

**Request for Expression of Interest  
for  
Empanelment of Consultants  
for  
Preparation of  
Detailed Project Report  
for  
Scaling Up Projects of MSMEs in Kerala selected  
under the Mission 1000 Scheme  
for  
Pathanamthitta District**

**February 2024**



**Directorate of Industries & Commerce  
Government of Kerala**

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**Detailed Expression of Interest from Consultancy firms / agencies for Empanelment with District Industries Centre (DIC), Pathanamthitta to provide consultancy services in preparation of Detailed Project Report (DPR) for MSME projects under the Mission 1000 scheme for Pathanamthitta District.**

## **1. GENERAL INFORMATION ABOUT THE PROJECT**

### **1.1 Background**

The Directorate of Industries and Commerce (DI&C) serves as the functional arm of Industries & Commerce Department of Govt. of Kerala (GoK) to promote Micro Small and Medium Enterprises in the State. The Directorate has been engaged in the identification and skill development of entrepreneurs, providing infrastructure support, extending assistance to get licenses and clearances, providing financial assistance through various schemes, helping to identify marketing avenues, dispute resolution and to revive and rehabilitate the stressed and defunct units. DIC Pathanamthitta coordinates all the initiatives undertaken by the DI&C in Pathanamthitta district.

In the FY 2022-23, the Year of Enterprises 2022-23 initiative of the Government of Kerala to facilitate the establishment of “One lakh new enterprises in the state in One year” had seen success with the creation of 1,39,840 new enterprises which created over 3 lakh job opportunities and brought in Rs. 8422 Cr of investment. As part of this initiative, the GoK had launched several schemes and policies for promoting entrepreneurship in the State. These schemes are being proven beneficial for the entrepreneurs in the State and are expected to further strengthen the industrial ecosystem.

Mission 1000 initiative undertaken by the Industries Department is aimed at scaling up 1000 potential Micro, Small and Medium Enterprises (MSME) in the State into businesses with an average annual turnover of Rs. 100 crores within a span of four years. MSMEs will be selected through an objective criteria-based process. Any MSME that has valid UDYAM registration, operating in Manufacturing or Services sector and has been functional for the past 3 years would be eligible for applying for assistance under the initiative.

The assistances offered to the selected enterprises include:

- Assistance of upto Rs. 1 Lakh to prepare scale up Detailed Project Report (DPR)
- Fixed capital assistance up to 40% limited to Rs. 200 lakhs for the cost of expansion/ scaling up
- Reimbursement of 50% of interest paid for Working Capital loan limited to Rs. 50 lakhs
- One to one handholding by assigning an officer from the Industries Department to each selected enterprises to assist them in their various scaling-up related activities

Once the MSMEs are enrolled under the Mission 1000 scale-up scheme, the initial step for each MSME is to develop the Scale-up DPR, comprising a Strategic Action Plan which shall be implemented by the MSME during the scaling-up period of 4 years.

The main objective of this notice is to prepare a list (Empanelment) of consultants who could be appointed as a consultant by the MSMEs, which are selected under the Mission 1000 scheme, for preparing Detailed Project Report (DPR) for their scaling up project. The scope of work shall *inter-alia* include assessing the current performance of the MSME, conducting market potential study, preparing the scale up strategy including modernization, diversification, expansion, preparation of detailed estimates and conducting the techno-economic viability and feasibility analysis for the scale up project in consonance with the current operations of the MSME, identifying the implementation milestones and preparing the DPR with recommendations.

Entities having experience in the field of Project Report preparation and having requisite work experience of similar nature in industrial infrastructure planning in the past three (3) years, are eligible to apply for empanelment.

The entities will be selected for empanelment as per guidelines indicated in the TOR section; DIC will only provide list of empanelled consultants to the MSMEs for the purpose indicated in the TOR. Thereafter all relevant conditions, assignment, agreements, MOUs, etc. as applicable by the concerned MSME shall apply for further work/ assignments.

