

**Request for Proposal for Onboarding Agencies to
conduct Capacity Building of MSMEs in West Bengal
under RAMP programme**

Tender No. 5047/ MSMET-18011(11)/16/2025 Dated: 18/11/2025

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

NOTICE INVITING TENDER

Sealed Tender documents are invited for onboarding of Expert Agencies to conduct sector-specific Capacity Building of MSMEs in West Bengal, under the World Bank-aided programme of Raising and Accelerating MSME Performance (RAMP).

Sl #	Particulars	Details
1.	Tender No. & Date	No. 5047/MSMET-18011(11)/16/2025 Dated 18/11/2025
2.	Tender Version	1.0
3.	Brief description of the RFP	Onboarding of Expert Agencies for Capacity Building of MSMEs for the Department of MSME and Textiles, West Bengal
4.	Tender document Fee	Not applicable
5.	Earnest Money Deposit	Value- INR 2,00,000/- (Rupees Two lakhs only) To be submitted in the form of a Demand Draft/Bank Guarantee in favour of the Department of MSME and Textiles, payable at Kolkata The bidders are requested to submit the EMD in physical form at the Department of Micro, Small & Medium Enterprises and Textiles, Shilpa Sadan, Camac Street, 7th Floor, Kolkata – 7000016 on or before the due date of proposal submission.
6.	Date of Publishing of the Tender Document & Website	18/11/2025 Website- https://wbtenders.gov.in
7.	Last Date and Time for Submission of Queries	24/11/2025 The queries shall be submitted in the format as provided in the RFP. Queries shall be sent to – Name: Smt. Arundhati Bhowmik, WBCS Designation: Additional Secretary, Department of MSME&T E-mail: arundhatibhowmik028@gmail.com with a copy to, msmet.gowb@gmail.com Each bidder is required to submit the Pre-Bid Queries via email by the specified date and time. Queries received after this deadline will not be considered.
8.	Last date & time of Tender Submission	9/12/2025; 2.00 PM
9.	Date of opening of Tender (Technical)	10/12/2025; 11 AM
10.	Date of Technical Presentation	10/12/2025; 2.00 PM
11.	Date of opening of Financial Bid	12/12/2025; 12.00 Noon
12.	Contact Details	Name: Smt. Arundhati Bhowmik, WBCS (Exec) Designation: Additional Secretary, Department of MSME&T E-mail: arundhatibhowmik028@gmail.com with a copy to

Sl #	Particulars	Details
		msmet.gowb@gmail.com
13.	Tender issuing entity	Department of MSME&T, Government of West Bengal
14.	Pre bid conference	Date: 25/11/2025; 1.30 PM Department of Micro, Small & Medium Enterprises and Textiles, Shilpa Sadan, Camac Street, 7th Floor, Kolkata – 7000016 on or before the due date of proposal submission.

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Section A: Background and Objective

A.1. Background

Raising and Accelerating MSME Productivity (RAMP) is a World Bank-supported programme, targeting the development of the MSME ecosystem in India. This programme aims to strengthen schemes that focus on improving access to various programmes of the centre and state, enhancing digital capabilities, improving market access, and access to credit, strengthening institutions and governance, enhancing Centre-State linkages, and promoting green MSMEs. In line with the goals of the RAMP programme, the Department of MSME & Textiles, Government of West Bengal (hereafter referred to as the 'Department'), has focused on six key pillars: Formalization, Access to Finance, Access to Markets, Access to Technology, Capacity Building, and Greening. 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 Strategic Investment Plan (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 Technology solutions		Develop capabilities for conducting strategic foresight	
Capacity Building	Conduct sector-specific training			
Greening	Devise environmental risk mitigation measures to encourage the adoption of green practices		Enhance participation of MSMEs in ZED certification	

Building the capacities of MSMEs is essential for promoting sustainable development and driving economic growth. These enterprises are the backbone of the Indian economy, creating jobs and making a major impact on GDP. MSMEs face a number of difficulties, including limited access to markets, finance, and technological developments. Initiatives to build capacity provide MSME owners with the guidance and training they need to enhance operations, improve product quality, access new markets, adopt cutting-edge technologies, and comply with regulations. Investments made in MSMEs' capacity development can increase their resilience, promote employment growth, encourage entrepreneurship, and guarantee a more inclusive and dynamic economic environment.

A.2. Objective

This Capacity Building pillar is designed to strengthen the MSME ecosystem by delivering targeted expertise and support measurable outcomes. Its core objective is to assess sector-specific training needs within clusters and implement tailored skill development and knowledge-sharing programs for MSMEs across West Bengal.

Providing training to MSME clusters in West Bengal will increase the competitiveness of MSMEs across industries and build targeted skill sets. A wide range of advantages can be gained by customizing training initiatives to meet the specific needs of each sector. Through industry-relevant knowledge and best practices that are closely related to MSMEs' particular area of operation, the specialized training programmes assure precise skill enhancement. Moreover, such sector-specific trainings acquaint MSMEs with the most recent business developments and technological advancements, improving their capacity to navigate changing market conditions effectively and fostering a culture that embraces innovation.

The Department of MSME&T, GoWB, thus intends to onboard Expert Agency to conduct focused capacity building for entrepreneurs in identified sectors across the State. To ensure targeted interventions, the agency need to conduct comprehensive Training Needs Assessment (TNA) to identify skill gaps and capacity constraints. Based on the training needs assessment, the agencies will deploy subject matter experts to deliver focused capacity-building interventions in all districts. This will inform the design and delivery of customized training programs across MSME clusters in various districts.

