

**Terms of Reference (ToR) for
Appointing a Consultant under FNF'2023 Initiative**

Tender No. FMC/FNF/23-24/004

The Tender is available at <https://fmc.org.in/tender/> Please apply by **12th May, 2023 (till 5.30 PM)**. Please note that the financial quote (password protected) and technical quote must be electronically submitted at accounts@msmefoundation.org & nirbhay@msmefoundation.org in mail with self-attested clearly mentioning "For Appointing a Consultant under FNF'2023 Initiative". FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder (CV, Brochures, website link, projects completed)

Date of Publication: 21.04.2023

Last Date of Application: 12.05.2023

Award of Contract:

The proposal soft copies are to be mailed:

Foundation for MSME Clusters (FMC)

**USO House, 2nd Floor, USO Road, Off Shaheed Jeet Singh Marg,
6, Special Institutional Area, New Delhi – 110067**

Tel No. 011-40563323-24

Project Background

Foundation for MSME Clusters is implementing “**Empowering Startups/MSMEs through Virtual Exhibition Platform and connecting with MSME BMOs: 2023 Initiative**” in collaboration with **Friedrich Naumann Foundation for Freedom** which aims to promote and support Startups to make them investment ready and are able to raise funds from the financial institutions such as Angel Investors, Banks and Incubation Centres.

Designation- Consultant

Project: “Empowering Startups/MSMEs through Virtual Exhibition Platform and connecting with MSME BMOs: 2023 Initiative”

Duration: 1st May to 30th November 2023

Scope of Work

Deliverables-

1. Undertake 5 Technical Sessions with Startups/MSMEs on Market Readiness & Market Intelligence as per cotemporary market trend. The sessions will be organised and ensuring participation of Startups/MSMEs will be the responsibility of FMC
2. Mobilise and ensure participation of 25 bulk buyers and 500 retail customers during 4 Virtual Exhibitions which will be organised by FMC on the FMC-FNF's Virtual Exhibition Platform.
3. Create a database of 25 bulk buyers.
4. Create market linkage of 5 million (INR 50 lacs) for Startups/MSMEs
5. Prepare and Submit Monthly progress reports.by 3rd of every month.
6. Submit the project completion report by 15th of November 2023.
7. Participate in events and meeting as directed by the Reporting Manager.