



**Directorate of Micro, Small and Medium Enterprises
Government of Haryana**

Terms of Reference

for

**Appointment of 'PMU for effective implementation and
monitoring & evaluation of State Mini Cluster
Development Scheme under HEEP 2020'**

**Directorate of Micro, Small and Medium Enterprises
Government of Haryana**

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'PMU for effective implementation and monitoring & evaluation of State Mini Cluster Development Scheme under HEEP 2020'

Terms of Reference

1. Introduction

The state government has adopted the cluster development approach as a key strategy for enhancing the productivity and competitiveness as well as capacity building of Micro and Small Enterprises in the State. The state government is implementing an ambitious State Mini Cluster Development Scheme under the Haryana Enterprises and Employment Policy (HEEP) 2020. The scheme was earlier implemented under EPP 2015 wherein 31 projects were approved with project cost of INR 77.19 crores. Under EPP 2015, 25 Common Facility Centres (CFCs) have become operational under the State Mini Cluster Development Scheme.

Owing to the success of the scheme under EPP 2015, the state government announced an upscaled version of the State Mini Cluster Development Scheme which was notified on 11.10.2021. As per the scheme, grant-in-aid assistance of 90% of project cost upto a maximum of project cost up to Rs. 5.00 crores is provided to a group of 15 micro and small enterprises to set up Common Facility Centres (CFCs) such as mini tool rooms, testing centres, training centres, R&D centres, common production centres, raw material banks etc.

2. Project Overview and Objectives

In order to effectively implement the scheme under HEEP 2020, including mobilisation of application, assistance in formation of SPVs, preparation of DSR and DPR as well as implementation support including procurement management as per GFR; the state government wishes to engage a PMU through HARTRON empanelment.

3. Scope of Work

The SoW for the PMU will be as follows:

A. Track 1: Propagation of the scheme in MSME clusters and mobilisation of applications:

- Identification of key stakeholders (MSME units, industries associations, government agencies, banks/FIs) in the cluster.
- Sensitize key stakeholders (MSME units, industries associations, local offices) on State Mini Cluster Development Scheme and its benefits.
- Assistance in mobilisation of micro and small units for formation as Special Purpose Vehicles (SPVs)

- Assist potential SPVs in filling up scheme application form including filling of Udyam Registration Certificate (URC) and HUM (Haryana Udyam Memorandum).
- Consultant will be expected to mobilize 5 clusters in each quarter and applications to be submitted to the respective DMCs
- Assistance in submitting application to DMC
- Conduct soft interventions for SPV members like exposure visit to the similar clusters within the state and beyond; capacity building of setting up and running of CFC.
- Any other work related to the cluster.

B. Track 2: Preparation of Diagnostic Study Report (DSR) for Cluster:

- Undertake a cluster diagnostic study to assess the current infrastructure available with the cluster, existing status of the cluster.
- Conduct of field visit of the cluster units to understand challenges and undertake gap analysis.
- Undertake detailed SWOT analysis and value chain analysis of the cluster.
- Identify and analyse cluster problems.
- Provide a detailed action plan including recommendations for cluster including hard and soft interventions.
- Submission of DSR to the Directorate and assist the Directorate in conducting DSR validation meeting.
- Preparation of presentation for DSR validation and preparation of Minutes of the Meeting for DSR validation meeting.
- Assistance in obtaining approval of DSR from Directorate.

C. Track 3: Preparation of Detailed Project Report for Common Facility Centre (CFC) within the cluster:

- Assist the SPV for formation of Special Purpose Vehicle (SPV).
- Finalize hard intervention to be implemented in the cluster.
- Undertake technical feasibility and financial viability assessment for the CFC.
- Identify the key plant and machinery, building requirement along with the requirement of workforce, raw material, utilities and services etc.
- Support the cluster in identifying suitable location for CFC.
- Support the SPV/required stakeholder to identify the workforce required to operate and maintain the CFC.
- Undertake detailed financial feasibility for the CFC.
- Preparation and submission of draft DPR to the Directorate and assistance in preparation of agenda, presentation and MoM for the DPR validation meeting.
- Provide support for approval of Detailed Project Report of CFC by the State government, wherever required.
- Preparation of agenda, presentation and MoM for the State Level Steering Committee Meeting.

- Assistance in preparation of approval letters for clusters.

D. Track 4: Implementation support for establishment of the CFC in the cluster:

- Support in bid process management as per GFR guidelines i.e. preparation of bidding documents for civil works and equipment, preparation of bid evaluation reports, minutes of purchase committee/other meetings, contract documents etc.
- Assist SPV in development activities such as selection of agencies for detailed engineering, site supervision, construction, operational matters etc.
- Monitor the physical and financial progress of the project and assist in submission of periodic progress reports.
- Assist the SPV in preparing documentation required by the State Government for release of state's grant in aid.
- Participate in relevant review meetings of conducted by the department.
- Assistance in operationalisation of the CFC and preparation of success stories.

