

**Terms of Reference (ToR) for  
Enhancement of Virtual Exhibition Platform (VEP)**

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

The Tender is available at <https://fmc.org.in/tender/> Please apply by **25<sup>th</sup> July 2023 (till 5.30 PM)**. Please note that the financial quote (password protected) and technical quote must be electronically submitted at [accounts@msmefoundation.org](mailto:accounts@msmefoundation.org) & [ruhi@msmefoundation.org](mailto:ruhi@msmefoundation.org) in mail with self-at- tested clearly mentioning "For Appointing a Senior Consultant under FNF'2023 Initiatives"- (Pilot Testing of Entrepreneurship Meter & Cleanliness Index) 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: 12.07.2023**

**Last Date of Application: 25.07.2023**

**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.

**Designation-** IT Consultant

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

**Duration:** 1<sup>st</sup> August to 15<sup>th</sup> November 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 the enhancement/upgrade features of a VEP and also supports on organizing exhibitions on an existing platform.

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. Dedicated landing page on VEP for showcasing information related to VEP (about VEP) includes about us, exhibition demo video, registration form, login page, previous partner exp (testimonials, photo & video and sponsor logos).
2. Enhancements in product uploading/showcasing and increasing the number of products that can be uploaded on each stall.
3. Improve the overall icons of exhibition booth/stall
4. Add the live chats/Q&A/chatbot
5. Robust analytics dashboard i.e., exhibitors' statistics (pre/post)
6. Add the social media platforms icon with links
7. License and Server deployment cost for one year

After completion the above SoW, also need the Annual maintenance cost– separately