

## **Uttarakhand State Rural Livelihoods Mission (USRLM)**

Department of Rural Development, Govt. Of Uttarakhand  
Old Doordarshan Building, Ajeevika Bhawan, Tapovan Road, Raipur, Dehradun

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***EOI Ref. No- 345 (2<sup>nd</sup>)/USRLM/2019 dated-08-03-2025***

### ***INVITATION FOR EXPRESSION OF INTEREST (EOI)***

#### **Engagement of Private Players for Strengthening Growth Centres in Uttarakhand**

The Uttarakhand State Rural Livelihoods Mission (USRLM) under the Department of Rural Development, Government of Uttarakhand, invites Expressions of Interest (EOI) from Private Partners to provide strategic support to Growth Centres across the state. These Growth Centres aim to promote rural entrepreneurship, enhance product quality, introduce innovation, and develop sustainable market linkages for women-led processing units and rural enterprises.

The selected private partner will work closely with these enterprises to improve product quality and standardization, develop innovative product lines, strengthen supply chain management, enhance branding and marketing strategies, facilitate national and international market linkages, and provide continuous capacity-building support through training and workshops. The selected private partner will also be responsible for ensuring the sustainable functioning of the Growth Centre in terms of operational cost and profitability.

Interested individuals/agencies are invited to submit their EoI along with relevant documents, including a two (02) pager proposal and relevant document of experience, by **25-03-2025, latest by IST 17:00 Hrs at [aceouksrlm@gmail.com](mailto:aceouksrlm@gmail.com)** . For further details, please visit the website – <https://uksrlm.uk.gov.in/>

## **REQUEST FOR EXPRESSION OF INTEREST (REOI) FOR ENGAGEMENT OF PRIVATE PARTNERS FOR STRENGTHENING GROWTH CENTRES**

The Uttarakhand State Rural Livelihoods Mission (USRLM) invites Expressions of Interest (EOI) from qualified and experienced agencies/individuals for the engagement of Private Partners to support and strengthen the activities of selected Growth Centres across the state.

Women-led processing units have shown great potential in transforming local economies and increasing employment opportunities. However, challenges remain in terms of product quality enhancement, process optimization, and accessing sustainable market channels. To address these challenges, USRLM aim to onboard Private Partners who will work closely with women led enterprises to:

- Improve product quality and consistency
- Develop new Innovative Products
- Develop robust market linkage strategies
- Enhance business models to achieve competitive advantage

### **Objectives**

The primary objective of this EOI is to identify and onboard qualified Private Partners with expertise in product development, quality assurance, and market strategy for Farm Growth Centres (e.g., Millet-Based Bakery, Food Processing, Spice Processing, Prasad Making) and Non-Farm Growth Centres (e.g., Handicrafts, Souvenirs, Manufacturing).

This initiative aims to enhance the quality of product and introduce innovative products through capacity building, handholding, and enhancing profitability of the growth centres and Self-Help Groups (SHGs) for both farm and non-farm products produced by them.

Interested applicants may obtain further information from:

**Additional CEO,  
Uttarakhand State Rural Livelihoods Mission (USRLM)  
Old Doordarshan Building, Ajeevika Bhawan, Tapovan Road, Raipur,  
Dehradun, 248001  
Phone: +91- 9412093900  
Email: aceouksrlm@gmail.com**

### **Key Dates**

<b>Sr. No.</b>	<b>Description</b>	<b>Date</b>
1	Date of Publication	08-03-2025
2	Last Date for Submission of Queries/Clarification – Pre-Bid Meeting	17-03-2025
4	Last Date for Submission of EoI	25-03-2025
5	Shortlisting of Proposals	TBD

## **1. Background**

The Uttarakhand State Rural Livelihoods Mission (USRLM), under the Department of Rural Development, Government of Uttarakhand, is committed to fostering sustainable rural enterprises through its Growth Centre initiative. The Growth Centres serve as hubs for rural entrepreneurship, promoting economic self-reliance through market-oriented production, improved value chains, and strategic business interventions.

To achieve these objectives, USRLM seeks to onboard Private Partners with deep domain knowledge in quality improvement, enhancing market linkages, profitability, product innovation, business model development, value chain integration, financial sustainability, and rural enterprise management. The selected private partner will work to strengthen the Growth Centres, ensuring long-term impact and scalability.

## **2. Scope of work**

The agency/Private Partner shall work on one (01) selected growth centre for improvement of the quality of the product and innovation for new products. The scope of work will be decided based on the contextualised requirement of the selected growth centre and mutually agreed between the agency / Private Partner, Department and Growth centre.

The selected Private Partner(s) will be responsible for the following:

### **Product Quality Enhancement**

- Evaluate current production processes and product quality for targeted sectors.
- Design and implement standard operating procedures (SOPs) and quality control mechanisms.
- Conduct hands-on workshops and training sessions tailored to the needs of women-led processing units.
- Conduct regular quality audits and provide feedback for continuous improvement.

### **Compliance Management:**

- Assist in obtaining and compliances of necessary certifications and licenses, such as FSSAI, BIS (Bureau of Indian Standards), ISO etc.as per requirement of the specific Growth Centre.
- Conduct compliance training for staff to maintain high standards of hygiene and safety.

