

**Request for Proposal  
For  
Promotion of Women-led MSMEs  
in West Bengal**

**Tender No. 2798-MSMET Dated: 19<sup>th</sup> June 2025  
Government of West Bengal**

**Department of MSME&T  
Government of West Bengal  
Shilpa Sadan,  
4, Abanindranath Tagore Sarani  
(Camac Street), 7th Floor,  
Kolkata - 7000016**

## **NOTICE INVITING E-TENDER**

E-Tender No: **2798-MSMET**

Dated: 19.06.2025

Online Request for Proposal (E-Tender) (2<sup>nd</sup> Call) are invited by the MSME & Textiles Department, Government of West Bengal from suitable Government Universities/Institutions to implement the Intervention in Promoting Women-led MSMEs under the World-Bank aided programme of RAMP.

Detailed Information about eligibility, terms and conditions, application forms, schedule for last date and time for online submission of technical and financial bid and others are given in the Government of West Bengal e-tender portal <http://wbtenders.gov.in>.

### **Date and Time Schedule**

1	Tender No. & Date	2798 dated 19.06.2025
2	Tender Version	1.0
3	Brief description of the RFP	Implementation of the RAMP programme intervention ~ Promotion of Women-led MSMEs
4	Tender document Fee	Not applicable
5	Earnest Money Deposit	Not applicable
6	Date of Publishing of the Tender Document & Website	Date- 20.06.2025 (20 <sup>th</sup> June 2025) Website- <a href="https://wbtenders.gov.in">https://wbtenders.gov.in</a>
7	Last Date and Time for Submission of Queries	Not applicable
8	Last date & time of Tender Submission	<b>04.07.2025, 12:00 pm</b>
9	Date of opening of Tender (Technical)	<b>07.07.2025, 2:30 pm</b>
	Technical Presentation	<b>07.07.2025, 3:00 pm</b>
10	Date of opening of Financial Bid	<b>09.07.2025, 2:30 pm</b>

11	Contact Person	Name: Smt. Arundhati Bhowmik, WBCS Designation: Additional Secretary, Department of MSME&T E-mail: <a href="mailto:arundhatibhowmik028@gmail.com">arundhatibhowmik028@gmail.com</a> with a copy to <a href="mailto:msmet.gowb@gmail.com">msmet.gowb@gmail.com</a>
12	Tender issuing entity	Department of MSME&T, Government of West Bengal
13	Pre bid conference	Not applicable

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## **SECTION-A: INTRODUCTION & OBJECTIVE OF THE PROJECT**

### **1. Introduction**

Raising and Accelerating MSME Productivity (RAMP) is a World Bank-funded programme, targeted at the development of MSMEs in India. This programme aims at strengthening schemes that focus on improving market access, and access to credit, strengthening institutions and governance, improving Centre-State linkages, enhancing access to financial resources, and greening MSMEs. The RAMP scheme supports an overall Programme encompassing the following interventions

- (i) MSME institutional strengthening through, inter-alia, the MSME Council; digital portals, policy and M&E functions
- (ii) The convergence of relevant State-level schemes and support programs through the preparation and implementation of the Strategic Investment Plan (SIP)
- (iii) Firm competitiveness schemes including Technology upgradation and quality certification; marketing support schemes; capacity building for technology centres
- (iv) Strengthening the receivables financing market for MSMEs
- (v) Enhancing the effectiveness of the Credit Guarantee Trust for Micro and Small Enterprises for greening investments and investments in women-owned businesses
- (vi) Addressing delayed payments through online dispute resolution.

In line with the RAMP programme's goals, the Department of MSME & Textiles, Govt. of West Bengal, has focused on six key pillars, addressing the specific issues and best practices relevant to MSMEs in the region. An overview of the approved list of interventions has been given below in **Table 1**.

**Table 1: Overview of the approved interventions across pillars in West Bengal SIP**

Pillars	List of interventions			
Initial Phase and promotion of women	Accelerate Udyam Registration	Deploy chatbot/ helpdesk	Connect Investors with start-ups	Promotion of Women-led MSMEs
Access to finance	Adoption of alternative finance platform		Listing of SMEs on exchange platforms	
Access to Market	“MSME Competitive (LEAN) Scheme”	“Trade Infrastructure for Export Scheme” to create Zonal/ District Export Hubs.		Conduct reverse buyer seller meet, awareness programmes and outreach drives
Access to Technology	Improve adoption of AI and IoT solutions		Develop capabilities for conducting strategic foresight	
Capacity Building	Conduct sector-specific training			
Green and Sustainability	Devise environmental risk mitigation measures to encourage the adoption of green practices		Enhance participation of MSMEs in ZED certification	

Among the pillars, one of the interventions focuses on the **promotion of women-owned MSMEs across the state which aims to identify women entrepreneurs, increase awareness of ongoing state and central schemes, and offer support to expand the reach of products produced by them.**

## **2. Objective of the Intervention**

The intervention aims to achieve a diagnostic assessment of MSMEs, increase awareness of central/ state government schemes among women entrepreneurs in Bengal and assist women-owned MSMEs in availing benefits of the schemes. It is important to conduct an as-is assessment to assess the extent of awareness regarding central and state initiatives among women entrepreneurs. The collection of gender-disaggregated data will aid in understanding the current programmes available to women, benefits received from them, and impact of the schemes in terms of production, scalability, and employment. Additionally, the development of such a database would allow for the development of efficient strategies for awareness campaigns to further promote women's involvement in the different programmes.

This study will focus on the following key objectives:

- Assess the capabilities, strengths, and challenges faced by women entrepreneurs in the state
- Encourage women to formalize their entrepreneurship with the MSME Udyam registration
- Increase awareness of the central and state schemes for MSMEs and women entrepreneurs
- Strengthen the market access of women-made products in online platforms through handholding support
- Enhance access to finance for business management through training and awareness sessions
- Understand the usage of technology and the need/ scope of using advanced manufacturing methods
- Identify the overall knowledge gaps among women-led businesses and address them with recommendations.

