



Directorate of Micro, Small and Medium Enterprises
Government of Haryana

Reference No. MSME/Cluster/EOI/2025/1

Expression of Interest (EOI)

for

**Empanelment of Consulting Agencies for Implementation
of Cluster Development Schemes of Directorate of MSME,
Haryana**

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**

NOTICE INVITING EXPRESSION OF INTEREST (EoI)

Date: 22.05.2025

The Director General, Directorate of Micro, Small and Medium Enterprises (MSME), Government of Haryana invites Expression of Interest (EoI) from reputed and experienced Consulting Agencies possessing prior experience of providing consulting services related to implementation of Cluster Development Schemes of State/Centre Government Department/Board/Corporation.

The EoI document can be downloaded from the Directorate's website i.e., <https://msme.haryana.gov.in>

The EoI document contain details about scope of work, eligibility criteria, evaluation criteria and procedure for submission of response. Response to this EoI shall be deemed to have been done after careful study and examination of this document with the full understanding of its implications.

For further notice/corrigendum/addendum, the Consulting Agencies are advised to regularly visit the Directorate's website i.e., <https://msme.haryana.gov.in>

EoI Inviting Authority:

Directorate of MSME, Haryana
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Disclaimer

The information contained in this Expression of Interest (hereinafter referred to as the "EoI") document or subsequently provided to the firms/agencies, whether verbally or in documentary form or any other form by the Directorate of MSME, Government of Haryana (herein after referred to as the "Directorate"), or by any of its employees or advisors, is provided to the firms/agencies on the terms and conditions set out in this EoI document and all other terms and conditions subject to which such information is provided.

This EoI is neither an agreement nor an offer by the Directorate to the prospective firms/agencies or any other person. The purpose of this EoI document is to provide the firms/agencies with information to assist in the formulation of their response. This EoI document does not purport to contain all the information each firm/agency may require.

This EoI document may not be appropriate for all persons, and it is not possible for the Directorate, their employees or advisors to consider the business/ investment objectives, financial situation and particular needs of each firm/agency who reads or uses this EoI document.

Each firm/agency should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EoI document and where necessary obtain independent advice from appropriate sources.

The Directorate, its employees and advisors make no representation or warranty and shall incur no liability to any person including any firm/agency, under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expenses which may arise from or to be incurred or suffered on account of anything contained in this EoI or otherwise, including the accuracy, adequacy, reliability or completeness of the EoI document and any assessment, assumption, statement or information contained therein or deemed to form part for qualification of firm/agency and evaluation of responses of the firm/agency for participation in the empanelment process.

The Directorate also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any firm/agency upon the statements contained in this EoI.

The Directorate may, in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EoI document.

The issue of this EoI does not imply that the Directorate is bound to select a firm/agency or to appoint the Selected firm/agency, as the case may be, for the services and the Directorate reserves the right to reject all or any of the proposal without assigning any reasons whatsoever.

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Critical Fact Sheet

S. No.	Particular	Details
1.	Expression of Interest (EoI) Name	Empanelment of Consulting Agency for Implementation of Cluster Development Schemes of Directorate of MSME, Haryana
2.	Date of issue of EoI document	Date: 22.05.2025 Time: HH:MM
3.	Portal where the EoI document shall available	https://msme.haryana.gov.in
4.	Proposal Due Date	12.06.2025 by 05:00 PM
5.	Mode of proposal submission	Submission through email: <ul style="list-style-type: none"> • clusterharyana@gmail.com • cd-cell.msme@hry.gov.in
6.	Technical Proposal Opening Date	13.06.2025 by 02:00 PM
7.	Date of Presentation	To be notified later via email if shortlisted
8.	Empanelment Application Fee (Non-Refundable)	Rs 25,000/-
9.	Earnest Money Deposit (EMD) in the form of Demand Draft (DD)	Rs. 5,00,000/-
10.	Duration	Two (2) years, further extendable depending upon the requirement of the Directorate
11.	Contact Details	Directorate of MSME, 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

Note:

- Directorate reserves the right to change the above schedule of bidding process. Please visit the portal regularly for the same.
- Proposals must be received not later than time and date mentioned in the Critical Date Sheet above. Proposals that are received after the deadline WILL NOT be considered for evaluation.