### **Market Linkage and Business Development**

- Develop market entry and expansion strategies, including branding, packaging, and digital marketing.
- Strengthen market linkages for selected Growth Centres by leveraging existing networks to connect with potential distributors, retailers, and buyers at local, national, and international levels, while enhancing partnerships to expand sales opportunities.
- Enhance profitability and operational efficiency of the select Growth Centre by increasing productivity and recommending cost-effective measures to reduce production expenses.

## **Operational Efficiency**

- Streamline procurement, establish reliable supplier networks, and implement inventory management to enhance efficiency and cost-effectiveness.
- Conduct skill development programs, workshops, and create training materials to enhance staff expertise and operational efficiency.
- Develop feedback mechanisms, for analysing insights for improvement, and strengthen brand loyalty through active customer interaction.

## **3. Proposal Submission**

Potential private partners may submit a two-page proposal for one selected Growth Centre from the list in Annexure 1. The proposal should include the following key sections:

1. **Profile of the Private Player:** Detailed profile of Private Partner including demonstrated experience, technical expertise, and capability to successfully undertake the assignment.
2. **Understanding of the Project:** Brief overview of your technical approach, key strengths, and unique value proposition.
3. **Methodology & Work Plan:** Clear description of the process, tools, training materials, and strategies for product quality improvement, improving profitability and market linkage.

## **4. Presentation**

Following the evaluation of proposals submitted by potential private partners, shortlisted candidates will be invited to deliver a presentation. The presentation will provide an opportunity for the selected private partners to elaborate on their proposed approach, strategic vision, and implementation plan.

The specific theme and guidelines for the presentation will be communicated in advance to the shortlisted partners to ensure alignment with the objectives of the Growth Centre initiative.

## **5. Terms and Conditions**

- The issuing organization reserves the right to accept or reject any or all proposals without assigning any reason.
- All submitted proposals shall remain confidential.
- Any costs incurred in the preparation of the proposal will not be reimbursed.

## **6. Timelines and Contact Details**

- REoI Issue Date: 08-03-2025
- Consultation/Presentation with the applicants: TBD

For any clarifications or further information, please contact:

**Name of issuer & Designation – ACEO, USRLM**

**Department email id – [aceouksrlm@gmail.com](mailto:aceouksrlm@gmail.com)**

**Phone number: +91- 9412093900**

### Annexure 1 - Details of Growth Centres

S.No	District	Block	Name of Growth Center	Complete Address	Growth Centre Category
1	Bageshwar	Kapkote	Samridhi Spice Growth Center	Village & post Ason	Food Processing (Spices)
2	Chamoli	Gairsain	Samridhi Spice Growth Center	Main BDO Office Gairsain	Food Processing (Spices)
3	Champawat	Champawat	Honey and Spices Growth Center	Village Shyamlatal, Tanakpur Road, Champawat	Food Processing
4	Champawat	Champawat	Prasad Making Growth Center	Gyan Khara, Tanakpur, Champawat	Prasad Making
5	Champawat	Lohaghat	Iron Pots and Agriculture implements	Near Petrol Pump, Champawat Road, Lohaghat	Handicraft (Iron Pots Making)
6	Dehradun	Raipur	LED Growth Center	Gram Panchayat Kotimaychak	Manufacturing (LED)
7	Haridwar	Bahadrabad	Samridhi Prasad Growth Center	Growth Center Bahadrabad	Prasad Making
8	Nainital	Ramgarh	Fruit Processing Growth Center	Talla ramgarh	Food Processing (Fruit)
9	Nainital	Kotabagh	Organic Growth centre, Kotabagh	Block campus, Kotabagh	Food Processing
10	Nainital	Kotabagh	LED Growth Centre	Near gov. Inter College, Bailparaw	Manufacturing (LED)
11	Nainital	Bhimtal	Bakery Growth Center	Shilp emporium near vikas bhawan Bhimtal	Bakery
12	Nainital	Betalghat	Spice Growth Center (Centre	Shilp emporium Garampani	Food Processing (Spices)

S.No	District	Block	Name of Growth Center	Complete Address	Growth Centre Category
			handed over to Sudha NGO)		
13	Nainital	Ramnagar	Souvenir Growth Center	Block Office Campus Ramnagar,	Souvenir
14	Pithoragarh	Berinag	Manduwa Bakery Growth Center	Saras Center, Thal Padav, Near Tehsil, Thal, Berinag, Pithoragarh. 262552	Bakery
15	Tehri	Narendra Nagar	Kunjapuri Cluster Swayat Sahkarita (Hindolakhali)	Hindolakhali	Food Processing
16	U.S.Nagar	Rudrapur	Bakery Growth Centre	Kashipur Road, Rudrapur	Bakery
17	U.S.Nagar	Bajpur	Udaan Spice Growth Center	Govindpur , Gadarpur, U.S.Nagar	Food Processing (Spices)
18	Uttarkashi	Chinyalisaur	Aparna SHG	Block Office	Manufacturing (LED)
19	Rudraprayag	Jakholi	Masala Processing Growth Center	Block Office, Jakholi	Food Processing (Spices)
20	Rudraprayag	Ukhimath	Malta Processing Growth Center	Village - Makkumath	Food Processing
21	Pauri	Dugadda	Samridhi Growth Center	Old Block, Dugadda	Food Processing
22	Pauri	Kot	Mushroom Compost Production Growth Center	Near Block Office Kot, Pauri, Pauri Garhwal	Agri/Processing
23	Pauri	Thalisain	Ghee Growth Center	Village (Kaproli) Thalisain	Dairy
24	Pauri	Ekeshwar	Paper Making	Village Rangwadi	Paper Making