## **1.2 Important Information (Date & Time Schedule)**

Request for EOI publish date: **19<sup>th</sup> February 2024 at 11:00 AM**

EOI submission start date: **20<sup>th</sup> February 2024 from 11:00 AM**

Email ID for submission of EOI: [dicpathanamthitta@gmail.com](mailto:dicpathanamthitta@gmail.com)

Venue of opening: **General Manager, District Industries Centre , Kozhenchery, Pathanamthitta 689641**

## **2. TERMS OF REFERENCE (TOR)**

### **2.1 Objectives**

DIC requires the services of suitably qualified entities (proprietorship/ company/ partnership firms/ LLP) to provide planning and consultancy services including preparation of Detailed Project Report inclusive of Strategic Action Plan, estimates of cost, and project viability for the MSMEs enrolled as part of the Mission 1000 (Scale Up) Scheme across the State of Kerala.

### **2.2 Empanelment**

DIC will empanel technically qualified entities for providing technical support to the MSMEs selected under Mission 1000 for preparation of Detailed Project Report (DPR) for the scaling up project. The empanelment will be district-wise, and an entity can apply for empanelment in more than one district.

The list of empanelled entities will be shared with the respective District Industries Centres and the Mission 1000 MSMEs from concerned districts for need based hiring. The MSMEs will be free to engage entities from the list and sign MoU with the entities as per MSME's specific scope of work. The fee rates for the consultancy services will be decided by the MSME. The financial assistance from DI&C for the preparation of scale-up DPR shall be limited to Rs. 100,000 per MSME.

### **2.3 Scope of services**

1. Assess and document the current performance of the MSME including market presence, product pricing, capacity utilization, annual turnover and profit, employee strength, technology integration, etc.
2. Conduct market potential study, identify potential areas for expansion & develop market expansion strategy.
3. Prepare the scale-up strategy including plans for modernization/ diversification/ expansion.
4. Identify the implementation milestones and scale-up targets.
5. Assess the scope for technology integration and identifying the best suitable technology solution to achieve the scale-up targets.
6. Prepare the detailed drawings and detailed estimates.
7. Conduct the techno-economic viability and feasibility analysis for the project in consonance with the current operations of the MSME.
8. DPR should *inter-alia* comprise of
  - i. Executive Summary

- ii. Current performance of the MSME unit
  - iii. Market study
  - iv. Technology assessment
  - v. Manpower assessment
  - vi. SWOT Analysis
  - vii. GAP analysis
  - viii. Major project components such as land, building, plant & machinery, utilities, manpower, etc.
  - ix. Detailed drawings
  - x. Detailed estimates
  - xi. Financial projections & funding pattern
  - xii. Financial viability with scenario analysis
  - xiii. Milestones & timelines
  - xiv. Monitoring & evaluation framework
  - xv. Conclusion with recommendations
9. Support the MSME, in management of all project components and sub-components to facilitate the preparation of DPR for the scale-up project
  10. Submit the draft DPR for approval of the MSME
  11. Make modifications in DPR, as per MSME's instructions.
  12. Submit the final DPR after obtaining approval of the MSME
  13. Support, monitor, and coordinate any other work related to the preparation of DPR

#### **2.4 Eligibility/ Qualification Criteria**

The entities intending to be empanelled for DPR preparation should fulfil the following eligibility criteria and shall provide documentary evidence towards the following: -

1. The applicant entity must be a Legal Entity such as Sole Proprietorship/ Private Limited / Public Sector Undertaking / Limited Company / Partnership Firm/LLP and shall be based in India.
2. The applicant entity must be in the field of Consultancy Services business for the last three financial years and must be in continuous operation as on August 31, 2023.
3. Must have an average annual turnover of Rs. 25 Lakh as in the last three Financial Years (2020-21, 2021-22, 2022-23).

4. Should have carried out consultancy services of value not less than Rs. 1 Crore for any industrial project within the last three Financial Years (2020-21, 2021-22, 2022-23). *The details of consultancy services of value not less than Rs. 1 Crore, awarded within the last three years and the work is currently in progress shall also be submitted to claim eligibility.*
5. Must have the requisite professional personnel (mechanical/ civil/ electrical engineers, finance expert, marketing expert, technology expert, any other relevant professional) for assisting the MSME in the preparation of DPR for scale-up project.
6. Must have experience in the industrial infrastructure planning and DPR preparation with detailed market study, techno-economic feasibility study, financial viability & technology selection.