## **SECTION-B: INSTRUCTIONS TO BIDDER**

### **INTRODUCTION**

The Department of MSME & Textiles, Government of West Bengal will select an agency/institute to promote the women-led MSMEs across the State and expand their market reach. The selection of the agency shall be based on an evaluation through the selection process specified in this RFP.

The Bidders are invited to submit Technical (along with the Presentation) and Financial Proposals for the services required for the assignment. The proposal will form the basis for grant of Work Order to the selected agency. The agency shall carry out the assignment in accordance with the Scope of Work.

The Bidder shall submit the proposal in the form and manner specified in this RFP. The proposal shall be submitted as per the forms given in relevant sections herewith.

Bidders shall bear all costs associated with the preparation and submission of their proposals and other costs incurred during their participation in the selection process. The client is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to grant of Work Order, without thereby incurring any liability to the Bidders.

The RFP requires that the Bidders observe the highest standard of ethics during the selection process and execution of work/assignment. In pursuance of this policy, the client:

- will reject the proposal for award if it determines, at any stage/time, that the Bidder has engaged in corrupt or fraudulent activities in competing for the Work Order;
- will declare a Bidder ineligible, either indefinitely or for a stated period of time, to be awarded any contract or Work Order if it at any time determines that the Bidder has engaged in corrupt or fraudulent practices in competing for and in executing the Work Order.



## QUERY

No queries shall be considered.

## PRE-BID MEETING

- i. The Department will host a Pre-Bid Meeting (physical/ virtual) for queries (if any) by the prospective bidders. The representatives of the bidders may attend the pre-bid meeting at their own cost. The purpose of the pre-bid meeting is to provide a forum for the bidders to clarify their doubts/seek clarification or additional information necessary for them to submit their bids.
- ii. All inquiries from the bidders relating to this Bid Document must be submitted to the designated contact person as mentioned above via email. The queries should be submitted in the following format:

Sl #	RFP Document Reference			Content of the RFP requiring clarification	Clarification Sought
	Section No.	Sub-Section No.	Page No.		
1					
2					
3					

## BID DOCUMENT

Bidder is expected to examine all instructions, forms, terms and requirement in the bid document. The invitation to bid together with all its attachment thereto shall be considered to be read, understood and accepted by the bidder. No deviations will be accepted. Failure to furnish all information required by the bid document or a bid not substantially responsive to the bid document in every respect may result of the bid.

## SUBMISSION OF BID

Interested Bidders are required to submit their bids online in West Bengal e-procurement portal (Website: <https://wbtenders.gov.in/nicgep/app>). The technical bid should not have any information related to the financial quotation. Inclusion of any financial information related to the quotation in the technical bid would lead to disqualification of the bid.

## MODIFICATION AND WITHDRAWAL OF BIDS

The bidder may modify or withdraw its bid after submission, if written notice of the modification or withdrawal is received before the deadline prescribed for bid submission.

- A bidder wishing to withdraw its bid shall notify the Department in writing prior to the deadline prescribed for the bid submission. The notice of withdrawal shall be addressed to the Issuing Authority at the address as mentioned/stated in the documents, bear the tender reference number.
- Bid Withdrawal Notice received after the bid submission deadline will be ignored and the submitted bid will be deemed to be a valid submitted bid. No bid may be withdrawn in the interval between the bid submission deadline and the expiration of the bid validity period specified in the RFP.

### **LEAST-COST SELECTION (LCS)**

In the case of Least-Cost Selection (LCS), the Tender Evaluation Committee (TEC) will select the Bidder with the Most Advantageous Proposal, which is the Proposal with the lowest evaluated total price among those Proposals that achieved the minimum qualifying technical score and invite such an Agency/Institute to negotiate the Contract.

### **EVALUATION OF TECHNICAL PROPOSALS**

- The TEC shall evaluate the Technical Proposals on the basis of their responsiveness to the Eligibility Criteria (Section C), and Scope of Work (Section E) of this RFP, applying the evaluation criteria, sub-criteria, and scoring framework specified in Technical Evaluation Criteria (Section D).
- The TEC will perform the Technical Evaluation for qualified/eligible bidders. Bidders securing a minimum of **70% marks** in the Technical Evaluation will only be considered for Financial Bid evaluation.
- Subsequent to the qualification during the Technical Evaluation stage, only qualified bidders will be considered for the Financial Bid evaluation.

### **NOTIFICATION OF RESULTS OF TECHNICAL EVALUATIONS**

- The qualified bidders shall be notified of their overall technical score. The financial proposals would not be opened for those bidders who could not attain a minimum score of 70% in the technical proposal.

### **PUBLIC OPENING OF FINANCIAL PROPOSAL**

- After technical evaluation is completed, the bidders whose proposals were not considered as responsive to the scope of work/TOR shall be notified.
- The qualified bidders shall be notified simultaneously about the date, time, and location of the public opening, and shall be invited for the opening of the financial proposals.
- The financial proposals shall be opened by the Tender Evaluation Committee in the presence of the representatives of the bidders, and anyone else who chooses to attend.
- Upon opening the financial proposals, the total price shall be read aloud and recorded.

## **NOTIFICATION OF AWARD**

The Agency/Institute with the lowest financial estimates will be declared the Most Advantageous Proposal. The bidder with the Most Advantageous Proposal will be informed of the Notification of Intent to award the contract.

## **PERIOD OF VALIDITY OF OFFER**

For the purpose of placing the order, the proposals shall remain valid for 180 days. During the period of validity of proposals, the rates quoted shall not change.

