



Directorate of MSME

Government of Haryana

Terms of Reference

for

**Engagement of Consultant for Setting up Global Intelligence and
Market Facilitation Team (GIFT) under Raising & Accelerating
MSME Performance (RAMP) Programme in the State of
Haryana (Part 1)**

Directorate of Micro, Small and Medium Enterprises

Government of Haryana

**Plot No.C-3, HSVP Complex (Front Block), 3rd Floor, Sector-6,
Panchkula-134109**

Email: clusterharyana@gmail.com; cd-cell.msme@hry.gov.in

Engagement of Consultant for Setting up Global Intelligence and Market Facilitation Team (GIFT) under Raising & Accelerating MSME Performance (RAMP) Programme in the State of Haryana (Part 1)

1. Introduction

To support the overall Covid Resilience and Recovery Programme of Ministry of MSME (MoMSME), the Government of India, has launched "**Raising and Accelerating MSME Performance (RAMP)**" programme, to be jointly funded by the World Bank and Government of India.

The RAMP programme aims at improving MSMEs' access to market and credit, strengthening institutions and governance at the Centre and State level, improving Centre-State linkages and partnerships, addressing issues of delayed payments, and greening of MSMEs. The RAMP programme seeks to address the generic and COVID related challenges in the MSME sector by way of impact enhancement of existing MSME schemes, especially on the competitiveness front.

In addition to building the MoMSME's capacity at the National level, the RAMP Programme also seeks to scale up implementation capacity & firm coverage in the participating States. Thus, as per the design of the programme, the Directorate of MSME has prepared a long-term roadmap, i.e., **Strategic Investment Plan (SIP)** for enhancing the performance of the MSME sector through greater outreach, which has been duly approved by the MoMSME.

As per the approved SIP by the MoMSME, the Directorate of MSME intends to engage a professional services firm/agency from the HARTRON empanelled firms (as per letter dated 15.06.2022 and 26.11.2024) to set up a dedicated export promotion cell, i.e., "**Global Intelligence & Market Facilitation Team (GIFT) Cell**", by deploying a 5-members exports experts team at the Directorate Headquarters in Panchkula and 3 field exports facilitators for 3-divisions to be deployed at Gurugram, Faridabad and Ambala, for enhancing Haryana MSMEs' export competitiveness and preparedness.

1.1. Project Overview

The GIFT Cell will be operationalized as a part of the Directorate of MSME, with a 5-member exports experts' team ("Hub") stationed at the Directorate Headquarters, along with 6 Field Exports Facilitators ("Spokes") at each of the 6 administrative division of Haryana for outreach with MSMEs at the ground-level.

It is envisaged that the GIFT Cell shall serve as the pivot for improving export competitiveness of the MSMEs in Haryana, providing them with a transformative avenue for expansion that extends beyond regional confines and into broader domestic and international markets. With its dedicated emphasis on rigorous market research, comprehensive skill development, enhanced access to financial resources, strategic workshops, expert-led sessions for unit-level handholding, strategic networking opportunities, and proactive promotion of exports, GIFT will empower MSMEs to access new markets and bolster their global competitiveness.

The Directorate of MSME now intends to engage a professional services firm/agency for setting up GIFT Cell at the Directorate's Headquarter ("Hub" team) and at the 3 divisions, i.e., Gurugram, Faridabad and Ambala (for activating the "Spoke" team), aimed at supporting the Directorate in developing & implementing a comprehensive export promotion & readiness strategy for MSMEs within the state.