A.3. Identified Sectors

This Request for Proposal (RFP) invites proposals for onboarding a maximum of 5 (five) Expert Agencies for conducting capacity building for MSMEs in 3 ZONES of the state on each of the 5 identified industrial sectors, i.e., Leather; Plastics & Chemicals; Gems & Jewellery; Packaged & Processed Foods AND Handicrafts. The Expert Agencies, to be selected, shall work across the above sectors within the requisite timeframe and the required subject matter expertise.

- A. Leather Sector: MSME units (including Tannery) lying in **ZONE-1** , i.e., and around Kolkata
- B. Plastics & Chemicals, Gems & Jewellery & Handicrafts: MSME units existing in **ZONE -2**, i.e., North Bengal (Malda division and Jalpaiguri division)
- C. Plastics & Chemicals, Gems & Jewellery & Handicrafts: MSME units present in **ZONE -3**, i.e., rest of West Bengal (Presidency, Medinipur and Burdwan division)
- D. Engineering Goods, Textiles, Packaged & Processed Foods: MSME units having presence **ZONE-2**, i.e., in North Bengal (Malda division and Jalpaiguri division)
- E. Engineering Goods, Textiles, Packaged & Processed Foods: MSME units present in **ZONE-3**, i.e., rest of West Bengal (Presidency, Medinipur and Burdwan division)

[Here, **Malda division** refers to Malda, Murshidabad, Uttar and Dakshin Dinajpur districts. **Jalpaiguri division** refers to Jalpaiguri, Alipurduar, Coochbehar, Darjeeling, and Kalimpong districts. **Presidency division** refers to North, South 24 Parganas, Kolkata, Howrah and Nadia; **Medinipur division** refers to Purba, Paschim Medinipur, Jhargram, Purulia and Bankura; and **Burdwan division** refers to Paschim Burdwan, Purba Burdwan, Hooghly and Birbhum.]

SECTION B: Instructions to bidder

This section mentions the general instructions for bidders with subsequent sections highlighting the eligibility criteria, technical scoring framework and scope of work among others.

- The Bidders are invited to submit the Technical and Financial Proposals for this procurement. The proposal will form the basis for granting Work Order to the selected Implementing Agency. The Implementing Agency shall carry out the assignment in accordance with the Scope of Work.
- The Bidder shall submit the proposal as per the templates (refer **Section-G** and **Section-H**) specified in this RFP.
- Bidders shall bear all costs associated with the preparation and submission of their proposals and other costs incurred during the selection process. The department is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to the grant of Work Order, without thereby incurring any liability to the Bidders.
- The RFP requires the bidders to 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.

PRE-BID QUERY

The last date for submission of queries is **to be added**. Queries will be sent to the Department of MSME&T, Government of West Bengal (Smt. Arundhati Bhowmik, Additional Secretary, Department of MSME&T, e-mail: arundhatibhowmik028@gmail.com, with a copy to msmet.gowb@gmail.com). Each bidder shall send only one e-mail containing the Pre-Bid Queries, in the prescribed format. In case more than one e-mail is received from any bidder, only the queries provided in the first e-mail shall be considered.

PRE-BID MEETING

- 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.
- All inquiries from the bidders relating to this Bid Document must be submitted to the designated contact person via email. The queries should be submitted in the following format:

Table 2: Template for submitting pre-bid queries

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 requirements 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 in disqualification 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, by sending a written notice of the modification or withdrawing proposals 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, bearing the tender reference number.
- Bid Withdrawal Notice received after the bid submission deadline will not be considered 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.

Earnest Money Deposit (EMD)

The bidders are directed to submit **EMD of value INR 2,00,000/-** (Rupees Two Lakhs only) in the form of a Demand Draft in the favour of the Department of MSME and Textiles, Government of West Bengal payable at Kolkata. The bidders can also pay EMD in the form of a Bank Guarantee (BG) of any scheduled commercial bank and it should be valid for a duration of 12 months from the date of bid submission.

Kindly note that no interest will be paid on the EMD and the EMD of unsuccessful bidders will be returned back to the bidders. The unsuccessful bidders should communicate their bank details (Name of the Bank with Branch, Account Type, Account Name, Account Number and IFSC Code) to the Department after bid completion and then, their EMD will be returned back within 60 days of receipt.

The EMD will be forfeited in case it is found that:

- I. The bidder has provided any false information or has enclosed any document which comprises false information
- II. The selected bidder fails to perform its obligations during the contracting phase.

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 **60% 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.

SELECTION PROCEDURE

The selection of agencies under this Request for Proposal (RFP) shall be undertaken in accordance with the **Least Cost Selection (LCS) method**, as per applicable procurement guidelines. Under this method, the Tender Evaluation Committee (TEC) shall identify the Most Advantageous Proposal as the one that meets the minimum qualifying technical score and offers the lowest evaluated total price. The agency submitting such a proposal shall be invited for contract negotiation. All proposals will first be subjected to a technical evaluation to assess compliance with the minimum eligibility and qualification criteria. Only those proposals that are technically qualified shall be considered for financial evaluation.