## **APPLICABLE TERMS AND CONDITIONS**

Considering that this is a World Bank-aided programme, there are relevant guidelines of Anti-Corruption and Environmental and Social Safeguarding Arrangements (outlined in the Annexure 8 and Annexure 9 of the Programme Implementation Manual applicable for the RAMP programme ,and these will be applicable for the selected agency as well. The Department will identify the relevant provisions and will communicate them during the contracting phase and will include them in the contract. The selected agency will have to abide by these guidelines.

## **TAXES & DUTIES**

Deduction of all statutory and necessary Tax from each bill will be made as per Government Order prevailing at the time of payment. Necessary tax deduction certificate will be issued on demand by the Company.

### **SECTION-C: ELIGIBILITY CRITERIA**

#	Eligibility Criteria	Document Proof
1	Bidder must be a Government Institute/ University	Self-declaration that the Institute is a Govt. Institution
2	Bidder must have demonstrable experience and capability working on Government projects	Details of a minimum of 10 years of experience working on projects associated with Government Department/Body. Work order or Proof of project award issued by the client
3	The Bidder must have a strong background in conducting and publishing documents related to MSMEs, particularly women entrepreneurs	Brief note on the research/project(s) with a weblink for its published version
4	The Bidder willing to participate must not be blacklisted, suspended, debarred, or suspended persons or entities by the Government of India, state governments and the World Bank.	Self-declaration that the Institute is not blacklisted/ restricted/ suspended by –  (i) the Government of India and/or any of the state governments/local bodies/ government parastatals in India,  (ii) the World Bank
5	The Institute must have a local presence in West Bengal	Proof of the Local Presence in West Bengal or Undertaking from authorized signatory to open the local office within 30 days from issuance of LoI or signing of contract

**Note: In the absence of any of the above, the bid will be treated as non-responsive and summarily rejected.**

## **SECTION-D: TECHNICAL EVALUATION CRITERIA**

### **Evaluation of Technical Bids**

1. The Technical Evaluation shall be initiated for only those Bids who qualify in the Pre-Qualification stage and will be evaluated as per the evaluation criteria in this clause.
2. Tender Evaluation Committee (TEC) may require written clarifications from Bidders to clarify ambiguities/uncertainties arising out of the evaluation of Bid documents.
3. Technical Evaluation of the bids would be conducted on three criteria of the Bidder as given below:
  - Bidder's Past Experience/ Citations (40 Marks)
  - Bidder's Team Composition (30 Marks)
  - Bidder's Technical Presentation (30 Marks)
4. For each of the criteria, necessary proofs (as mentioned in the table below) should also be provided. Applicant is required to submit any of the relevant supporting documents (work orders/ completion certificates, etc.) as evidence for their past experience.

### **A. Bidder's Past Experience/ Citations**

#	Technical Evaluation Criteria	Description	Max Marks	Marking Category
1	<b>Experience in conducting surveys in West Bengal</b>	<p>Bidder should have experience in conducting a minimum of two (02) survey projects in West Bengal, with a sample size of not less than 500 respondents for each project</p> <p><b>Required Proof:</b> Project Citation (in the format outlined in Annexure 3) along with the proof of project completion details</p>	<b>10</b>	<p>Survey projects in West Bengal districts with a sample size of –</p> <ul style="list-style-type: none"> <li>• 500 to 1,500 respondents in each project = <b>2</b> marks</li> <li>• 1,500 to 3,000 respondents = <b>3</b> marks</li> <li>• Above 3,000 respondents = <b>5</b> marks</li> </ul> <p>The bidder needs to showcase at least 2 projects for this criterion, otherwise will be awarded zero</p>
2	<b>Experience working on Government projects</b>	<p>Bidder must have demonstrable experience in working on projects/research works/ surveys with Central/State Government departments</p> <p><b>Required Proof:</b> Project Citation (in the format outlined in Annexure 3) along with the proof of project completion details</p>	<b>10</b>	<p>Experience in working on projects with Central/State Government</p> <ul style="list-style-type: none"> <li>• 4 marks for a minimum of 2 projects, otherwise will be awarded zero</li> <li>• Additional 2 marks for each project (capped at 10)</li> </ul>

#	Technical Evaluation Criteria	Description	Max Marks	Marking Category
3	<b>Experience in working with women entrepreneurs</b>	<p>Bidder must have prior experience in surveying the women-owned MSMEs/ women entrepreneurs of West Bengal.</p> <p><b>Required Proof:</b> Executive summary of survey report (validated and signed by the Head of Institution)</p>	<b>10</b>	<p>Experience in surveying women-MSMEs with a sample size of –</p> <ul style="list-style-type: none"> <li>500 to 1,500 respondents = 5 marks</li> <li>1,500 to 2,500 respondents = 8 marks</li> <li>Above 2,500 respondents = 10 marks</li> </ul>
4	<b>Expertise in the socio-economic context of women entrepreneurs of West Bengal</b>	<p>Bidder must have in-house experience in research/projects in the domain of women MSMEs in West Bengal.</p> <p><b>Required Proof:</b> Project Citation (in the format outlined in Annexure 3) along with the link or extract of the Research Articles/ Papers</p>	<b>10</b>	<p>No. of Research Articles/ Papers published:</p> <ul style="list-style-type: none"> <li>6 Marks for a minimum 1 paper published, otherwise will be awarded zero points</li> <li>Additional 2 Marks for each publication</li> <li>Only papers published by Lead Project Manager/ Deputy Project Manager would be considered for evaluation</li> </ul>