## **2.5 Operation**

- a. Applicants satisfying the eligibility criteria will be empaneled for preparation of DPR for Mission 1000 scheme.
- b. The district wise empanelment list will be shared with the concerned District Industries Centers and the MSMEs selected under Mission 1000 scheme.
- c. The MSMEs selected under Mission 1000 scheme can engage the entity for DPR preparation out of the empaneled list.
- d. The entity engaged by the MSME will execute a service contract with the MSME and will act as the consultant for DPR preparation and carry out the work within the stipulated timeframe.

## **2.6 Special Conditions**

- a. The applicant entity shall furnish any additional information which they think is necessary to establish their capabilities to successfully complete the envisaged work. It is, however, advised not to furnish superfluous information. No information shall be entertained after submission of eligibility criteria document unless it is called for by DI&C.
- b. The gross annual turnover should be certified by the Chartered Accountant. In case, if no turnover is shown in any year, it would be considered as no turnover in that particular year, for working out the average.
- c. The applicant entity should have an established office with sufficient manpower.
- d. The engaged consultant shall share all data and findings accumulated during the DPR preparation stage with the engaging MSME.
- e. Even though an applicant may satisfy the above requirements, still they would be liable for disqualification if they have:
  - i. Made misleading or false representation or deliberately suppressed the information in the forms, statements and enclosures required in the qualification documents

- ii. In case the applicant is already blacklisted by DI&C or any other government department then the applicant will not be considered for empanelment
- iii. Any effort on the part of the applicant or their agent to exercise influence or to pressurize the employer (Canvassing of any kind is prohibited)

## **2.7 Final Decision-Making Authority**

District Industries Centre reserve the right to modify the eligibility criteria, to decide on cut-off date of implementation, to accept or reject any application, to annul the qualification process, to reject all applications or accept new applications at any time, without assigning any reason or incurring any liability to the applicants.

## **2.8 Application Submission**

Applicants are requested to download the application form attached with the EOI and email the duly filled application form along with this EOI to dicpathanamthitta@gmail.com

Any application found to be non-responsive for any reason or not meeting the eligibility criteria specified in this EOI will be rejected by the Authority and will not be included for further consideration.

Please ensure to mention “**EOI application for Empanelment of Consultancy Firm for Mission 1000 Scale-Up DPR preparation for Pathanamthitta District**” in the subject line on the mail, without which the application will not be accepted.

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### **3. ANNEXURES**

#### **3.1 EOI Submission Letter Format**

To,

**The General Manager  
District Industries Centre (DIC),  
Kozhenchery, Pathanamthitta 689641**

**SUB: EOI application for Empanelment of Consultancy Firm for Mission 1000 Scale-Up DPR preparation for Pathanamthitta District**

Sir,

Having examined the details given in Expression of Interest for the above work, I/we hereby submit our qualification and relevant documents

1. I/We hereby certify that all the statements made, and information supplied in the enclosed Forms are true and correct.
2. I/We have furnished all information and details necessary for Empanelment and have no further pertinent information to supply.
3. I/We hereby confirm that we have read and understood all the stipulations given in this EOI and the decision of DI&C with regard to our qualification shall be final and binding on us.

*(Signature of Authorized Signatory)*

*(Full Name & Designation of Authorized Signatory)*

*(Seal)*

### 3.2 Form A – Structure and Organization

1.	Name and Address of applicant entity	
2.	District for which empanelment application made	Pathanamthitta
3.	Telephone No.: E-mail id:	
4.	Legal status of the applicant (attach copies of original documents defining the legal status)	a. Proprietorship Firm b. Partnership Firm c. Limited Liability Partnership d. Limited Company (Private or Public)
5.	Name of Partners / Directors/ Chief Promoters with their addresses, Telephone numbers, and Email address	
6.	Designation of individuals authorized to act for the applicant entity	
7.	Details of Registration of Entity ( <i>Attach copy of UDYAM registration for Proprietorship Firm, Partnership Deed for Partnership Firm &amp; LLP, Certificate of Incorporation for Companies</i> )	
8.	Does the applicant entity have any pending litigation in the name of the organization? If so, give details	
9.	Has the applicant entity ever been convicted by court of law? If so, give details	
10.	Accreditations/ Certifications, if any. ( <i>Copies to be enclosed</i> )	
11.	Any other information considered necessary but not included above	