Agencies are permitted to submit proposals for all identified sector categories. Each sector must be addressed through a separate and clearly marked submission. To ensure optimal utilization of resources, **no agency shall be awarded more than two (2) sectors**, regardless of the number of sectors for which it is the lowest cost bidder. In instances where an agency qualifies as the lowest bidder in more than two sectors, the award shall be limited to the two sectors in which the agency has achieved the highest technical scores. The remaining sectors shall be awarded to the next lowest cost technically qualified bidders.

Furthermore, participating agencies are required to indicate their preferred sectors in a clearly defined sequential order at the time of proposal submission, as specified in **Annexure I**. This preference order shall be taken into consideration during the evaluation and award process, subject to the conditions outlined in the selection methodology.

LANGUAGE OF PROPOSALS

The bidders are hereby directed to submit the proposals in English Language only.

COMPLIANCE WITH DATA PROTECTION REGULATIONS

The Implementing Agency is expected to comply with all the relevant data protection regulations applicable in this context, not limited to the IT Act 2000 and Digital Personal Data Protection (DPDP) act among others. It should ensure that no information is shared with any third-party (apart from the appointed officials of Department of MSME and Textiles, West Bengal) without the prior permission of the Department. Any failure in compliance will lead to penalties not limited to financial compensation, termination of contract and blacklisting among others.

FORCE MAJEURE

In the event of unforeseen circumstances beyond the control of the bidder, such as natural disasters, acts of terrorism, or other events classified as force majeure, the affected party must notify the other party promptly. The impacted party must immediately inform the other party in writing, detailing the nature of the force majeure event and its expected impact on the project. The impacted party should propose reasonable measures to mitigate the impact of the event and resume services as soon as possible. The affected party will not be held liable for any delay or failure to fulfil contractual obligations arising directly from the force majeure event, provided they have taken all reasonable steps to mitigate the effects.

BANKRUPTCY

In the event of bankruptcy or insolvency of the bidder, the bidder must inform the contracting authority immediately if they enter into bankruptcy or insolvency proceedings. The contracting authority reserves the right to terminate the contract if the bidder is unable to fulfil its obligations due to bankruptcy or insolvency, with provisions for the protection of intellectual property and data.

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.

ANTI-CORRUPTION

Considering that this is a World Bank-aided programme, there are relevant guidelines of Anti-Corruption, outlined in the **Annexure 8 of the Programme Implementation Manual applicable for the RAMP programme** and these will be applicable for the selected Implementing Agency as well. The Department will identify the relevant provisions and will include them in the contract. The selected Implementing Agency will have to abide by these guidelines and any failure in doing so, will attract relevant punitive measures such as financial penalties and blacklisting among others.

ENVIRONMENTAL AND SOCIAL SAFEGUARDING MEASURES

In addition to the Anti-Corruption measures, Environmental and Social Safeguarding measures are outlined in the **Appendix 9 of the Programme Implementation Manual applicable for the RAMP programme**, thus the selected Implementing Agency should abide by the guidelines stated in the manual. It is expected that the firm will ensure that its activities have minimal adverse impact on the environment and it would adopt sustainable practices and environment-friendly approaches. The agency should also ensure safe and secure working conditions for its employees along with the other critical stakeholders. The agency is hereby directed to abide by the highest standards of governance including fairness and transparency in its operations, adherence to data protection guidelines and robust risk mitigation guidelines.

PROCUREMENT GUIDELINES

The principles outlined in the guidelines of the World Bank (Fifth edition published in September 2023) will be applicable for this procurement process as well.

EXIT MANAGEMENT PLAN

The exit management process ensures a smooth transition at the end of the contract term or in the event of early termination. The bidder must develop a detailed plan for transferring knowledge, documentation, and resources back to the department, ensuring continuity of service. Clear protocols for managing and transferring all data and intellectual property should be developed.

In addition, the Department reserves the right to extend the contract further and any plans to do so shall be communicated to the selected Implementing Agency on a timely basis. However, the terms and conditions for the extended duration of contract will be determined by the Department at that point in time.

SECTION C: Eligibility Criteria

Table 3: Pre-Qualification Criteria along with the list of supporting documents

Sl #	Pre-Qualification Criteria	Supporting documents required
General Criteria		
1.	The bidder should be a registered enterprise under the Company's Act 1962 and 2013/ a Limited Liability Partnership or Trade Associations with at least 5 years of operations as on the date of bid submission and should have registered office in India.	Certificate of Incorporation / Registration under Companies Act, 1956 or 2013 Certificate of Incorporation / Registration under LLP Act of 2008
2.	The bidders should not have been blacklisted by any central/state government entity/PSU as on the date of bid submission.	Undertaking in this regard shall be submitted as per the template provided in G.2. Tech-2: Response against the Eligibility Criteria , duly signed and stamped by an authorized signatory.
3.	The bidder should possess a valid GST (Goods and Services Tax) registration number and a valid PAN.	Bidder should provide a copy of the following in the name of the bidding company: a) PAN card b) GSTN
4.	The Organisation 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 signing of contract or issuance of work order
Technical Capabilities		
5.	The bidder should possess prior experience working with Central/State Government/ PSU or Multilateral Agencies/ Institutions in providing training and capacity building, with at least 2 projects during the last 5 years (from fiscal year (FY) 2019-20 to FY 2024-25) for a min value of INR 30 lakhs each	For projects, the following proofs should be provided: <ul style="list-style-type: none"> • Copy of contract agreement/ work order/Purchase order in favour of the bidder, duly signed by the authorities of both parties • Completion Certificate or any other relevant document
6.	The bidder should have undertaken at least one project with Central/State Government/PSU or Multilateral Agencies/ Institutions in domains such as development of MSMEs/Cluster Development/Industrial ecosystem within the last 5 years (from FY 2019-20 to FY 2024-25) for a min value of INR 30 lakhs each	For projects, the following proofs should be provided: <ul style="list-style-type: none"> • Copy of contract agreement/ work order/Purchase order in favour of the bidder, duly signed by the authorities of both parties • Completion Certificate or any other relevant document