1.1. Objectives of GIFT

Some of the key objectives of the GIFT cell will be to:

- i. Support the Directorate in creating a robust export-focussed support ecosystem for MSMEs in the state through a comprehensive export promotion strategy.
- ii. Promote resilience to global economic headwinds for MSMEs in Haryana by promoting a framework for partnerships and linkages between the Directorate and export organisations, national and international.
- iii. Develop a comprehensive repository of export related collaterals for MSMEs which will encompass export guides, market conditions, opportunities, regulations, business customs, financing opportunities, institutional support etc.
- iv. Establish an e-governance mechanism which will act as a one-stop solution for access to all export related support.
- v. Prepare a 5-year MSME focussed export strategy for Haryana outlining key sectors, growth & market penetration strategies, branding, awareness, market intelligence etc.
- vi. Support the Directorate in reaching out to MSMEs through the District MSME Centres (DMCs), field personnel/Spoke team and promote export readiness.
- vii. Support the Directorate in promoting product standardization/certification with respect to global markets driving global acceptance of products made in Haryana.

- viii. Assist the Directorate in conducting Networking & outreach event, providing unit-level facilitation support for enabling MSME linkages with key export stakeholders.
- ix. Assist the Directorate in enhancing MSME export preparedness and design & implementation of initiatives for enhancing MSME competitiveness.

2. Scope of Work & Services

The Consultancy/ Agency engaged for the assignment will set up "Hub" team and part "Spoke" team under GIFT as the dedicated market intelligence and export promotion cell of the Directorate of MSME, Haryana and will be responsible for enabling a support ecosystem for MSMEs in the State. It will envision a State MSME Export Strategy and promote export preparedness for MSMEs in Haryana, helping non-exporting units to start exporting and existing exporting units to expand to newer geographies.

The Scope of Work (SoW) will be as per the following workstreams:

- 1. Track 1: Development of Haryana MSME Export Strategy & Policy**
- 2. Track 2: Market Intelligence and Knowledge Collaterals**
- 3. Track 3: Enhanced MSME Markets Access, Collaborations and Partnerships**
- 4. Track 4: Handholding and Facilitation Support**

Track 1: Development of Haryana MSME Export Strategy & Policy

The track shall encompass development of a 5-year Haryana MSME Export Strategy along with a Haryana Export Promotion Policy, and will include the following activities:

- Preparation of comprehensive Haryana MSME Exports Diagnostics Report and export-focused district-level economic profiles. This would entail:
 - Mapping of existing exports scenario, sectors with significant contribution to exports
 - Benchmarking with India export scenario in similar sectors
 - SWOT analysis of Haryana exports ecosystem (sector wise)
 - Consultations with key stakeholders (DI&C, Export promotion Councils, FIEO, Market experts, Trade experts, Key MSMEs, DGFT, ITPO, TPCI, ECGC, EXIM Bank etc.)
 - Identification of key industrial sectors with export potential in Haryana, analysing current export performance and future potential

- Identification & prioritisation of focus products for exports related interventions
- Assessing current regulatory and handholding support provided by the government, gaps present and strategy recommendations for enhancing export competitiveness and preparedness of MSMEs
- Creating district level profiles highlighting current scenario, priority products, support ecosystem (infrastructure & capacity building) and future potential
- Development of Haryana's MSME Exports Policy. This would entail:
 - Conducting an As-Is Study of all existing support provided by Haryana to MSMEs for export promotion
 - Conducting a benchmarking study with national and international export promotion schemes and policies to create a framework of globally resilient policy measures in Haryana
 - Developing schemes focused on providing financial assistance, capacity building and institutional support to existing & new exporting units in addition to consolidating existing export schemes under the ambit of the policy.

Track 2: Market Intelligence & Knowledge Collaterals

This track shall entail developing periodic and up-to-date export collaterals, pricing sheets, etc. based on market research & analysis focussed on export promotion. The following activities shall be included as a part of the track:

- Extensive international trade analysis for opportunity identification. This would include:
 - Analysis of various types of trade agreements (bilateral, regional, and multilateral agreements) to identify trade opportunities & barriers for Haryana MSMEs
 - Identification of major importing countries in each of the focus sectors & products
 - Assessing India's & Haryana's exports share to these countries
 - High level competition analysis for other countries exporting to these identified countries (comparison of value proposition)
 - Assist the Directorate in identification of 8 priority countries basis current trade relationships, trade agreements, volume of exports, demands and future potential for setting up of virtual helpdesks.
 - Analysis of priority country specific export ecosystem covering market conditions, opportunities, regulations, and business customs.