Expression of Interest (EoI) for Empanelment of Consulting Agencies for Implementation of Cluster Development Schemes of Directorate of MSME, Haryana

1. Invitation for EoI

The Consulting Agencies are advised to study the EoI document carefully. Submission of proposal shall be deemed to have been done after careful study and examination of the EoI document with full understanding of its implications. The Consulting Agencies are expected to examine all instructions, forms, terms, and other information in the EoI document. Failure to furnish all information required as mentioned in the EoI document may result in rejection of the proposal.

The Consulting Agencies are required to submit proposals through email (mentioned in the critical fact sheet), not later than the date and time laid down for the proposal submission.

Note:

- a) Directorate of MSME, Haryana shall not be responsible for any delay about non-receipt/ non- delivery of the Earnest Money Deposit (EMD), Empanelment Fee & Proposal.
- b) Complete proposal will only be accepted online i.e., through email as mentioned in critical fact sheet.
- c) The terms & conditions are tentative and subject to change.
- d) Any modification of the EoI document which may become necessary shall be made by the Directorate of MSME, Haryana exclusively through the issue of an addendum/ corrigendum.
- e) If the opening of proposal or any other scheduled date falls on any gazette holiday, then next working day will be treated as per schedule.

2. Introduction

The State Government has adopted the cluster development approach as a strategic intervention to enhance the productivity, competitiveness, and capacity building of Micro, Small, and Medium Enterprises (MSMEs) in the State. Accordingly, a comprehensive Cluster Development Initiative has been launched to facilitate the holistic growth of MSMEs by leveraging the benefits of agglomeration, common infrastructure, and shared resources, with the objective of fostering sustainable and inclusive industrial development. Under this initiative, two key schemes are being actively implemented i.e., (i) State Mini Cluster Development Scheme of Haryana Enterprises and Employment Policy (HEEP) 2020 and (ii) Textile Cluster Development Scheme of Haryana AatmaNirbhar Textile Policy 2022-25. Till date, 48 projects have been approved under the State Mini Cluster Development Scheme, with 30 Common Facility Centres (CFCs) already operational. Additionally, one project has been approved under the Textile Cluster Development Scheme.

These clusters have been established across the length and breadth of the State and a concentrated attempt has been made to take the cluster initiatives to the block level in rural areas as well as industrially backward areas supporting grass root development in the entire State. As per the scheme guidelines, the State Government will provide financial assistance to Special Purpose Vehicle (SPV) with funding pattern of 90% of State Contribution and 10% of SPV Contribution for project cost up to Rs. 5.00 crores and Rs. 10.00 crores under State Mini Cluster Development Scheme and Textile Cluster Development Scheme respectively for setting up Common Facility Centres (CFCs) such as

mini tool rooms, testing centres, training centres, R&D centres, embroidery facility, advanced printing facility, common production centres, raw material banks etc.

The Directorate of MSME, Government of Haryana intends to empanel consulting agencies with prior experience & expertise in MSME sector development, specifically in the cluster development domain, and utilize their services for the implementation of State Mini Cluster Development Scheme of HEEP-2020 and Textile Cluster Development Scheme of Haryana AatmaNirbhar Textile Policy 2022-25 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, etc.

3. Scope of Work

The Scope of work for consulting agency to implement State Mini Cluster Development Scheme of HEEP 2020 and Textile Cluster Development Scheme of Haryana AatmaNirbhar Textile Policy 2022-25, shall include the following, but not limited to:

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, Textile Cluster Development Scheme and its benefits.
- Assistance in mobilisation of micro, small and medium 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).
- Assistance in submitting application to District MSME Centre (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 Directorate.
- Assistance in operationalisation of the CFC and preparation of success stories.