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. The Tender Evaluation Committee (TEC) may require written clarifications from bidders to clarify ambiguities/uncertainties arising out of the evaluation of Bid documents.
3. The technical proposal will be evaluated based on three criteria, as indicated below:
 - Bidder's Experience (40 Marks)
 - Bidder's Team Composition (30 Marks)
 - Bidder's Approach and Methodology (30 Marks)
4. For each of these 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.

Table 4: Technical Evaluation Criteria with scoring framework and list of documents required

Sl #	Evaluation Criteria (Description along with the supporting documentation)	Scoring framework	Supporting documents
I. Bidder's Experience (40 marks)			
1.	Experience in working in West Bengal Demonstrated track record of executing projects in West Bengal in collaboration with state government agencies, including a clear understanding of local government offices, procedures, and regulatory requirements Value more than 30 lakhs each	Max Score: 10 marks Framework: 1 project = 4 marks 2 projects = 8 marks 3 projects = 10 marks	For projects , the following proofs should be provided: <ul style="list-style-type: none"> • Copy of contract copy/ work order/Purchase order in favour of the bidder duly signed by the authority OR • Completion Certificate or any other relevant document
2.	Experience in working with the MSMEs/Industrial Ecosystem Experience in undertaking projects related to the development of MSMEs/Cluster Development/Industrial ecosystem in West Bengal during the last 5 years (from FY 2019-20 to FY 2024-25) Value more than 30 lakhs each	Max Score: 15 marks Framework: 1 project = 10 marks 2 projects = 15 marks	For projects , following proofs should be provided: <ul style="list-style-type: none"> • Copy of contract copy/ work order/Purchase order in favour of the bidder duly signed by the authority OR • Completion Certificate or any other relevant document
3.	Experience in capacity building Experience in undertaking training/ workshops and capacity building sessions across industry sectors during	Max Score: 15 marks Framework:	For projects , following proofs should be provided: <ul style="list-style-type: none"> • Copy of contract copy/ work order/Purchase order in favour of the

Sl #	Evaluation Criteria (Description along with the supporting documentation)	Scoring framework	Supporting documents
	the last 5 years (from FY 2019-20 to FY 2024-25). Value more than 30 lakhs each	For each project, 5 marks will be awarded (15 marks)	bidder duly signed by the authorities of both parties <ul style="list-style-type: none">Completion Certificate or any other relevant document <i>Note: Citations need to be submitted in the format given in G.3. Tech-3C</i>
II. Bidder's Team Composition (30 Marks)			
4.	Specialised Key Experts in the domains below: <ul style="list-style-type: none"> a) Entrepreneurship Development Expert b) Regulatory & Compliance Expert c) Finance/ Banking/ Credit Expert d) Market Linkage Expert (Export, E-commerce, Product Design, Quality, Logistics & Supply Chain) e) Technology Expert f) Environment, Social and Governance (ESG) Expert <i>Note: Among these 6 key experts, one must be the Lead Project Coordinator</i>	Max Score: 30 marks Framework: <ul style="list-style-type: none"> • Years of Experience: 1 mark • Educational Qualification: 2 marks • Exposure in different MSME sectors: 2 marks For each expert, 5 marks will be awarded (30 marks)	CVs of the Experts need to be submitted (<i>format provided in G.7. Tech-7</i>) for evaluation as per the scope of work (<i>given in section E</i>)
III. Bidder's Approach and Methodology and Technical Presentation (30 marks)			
5.	Proposed approach and methodology <ul style="list-style-type: none"> • Understanding of the Project • Proposed Methodology • Staffing Proposal/ Rationale • Value Addition <i>(Components outlined in the G.5. Tech-5: Description of the Approach, Methodology, and Work Plan)</i>	Max Score: 30 marks <ul style="list-style-type: none"> • Understanding of the Project (10 Marks) • Proposed Methodology (10 Marks) • Staffing Proposal (5 Marks) • Value Addition (5 Marks) 	To be submitted in the form of a document and presentation
Total Marks		100 marks	

SECTION E: Scope of Work

This initiative aims to engage Expert Agencies to lead capacity-building efforts for MSMEs across West Bengal. The selected agencies will work in close coordination with the Department of MSME & Textiles, Government of West Bengal, as well as relevant industry associations, MSME clusters, and technical institutions. The objective is to facilitate effective knowledge exchange, promote technology adoption, and strengthen market linkages—ultimately enabling MSMEs to enhance their capabilities, scale operations, and improve competitiveness. The detailed responsibilities of the Expert Agencies are elaborated as follows:

E.1. Conduct Training Need Assessment (TNA)

The TNA will serve as the strategic foundation for designing effective and sustainable capacity-building programs. It will involve stakeholder consultations, surveys, and interviews with MSMEs, employees, and industry bodies to gather both qualitative and quantitative insights. The assessment will cover current competencies, operational challenges, training history, and future aspirations. Based on the findings, a detailed report will be developed outlining priority training areas, preferred delivery formats, and recommendations for tailored learning modules.

