

**Terms of Reference (ToR) for
Organizing Two Virtual Exhibition Platform (VEP) for startups and MSMEs**

Tender No. FMC/FNF/23-24/007

The Tender is available at <https://fmc.org.in/tender/> Please apply by **01st December 2023 (till 5.30 PM)**. Please note that the financial quote (password protected) and technical quote must be electronically submitted at accounts@msmefoundation.org & ruhi@msmefoundation.org in mail with self-at- tested clearly mentioning "For Appointing a Senior Consultant under FNF'2023 Initiatives"- (Organizing 2 VEP for startups and MSMEs). FMC shall open the financial quote, once the technical evaluation stage is completed. The Technical Bid will provide (i) Credentials of the bidder (CV).

Date of Publication: 24.11.2023

Last Date of Application: 01.12.2023

Award of Contract: The proposal soft copies are to be mailed:

Ms. Ruhi Mirza

Foundation for MSME Clusters (FMC)

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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.

Empowering through Digital Tools in India. The proposed intervention aims to promote Virtual Exhibition Platforms and connect MSME based BMOs, other market players with Startups/M.E.'s through V.E. Platform and handhold the Startups/M.E.'s in market promotion. Partners have introduced digital tools to generate and increase the income and employment of SMEs in India.

Designation- IT Consultant

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

Duration: 7th December to 29th December 2023

About Virtual Exhibition Platform (VEP)

FMC is seeking proposals from qualified vendors to provide a complete virtual exhibition platform website for the MSMEs/Start-ups and BMOs. The successful Proponent will offer a full-service, all-in-one event management platform, including registration. The platform will enable FMC staff to process, communicate with, and track all event participants, including conference exhibitors, and delegates. This RFP is for Organizing two Virtual Exhibition Platform (VEP) for startups and MSMEs.

The Website will provide an opportunity to MSMEs and Start-ups and Business Member Organizations (BMOs) to connect to their clients globally. The website will allow exhibitors to have a virtual (temporary) space for themselves where they would be able to exhibit their products and communicate with their visitors (clients). Visitors would be able to register with the website, view exhibitors and visit stalls/pages of individual exhibitors, and communicate with them. The stalls used by exhibitors will be designed using 3D Technology. This platform will streamline the key exhibition processes and create a positive experience for all exhibition participants. The platform must support registration of exhibitors and delegates. The virtual Exhibit Hall complements the artisan/MSME activities of the opportunity for delegates and exhibitors to connect. Exhibitors must have the ability to share resources, contact information and video demonstrations with delegates. Total number of stalls will be 25 (per exhibition) with expected delegates amounting to a more than 500. Once the portal is created, we should be able to manage it for making 100 exhibitions per year.

Scope of Work Deliverables-

1. To conduct two virtual exhibitions with exhibitors (BMOs/Startups) and buyers for enhancing market linkages of artisanal clusters through virtual platform (BMOs/MSMEs/Startups)
2. Submission of training reports