4. Key Resource Requirement

The team shall comprise of 3 resources to be hired full time as under:

S. No.	Resource Category	Proposed Role	Educational Qualification as per HARTRON empanelment	Preferred Educational Qualification	Relevant Experience
1.	Principal Consultant	Project Manager cum MSME Cluster Development Expert	BE/ B.Tech/ Post Graduate with 55% marks And/ Or MBA	<ul style="list-style-type: none"> • Full time regular MBA/PGDM/ PGDBM/Masters or Equivalent (in Marketing/Finance/Economics, etc.) with graduation (B.E./B. Tech/ B. Com/ BBA/ B.A) from reputed national or international institutes, with at least 55% 	<ul style="list-style-type: none"> • Minimum experience of 10 years (post qualification) with minimum 6 years in state or centre government/ bilateral/ multilateral/state or central PSUs sponsored projects in MSME/industrial development • Experience of leading significant number of CFC/common infrastructure projects in MSME cluster/industrial infrastructure development under

S. No.	Resource Category	Proposed Role	Educational Qualification as per HARTRON empanelment	Preferred Educational Qualification	Relevant Experience
				aggregate marks or equivalent CGPA	<p>state/central government scheme</p> <ul style="list-style-type: none"> • Experience of working towards increasing productivity of MSMEs & technology upgradation • Consultant should also have national/state experience in MSME sector development/cluster management domain • Experience of leading cluster development in thrust sectors – Textile, Food processing, Automobile /General engineering, or Metal, Chemical, Plastics, Agri machinery and traditional sector
2.	Consultant #1	Support Consultant (MSME Project Formulation)	BE/ B.Tech/ Post Graduate with 60% marks And/ Or MBA	<ul style="list-style-type: none"> • Full time Chartered Accountant with graduation (B.E./ B. Tech /B. Com/ BBA/ B.A) Or MBA/PGDM/ PGDBM/ Masters or Equivalent (in Finance/ Economics, etc.) from reputed national or international institutes, with at least 60% aggregate marks or equivalent CGPA 	<ul style="list-style-type: none"> • Minimum experience of 3 years (post qualification) with minimum 1 year experience in preparation of DSRs, DPRs, financial modelling, linking MSMEs to government schemes, etc.

S. No.	Resource Category	Proposed Role	Educational Qualification as per HARTRON empanelment	Preferred Educational Qualification	Relevant Experience
3.	Consultant #2	Support Consultant (Procurement)	BE/ B.Tech/ Post Graduate with 60% marks And/ Or MBA	<ul style="list-style-type: none"> Full time regular graduation (B.E./ B. Tech/ B. Com/BBA/ B.A) Or MBA/PGDM/ PGDBM/Masters or Equivalent (in Finance/ Economics, etc.) from reputed national or international institutes, with at least 60% aggregate marks or equivalent CGPA 	<ul style="list-style-type: none"> Minimum experience of 3 years (post qualification) with at least 2 years of experience in undertaking procurement for setting up of CFCs in MSME clusters under state or centre government schemes

**Weightage shall be given to the maximum relevant experience.*

4.2 The Resource marks are as under:-

S. No.	Resource Category	Maximum Marks
1.	Principal Consultant Project Manager cum MSME Cluster Development Expert	16 marks (Qualification)
		16 marks (Interview)
2.	Consultant #1: Support Consultant (MSME Project Formulation)	12 marks (Qualification)
		12 marks (Interview)
3.	Consultant #2: Support Consultant (Procurement)	12 marks (Qualification)
		12 marks (Interview)

S. No.	Resource Category	Maximum Marks
4.	Presentation <ul style="list-style-type: none"> • Understanding of the assignment • Approach & Methodology 	20 marks
Total Score for Criterion		100 Marks

5. Payment terms: As per guidelines of state mini cluster development scheme which are as under-

Deliverables	Payment linked
Approval of DSR	0.5% of the eligible project cost max. 5 crores
Approval of DPR	1% of the eligible project cost max. 5 crores
Release of 1 st instalment of state share	0.7% of the eligible project cost max. 5 crores
Release of 2nd instalment of state share	0.7% of the eligible project cost max. 5 crores
Release of 3 rd instalment of state share	0.7% of the eligible project cost max. 5 crores
On CFC operationalisation	0.7% of the eligible project cost max. 5 crores

6. Selection of Consultant

- 6.1 Internal Committee headed by the Administrative Secretary shall evaluate the **Proposals and Resumes** received from the bidders.
- 6.2 Team Assessment: The resources to be deployed by the bidder shall possess the requisite qualification and experience as per this ToR. CV of every resource to be deployed shall be provided in World Bank format (Maximum 4 Pages).
- 6.3 Selection of resources shall be done on the basis of CVs as well as personal interview by the Internal Committee.
- 6.4 The decision of the Internal Committee in the evaluation of responses shall be final. No correspondence will be entertained outside the process of negotiation/ discussion.
- 6.5 The Internal Committee reserves the right to reject any or all Proposals without assigning any reason.