4. Eligibility Criteria

The consulting agencies meeting the following minimum qualifying criteria are eligible to apply for empanelment:

S. No.	Pre-Qualification Criteria	Supporting document for Compliance
1.	The Consulting Agency should be a company registered in India under the Companies Act 1956 or 2013/ Partnership firm/ Limited Liability Partnership.	Certificate of Incorporation/ Partnership Deed
2.	The Consulting Agency must have a minimum average annual turnover of Rs. 50 lakhs in previous three financial years (FY 2022-23, 2023-24 and 2024-25*) from consulting services.	Certificate from Chartered Accountant along with the audited balance sheets of last three financial years ending up 31 st March 2025. (*For FY 2024-25, provisional balance sheet shall be considered)
3.	The Consulting Agency must have positive net worth in last 3 financial years (FY 2022-23, 2023-24 and 2024-25)	Certificate from Chartered Accountant
4.	The Consulting Agency must have experience of MSME Cluster Development Project in North region	Work Orders/ Letter of Intent/ Addendum/ Contract Agreement
5.	The Consulting Agency must have extensive experience of providing consulting services for MSME sector with at least 1 contract of value Rs. 30 Lakhs in last 3 years from the date of submission of proposal.	Work Orders/ Letter of Intent/ Addendum/ Contract Agreement
6.	The Consulting Agency must not have been debarred or blacklisted by any Central/ State Govt. or Government agency in the last 3 financial years till the date of submission of proposal	Self-declaration on the letter head of the Consulting Agency
7.	The Consulting Agency must submit letter of authorization by the Board/ Partnership firm/ LLP, authorizing the signatory, for signing the bid	Board Resolution/ Power of Attorney authorizing the signatory to sign on behalf of the Consulting Agency
8.	The Consulting Agency must have valid PAN Card and GST Certificate	Self-attested copy of PAN Card and GST Certificate
9.	The Consulting Agency shall have to pay empanelment fee in the form of Demand Draft of Rs. 25,000/- (non-refundable) in favour of Director General, Directorate of MSME, Government of Haryana	Original copy of demand draft
10.	The Consulting Agency Shall have to pay Earnest Money Deposit (EMD) in the form of Demand Draft of Rs. 5,00,000/- in favour of Director General, Directorate of MSME, Government of Haryana.	Original copy of demand draft

Note:

- Joint Ventures/Consortiums are not allowed.

- Micro & Small Enterprises (MSEs) Consulting Agencies having valid UDYAM Registration certificate shall be given exemption from depositing EMD.
- The evaluation of proposal of only those bidders who have qualified in the pre-qualification will be carried out. If the proposals are found to be inadequate and do not correspond to the EoI requirements, they shall be summarily rejected.

5. Evaluation Criteria

Evaluation of the Consulting Agency shall be done based on the following pattern:

S. No.	Evaluation Criteria	Maximum Marks
1.	<p>The Consulting Agency should have at least Rs. 50 lakh as the average annual turnover in last three financial years ending on 31st March 2025 as under:</p> <ul style="list-style-type: none"> Rs. 50 lakh – 10 Marks More than Rs. 50 lakh to Rs 70.00 lakh – 15 Marks More than Rs. 70.00 lakh – 20 Marks <p><i>(Maximum marks for this criterion are 20 marks)</i></p>	20 Marks
2.	<p>The Consulting Agency must have prior experience of undertaking atleast 1 cluster development project under the State/ Centre Government sponsored schemes.</p> <ul style="list-style-type: none"> 1 project – 7 Marks 2 projects – 10 Marks 3 projects – 15 Marks <p>*Additional 5 marks in case of experience of undertaking cluster development project in Haryana.</p> <p><i>(Maximum marks for this criterion are 20 marks)</i></p>	20 Marks
3.	<p>The Consulting Agency must have prior experience of delivering consulting services project of atleast Rs. 30.00 lakh value under schemes/ programmes of state/ centre government agencies or Departments/ bilateral/ multilateral organizations for MSME sector development in the last 3 years till the date of submission of proposal.</p> <ul style="list-style-type: none"> 1 project of Rs. 30.00 lakh – 10 Marks 2 projects of Rs 30.00 lakh each – 15 Marks 3 projects of Rs 30.00 lakh each – 20 Marks <p><i>(Maximum marks for this criterion are 20 marks)</i></p>	20 Marks
4.	<p>The Consulting Agency must have prior experience of delivering consultancy assignment with MSMEs in Haryana in last 3 years till the date of submission of proposal</p> <ul style="list-style-type: none"> 1 project – 5 Marks 2 projects – 7 Marks 3 projects – 10 Marks 	10 Marks