- Preparation of product-market Export Pricing Sheets for focus sector products (for priority destinations) using both Top Down and Cost-Plus pricing templates, e.g. Cut & Sew Apparel – Italy. (These sheets will act as a detailed business case, highlighting the opportunity for a product made in Haryana to be exported to an international destination, with detailing of all the costs involved, destination market prices & potential profits opportunities). The cost-sheets shall include:
 - End-to-end costs such as transportation to port, loading, Freight, Insurance, unloading, duties, customs, delivery, documentation etc.
 - Market prices in the importing country to gauge export competitiveness
- Updating of export pricing sheets on an annual or on-request basis
- Conducting detailed analysis for holistic exports business case, including
 - Analysis of market diversification for MSME products, demand forecasting through identification of new export markets based on current trading and product patterns
 - Analysis and preparation of sector-wise and region/country-wise environmental and product certification requirements and compliances.

Track 3: Enhanced MSME Markets Access, Collaborations and Partnerships

- Mapping of international buyers with potential Haryana MSME suppliers
- Providing assistance in foreign buyer-Haryana supplier matchmaking.
- Assisting the Directorate in planning & conducting Reverse Buyer Seller Meet, facilitating MSME market linkages.
- Tracking & promoting ad-hoc exports opportunities leveraging promotion council events, TPCI events, ITPO exhibitions, trade fairs, Indian embassies/ FICCI events, EXIM bank assistance & opportunities in developing countries such as Africa, Eastern Europe etc.
- Preparing sector-wise list of national & international trade events/ exhibitions of repute for promotion of MSME exports from Haryana.
- Conducting Networking Sessions (8) which will act as matchmaking sessions for MSMEs and involve the participation of major export ecosystem stakeholders like export promotion councils, bilateral trade bodies, foreign cooperation bodies, exporters associations, buyers etc.
- Supporting the Directorate of MSME in developing relevant content for promotional events like brochures, pamphlets, banners, standees,

hoardings etc. through provisioning of content regarding essential statistics and progress of Haryana in export promotion.

- Supporting the Directorate in facilitating strategic collaborations with leading national & international government and private entities for MSME exports promotion.

Track 4: Handholding and Facilitation Support

- Assisting the Directorate in effectively raising awareness about the benefits of exporting among MSMEs, relevant export procedures and requirements, providing handholding & facilitation support.
- Assist the Directorate in organizing training programs and workshops to enhance the export-related knowledge and skills of MSMEs, including export documentation, compliance, and market entry strategies.
- Preparing a comprehensive handbook of procedures for MSME exporters, comprising of Standard Operating Procedures (SOPs) on relevant and mandatory export documentation like registrations, taxation, insurance, licensing, import-export Codes, INCO Terms, etc.
- Preparing guidebook for packaging and labelling norms, across key export sectors in Haryana, along with documentation relevant for exchange of goods and monetary transfer between buyers and sellers like bills of exchange, letter of credit, invoices, listings, airway bills, foreign declarations, certificates of origin, inspection certificates etc.
- Preparing compendium of export-focused government schemes like RoTDEP, EPCG, Duty Exemption & Remission Schemes, EPCG, manufacturing support, e-commerce support and freight support etc. Prepare SOPs for accessing government fiscal support/ incentives/ grants/ schemes on export related activities and promote their uptake amongst MSMEs.
- Preparing SOPs for any other matter related to export financing, logistics and other related information related to exports.
- Preparing initial database of exporters in each sector in the priority countries
- Assisting the Directorate in creating a framework for providing advisory support to 5000 MSMEs across 3 years, including stakeholder engagement workshops, expert-led sessions to enhance their export preparedness and improving market linkages.
- Provide unit-level handholding support, as per the above framework, to 800 units on pilot basis to understand and validate the desired outcomes.

- On-request intelligence for proactive Haryana MSME exporters such as prospective markets, buyers, intelligence on duties, freight/insurance costs, quality standards, destination market price etc.
- Actively drive collaboration between the Hub & Spoke teams and support the Directorate and RAMP SPIU to effectively meet the needs of RAMP programme and the goals & objectives of GIFT Cell along with other approved project components of the intervention, envisaged as part of the SIP.

2.1. Key Deliverables

- i. Haryana MSME Exports Diagnostics Report
- ii. District Exports Profile
- iii. Haryana MSME Exports Policy
- iv. 32 Exports Pricing Sheets/Collaterals
- v. 8 Networking Events
- vi. Unit-level handholding (800 MSME units)
- vii. SOPs, Guidebooks
- viii. Other Knowledge Collaterals (Brochures, Flyers, Pamphlets, etc.)

3. Team Composition and Qualification

GIFT will be implemented through a “Hub-n-Spoke” model to establish a dedicated export promotion cell for the Directorate of MSME. The headquarters team will be the hub team who will focus on formulating export strategies, policies, identifying international market opportunities, coordinating with key state and national level stakeholders, and tracking export performance metrics.

The spoke team, to be deployed at each of the 6 administrative divisions in Haryana, shall be responsible for raising awareness about the benefits of exporting among MSMEs in the districts, determine the readiness of MSMEs to enter international markets and identify areas requiring improvement, collaborate with & support the Hub team in gathering and dissemination of market information and intelligence to help MSMEs identify export opportunities and target markets, besides other tasks.

Through this ToR, the Directorate intends to engage a consulting firm from the HARTRON empanelled firms for setting up the Hub team under the GIFT cell and part activation of the Spoke team through deployment of 3 field exports facilitators.

The consulting firm will be required to engage a team of 8 resources for the entire duration of the engagement, out of which 5 resources will be deployed at

the Directorate HQ full time, while 3 resources will be deployed at the District MSME Centres in Gurugram, Faridabad and Ambala.

#	Resource Category	Proposed Role	No. of Resources	Educational Qualification	Relevant Experience
1	Principal Consultant	Team Leader & MSME Exports Expert	1	Post Graduate Degree in Marketing/ International Marketing/ International Business/ Management or related fields. Preference shall be given to Candidates from premium foreign trade institutes including IIFT / SIIB / or other such similar institutes	<ul style="list-style-type: none"> Overall experience of 10 years with atleast 6 years' experience in government/ bilateral/ multilateral agencies sponsored projects. Experience of leading projects for facilitating or preparing strategy for enhancing MSME international business/trade/commerce. Robust experience of assisting the government agencies or departments in enhancing access to markets for industrial/MSME units Experience of leading government/developmental agencies sponsored projects for MSME / Industrial sector development. Experience of working in atleast 1 World Bank/or other external aided projects.
2	Senior Consultant	MSME International Marketing Expert	1	Post Graduate Degree in Marketing/ Management/ International Marketing/ International Business/ Mass Communication or related fields. Preference shall be given to Candidates from premium foreign trade institutes	<ul style="list-style-type: none"> Overall experience of 6 years with atleast 3 years' experience in government/ bilateral/ multilateral agencies sponsored projects. Experience in market research, analysis, development & implementation of go-to-market strategies or market strategy plans. Experience of preparation of market/ exports diagnostic reports.

#	Resource Category	Proposed Role	No. of Resources	Educational Qualification	Relevant Experience
				including IIFT / SIIB / or other such similar institutes	<ul style="list-style-type: none"> • Experience of organising marketing and outreach events. • Experience in creation of marketing collaterals, promotional materials. • Experience in facilitating market/ ecommerce/ export linkages/ MSME vendor development.
3	Senior Consultant	MSME Public Policy Expert	1	Post Graduate Degree in Management/ Public Policy/Administrative Studies or related fields.	<ul style="list-style-type: none"> • Overall experience of 6 years with atleast 3 years' experience in government/ bilateral/ multilateral agencies sponsored projects for Industries/MSME sector development in India. • Minimum 3 years' experience in public policy advisory/ policy formulation/ advocacy/ policy implementation for Industries/MSMEs under government sponsored projects. • Experience of working towards MSME / Industrial ecosystem development, particularly in formulation of scheme and operational guidelines.
4	Consultant	Market Intelligence Expert	1	Graduate Degree B.E./BTech/BCom/BA/BBA or in related fields.	<ul style="list-style-type: none"> • Overall experience of 3 years with experience in atleast any 1 government/ bilateral/ multilateral agencies sponsored project. • Experience in undertaking M&E, marketing research or data analytics activities for state or central government programmes. • The resource should be well versed with leading

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#	Resource Category	Proposed Role	No. of Resources	Educational Qualification	Relevant Experience
					research & statistical tools.
5	Consultant	MSME Financing Expert	1	Graduate Degree B.E./BTech/BCom/BA or in related fields.	<ul style="list-style-type: none"> • Overall experience of 3 years with experience in atleast any 1 government/ bilateral/ multilateral agencies sponsored project for Industries/MSME sector development in India. • Experience in facilitating or enhancing MSMEs' access to finance. • Experience in facilitating linkages of industrial/MSME units with centre or state government schemes.
6	Senior Consultant	Field Exports Facilitators	3	Post Graduate Degree in Management/Marketing/Finance or related fields.	<ul style="list-style-type: none"> • Overall experience of 6 years with atleast 3 years' experience in government/ bilateral/ multilateral agencies sponsored projects. • Experience in market research, analysis, development & implementation of go-to-market strategies or market strategy plans. • Experience in organizing outreach campaigns/awareness workshops/networking events, etc.

While evaluating technical proposals, CVs of the key experts proposed will be evaluated with respect to the desired qualification and experience specified for each position in the above table. Weightage shall be given to the maximum relevant experience.

4. Pattern of Evaluation

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

Sr. No.	Criteria	Maximum Marks
1.	Prior Firm Experience	45
2.	Experience and Qualification of Resources <ul style="list-style-type: none"> • Education: 17.5 marks • Experience: 17.5 marks 	35
3.	Team Presentation (Understanding of the assignment & Approach & Methodology)	20
		100

- ii. Technical Evaluation Criteria:

#	Criteria	Maximum Marks
1.	Prior Firm Experience*	45
i.	<p>The Bidder should have experience of working on large scale transformation projects (long term over 1 year) with Central/ State Government or their agencies, as Programme Management Unit/ Programme Management Consultant for Industrial / MSME sector development (including Investment Promotion / Export Promotion / Trade Promotion / MSME development)</p> <ul style="list-style-type: none"> • Only projects with a project cost over INR 3 Cr. to be considered • The project should either be ongoing or must have been completed within the last 3 years (ending date of issuance of this ToR). • In case of on-going project, only projects which have commenced at least 1 year prior to the date of the issuance of the ToR shall be considered. • Each project – 5 marks • Maximum 2 projects to be considered 	10
ii.	The Bidder should have experience of formulation of policies/ schemes/plans/guidelines/conducting export studies/ preparing diagnostic reports/ market development project reports/ export	10

	<p>strategy for development of the industrial ecosystem/ MSME ecosystem/ export ecosystem of the country</p> <ul style="list-style-type: none"> • Only projects with a project cost over INR 50 Lakhs to be considered • The project should either be ongoing or must have been completed within the last 3 years (ending date of issuance of this ToR). • In case of ongoing project, only projects which have commenced at least 1 year prior to the date of the issuance of the ToR shall be considered. • Each project – 5 marks • Maximum 2 projects to be considered 	
iii.	<p>The Bidder should have experience of supporting Central/ State Government/ or their agencies/ institutions/ Corporations/ autonomous bodies in India in preparation of comprehensive marketing, branding and sales strategies/ outreach plans/ capacity development/ planning & conducting awareness & outreach programmes/ providing facilitation and handholding support to Industries or MSMEs to ensure their linkages with government schemes/programmes:</p> <ul style="list-style-type: none"> • Only projects with a project cost over INR 50 Lakhs to be considered • The project should either be ongoing or must have been completed within the last 3 years (ending date of issuance of this ToR). • In case of ongoing project, only projects which have commenced at least 1 year prior to the date of the issuance of the ToR shall be considered. • Each project –5 marks • Maximum 2 projects to be considered 	10
iv.	<p>The Bidder should have experience of supporting the Govt. of Haryana or its Corporations/ autonomous bodies in developing the industrial/ MSME/cooperative ecosystem of the State of Haryana</p> <ul style="list-style-type: none"> • Only projects with a project cost over INR 50 Lakhs to be considered • The project should either be ongoing for at-least 1 year or must have been completed within the last 3 years (ending date of issuance of this ToR). • In case of ongoing project, only projects which have commenced at least 1 year prior to the date of the issuance of the ToR shall be considered. • Each project – 3 marks • Maximum 5 projects to be considered 	15

Terms of Reference for Engagement of Consultant for Setting up Global Intelligence and Market Facilitation Team (GIFT) under Raising & Accelerating MSME Performance (RAMP) Programme In the State of Haryana (Part 1)

2.	Experience and Qualification of Resources	35
I.	Principal Consultant Team Leader & MSME Exports Expert	5.5 marks (qualification) 5.5 marks (experience)
II.	Senior Consultant #1 MSME International Marketing Expert	2 marks (qualification) 2 marks (experience)
III.	Senior Consultant #2 MSME Public Policy Expert	2 marks (qualification) 2 marks (experience)
IV.	Consultant #1 Market Intelligence Expert	1 mark (qualification) 1 mark (experience)
V.	Consultant #2 MSME Financing Expert	1 mark (qualification) 1 mark (experience)
VI.	Senior Consultant #3 Field Exports Facilitator	2 marks (qualification) 2 marks (experience)
VII.	Senior Consultant #4 Field Exports Facilitator	2 marks (qualification) 2 marks (experience)
VIII.	Senior Consultant #5 Field Exports Facilitator	2 marks (qualification) 2 marks (experience)
3.	Team Presentation	20
i.	Understanding of the Assignment	5
ii.	Approach & Methodology	15
		100

**Both ongoing/completed projects shall be considered for evaluation.*

**Supporting documents to include copy of contract agreement/ addendum/ work order/ LoA/ LoI or self-declaration from the agency/ firm on the status of the engagement/deliverable.*

**All the resources proposed as a part of the Hub & Spoke team should be present at the time of presentation.*

5. Payment Schedule

Payment to the Consultancy agency/firm for the project will be made as per the following schedule:

Deliverable	Timeline	Payment %*
Mobilization Advance	T*	20%
Inception report	T+1	5%
Haryana MSME Exports Diagnostics Report	T+3	10%
District Exports Profiles	T+4	5%
Haryana MSME Exports Policy	T+6	10%
Quarterly Payment	T+3, 6, 9, 12, 15, 18, 21, 24	50% (equally in 8 quarters)

*T: Effective date of the engagement as per the Contract; Payment % of the total project fees

6. Selection of Consultant

- i. Internal Committee headed by the Administrative Secretary (Committee constituted vide order dated 27.03.2025 shall evaluate the Proposals received from the bidders.
- ii. Selection of Consultant shall be done on the basis of relevant firm experience, CVs of the proposed team, and presentation on Consultant's understanding and proposed approach & methodology for delivering the project.
- iii. 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.
- iv. The Internal Committee reserves the right to reject any or all Proposals without assigning any reason.