The actions to be undertaken by the expert Agency as a part of this component are: -

- **Cluster Identification:** Select key MSME clusters across districts, ensuring representation from all focus sectors. At least three clusters per sector should be identified for assessment.
- **Stakeholder Engagement:** Conduct consultations with district GM-DICs, industry associations, cluster representatives, and training institutions. Use methods such as enterprise visits, focus group discussions (FGDs), and key informant interviews (KIIs) to gather insights on skill levels and operational bottlenecks.
- **Sectoral Skill Gap Analysis:** Analyze data to identify gaps in technical, managerial, financial, digital, and compliance-related skills. This will guide the development of relevant training content.
- **Training Infrastructure Assessment:** Evaluate the availability and quality of existing training facilities, trainers, and curricula within and around the clusters. Identify opportunities for collaboration with local institutions to strengthen delivery mechanisms.
- **Recommendations and Training Plan Development:** Prepare a sector-wise and cluster-specific training roadmap, including module design, delivery formats (online/offline/blended), duration, and frequency. Suggest implementation strategies, potential partnerships, and monitoring frameworks.
- **Validation and Dissemination:** Present the findings to key stakeholders through workshops or review meetings for validation. Finalize and share the TNA report with the Department of MSME & Textiles, industry bodies, and District Industries Centres (DICs).

In accordance with the approved pillars of West Bengal's RAMP Strategic Investment Plan, a preliminary list of proposed training areas has been outlined below, which can be executed across sectors, based on the identified skill gap and TNA assessment report.

Table 5: Indicative Training Areas for MSMEs in West Bengal

Sl. No.	Name of the Training/Workshop	No. of Training Session#	Min. No. of Beneficiaries	To be conducted at District/State-level
Pillar 1: Initial Phase & Promotion of Women MSMEs				
1	Awareness of Centre-State Government schemes, incentives, and online services for MSMEs. Onboard MSEs on ONDC network through TEAM initiative under the RAMP (as		50	District

	per GoI targets – 4500 MSEs and 2250 women led MSMEs across the state)			
2	Sensitization Workshops for Women and SC/ST Entrepreneurs on entrepreneurship, leadership, and business formalization		50	District/State
Pillar 2: Access to Finance				
3	Financial Literacy Training		50	District/State
4	Credit Facilitation/ Digital Loan workshops		50	District
5	GST/Tax compliance workshops		50	District
Pillar 3: Access to Market				
6	Digital Marketing & Sales Training		50	
7	E-commerce Enablement		50	District/State
8	Export Readiness Programs		50	District
9	Product Development, Packaging & Branding		50	District
10	Market Expansion Support		50	District
Pillar 4: Access to Technology				
11	Advanced Manufacturing Adoption		50	District
12	Awareness of sector-specific technologies		50	District
Pillar 5: Greening & Sustainability				
13	Sustainable Practices Training		50	District
14	Environmental Compliance Training in hazard management		50	District
15	Quality & Standards Training		50	District
Total				

The Expert Agencies will be tasked with developing a comprehensive list of training areas across sectors based on skill gap analysis and validating it through the Department and number of training sessions for the identified topics will be finalized in consultation with the department. Each selected agency is expected to conduct at least 50 sessions.

Deliverables: In this first phase of the scope of work, the selected bidder needs to submit the deliverable **D1: Training Needs Assessment Report**, comprising the analysis covered across the varied sectors of MSMEs. *(as outlined in Section F) and finalization of training areas across the identified pillars.*

E.2. Preparing Training Content

- **Finalisation of training content:** This involves preparing targeted training content across various sectors, with a focus on enhancing the competitiveness of MSMEs through skill development and awareness. The development of the training curriculum and sector-specific content is driven by a comprehensive evaluation of current skill gaps, industry-specific requirements, and the incorporation of the latest technologies pertinent to each sector. To maximize the impact, the content will also include comprehensive information on applicable state and central government schemes, detailing their benefits and how MSMEs can access them. Additionally, real-world case studies and success stories will be incorporated to provide relatable examples and inspire participants.
- **Preparation of training schedule:** The selected agencies will prepare the training schedule for the MSMEs in each sector in the requisite districts to ensure the timely conduct of training. The period, duration, and mode of training will be decided based on the skill gaps assessment and the experts' opinions.

Deliverables: In this phase of work, the selected bidder needs to submit the deliverables

D2: Training Content & Schedule, comprising of Training content based on skill gap analysis, and a training schedule for conducting sessions across districts (*as outlined in Section F*)

E.3. Conducting Capacity Building Sessions

The agency will be responsible for the end-to-end execution of capacity building sessions tailored for MSMEs. This includes identifying and securing appropriate venues in consultation with GM DICs that are accessible, well-equipped, and conducive to learning, whether physical or virtual. The agency will plan and schedule sessions in consultation with the Department and local government bodies to ensure maximum participation, considering business hours and regional preferences. A key responsibility will be creating awareness among MSMEs through targeted outreach campaigns using digital platforms, local networks, and industry associations, followed by managing participant registration and confirmations.

During the sessions, the agency will ensure smooth delivery by coordinating with experienced trainers, providing multilingual support if needed, and facilitating interactive learning formats. Real-time handholding support will be offered to participants during and immediately after the sessions to address queries and reinforce learning.