#### B. Bidder's Team Composition

#	Technical Evaluation Criteria	Description	Max Marks	Marking Category
1	<b>Key Personnel (Lead Project Manager, Deputy Project Manager)</b>	Bidder must have 2 core personnel engaged for project planning, management, and implementation and s/he should have adequate Experience and knowledge in women entrepreneurs' issues of West Bengal	<b>20</b> (10 marks *2)	<ul style="list-style-type: none"> <li>Experience in women MSME sector and professional experience of working in similar engagements: 5 marks</li> <li>Publication in the area of MSME/women-centric issues: 3 marks</li> <li>Educational qualification: 2 marks</li> </ul>
2	<b>Non- key Personnel (Research Scholars)</b>	The team must consist of 5 research scholars for project implementation, having Experience in survey-related projects, research report writing, and data handling & analysis	<b>10</b> (2 marks* 5)	<ul style="list-style-type: none"> <li>Educational qualification: 1 mark</li> <li>Experience in survey-related projects: 1 mark</li> </ul>

The minimum required experience, expertise, and education qualification of the key experts are as below:

Sl. No	Position	Roles and Responsibilities	Educational Qualification	Project Experience
1	Lead Project Manager (One member)	<ul style="list-style-type: none"> <li>Overall management of the project, planning of the survey implementation, ensuring expected outcomes are met</li> <li>Periodic reporting of the overall project performance to the Department</li> <li>Ensuring timely communication and compliance at the State level</li> <li>Establish excellent working relationships with the General Manager of the District Industry Centers (GM-DICs), survey teams, and district-wise survey field officers</li> </ul>	<ul style="list-style-type: none"> <li>Post Graduate degree in Economics / Social Sciences / Public Administration/Business Management</li> <li>National / International Premier Institutes shall be preferred</li> <li>Doctor of Philosophy (PhD) shall be preferred</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 10 years of experience in managing development projects preferably in MSME domain</li> <li>Minimum 5 years' experience in Programme implementation in a leadership role</li> <li>Preferred Work experience in West Bengal in managing and leading government Programmes.</li> </ul>
2	Deputy Project Manager (One member)	<ul style="list-style-type: none"> <li>Supervision of project management and execution plan</li> <li>Facilitation in preparation, timely submission, and implementation</li> <li>Establishing clear working relationships with district-level officials, survey teams, and district-wise survey field officers</li> </ul>	<ul style="list-style-type: none"> <li>Post Graduate degree in Economics / Social Sciences / Public Administration/Business Management</li> <li>National / International Premier Institutes shall be preferred</li> <li>Doctor of Philosophy (PhD) shall be preferred</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 5 years of experience in development projects preferably in MSME domain</li> <li>Preferred Work experience in West Bengal Government Programmes.</li> </ul>
3	Research Scholars (5 members)	<ul style="list-style-type: none"> <li>Conducting survey and fieldwork</li> <li>Data handling, sorting, and analysis</li> <li>Writing research reports</li> </ul>	<ul style="list-style-type: none"> <li>Postgraduate degree/ Graduate degree in Economics/ Statistics/ Social Sciences/ Business Management</li> </ul>	<ul style="list-style-type: none"> <li>Minimum 1 year of experience in survey-related projects and research report writing</li> </ul>

- The CV of Key experts should capture all details required to ascertain the eligibility of professionals.
- In any case of replacement of Key Experts, they should be equivalent or have better qualifications and experience than the original candidate.

### C. Bidder's Technical Presentation

#	Technical Evaluation Criteria	Description	Max Marks	Marking Category
1	<b>Bidder's Understanding of the Project Requirements</b>	To be evaluated from the technical proposal documentation and technical presentation to the TEC, based on: Clarity and understanding of the project objectives, scope, and requirements	<b>10</b>	<ul style="list-style-type: none"> <li>Understanding of the women entrepreneurship ecosystem in West Bengal, their core competencies and key challenges faced by them: <b>5 marks</b></li> <li>Bidder's understanding of the RAMP programme objectives to promote women MSMEs: <b>5 marks</b></li> </ul>
2	<b>Approach &amp; Methodology (to be provided in the form of a presentation)</b>	TEC shall evaluate the Approach and Methodology based on – <ul style="list-style-type: none"> <li>Comprehensiveness and coverage of sampling strategy</li> <li>Mechanisms of data collection and analysis</li> <li>Resource deployment plan</li> <li>Measures to achieve greater participation of women in central and state-sponsored schemes</li> <li>Understanding of challenges faced by potential sellers while onboarding to an e-commerce platform</li> <li>Effectiveness of measures planned for onboarding women-owned MSMEs into e-commerce platforms</li> </ul>	<b>20</b>	<ul style="list-style-type: none"> <li>Proposed work plan (whether clear and feasible) to meet the requirements of the RFP: <b>5 marks</b></li> <li>A detailed description of the proposed methodology, staffing, monitoring, and training of the survey: <b>10 marks</b></li> <li>Any unique project implementation strategy(ies) proposed that can positively impact project outcomes: <b>5 marks</b></li> </ul>

- The bidders found eligible as per pre-qualification criteria will be asked to give a presentation on their proposed solution with a comprehensive implementation plan and expected outcome.
- Only those Bids with a minimum score of **70% of total marks** in technical evaluation will be considered to be responsive to the requirements and financial bids of responsive bidders shall only be opened.



## **SECTION-E: SCOPE OF WORK**

This section details the scope of work for this tender. It also includes a list of objectives, target areas of the project, and proposed approach as part of the implementation scope. It is to be noted that the activities defined within functional and technical specifications are to be taken as benchmark requirements / indicative in nature and may not be exhaustive.