7. General Guidelines

7.1. Bid Submission

- i. The Technical proposal should be complete in all respects and contain all information asked for in this Terms of Reference.
- ii. Proposal shall include the covering letter, company profile, credentials of relevant firm experience along with supporting documents (Annexure – I), resumes of all proposed resources in the format as per Annexure-II, and a compliance table indicating compliance against all the ToR

- requirements in terms of firm experience and resource profile (for instance, overall experience, relevant experience, etc.).
- iii. The resources to be deployed by the bidder shall possess the requisite educational qualification and experience as per this ToR. CV of every resource to be deployed shall be provided in World Bank format.
 - iv. It is mandatory to submit all the details in the prescribed formats duly filled in, along with the proposal.
 - v. The proposals shall be signed on each page by the authorized representative of the empanelled company. The letter of authorization shall be indicated by written power-of-attorney/Board Resolution accompanying the proposal.
 - vi. The bidder shall submit the technical proposal via email on cd-cell.msme@hry.gov.in and clusterharyana@gmail.com by 09.05.2025.
 - vii. Proposal **validity period will be 3 months** from the date of submission of proposals by the empaneled companies.
 - viii. Technical score (maximum 100) will be calculated as per table under **Clause 4** pertaining to Pattern of Evaluation.
 - ix. The empaneled company with the highest technical score will be the selected bidder (T1).
 - x. Financial bid of only the T1, i.e., selected bidder with the highest technical score, will be opened. Man-month rates per resource category so received from the T1 will be opened and negotiated by the Directorate before finalizing the agency to ensure that the Directorate is able to negotiate the rates according to the quality of the individual recommended by the top scorer. Company obtaining the maximum technical score (T1) will be awarded the work post the negotiation.

7.2. Duration of Assignment

Duration of the assignment will be initially for period of 2 years which may be extendable further by 1 year or beyond as per the requirement of the Directorate or the RAMP Programme.

The same will be communicated in written to the consulting firm.

7.3. Timelines:

- i. The consultancy/agency/firm shall submit their technical proposal in the prescribed format, as per the requirements of the ToR on cd-cell.msme@hry.gov.in and clusterharyana@gmail.com by 09.05.2025.
- ii. The financial proposal shall be submitted to the Directorate, in a sealed envelope, at the below-mentioned address by 09.05.2025.

The Director General,
Plot No.C-3, HSVP Complex,
3rd Floor, Sector-6, Panchkula-134109

7.4. Other Guidelines

- i. Forming of consortium or Joint venture is not allowed.
- ii. **Replacement of Resources:** If at any point in time, the Government of Haryana feels that a resource is not up to the mark or if a resource leaves the organization, a replacement will be demanded in written and the consulting firm/ agency shall provide the replacement within three weeks as per ToR. In case replacement is not provided in the prescribed time, a financial penalty of 1% of the total fee shall be imposed for one month of delay per resource. Delay beyond 30 days in replacement of a resource may result in termination of HARTRON empanelment.
- iii. **Penalties & Liabilities:** The aggregate liability of the Consultant under this agreement, or otherwise in connection with the services to be performed hereunder, shall in no event exceed the total fees payable to the Consultant as per the award of work order/contract.
- iv. **Payment:** Payment to the consulting firm/ agency shall be as per the schedule mentioned in *Clause 5*.
- v. **Team & resources:**
 - a. The team will be dedicated to work with the Directorate and sharing of resources will be not allowed with any other project/assignment.
 - b. The resources shall be deployed full time at the Directorate's Head-office and District MSME Centres in Gurugram, Faridabad and Ambala as indicated above. Resource person will be allowed to avail the leave of kind due as per Service Rules of their employer.
 - c. Proposed resources should be on the company payrolls at the time of deployment on project and should be available at the time of interaction.
- vi. The consulting firm/ agency shall give the quotation indicating rates of per consultant, per man month as per **Annexure-III** so that subsequent addition/deletion can be affected as per the requirement. In cases, where additional manpower is needed beyond the above-mentioned requirement, the same may be deployed at the Man-month rates provided by the company for the particular resource category. For any other service

beyond the existing scope of work in this domain or other assignment, the additional payment shall be made on the basis of the efforts (calculated in terms of additional man-month basis).