The actions to be undertaken by the expert Agency as a part of this component are:

- Each of the five (5) selected agencies will be responsible for conducting ~ 50 capacity-building sessions within their designated sector across the specified geographical areas. Each training session should include a minimum of 50 MSME beneficiaries.
- The agencies will consult beforehand with the DIC officers and the district-level task force in arranging and executing the session
- The agencies will circulate the attendance sheet among the beneficiaries to monitor the training details, training content, and track the list of attendees and report it to the Department
- Post-training, the agencies will collect structured feedback to measure its effectiveness and make any necessary adjustments for the upcoming sessions.
- Conducting post-training assessments to evaluate knowledge retention and encouraging competition and the urge to grow.
- Based on assessment performance, the selected agencies will help the department to identify top 10% of participants will be identified to pursue advanced training or mentorship opportunities.

Deliverables: In the final phase of the project, the selected bidder is required to submit

Deliverable D3: Report on the capacity building sessions conducted. This report should include the training activities, such as trainer information, training mode, duration, topics and content covered, participant lists (including participants' social profiles and compliance with Environmental & Social (E&S) requirements), and photographic documentation. Additionally, the report must incorporate feedback collected from post-training evaluations and identify the top 10% of participants based on assessment results, *as specified in Section F*.

SECTION-F: Key Deliverables, Timeline, and Payment Schedule

This section details the deliverables that the Expert Agencies must submit. The Agencies are expected to align their activities with the proposed timelines and develop the workplan accordingly. Please note that the Training Needs Assessment Report must include sectoral skill gap analysis, with the content prepared based on this analysis. Additionally, the Agencies should compile relevant feedback received from session attendees and ensure compliance with social profiling and environmental assessment.

Table 6: List of deliverables and timelines

Sl #	Deliverable	Milestone	Timeline (in months)	Payment milestones
1.	D1: Training Need Assessment Report	- Provide TNA report of the sectors, analysing 3 clusters in each sector	T + 1 st	20%
2.	D2: Training Need Contents and Schedule	- Prepare Training content based on the skill gap analysis - Prepare a training schedule for conducting sessions across districts	T + 2 nd	20%
3.	D3: Report on Conducting Capacity Building Sessions	- Conduct sector-specific capacity building sessions across the specified geographical location <ul style="list-style-type: none"> • Provide training details like trainer information, mode of training, duration, training topic & content, list of participants (participants' social profiling and E&S compliance as mandated¹), and pictures • Provide feedback received from post-training • Provide a list of top 10% of participants based on assessment performance 	T+4 th	60%
Total			4 months	100%

¹ Social Profiling Template and Environmental Assessment Checklist will be provided once the work commences.

SECTION-G: Technical Proposal Standard Forms

The bidders are hereby directed to follow these templates while preparing the Technical Proposal.

SI #	FORM	Description
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 <ul style="list-style-type: none"> • Tech-3A. Overview of consultant's organization • Tech-3B. Response to Technical Evaluation Criteria: Experience of the consultants specifically related to the assignment • Tech-3C. Format for Citations / Past Experiences for projects: Format for Citations / Past Experiences for projects/ research citations
4	Tech-4	Comments or suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the client Tech-4A. On the Terms of Reference Tech-4B. On the counterpart staff and facilities
5	Tech-5	Description of the Approach and Methodology
6	Tech-6	Work Schedule and Planning for Deliverables
7	Tech-7	Team Composition – Curriculum Vitae

G.1. Tech-1: Technical Proposal Submission Form

[Location, Date]

To,

Directorate of MSME
Government of West Bengal
New Secretariat Building, 9th Floor
1, Kiran Shankar Ray Rd,
B.B.D. Bagh, Kolkata – 700001

Sub: RFP dated [date] for the onboarding Expert Agencies to Conduct Capacity Building Sessions for the Department of MSME and Textiles, Government of West Bengal

Dear Sir:

We, the undersigned, offer to provide the consulting services for “Onboarding Expert Agencies to Conduct Capacity Building Sessions for the Department of MSME and Textiles, Government of West Bengal” in accordance with your Request for Proposal (RFP) dated 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) During the project implementation, we will be compliant with the relevant regulations of the Government of West Bengal.
- (g) Our Proposal is binding upon us and subject to any modifications resulting from the Contract negotiations.
- (h) 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)

G.2. Tech-2: Response against the Eligibility Criteria

(To be submitted on the Letterhead of the responding firm)

(Place)

(Date)

To,

Directorate of MSME
Government of West Bengal
New Secretariat Building, 9th Floor
1, Kiran Shankar Ray Rd,
B.B.D. Bagh, Kolkata – 700001

Ref: RFP dated [date] for the Onboarding of Expert Agencies for Capacity Building of MSMEs for the Department of MSME and Textiles, Government of West Bengal

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.

Further, our response against the eligibility criteria has been mentioned below.

