).**

**MISSION FOR ELIMINATION OF POVERTY IN MUNICIPAL AREAS (MEPMA)**

**Municipal Administration and Urban Development Authority**  
**Government of Andhra Pradesh**  
Sahsra Building, Gorentla, Gunatur

**EXPRESSION OF INTEREST for Business Development Services (BDS) Support  
for "ESTABLISHMENT OF MEPMA MARTS"  
(on profit-share basis)**

**Assignment** : Empanelment of Technically Qualified NGOs/Society/Trust/firms/agencies/organisations competent to establish MEPMA MARTs for SHG products marketing in all Municipal Corporations in the State of Andhra Pradesh.

1. Letters of Expression of Interest are invited from qualified and experienced NGOs/Society/Trust/firms/agencies/organisations who wish to Empanel with Mission for Elimination of poverty in Municipal Areas, Andhra Pradesh for "establish MEPMA MARTS".
2. While submitting the EOIs the NGOs/Society/Trust/firms/agencies/organisations are advised to study the sample SHG families at random in all the districts or in areas their choice Municipal Corporations /Municipalities.
3. **Back Ground** : Mission for Elimination of Poverty in Municipal areas (MEPMA), is a Society set up by the Government of Andhra Pradesh under Municipal Administration &Urban development department with the objective to implement urban poverty alleviation schemes for socio economic development of the urban poor. As part of its objective, MEPMA has initiated many initiatives such as providing Bank Linkages, Promoting Micro Enterprises, Self employment under Self Employment Programme (both individual and Group ), Placement Linked Skill Development Programmes and other Programmes.

MEPMA under the livelihood activity of MEPMA MART is proposed project is implementing business development support (BDS) activities designed to facilitate growth and enhance livelihood of the SHGs in Urban areas. project is focused on helping small businesses by addressing challenges to business growth, sales/exports, access to markets,

product development, quality control and compliance, development and digitization and skilled workforce. A MEPMA MARTS will provide with support to acquire business development services from competent service providers.

4. **Expertise and capabilities:** The NGOs/Society/Trust/firms/agencies/organisations shall have the following expertise in the field of establish MEPMA MARTS and shall have
5. capable in the following items.

- ❖ They shall able promote Marketing of SHG products through MEPMA MARTS in all Municipal Corporations with a aim to provide additional income of at least Rs.1,20,000/- per family per annum.
- ❖ They shall able to study, plan and hand holding for establishment of MEPMA MARTS
- ❖ They shall able to tie up with marketing agencies and able to provide branding, value addition ,processing etc
- ❖ The agency should have in house trained faculty for organizing EDPs.
- ❖ The Agency should possess extensive experience in preparing project, facilitating bank Linkages and industry tie up for providing suitable machinery for setting enterprises by SHGs.
- ❖ The Agency/Consortium./Joint Venture should possess extensive experience in Marketing

6. **Process of Empanelment and contracting the services**

MEPMA will undertake following steps to empanel and to contract the services of suitable NGOs/firms/agencies/organisations for establishment of MEPMA MARTS for SHG products marketing.

a. **Evaluation of EOIs by MEPMA :**

MEPMA will receive the EOI letters along with technical proposals from all the interested NGOs/Society/Consulting Firms and evaluate the EOIs based on desirable criteria mentioned at para 6 and prepares a list of suitable consultants;

c. **MoU with the empanelled agencies by MEPMA :**

MEPMA will finalise the terms and conditions along with TOR and circulate to all the empanelled agencies and seek commercial proposals whenever necessary at later stage. MEPMA will offer the assignments to all the empanelled agencies or from few agencies when ever required and enter in to a MoU with the interested empanelled agencies based on mutual consensus and based on the least rate received.

Areas of allocation and quantum of allocation will be done on negotiations with interested agencies provided they are having required personals. MEPMA will not give guarantee to give the assignment to any or all empanelled agencies. Decision of the MD, MEPMA will be the final and shall be obliged by all in this regard.

#### **6. Criteria for Empanelment :**

Interested NGOs/firms/agencies/organisations should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The short listing criteria are follows:

##### **A) Mandatory**

- a) The Applicant should be a NGOs/Society/firms/agencies/organisations registered under relevant Act and having its office situated in Andhra Pradesh.
- b) Experience (minimum 10 years) in livelihood activities with focus on value chain and market linkage driven interventions ;
- c) Minimum of 2 experience in livelihood promotion among Community Based Organizations
- d) should have an annual average turnover of Rs. 1.00 crore in the last three years i.e.2017-18, 2016-17, 2015-16
- e) Having experience in similar filed as an individual organisation or consortium.
- f) Having investment capacity 25 Lacks per month for procurement of material by Agency/ Consortium.
- g) Should have trained service providers in garments, apparel med up units with SHGs minimum 10000 last two years trained and provided self employment to SHGs groups.
- h) Should have consultants for proper procurement of garments on the organization role on employed/empanelled

##### **B) Desirable**

- a) Having proven experience in promoting livelihoods in a large project with a livelihood/ value added project supported/implemented by Government of India, or State Governments.
- b) having demonstrated ability to build partnerships with private sector/ Corporate firms etc. with domain knowledge of and experience in Livelihoods Enhancement through development of value chain and market linkage interventions.

**Note:** The applicant shall furnish relevant documentation supporting the above mandatory eligibility criteria. In case of non-compliance to any of the eligibility criteria mentioned, the

applicant shall be liable to be disqualified without any notice and the appeals of the applicants may not be processed further.

7. The EOI must be delivered in **written form in the prescribed form (see Annexure -1 & along with a soft copy)**. The EOI is to be submitted with details and evidence related to the selection criteria listed above in a sealed envelope clearly indicating EOI submission for “Empanelment of Technically Qualified NGOs/Society/firms/agencies/organisations competent to establish MEPMA MARTS to marketing SHG products in all Municipal Corporations in the State of Andhra Pradesh”. EOI should be submitted to the undersigned on or before 10<sup>th</sup> August 2018 3.00 PM. Agencies are required to submit the EOI along with a cover letter, duly filled **Annexure-1 & 2** provided along with this EOI and necessary supporting documents to the following address.

**The Mission Director,  
AP MEPMA  
II floor, Sahasra Building,  
Goruntla, Guntur**

8. Incomplete EOIs and EOIs received after the specified date and time will not be considered.
9. The empanelment period is valid for 1 years
10. Further information can be obtained at the above address during office hours [10:30 to 17:00 hours]

## **TERMS OF REFERENCE**

### **1. Objectives of the Assignment**

- ❖ Indian sub continent is the second largest manufacturer of garments after China being the global leader in garment production.
- ❖ India is known for its high quality garments for men , women and kids most of the garment manufacturers are in the Small and Medium scale industry. Indian men's clothing industry has been growing steadily over the past few years, India becoming more fashion conscious, and hence there is more consumption which has increased global demand of Garments by the rest of the world.
- ❖ MEPMA proposes MEPMA MARTS in all district head quarter towns the marts are designed for the SHG women to start the retailing of apparels with very competitive price from all brands of India and abroad. Other products to be displayed for sales in retail and whole sale manufactured by the groups and artisans such as handicrafts , handlooms ,hand printing on textiles, other products across AP. As local products of local market by and Organiser/Promoter.
- ❖ To facilitate marketing linkages

### **2. Scope of the Work**

- ❖ To extend Handholding services up to six months from the date of establishment of MEPMA MARTS
- ❖ Procurement of garments direct from the industries at the best price
- ❖ Profit plan ensuring at least 15% of margin to the self group MEPMA MART i.e minimum of Rs.1,20,000/- thousand per month.
- ❖ Marketing support: product development, marketing collaterals, brand designs, etc.
- ❖ Marketing strategies: market intelligence and new market identification, etc.
- ❖ Accessing financial services: tax advisory, book keeping, financial management, etc.

### **3. Sample Design**

- ❖ Identification of SHG Groups
- ❖ Orientation / Awareness Generation Programme to the identified SHGs
- ❖ Assessment & Selection of Prospective entrepreneurs
- ❖ Sustainability & viability study for setting of MEPMA MARTS
- ❖ EDP Training to selected entrepreneurs
- ❖ Technology demonstration / Technical training
- ❖ Regular inputs to the entrepreneurs on various aspects

### **4. Deliverables**

- Procurement of garments direct from the industries at the best price

- Profit plan ensuring at least 15% of margin to the self group MEPMA MARTS i.e minimum of Rs.1,20,000/- per month.
- Marketing support: product development, marketing collaterals, brand designs, etc.
- Marketing strategies: market intelligence and new market identification, etc.
- Accessing financial services: tax advisory, book keeping, financial management, etc.
- Guiding in implementing of the successful models like Kudumbasree model etc. in SHG products Marketing
- Development and roll out the business plan with retail chain marketing including an intervention strategy, capacity- building services required for entrepreneurs and delivery models for such services and competency areas that need to be built within MEPMA to deliver proposed services: and a clear roadmap for implementation along with Timelines, targets and budgetary outlays:

5. **Terms and conditions of Contract:** Decided at latter stage receiving the EOI.

### Annexure –1: Format for Organizational Profile

Name of the Assignment :

Reference No of EOI and date :

(Note: Consultants submitting the EOI as a joint venture or intended to form a joint venture should provide the details of all the partners)

<b>A – Consultant’s Profile (Maximum 2 pages)</b>					
1	Name of the Organization				
2	Postal Address				
3	Telephone: Mobile : Fax : E-mail : Website :				
4	Contact Person name and designation with contract details				
5	Registration Details and date : Legal status : (Trust/society / others (specify))	Provide copy of the registration certificate, Organisation PAN & brief Profile, and latest annual report			
6	No. of completed years				
7	Financial Capacity: Average <b>Annual Turnover</b> of lead consultant must be more than <b>Rs.1.00 crores</b> during the last three financial years. (Enclose Audited financial reports).	Provide the turnover of organization (on the basis of the audited accounts) in the last three <b>financial years in Indian Rupees.</b>			
		2017-18	2016-17	2015-16	Average



1	<b>Details of livelihoods projects for which the consultant has provided technical support in developing commodity value chain and market linkages. Consultants are required to provide details.</b>						
	Name of Project/ Project annual outlay in Rs.	Client	Services Provided	Area of Services provided <sup>2</sup>	Duration of Assignments		<b>Value of Contract (in INR)</b>
					Effective date of original contract and Duration	Date of acceptance of final deliverables by the client	
2	<b>Details of the projects (Minimum of 2 ) in livelihood promotion among Community Based Organizations. Please attach a brief note on each project.</b>						
	Name of Project/ Project annual outlay in Rs.	Client	Services Provided	Duration of Assignment and status as of May 16	Provide the details of Livelihood promotions provided to CBOs	Turnover of the value	

**Current nature of business or activities:**

(Not exceeding four lines)

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**Brief history of the Operations and Activities of the Applicant:**

(Not exceeding eight lines; to include details of principal promoters and joint venture partners)

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<b>Name and details of Business / Company to which applicant belongs:</b> (Not exceeding four lines)			
<b>Name of the Company</b>	<b>Name of the Consortium Company</b>	<b>Primary Activity</b>	<b>Turnover (FY 2016-18)</b>

<b>Previous Experience of Business Development Services : (Not exceeding eight lines)</b>
<b>1.Relevant experience</b> <b>2.Industry tie ups</b> <b>3.Achievements in the Relevant Fields</b> <b>4.Infrastructure Available</b> <b>5. Any other useful information</b>

<b>Proposed Consortium/Collaboration for the implement, operations, management, of the proposed development, if any?</b>			
<b>Nature of consortium/ collaboration proposed</b>	<b>Proposed Partner</b>	<b>Partner's Particular Expertise</b>	<b>Partner's Turnover (FY 2016-18)</b>

<b>Briefly explain your Concept and Proposed Project Components considered for Business Development Services (BDS) Support for "ESTABLISHMENT OF MEPMA MART" (on profit-share basis), Andhra Pradesh</b>

**Note: Applicants shall attach documents/brochures/corporate literature & Annual reports of the last 3 Years as Documentary Proof.**

I/We declare that the information stated hereinabove is accurate.

Full Name:  
 Designation:  
 Organization:  
 Address:

Date:

**Signature of the authorised representative.**

**Annexure -2**

**Declaration**

**Date :**

**To whom so ever it may be concern**

I/We hereby solemnly take oath that I/We am/are authorized signatory in the NGO/Society/ Trust/ firms/ Agency/ Institute/ and hereby declare that "Our NGO/Society/Trust/firms/ Agency/ Institute do not face any sanction or any pending disciplinary action from any authority against our NGO/ Society/ Trust/ firms/ Agency/ Institute/ or partners. Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization in past.

In case of any further changes which affect this declaration at a later date, we would inform the MEPMA accordingly.

We also confirm that the details provided in our response to EOI are true. If the MEPMA finds at any time that the information provided is not correct, we shall be bound by any action that the MEPMA deems fit and appropriate including termination.

**Authorized Signatory  
(with seal)**