

**Terms of Reference (ToR) for appointing Consultant for “Hiring of an E-Commerce Expert/Agency to Undertake E-Commerce Usage Training with selected artisans in Assam/Orissa/West Bengal”**

**Project: Empowering Rural Women Enterprises through Digital Technology**

**Tender No. FMC/CISCO/23-24/005**

The Tender are available at <https://www.fmc.org.in/tenders>. Please apply by **29<sup>th</sup> December, 2023** (till midnight). The tender submission by Electronically. For any query, please email at [ruhi@msmefoundation.org](mailto:ruhi@msmefoundation.org) and CC to [accounts@msmefoundation.org](mailto:accounts@msmefoundation.org)

**Date of Publication:** .20.12.2023

**Last Date of Application:** 29.12.2023

**Award of Contract:** The proposal soft copies are to be mailed on the above email IDs.

1. **Project Background:** FMC is implementing a project: ‘Empowering Rural Women Enterprises through Digital Technology in 3 States (Viz: Assam, West Bengal and Odisha) in India. The proposed intervention intends to address 2 problems, i) enhancing capacity of the Women artisans in critical skill area in supply chain through digital mode enabled in local language and ii) empower the Women artisan community by digitally connecting them with various eco-system stakeholders.
2. **Project Title:** “Hiring of an E-Commerce Expert/Agency for conducting training on E-Commerce Usage and enrolling the trainees on distinctive e-commerce platform”
3. **Scope of work**
  - To provide an overview on the e-commerce portals and fundamentals of know-how of e-commerce usage in the selected states with selected beneficiaries
  - Undertake/handhold the artisans in various stages for making them aware about the portal usage while making them on boarding ready onto different e-commerce platforms
  - Handholding of selected 400 artisans for about 10 hours in each of the 3 states through online trainings
  - To create 40 URL on e-commerce platforms of the Lead/Master Artisans
  - Build a standard follow up procedure to assess the learnings of the trainings with collecting collaterals/means of verification (MoV) i.e., photographs, trainings videos, URL links etc
  - Submission of training Reports
4. **Payment T&C:**

Consultancy amount to be paid in 4 installments –

  1. 20 per cent on signing of the contract
  2. 30 per cent on conducting 200 artisans’ trainings, handholding sessions including follow-up and sharing of 20 URLs, manual on e-commerce platform and MoVs/reports
  3. 30 per cent on creation of 20 URLs on respective e-commerce portals and conducting 200 artisans training on the same with MoVs/reports
  4. 20% per cent on submission of the target completion reports along with all the active 40 URLs

**5. Selection of Process**

The selection is based on the lowest financial quote covering above cited scope of work.