(Signature of Authorized Signatory)

(Seal)

### 3.3 Form B – Financial Information

Annual Turnover for last 3 financial years

Sl. No.	Financial Year	Amount (Rs. in Lakhs)
1.	FY 2020-2021	
2.	FY 2021-2022	
3.	FY 2022-2023	

In addition to the above details, the applicant must submit the following documents/  
Information:

1. Copy of Audited Balance Sheet(s) for the last three years (FY 2020-21, FY 2021-22 & FY 2022-23)
2. Copy of valid GST Number
3. Copy of PAN/ TAN card
4. Details of litigations, if any
  
5. Other relevant details, if any

*(Signature of Authorized Signatory)*

*(Seal)*

### 3.4 Form C – Work Experience

Details of similar works during the last 3 years

Sl. No.	Name of work	Scope of Services	Cost of Project (Amount in Rs.)	Date of Start	Date of Completion	Name & Address of the Client	Type of work
1.							
2.							
3.							
4.							

***For all the above quoted works, attach copies of Certificates / Work Orders / Work Completion Certificate issued by Client Department/ Agency. In case of ongoing projects certificates issued by Client or Statutory Auditor /registered Chartered Account to be submitted.***

*(Signature of Authorized Signatory)*

*(Seal)*

### 3.5 Form D – Technical Manpower

Details of current manpower of the firm

Sl. No.	Technical Profession	Name	Designation	Qualification	Total years of experience	Employee of the firm (Please tick)	Linked/ Short term hiring (Please tick)	Remarks
1.	Finance Expert							
2.	Marketing Expert							
3.	Architect							
4.	Structural Expert							
5.	Mechanical, Electrical & Plumbing (MEP) Expert							
6.	Technology Expert							
7.	Planning Engineer							
8.	Any other sector specific experts							

The CV of all the personnel quoted above shall be submitted along with the application as per the format at Appendix 1.

*(Signature of Authorized Signatory)*

*(Seal)*

## Appendix 1

### Format of Curriculum Vitae of proposed Key Professional Staff

Name of Staff: \_\_\_\_\_

(Please provide full name)

Profession/Designation: \_\_\_\_\_

Type of engagement with applicant entity: Full time/ Contract

Date of Birth (dd/mm/yyyy): \_\_\_\_\_

Total Work Experience: \_\_\_\_\_ years \_\_\_\_\_ months

Years with Firm/Entity: \_\_\_\_\_ years \_\_\_\_\_ months

Nationality: \_\_\_\_\_

Membership in Professional Societies: \_\_\_\_\_

Detailed Tasks Assigned: \_\_\_\_\_

Education: [Summarize college/university and other specialised education of staff member, giving names of schools, dates attended and degrees obtained]

Sl. No.	Start Date	End Date	School/College	University	Location	Degree Obtained
1						
2						

Employment Record: [Starting with the present position, list in reverse order every employment held. List all positions held by staff member since graduation, giving dates, names of employing organisation, titles of positions]

Sl. No.	Start Date	End Date	Employing Organisation	Location	Position
1					
2					
3					

**Work Undertaken that best Illustrates the required professional experience** [Describe degree of responsibility held by staff member on relevant previous assignments and give dates and locations]

<p><b>Name of assignment of project:</b> <b>Year:</b> <b>Location:</b> <b>Client:</b> <b>Main project features:</b>  <b>Position held:</b>  <b>Activities Performed:</b> •</p> <p><i>[add additional rows for each project with relevant experience]</i></p>
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**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and my experience.

\_\_\_\_\_ Date: \_\_\_\_\_  
(Signature of staff member)

Full Name of Staff Member: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_  
(Signature of Authorized Signatory)

Full Name of Authorized Representative: \_\_\_\_\_