7. General Guidelines

7.1 Bid Submission

- a. Proposal shall include the company profile (maximum 4 pages) and resumes of all proposed resources in the format as per **Annexure-I**.
- b. The bidder shall submit the proposal via email on clusterharyana@gmail.com, cd-cell.msme@hry.gov.in within the prescribed period of 14 days after the date of issue of ToR.
- c. The bidder with the highest score in technical evaluation shall be awarded the project as per the procedure.
- d. Technical score (maximum 100) will be calculated as per table under Clause 4.2 pertaining to resume and interview score of candidates.
- e. Qualifications & experience of resources will be as per empanelment or ToR whichever is better.

7.2 Team Assessment:

The resumes of resources to be deployed by the consultancy Company/ Agency shall have the requisite qualification and experience as per ToR. Selection of resources shall be done on basis of CVs as well as personal interview to be conducted by the Internal Committee.

7.3 Pattern of Evaluation:

Evaluation of the qualified consultancy company/agency shall be done based on the following evaluation criteria:-

Sr. No.	Criteria	Maximum Marks
1	Qualification of resources (Team Leaders & Team Members)	40
2	Interview	40
3	Presentation	20

7.5 Duration of Service

The Project duration will be 24 months. As per requirement/necessity of the department, the same may be further extended upto 12 months as per the provisions of HARTRON empanelment. The same will be communicated in written to the consulting firm. The financial implication for the extension will be calculated on a pro-rata basis.

7.6 Timelines:

The consultancy company/agency shall submit their proposal in sealed cover within 14 days after date of issuance of ToR.

7.7 Other Guidelines

- a. Sub-contracting of resources by the consulting firm/ agency shall not be allowed.
- b. If at any point in time, the Government of Haryana feels that a resource is not up to the mark, a replacement will be demanded in written and the consulting firm/ agency shall provide the replacement within two weeks as per ToR.
- c. The proposed resources should have PGDM/PGDBM/MBA/Masters/Post Graduate/BE/B.Tech degrees from Top NIRF Ranked Institutes/Premier/ Reputed National or International Institutes.
- d. The consulting firm/ agency shall deploy the same resources as per the proposal submitted within 15 days of issuance of work order.
- e. Penalty, replacement of resources, payment and other terms & conditions etc. shall be as per the guidelines laid down by HARTRON and as revised from time to time.
- f. Payment to the consultant shall be made as per the provisions of the State Mini Cluster Development Scheme. No additional payment shall be made for resource deployment.
- g. The Consultant shall at all times adhere to the timelines mentioned in the scheme guidelines. The consultant shall not be penalized for procedural delays on part of the Directorate.
- h. Proposed Resources should be on the company payrolls at the time of deployment on project and should be available at the time of interaction. The selected resource should be on-boarded on the payrolls of the company before deployment.
- i. The deployment of resources including age limit will be in accordance with the prevailing norms of the state government.
- j. The Directorate of MSME, Govt. of Haryana, in its sole discretion and without incurring any obligation or liability, reserves the right, at any time, to:

- (i) Suspend and/or cancel the Selection Process and/or amend and/or supplement the Selection Process or modify the dates or other terms and conditions relating thereto;
 - (ii) Consult with any Bidder in order to receive clarification or further information;
 - (iii) Retain any information and/or evidence submitted to the Directorate of MSME, Govt. of Haryana by, on behalf of and/or in relation to any Bidder; and/or
 - (iv) Independently verify, disqualify, reject and/or accept any and all submissions
- k. It is clarified that compensation shall be binding to both the parties under the Arbitration and Conciliation Act, 1996.

Annexure-I

PHOTO	1. Name			
	2. Position			
	3. Date of Birth			
	4. Education			
5. Employment Record	From	To	Company	Position Held
6. Brief Profile				
7. Countries of Work Experience				
8. Languages Known				
9. Work Undertaken that Best Illustrates Capability to Handle the Task Assigned				
<p>Project 1:</p> <p>Year:</p> <p>Location:</p> <p>Client:</p> <p>Position Held:</p> <p>Main features:</p> <p>Activities Performed:</p>				
<p>Project 2:</p>				

Year:

Location:

Client:

Position Held:

Main features:

Activities Performed: