

File No- 5(5)/2018-EP-IC/Part-I
Government of India
Ministry of Micro Small & Medium Enterprises
Office of Development Commissioner(MSME)

Expression of Interest (EOI)

Office of Development Commissioner, Ministry of MSME, Government of India calls for expression of interests for empanelment of E- Commerce Players, Internet/ Digital market companies, consultancy firms, Non-profit organisation etc as programme/ knowledge partners for development of products of MSMEs at E market platform on *Pro Bono Publico* basis.

The idea behind such an endeavour is to connect MSMEs, Entrepreneurs, Producers, Manufacturers and Artisans directly to the digital markets, with a promise for good return, Offer MSMEs to expand their customer base, enter new products markets and rationalise their business and strategise MSMEs for success in domestic and international markets.

Notice Inviting “Expression of Interest”

For

Creating a road map for developing E-marketing strategies in domestic & International Markets for MSME Entrepreneur(s)

Expression of Interests (EOI) is invited from experienced E- Commerce Players, Internet/ Digital marketing companies, consultancy firms, Non-profit organisation etc who would undertake the creation of a road map for developing E-marketing strategies in domestic & International Markets for MSME Entrepreneur(s), Producers, Manufactures and Artisans and provide all technical support to equip them to bring their products at E market place on *Pro Bono Publico* basis are invited to express their intent. The detail scope of work is as follows;

I Scope of Work:

- (i) The E- Commerce Players, Internet/ Digital marketing companies, consultancy firms, Non-profit organisation etc [herein after referred as “Interested Party”] shall equip MSMEs, Entrepreneurs, Producers, Manufacturers and Artisans with the requisite skills to enable them to access E-Market platform. This will be done with technical support from the “Interested Party” through the Skills Development Programmes of the Office of Development Commissioner (MSME) under Entrepreneurs Skills Development Programmes (ESDP) Scheme. Sub-Ordinate offices (MSME-Development Institutes) under the Office of Development Commissioner (MSME) will mobilise these programmes in co-ordination with handicraft and handlooms departments for their registered artisans to begin with and then to expand it to other sectors.
- (ii) The scope would also include such other activities that are incidental to the scope of work spelt out at para (I) above.
- (iii) It would also include any other activity(s) that may arise as per the need.
- (iv) The Interested Party shall be responsible for executing the work as per the terms of agreement contract between the parties.

II The Interested Party who meet the following eligibility criteria:

- (i) The Interested Party must have expert in the relevant field associated with
 - (a) Display Advertising
 - (b) Frame Ad/Web Banner Advertising
 - (c) Pop Ups/Pop Unders
 - (d) Floating Ads /Expanding Ads
 - (e) Interstitial ad/ Text ads
 - (f) Search Engine Marketing & Optimisation
 - (g) Sponsor search
 - (h) Social Media Marketing
 - (i) Mobile Advertising/Email Advertising
 - (j) Such other Expertise essential for E market support

- (ii) Over 02 years of experience of E-Marketing, Internet Sales etc.
- (iii) Prior experience of working on MSME/ enterprises sectors or related organisations would be desirable.

III Period of Engagement:

From the date of signing of the MOU, till it is revoked in writing by either or both the parties.

IV Financial Engagement:

The engagement would be on *Pro bono publico* basis throughout the period of the engagement/association. However, work related travel, accommodation and appropriate out of pocket expenses and honorarium would be reimbursed as finalized by the Office of DC(MSME).

V Submission of Application:

“Application for Expression of Interest (EOI) for empanelment of E- Commerce Players, Internet/ Digital marketing companies, consultancy firms, Non-profit organisation etc for creation of a road map for developing E-marketing strategies in domestic & International Markets for MSME Entrepreneur(s), Producers, Manufactures and Artisans.”, giving details as indicated below:-

**Joint Development Commissioner,
Office of the Development Commissioner (MSME),
Ministry of Micro, Small and Medium Enterprises
7th Floor, Nirman Bhawan, Maulana Azad Road,
New Delhi-110011**

- i) Name, Address and Contact Details of the Applicant
- ii) Statement of purpose in not more than 1000 words, clearly indicating:
 - a) Relevant qualifications and prior experience for suitability of the role;
 - b) Specific ideas / activities that the applicant would like to offer this role on the areas spelled out at para -I.
- iii) Curriculum Vitae;
- iv) Details of previous works.

This EOI is open ended without any last date of submission of application for empanelment.