### **1.1. Summary of the Project Scope**

As per NSS State-wise Distribution of Proprietary MSME by Gender [NSS 73<sup>rd</sup> Round] West Bengal has 23.42%<sup>1</sup> share among all MSMEs with female owners. As women MSMEs form a significant part of the MSMEs in the state of West Bengal, this intervention aims to further encourage women entrepreneurship in Bengal and provide a platform to market products to a broader market. The existing scenario of women-led businesses in West Bengal is planned to be assessed through an extensive survey and analysis. This study on the women entrepreneurs will involve the implementation areas as follows:

- **Profiling of women entrepreneurs:** An AS-IS assessment needs to be conducted to comprehend the value chain for women MSME in the state. This would involve profiling women MSMEs to identify key products, constraints witnessed while accessing markets, challenges in accessing alternative financing sources and factors impacting technological adoption. This study would also support in assessing awareness of central and state initiatives among women entrepreneurs. The survey will be aimed at assessing the realisation of benefits from existing central/ state government schemes, and their impact on business in terms of production, scalability, and employment. Other basic details about the MSMEs such as their registration number, location, human resources, areas of operation and products will be captured in the form of an information repository, which will be shared with the Department.
- **Conducting awareness camps on schemes:** A total of 50 awareness campaigns will be conducted at the district level to increase knowledge regarding the accessibility of various central and state programmes. These workshops and interactive sessions will serve as platforms to educate women entrepreneurs about the various resources, financial schemes, market exposures, and government policies available to support their businesses. This, in turn, will encourage the participants to register formally and gain insights into effective business strategies, digital marketing, and financial management. These camps will also support women entrepreneurs in connecting with peers and industry experts, thereby creating a supportive community that encourages collaboration and innovation.
- **Facilitating market access:** This track of the work would assist female entrepreneurs in expanding their market reach in online portals, enhancing consumer visibility. The process would include capacity building support along with mentorship programs to create awareness regarding the requisite measures for

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<sup>1</sup> Source: MSME Annual Report Government of India 2023-2024

onboarding onto the e-commerce platform. The selected institution will be expected to identify the steps involved in the onboarding of sellers and listing of products across the platforms such as the Biswa Bangla, Tantuja and Manjusha among others. While the training sessions can act as a good starting point, they should be followed with the necessary handholding support (through physical/virtual means) to achieve the milestones.

Each of these above-mentioned implementation areas have been described below:

## **1.2. Project Execution**

The selected Bidder shall undertake the following project activities to promote women-led MSMEs

### **1.2.1. Profiling of women entrepreneurs**

The profiling of the women entrepreneurs will be carried out through detailed surveys and will focus on the value chain analysis, and the challenges of the women-owned MSMEs across the districts of the West Bengal. This will be followed by the formulation of relevant solutions to the identified challenges.

#### **Functions:**

- This would entail the survey team to work at the district level to interact with the women entrepreneurs and be in regular communication with the project stakeholders (at the GM-DIC's office/ zonal offices and Directorate/ Department) throughout the duration of the study.
- The survey team will develop a detailed methodology for sampling, questionnaire development, data collection, data management, and analysis in their proposal. This methodology should be aligned with the objectives envisaged for this stage.
- The survey team will prepare a questionnaire to capture quantitative and qualitative information so that a comprehensive profiling of women entrepreneurs can be performed. The questionnaire needs to be shared with the department and approval should be sought prior to the launch of survey.
- The selected agency/institute/body shall ensure that data quality is maintained during data collation and data review, and properly scrutinized data should be submitted to the Department.

*Note: Sub-contracting for surveying MSMEs is allowed only upon prior approval from the department at the bidding stage. If approved by the Department, the contracted Agency/Institute must ensure the sub-contractor maintains proper usage of tools, data analysis, and quality during the contract. The contracted entity shall have the sole ownership of the deliverables.*

#### **Survey Specifications:**

- This survey needs to be conducted across all the 23 districts of West Bengal.
- This should target to capture a sample size of 5000 women entrepreneurs across the State, covering all districts of urban and rural West Bengal.

- Factors such as the type of units (Micro, Small, and Medium Enterprises) and sector type mix (varied sectors like gems & jewellery, textiles, carpet, zari, incense sticks, jute diversified products, and packaged & processed foods) should be considered during the selection of sample.
- The surveys can be conducted through a combination of techniques such as one-to-one meeting, telephonic surveys, online interviews, online surveys (without the assistance of enumerator), and focus group discussions. Under no circumstance, more than 10% of the survey (out of the total survey sample of 5000) can be done through telephonic, online interview process and online survey (without the assistance of enumerators).

*Note: The survey should not be skewed towards a particular sector (eg: handicrafts) only; it should be representative of all the major sectors of women-owned MSMEs and assumptions considered for taking the sample size must be mentioned.*

### **Deliverables:**

The selected agency would ensure to provide comprehensive documentation of the assessment through survey and analysis in a database format. The database should comprise a detailed profiling and value chain analysis of the women-led MSMEs across 23 districts of the State. This should focus on the following points given in Table 2 for preparing the questionnaire to obtain the existing scenario on the women entrepreneurship culture.

**Table 2: Focus areas of the assessment**

Sl#	Focus areas	Details to be covered
1.	Profile of MSME	<ul style="list-style-type: none"> <li>• Name of the District, Block, and Municipality details</li> <li>• Sector specification, Sub-sector, Product/Craft specialization,</li> <li>• Udyam registration number/ Artisans ID/ Trade License number</li> <li>• Years of incorporation</li> <li>• Personal details including education qualification,</li> <li>• Business location and Unit/plant details,</li> <li>• Size &amp; Revenue</li> </ul>
<b>Value Chain Analysis:</b>		
2.	Access to Finance	<ul style="list-style-type: none"> <li>• Source of finance (debt/ equity), Formal / Informal sector</li> <li>• Access to banking facilities,</li> <li>• Rate of interest availed, Quantum of loan,</li> <li>• Application &amp; usage of loan (in working capital and/or capital infrastructure planning),</li> <li>• Challenges faced in accessing funds</li> <li>• Specific support required by MSMEs in this pillar</li> </ul>

Sl#	Focus areas	Details to be covered
3.	Access to Market	<ul style="list-style-type: none"> <li>Access to markets (offline marketplaces like local, regional, national, and international markets, and online platforms of Govt like Biswas Bangla, Tantuja, Manjusha, and/or online portals like Amazon, Flipkart, etc.)</li> <li>Channels of distribution used (online, retail, wholesale, direct sales),</li> <li>Partnerships or collaborations with other businesses or organizations,</li> <li>Access to capital for marketing campaigns,</li> <li>Challenges faced in accessing markets (e.g., lack of market information, competition, regulatory barriers)</li> <li>Infrastructure and logistical challenges (e.g., transportation, supply chain issues),</li> <li>Specific support required by MSMEs in this pillar</li> </ul>
4.	Access to Technology	<ul style="list-style-type: none"> <li>Adoption of technology solutions (such as Advanced Manufacturing, AI)</li> <li>Usage of technology and digital software/platforms for business operations,</li> <li>Investment in technology upgradation (in INR),</li> <li>Prospective areas of technology advancement</li> <li>Specific support required by MSMEs in this pillar</li> </ul>
5.	Access to Resources	<ul style="list-style-type: none"> <li>Access to raw materials/ supply of raw materials</li> <li>Access to Human resources - contractual workers, skilled resources, and subcontractors</li> <li>Production process,</li> <li>Packaging and Delivery</li> <li>Operational Health Safety Measures</li> </ul>
6.	Capacity Building and Awareness	<ul style="list-style-type: none"> <li>Awareness of the schemes sponsored by the Government of India and West Bengal</li> <li>Knowledge of schemes/programmes</li> <li>Challenges in preparing DPR, GST and other regulatory filing</li> </ul>

### 1.2.2. **Conducting awareness camps**

- The selected bidder will compile a list of central and state programmes under thematic categories for MSMEs, women-owned enterprises and women entrepreneurs. These areas may include: (a) capacity development and skill enhancement, (b) financial inclusion, (c) market access and (d) Technology support
- The selected agency/institute shall prepare the necessary training materials to conduct the awareness camps after the same has been finalized/ approved by the Department of MSME. This includes preparing content in the form of presentations, animations, brochures and pamphlets (which can be distributed to attendees at the camps). The materials should highlight the programme's name, benefits for women, potential outcomes for MSMEs, required documents for availing such govt schemes, and details about platforms like the Women Employment Platform (WEP) envisaged by the Department of Women and Child Development and Social Welfare (DWCDSW), GoWB.
- The selected agency needs to coordinate with the GM-DICs and district officials to schedule the camps, and venues depending on the geographical proximity of the MSME clusters and resource accessibility.

- The GM-DICs will undertake necessary measures to ensure that MSMEs of their respective district are well-informed about the camps. GM-DICs will take the help of IDOs to publicise about these camps at the block level.
- The awareness camps should target to achieve the following as mentioned in Table 3:

**Table 3: Focus areas of the awareness camps**

Sl#	Physical Targets	
1.	No. of awareness camps to be conducted	50
2.	No. of women entrepreneurs attending each camp (minimum)	100

### **Deliverables:**

The selected bidder needs to submit all the training documents and workshop materials used for the awareness camps. Also, the Department expects to get a progress report on the awareness camps being conducted, with the details regarding the number of camps held, subject matter focused, details of the trainer, and number of attendees.

#### **1.2.3. Facilitating market access**

- The selected agency will engage resources that identify and assist women entrepreneurs who can be onboarded onto online portals. This may include:
  - a) training by resources to help women business owners get started on the portal
  - b) understanding the requirement to get onboarded in state e-commerce portals such as Biswa Bangla, Tantuja, Manjusha, and other e-commerce portals
  - c) development of training materials and demo tutorials to educate women MSMEs
  - d) Mentorship to women entrepreneurs to address their concerns while being onboarded onto the e-commerce portals
  - e) assistance with cataloguing and product listing
- Inputs from the Department and the officials of e-commerce platforms should be considered in developing training materials.

### **Deliverables:**

The successful Bidder needs to ascertain the following target mentioned in Table 4. The task agency is expected to provide details regarding the onboarded MSMEs in leading e-commerce platforms.

Table 4: Focus areas in facilitating market access

Sl#	Physical Targets	
1.	No. of women entrepreneurs onboarded on the Biswa Bangla portal, Tantuja, Manjusha and/or other e-commerce platforms	100

## **SECTION-F: PROJECT TIMELINE & PAYMENT SCHEDULE**

### **TIME SCHEDULE FOR PROJECT EXECUTION**

The following time schedule and payment milestone are for the Implementation Phase of the project.

		Time-bound activities	Continuous activities	Workshops/ Trainings	ŵ	Deliverable	μ
Sl#	Activity	Timelines					
		Q2 2025-26	Q3 2025-26	Q4 2025-26	Q1 2026-27		
<b>1</b>	<b>Profiling of women entrepreneurs</b>						
1.1	Inception Phase (Project implementation plan, questionnaire designing, field area selection, expert meetings, etc.)						
1.2	Pilot field study/ surveyor training and district-product-specific focus group discussion. Pilot report (~ 500 MSMEs)						
1.3	Field survey (remaining 2000 MSMEs)						
1.4	Draft Report with data analysis and findings			μ			
1.5	Final Report on profiling women MSMEs			μ			
<b>2</b>	<b>Conducting awareness camps</b>						
2.1	Prepare the necessary training materials and schedule to conduct the awareness camps						
2.2	Conduct awareness camps and hand-holding sessions		ŵ	ŵ			
2.3	Report on awareness camps (with details of participants in each session)			μ			
<b>3</b>	<b>Facilitating market access</b>						
3.1	Sessions conducted for onboarding MSMEs to online portals						
3.2	Report on the details regarding onboarded MSMEs				μ		

It may be noted that the time schedule for each milestone shown in the table above would be enforced independently, even though some of them are interdependent.