Sl #	Pre-Qualification Criteria	Eligibility status (qualified or not qualified)	Supporting documents provided
General Criteria			
1.	The bidder should be a registered enterprise under the Company's Act 1962 and 2013/ a Limited Liability Partnership with at least 5 years of operations as on the date of bid submission and should have registered office in India.	Yes /No	
2.	The bidders should not have been blacklisted by any central/state government entity/PSU as on the date of bid submission.	Yes /No	
3.	The bidder should possess a valid GST (Goods and Services Tax) registration number and a valid PAN.	Yes /No	
4.	The Organisation must have a local presence in West Bengal	Yes /No	
Technical Capabilities			
5.	The bidder should possess prior experience working with Central/State Government/ PSU or Multilateral Agencies/ Institutions in providing training and capacity building, with at least 2 projects during the last 5 years (from fiscal year	Yes /No	

Sl #	Pre-Qualification Criteria	Eligibility status (qualified or not qualified)	Supporting documents provided
	(FY) 2019-20 to FY 2024-25) for a min value of INR 30 lakhs each		
6.	The bidder should have undertaken at least one project with Central/State Government/PSU or Multilateral Agencies/ Institutions in domains such as development of MSMEs/Cluster Development/Industrial ecosystem within the last 5 years (from FY 2019-20 to FY 2024-25).	Yes /No	

Sincerely,

Signature of Authorized Signatory and Seal of the bidder

Name:

Designation:

*Kindly note that the bidder should provide snapshots of all the supporting documents for the claims in TECH 2. Bidder are directed to provide the necessary details for each project mentioned as a part of its response to Eligibility Criteria, using the template provided in **G.3.3. Tech 3C: Format for Past Experiences** for projects.*

G.3. Tech-3: Consultant's Organization and Experience

G.3.1. Tech-3A: Consultant's Organisation

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

G.3.2. Tech-3B: Response to Technical Evaluation Criteria

The bidders are requested to provide their responses against the Technical Evaluation Criteria using the template suggested below. In the context of bidder's experience, it is directed to mention only those assignments for which the Client legally contracted it as a company or was associated as a Lead Entity among the joint venture members.

Sl #	Evaluation Criteria (Description along with the supporting documentation)	Response	Supporting documents provided
Bidder's Profile and Experience			
1.	Experience in working in West Bengal Demonstrated track record of executing projects in West Bengal in collaboration with state government agencies, including a clear understanding of local government offices, procedures, and regulatory requirements	Count of projects along with the names of the projects	For projects , the following proofs should be provided: <ul style="list-style-type: none">• Copy of contract copy/ work order/Purchase order in favour of the bidder duly signed by the authorities of both parties• Completion Certificate or any other relevant document
2.	Experience in working with the MSMEs/Industrial Ecosystem Experience in undertaking projects related to the development of MSMEs/Cluster Development/Industrial ecosystem in West Bengal during the last 5 years (from FY 2019-20 to FY 2024-25).	Count of projects along with the names of the projects	For projects , following proofs should be provided: <ul style="list-style-type: none">• Copy of contract copy/ work order/Purchase order in favour of the bidder duly signed by the authorities of both parties• Completion Certificate or any other relevant document
3.	Experience in capacity building Experience in undertaking training/ workshops and capacity building sessions across industry sectors during the last 5 years (from FY 2019-20 to FY 2024-25).	Count of projects along with the names of the projects	For projects , following proofs should be provided: <ul style="list-style-type: none">• Copy of contract copy/ work order/Purchase order in favour of the bidder duly signed by the authorities of both parties• Completion Certificate or any other relevant document

Bidder is directed to provide the necessary details for each project mentioned as a part of its response to Technical Evaluation Criteria, using the template provided in G.3.3. Tech 3C: Format for Past Experiences for projects. Cross-referencing can be used for clarity and convenience.

G.3.3. Tech 3C: Format for Past Experiences for projects

The bidder is requested to provide details regarding their experiences using the template provided below. Kindly note that the bidder should provide details regarding all the assignments provided as a response to the Eligibility Criteria and Technical Criteria. The bidder is directed to mention only those assignments for which the Client legally contracted the Bidder as a lead or was one of the joint venture members.

Assignment Name:	Country: Location within the Country:
Name of the Client:	Address:
Name of the Legal/Lead Entity (in whose name the contract is issued):	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:	
Details of the activities undertaken:	
Status of project	Ongoing/Completed
List of proofs provided	

G.4. Tech-4: Comments or suggestions on the Terms of Reference and on Counterpart Staff and Facilities to be provided by the client

G.4.1. Tech-4A: Comments or suggestions on the Terms of Reference

- Assumptions based on which the proposal has been drafted
- Enhancements or alternative approaches to the methodology, deliverables, or timelines (if appropriate)
- Additional activities or value-added components that could increase project success.
- Potential risks or challenges related to the scope outlined in the ToR
- State dependencies critical to project success

G.4.2. 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, local transportation, equipment, data, background reports, etc., if any)

G.5. Tech-5: Description of the Approach, Methodology, and Work Plan

The bidder shall provide the approach, methodology and workplan in the technical proposal and a presentation will also be conducted at a later date (to be communicated after the submission of technical and financial proposals). An indicative structure of approach and methodology has been provided below. While it is suggested that the proposed approach and methods of the bidders comprises these components, bidders are encouraged to add any other relevant component.