S. No.	Evaluation Criteria	Maximum Marks
	(Maximum marks for this criterion are 10 marks)	
5.	Presentation <ul style="list-style-type: none"> Understanding of Assignment – 20 Marks Approach & Methodology – 10 Marks 	30 Marks
	Total Marks	100
	Qualifying Marks	60
Note: <ul style="list-style-type: none"> For FY 2024-25, provisional balance sheet shall be considered Both ongoing/completed projects shall be considered for evaluation Supporting documents to include copy of contract agreement/ addendum/ work order/ LoA / Letter of Intent 		

6. Payment Terms

The payment terms shall be as per the guidelines of State Mini Cluster Development Scheme of HEEP 2020 and Textile Cluster Development Scheme of Haryana AatmaNirbhar Textile Policy 2022-25.

- State Mini Cluster Development Scheme** – Max 5% of project cost (for projects with State Government grant-in-aid up to Rs. 2.50 crores) and 4% of project cost (for projects with State Government grant-in-aid of more than Rs. 2.50 crores and up to Rs. 4.50 crores)
- Textile Cluster Development Scheme** – Max 3% of project cost (for projects with State Government grant-in-aid up to Rs. 9.00 crores)

The deliverable based payment schedule to consulting agency as per scheme guidelines is provided in the table below:

	State Mini Cluster Development Scheme		Textile Cluster Development Scheme
Deliverable	Payment linked for projects with State Govt. grant-in-aid up to Rs. 4.50 crores	Payment linked for projects with State Government grant-in-aid up to Rs. 2.50 crores	Payment linked for projects with State Government grant-in-aid up to Rs. 9.00 crores
Approval of DSR	0.5% of eligible project cost max. Rs 5.00 crores	0.5% of eligible project cost max. Rs 2.78 crores	-
Approval of DPR	1% of eligible project cost max. Rs 5.00 crores	1% of eligible project cost max. Rs 2.78 crores	1% of the eligible project cost max. Rs. 10.00 crores
Release of 1 st installment of State Share	0.7% of eligible project cost max. Rs 5.00 crores	1.5% of eligible project cost max. Rs 2.78 crores	0.5% of the eligible project cost max. Rs. 10.00 crores

	State Mini Cluster Development Scheme	Textile Cluster Development Scheme
Deliverable	Payment linked for projects with State Govt. grant-in-aid up to Rs. 4.50 crores	Payment linked for projects with State Government grant-in-aid up to Rs. 9.00 crores
Release of 2 nd installment of State Share	0.7% of eligible project cost max. Rs 5.00 crores	1.5% of eligible project cost max. Rs 2.78 crores
Release of 3 rd installment of State Share	0.7% of eligible project cost max. Rs 5.00 crores	-
On CFC Operationalisation	0.4% of eligible project cost max. Rs 5.00 crores	0.5% of eligible project cost max. Rs 2.78 crores

7. General Terms and Conditions

7.1 Proposal submission

- The proposal should be complete in all respects and contain all information asked for in this EoI.
- Proposal shall include the covering letter, company profile, credentials of relevant firm experience along with supporting documents (Annexure - 1) and a compliance table indicating compliance against all the EoI requirements in terms of firm experience.
- It is mandatory to submit all the details in the prescribed formats duly filled in, along with the proposal.
- The proposals shall be signed on each page by the authorized representative of the Consulting Agency. The letter of authorization shall be indicated by written power-of-attorney/Board Resolution accompanying the proposal.
- The Consulting Agency shall submit the technical proposal via email as mentioned in the critical fact sheet.
- Proposal validity period will be 3 months from the date of submission of proposals by the Consulting Agencies.

7.2 Other Conditions

- During evaluation, Directorate may, at its discretion, ask the respondents for clarifications on their proposals. The firms/agencies are required to respond within the time frame prescribed by Directorate.
- Payment to the Consulting Agency shall be made as per the provisions of the State Mini Cluster Development Scheme and Textile Cluster Development Scheme. No additional payment shall be made for resource deployment.
- The Consulting Agency shall at all times adhere to the timelines mentioned in the scheme guidelines. The Consulting Agency shall not be penalized for procedural delays on part of the Directorate.

8. Annexure

8.1 Annexure I – Template for 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:			