## PAYMENT MILESTONE

Payments for the project shall be released after the stage-wise completion of each deliverable as described in the scope of work and Implementation Schedule as per the following schedule:

#	Project Deliverable	Payment Terms (% of contract value)	Remarks
<b>D1</b>	<b>Profiling of women MSME</b>		
D1.1	Inception Report	10%	Payable on the successful completion and approval of the Inception Report and finalization of survey questionnaire
D1.2	Pilot Report on key findings/ recommendations	15%	Payable on submission and approval of pilot report (~ 500 MSMEs)
D1.3	Field survey  Draft Report on key findings and recommendations	20%	To be paid upon completion of survey conducted for 5000 MSMEs; Upon submission/ approval of data collected during survey  Note: Submission of raw data collated would not be accepted as the deliverable
D1.4	Final Report on profiling with key findings and recommendations	20%	Payable on the submission of final report, including insights obtained from data analysis, and key recommendations
<b>D2</b>	<b>Conducting Awareness Camps</b>	25%	Payable on conducting 50 camps across the districts, and submission of summary report
<b>D3</b>	<b>Facilitating market access</b>	10%	To be paid upon onboarding at least 100 MSMEs in e-commerce platforms (like Biswa Bangla) and submission of rreport outlining details on onboarded MSMEs
<b>Total</b>		<b>100%</b>	



## SECTION G: TECHNICAL PROPOSAL STANDARD FORMS

SI #	FORM	Evaluation Category
1	TECH-1	Technical Proposal Submission Form
2	TECH-2	Self-certification of Eligibility Criteria and of not being blacklisted
3	TECH-3	Consultant's Organization and Experience
4	TECH-3A	A. Consultant's Organization
5	TECH-3B	B. Consultant's Experience Experience of the consultants specifically related to the assignment Format for Citations / Past Experiences for projects/ research citations
6	TECH-4	Comments or suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the client
7	TECH-4A	A. On the Terms of Reference
8	TECH-4B	B. On the counterpart staff and facilities
9	TECH-5	Description of the Approach, Methodology Work Plan for performing the assignment Organization and Staffing
10	TECH-6	Work Schedule and Planning for Deliverables
11	TECH-7	Team Composition, Key Expert Inputs, and attached curriculum vitae (CV)

## TECH 1: Technical Proposal Submission Form

[Location, Date]

To,

Department of MSME&T  
Government of West Bengal  
4, Abanindranath Tagore Sarani (Camac Street),  
7<sup>th</sup> Floor,  
Kolkata – 700016

RFP dated [date] for selection for [name of assignment]

Dear Sir:

We, the undersigned, offer to provide the consulting services for “*Name of the project*” in accordance with your Request for Proposal (RFP) dated .....and our Proposal. We are hereby submitting our Proposal, which covers this Technical Proposal and a Financial Proposal.

We hereby declare that:

- (a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client
- (b) Our Proposal shall be valid and remain binding upon us until ..... (180 days after proposal submission deadline)
- (c) We meet the eligibility requirements as stated in this RFP, and we confirm our understanding of our obligation to abide by the World Bank’s policy in regard to Fraud and Corruption.
- (d) We, along with any of our sub-consultants, subcontractors, suppliers, or service providers for any part of the contract, are not subject to, and not controlled by any entity or individual that is subject to, a temporary suspension or a debarment imposed by the World Bank Group or a debarment imposed by the World Bank Group in accordance with the Agreement for Mutual Enforcement of Debarment Decisions between the World Bank and other development banks.
- (e) In competing for (and, if the award is made to us, in executing) the Contract, we undertake to observe the laws against fraud and corruption, including bribery, in force in India.
- (f) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.
- (g) We declare:
  - We have not directly or indirectly or through an agent/representative engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice, as defined in the RFP document, in respect of any tender or request for proposal issued by or any agreement entered into with Client or any other public sector enterprise or any government, Central or State; and
  - We agree and undertake to abide by all the terms and conditions of the RFP Document. We understand you/Client are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address:

Telephone:

(Name and seal of the Bidder)

**Tech 2: Self-certification of Eligibility Criteria and of not being blacklisted**

Self-declaration for not being blacklisted by any Government Entity  
(To be submitted on the Letterhead of the responding firm)

(Place)

(Date)

To,  
Department of MSME&T  
Government of West Bengal  
4, Abanindranath Tagore Sarani (Camac Street),  
7<sup>th</sup> Floor,  
Kolkata – 700016

**Ref:** RFP for Survey of Women-owned MSMEs in West Bengal under RAMP Programme,

Ref: RFP No. .... dated .....

Dear Sir,

In response to the above-mentioned RFP I/We, \_\_\_\_\_, as \_\_\_\_\_ <Designation> of  
M/s \_\_\_\_\_, hereby declare that we are not blacklisted or ineligible to participate for bidding by  
any State/Central Government, Semi-Government or PSU.

Sincerely,

Signature of Authorized Signatory and Seal of the bidder

Name:

Designation:

### TECH-3A: Consultant's Organisation

(Provide here a brief description of the background and organisation of your Institution. Include an organization chart, a list of Board of Directors, and beneficial ownership.