vii. Notification of Award:

- a. The Directorate will notify the successful empanelled company in writing by email that its proposal has been accepted and issue a Letter of Award (LoA).
- b. The successful empanelled company has to furnish a performance bank guarantee (3% of the contract value) to the Directorate within 15 days from the receipt of LoA.
- c. Subsequently, the contract agreement will be shared with the successful bidder and the company will be required to enter into a contract agreement with the Directorate within 30 days after submission of performance bank guarantee.
- d. The bidder would be required to deploy resources as per the "Effective Date" as mentioned in the signed contract agreement.

viii. Termination:

- a. The Directorate may, without prejudice to any other remedy for breach of contract, by not less than thirty (30) days' written notice to the empaneled company, terminate the contract in whole or in part:
 1. If the empaneled company fails to provide satisfactory services at the desired level within the time period(s) specified in the contract, or any extension thereof granted by the Directorate
 2. OR if the empaneled company fails to perform any other obligation(s) under the contract
 3. OR if the empaneled company, in the judgment of the Directorate has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.
- b. Consultant may, without prejudice to any other remedy for breach of contract, by not less than thirty (30) days' written notice to the Directorate, terminate the contract in whole or in part:
 1. If the Directorate fails to pay any money due to the Consultant pursuant to the Contract within forty-five (45) days after receiving written notice from the Consultant that such payment is overdue
 2. OR if as the result of Force Majeure, the Consultant is unable to perform a material portion of the Services

3. OR if the Directorate fails to perform any other obligation(s)
under the contract
- c. The Consultant may terminate this agreement, or any services, immediately upon written notice to the Directorate if Consultant reasonably determines that it can no longer provide the services in accordance with applicable law or professional obligations.
- ix. 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:
- a. 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;
 - b. Consult with any Bidder in order to receive clarification or further information;
 - c. 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
 - d. Independently verify, disqualify, reject and/or accept any and all submissions
 - e. It is clarified that compensation shall be binding to both the parties under the Arbitration and Conciliation Act, 1996

Annexure-I: Firm Experience

Assignment Name:			
Name of Client:			
Approx. value of Contract:			
Total number of staff-months of the Assignment:	Location & Address:		
Start Date (Month/Year):	Duration of Assignment (months)		
Completion Date (Month/Year):			
Name of Senior Staff (Project Director/Coordinator, Team Leader) Involved:			
Narrative description of project:			
Actual Services provided:			

Annexure-II: CV Template

PHOTO	1. Name			
	2. Position			
	3. Date of Birth			
	4. Education	Graduation	Degree:	
		Post Graduation	Degree:	Specialization:
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				
Project 1: Year: Location: Client:				



Position Held:

Main features:

Activities Performed:

Project 2:

Year:

Location:

Client:

Position Held:

Main features:

Activities Performed:

Certification:

I the undersigned, certify that to the best of my knowledge and belief that this CV correctly describes myself, my qualifications and my experience. I understand that any willful misstatement described herein may lead to disqualification or dismissal if engaged.

FULL name of authorized representative

Annexure-III: Financial Proposal

Resource wise Financial Quote

Sr. No.	Name of the Resource	Resource Type (Managing Consultant/ Principal Consultant/ Senior Consultant/ Support Consultant)	Proposed Man-month rate (Excluding Taxes)
1		Principal Consultant Team Leader & MSME Exports Expert	
2		Senior Consultant #1 MSME International Marketing Expert	
3		Senior Consultant #2 MSME Public Policy Expert	
4		Consultant #1 Market Intelligence Expert	
5		Consultant #2 MSME Financing Expert	
6		Senior Consultant #3 Field Exports Facilitator	
7		Senior Consultant #4 Field Exports Facilitator	
8		Senior Consultant #5 Field Exports Facilitator	