1. Understanding of the Project
 - a. Demonstrate comprehension of the project objectives, scope, and deliverables, including the understanding of the technological landscape of West Bengal, shortlisted sectors and MSME ecosystem
 - b. Highlight any critical issues, challenges, or opportunities perceived from the provided scope.
2. Proposed Methodology for Conducting Capacity Building Sessions
 - a. Explain the approach of training needs assessment to be conducted across clusters in each of the 6 sectors
 - b. Explain the methodology of understanding the skill gap on areas of technical, managerial, financial, and compliance-related constraints
 - c. Explain the approach to designing training curricula and conducting workshops to disseminate key findings among stakeholders.
 - d. Explain the roadmap and schedule for conducting effective capacity building sessions
3. Staffing proposal/ rationale
 - a. Provide an outline of the overall team structure, indicating the expertise and roles proposed for the project team.
 - b. Describe the review processes, validation benchmarks, and feedback incorporation. Specify coordination mechanisms with client teams and stakeholders.
4. Value Addition
 - a. Highlight any proposed innovative approaches to assess the training effectiveness among the beneficiaries that add value beyond the stated scope

Table 7: Preference Ordering of Sectors (Please refer A.3. Identified Sectors for conducting Capacity Building sessions)

Sector Classification	Preferences				
	1 st	2 nd	3 rd	4 th	5 th
Leather Sector: MSME units (including Tannery) lying in and around Kolkata					
Plastics & Chemicals, Gems & Jewellery & Handicrafts: MSME units existing in North Bengal (Malda division and Jalpaiguri division)					
Plastics & Chemicals, Gems & Jewellery & Handicrafts: MSME units present in rest of West Bengal (Presidency, Medinipur and Burdwan division)					
Engineering Goods, Textiles, Packaged & Processed Foods: MSME units having presence in North Bengal (Malda division and Jalpaiguri division)					
Engineering Goods, Textiles, Packaged & Processed Foods: MSME units present in rest of West Bengal (Presidency, Medinipur and Burdwan division)					

G.6. Tech-6: Work Schedule and Planning for Deliverables

	Activities & Deliverables	Timeline (in months)											
		1	2	3	4	5	6	7	8	9	10	11	12
	D#1 Training Needs Assessment Report												
1.	Activity 1: Identification of clusters across sectors												
2.	Activity 2: Stakeholder Consultations, FGDs												
3.	Activity 3: Training Need Assessment												
	D#2 Training Content & Schedule												
4.													
	D#3 Report on Conducting Capacity Building Sessions												
5.													

- List the deliverables with the breakdown of the activities required. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
- Include legend, if necessary, to help read the chart.

G.7. Tech-7: Team Composition – Curriculum Vitae (CV)

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

8	Membership in Professional Associations and Publications:			
9	Language skills			
10	Adequacy for the assignment:			

	Detailed Tasks Assigned on Consultant's Team of Experts (list all deliverables/tasks as in TECH-6 in which the Expert will be involved)	
	Reference to Prior Work/Assignments that Best Illustrate Capability to Handle the Assigned Task:	
	
	
	Experts Contact Information: e-mail:, Phone:	
11	Certification	
	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

The bidder is requested to provide financial estimates in the format mentioned below:

A. Name of Sector/ Geography: Leather Sector: MSME units (including Tannery) lying in and around Kolkata		
SI #	Line-items	Total Financial Quote
1.	D1: Training Need Assessment Report	
2.	D2: Training Need Contents and Schedule	
3.	D3: Quarterly Report on Conducting Capacity Building Sessions	
Total Amount (exclusive of GST)		
Applicable GST		
Total Amount (inclusive of GST)		

B. Name of Sector/ Geography: Plastics & Chemicals, Gems & Jewellery & Handicrafts: MSME units existing in North Bengal (Malda division and Jalpaiguri division)		
SI #	Line-items	Total Financial Quote
1.	D1: Training Need Assessment Report	
2.	D2: Training Need Contents and Schedule	
3.	D3: Quarterly Report on Conducting Capacity Building Sessions	
Total Amount (exclusive of GST)		
Applicable GST		
Total Amount (inclusive of GST)		

C. Name of Sector/ Geography: Plastics & Chemicals, Gems & Jewellery & Handicrafts: MSME units present in rest of West Bengal (Presidency, Medinipur and Burdwan division)		
SI #	Line-items	Total Financial Quote
1.	D1: Training Need Assessment Report	
2.	D2: Training Need Contents and Schedule	

3.	D3: Quarterly Report on Conducting Capacity Building Sessions	
Total Amount (exclusive of GST)		
Applicable GST		
Total Amount (inclusive of GST)		

D. Name of Sector/ Geography: Engineering Goods, Textiles, Packaged & Processed Foods: MSME units having presence in North Bengal (Malda division and Jalpaiguri division)		
Sl #	Line-items	Total Financial Quote
1.	D1: Training Need Assessment Report	
2.	D2: Training Need Contents and Schedule	
3.	D3: Quarterly Report on Conducting Capacity Building Sessions	
Total Amount (exclusive of GST)		
Applicable GST		
Total Amount (inclusive of GST)		

E. Name of Sector/ Geography: Engineering Goods, Textiles, Packaged & Processed Foods: MSME units present in rest of West Bengal (Presidency, Medinipur and Burdwan division)		
Sl #	Line-items	Total Financial Quote
1.	D1: Training Need Assessment Report	
2.	D2: Training Need Contents and Schedule	
3.	D3: Quarterly Report on Conducting Capacity Building Sessions	
Total Amount (exclusive of GST)		
Applicable GST		
Total Amount (inclusive of GST)		

The total amount (exclusive of GST) would be considered for the financial evaluation.

Note: The payment milestones will be governed by Section F – List of deliverables along with payment milestones.