### TECH-3B: Format for Citations / Past Experiences for projects/ research citations

(list previous similar assignments as mentioned, list only those assignments for which the Bidder was legally contracted by the Client as a company or was one of the joint venture members)

Assignment Name:	Country:  Location within the Country:
Name of the Client:	Address:
Name of the Legal Entity in whose name the contract is:	Start date (Month/year):  Completion date (Month/year):
Approx. value of the contract (in INR):	Approx. value of the services provided by your firm under the contract (in INR):
Narrative description of the Project/ Research study:	
Details of the project/ research mentioning objective, impact and major outcomes (projects), demography covered, key findings (research) and relevance to this assignment:(May also provide weblink to any evaluation report/ published research report)	
Copy of Purchase Order / Contract attached?	YES/NO

**TECH-4A: Comments or suggestions on the Terms of Reference**

(improvements to the Scope of Work, if any)

**TECH-4B: Comments or suggestions on Counterpart Staff and Facilities**

(comments on counterpart staff and facilities to be provided by the client. For example, administrative support, office space, local transportation, equipment, data, background reports, etc., if any)

## **TECH-5: Description of the Approach, Methodology, and Work Plan**

(a description of the approach, methodology, and work plan for performing the assignment, including a detailed description of the proposed methodology and staffing for training, if the Scope of Work specifies training as a specific component of the assignment)

The Approach & Methodology in reference to the scope of work needs to be provided in the form of:

A. Technical Proposal Documentation – This section shall be evaluated to assess:

- Bidder's understanding of the women entrepreneurship ecosystem in West Bengal, their core competencies and key challenges faced by them
- Bidder's understanding of the RAMP programme objectives to promote women MSMEs

B. Technical presentation (to be enclosed along with this document in the form of a presentation) – This section shall be evaluated to assess:

- Proposed work plan (whether clear and feasible) to meet the requirements of the RFP
- A detailed description of the proposed methodology, staffing, monitoring, and training of the survey
- Any unique project implementation strategy(ies) proposed that can positively impact project outcomes

## TECH-6: Work Schedule and Planning for Deliverables

Sl #	Activities & Deliverables	Timeline (in months)											
		M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Inception Phase													
D#1   Deliverable: Inception Report 1													
Profiling of women entrepreneurs													
D#2   Deliverable: Report 2													
1.	Survey & Data collection												
2.	Data analysis												
3.	Drafting												
4.	Final report												
Conducting awareness camps													
D#3   Deliverable: Report 3													
.....													
.....													
.....													
Facilitating market access													
D#4   Deliverable: Report 4													
.....													
.....													

- List the deliverables with the breakdown of the activities required to produce them and other benchmarks such as the Client's approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- Duration of the activities shall be indicated in the form of a bar chart
- Include legend, if necessary, to help read the chart.



## TECH-7: Team Composition, Key Expert Inputs, and attached curriculum vitae (CV)

No	Name	Position	Expert's input (in persons/month) per each Deliverables								Time-input (in months)		
				D-1	D-2	D-3	....	...	....	...	Home	Field	Total
	Key Experts												
K-1			Home										
			Field										
K-2			Home										
			Field										
	Non-Key Experts												
N-1			Home										
			Field										
N-2			Home										
			Field										
N-3			Home										
			Field										
N-4			Home										
			Field										
N-5			Home										
			Field										
	Total		Home										
			Field										

- Months are counted from the start of the assignment/ mobilization. One (1) month means twenty-two (22) working (billable) days. One (1) working (billable) day shall be not less than eight (8) working (billable) hours.
- "Home" means work in the office in the expert's country of residence. "Field" work means work carried out in the client's location or outside of the expert's office.
- Full time and part time input may be indicated with legends.

**TECH-7: Continued****Curriculum Vitae (CV)**

<b>1</b>	<b>Position Title and No.</b>	(e.g., K-1, Team Leader)		
<b>2</b>	<b>Name of expert</b>	(insert full name)		
<b>3</b>	<b>Date of Birth:</b>	(day/month/year)		
<b>4</b>	<b>Country of Citizenship/ Residence:</b>			
<b>5</b>	<b>Education:</b>	(List college/university or other specialised education, giving names of educational institutes, dates attended, degree(s)/diploma(s) obtained)		
<b>6</b>	<b>Training:</b>	(indicate significant training were obtained, which is relevant to the proposed tasks of expert)		
<b>7</b>	<b>Employment record relevant to the assignment (Key Engagements):</b>			
	<b>Period</b>	<b>Employing organization and your title/ position</b> <b>Contact information for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
	(e.g., May 2005- present)	(e.g. Ministry of ...., advisor/consultant to ....  For ref: Tel .../ e-mail...; Mr. XX, Designation)		
	...	...	...	...
<b>8</b>	<b>Membership in Professional Associations and Publications:</b>			
<b>9</b>	<b>Language skills</b>			

<b>10</b>	<b>Adequacy for the assignment:</b>		
	<b>Detailed Tasks Assigned on Consultant's Team of Experts</b> (list all deliverables/tasks as in TECH-6 in which the Expert will be involved)		
	<b>Reference to Prior Work/Assignments that Best Illustrate Capability to Handle the Assigned Task:</b>		
	....		
	....		
	<b>Experts Contact Information: e-mail: ....., Phone: .....</b>		
<b>11</b>	<b>Certification</b>		
	I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available, as and when necessary, to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by the Client, and/or sanctions by the Bank.		
	Name of the Expert	Signature	Date
	Name of the authorized representative of the Consultant	Signature	Date

## SECTION H: FINANCIAL PROPOSAL STANDARD FORMS

### Format for Financial Bid

The quoted price shall remain valid for the entire contract period.

Sl #	Item Description	Quantity	Units	Rate to be entered by the Bidder (without GST) in Rs. P.	Duration of Engagement (in months)	Total Amount (without GST) in Rs. P.	Total Amount (without GST) in words
1	Profiling of women entrepreneurs / Sectoral Value Chain Analysis	5000	MSMEs		-		
2	Conducting awareness camps with reports	50	camps		-		
3	Onboarding women MSMEs on e-commerce portal	100	MSMEs		-		
4	Out of Pocket Expenditure (Travel, accommodation, etc.)	Lumpsum					
	<b>Total</b>						

The total amount exclusive of all taxes (GST) would be considered for the least cost selection among the technically qualified bidders. Taxes would be levied as applicable.