

Entrepreneurship Development & Innovation Institute, Tamil Nadu

(An autonomous society of the Government of Tamil Nadu)
Parthasarathy Koil Street, SIDCO Industrial Estate, Guindy, Chennai-600032.

Terms of Reference (ToR) for engaging an external agency for bringing out a report on “Women in Tamil Nadu Micro, Small and Medium Enterprises 2018”

1. Introduction:

The Entrepreneurship Development & Innovation Institute (EDII), Chennai was constituted by Government of Tamil Nadu as a ‘not-for-profit society’ in November 2001 primarily to fulfil the entrepreneurship training requirements in the State and to promote Micro, Small and Medium Enterprises in Tamil Nadu.

The aim of EDII is to promote Micro and Small Enterprises through entrepreneurship training, to assist potential entrepreneurs who have ambitions to start their own enterprise, to evolve multipronged strategies for entrepreneurship development, to conduct training programmes under various schemes of the Government, to facilitate employment generation through skill up-gradation training.

EDII has vast experience in providing training and mentoring support and has conducted innumerable programmes like technology based EDP, Agripreneurship Development Programme, Cluster awareness programme, Women Entrepreneurship Development Programmes, establishment of ED cells in Colleges, mentoring and support for Manufacturing Business Incubators in colleges, universities, and research institutes etc to its credit. EDII also targets entrepreneurs at the ‘bottom of the pyramid’.

The State-level scene of MSMEs, as presented by the latest national statistics, does not often truly reflect the ground level situation. Research output on hand is chiefly on more of the macro level understanding than on the processes that are ongoing at the ground level. Thus, from the point of view of understanding the state of the MSME sector of Tamil Nadu, to evaluate the impact of programme implementation of both Central and States, and to develop suitable measures to reach the expected outcomes, it is imperative to have a state- of- the- sector analysis, at the state and district level preferably on a yearly basis for taking forward MSME planning and determining the strategies in a methodical manner.

More recently, the Government of India and the Niti Aayog has chalked out an agenda of rating the States on the basis of some key performance indicators alongside the backdrop of the discussions of the World Economic Forum concluded recently. In this context, a state MSME Report has great relevance for demonstrating the achievements of the State not only within the Country but at a global level as well. Therefore EDII has initiated this work. EDII also focuses n Women Technopreneurship in augmenting the entrepreneurial ecosystem of the state. It will be relevant to bring out a report on the participation of women in MSME for inclusive policy-making.

2. Context

There has been a phenomenal growth of MSMEs in Tamil Nadu. Documentation of Tamil Nadu’s growth story has been in two major forms:

1. The Government’s own data systems- both Central and State
2. Research work on Business in Tamil Nadu

However there has been no report nation-wide on the participation of women in MSME. With the beginning of start-ups- the new gen MSMEs, it is imperative to map the women in MSME including start-ups and incubators.

3. Objectives of the Study

The exercise is expected to lead to a 'state-of-the sector' report on women participation in industry and enterprise development in Tamil Nadu.

The objectives of this annual study are defined below:

- (a) Document key performance indicators KPI for women in the MSME sector every year.
- (b) Obtain feedback from women MSME entrepreneurs on state of their business & growth forecasts/prospects
- (c) Document key challenges & road blocks faced by women entrepreneurs & suggest policy measures to overcome them.
- (d) Identify key action points for policymakers, practitioners and support institutions in supporting women in MSMEs and Entrepreneurs to grow and become more competitive
- (e) Measure effectiveness of pro-women MSME polices of state & central Governments on parameters such as outreach and awareness, take-up of policies, and impact, and suggest way forward.

4. Scope of the Project

The Project involves inventorising and analysis of available literature, databases and official documents on women in MSMEs with various stakeholders and make concrete recommendations on the way forward relating to improvement of existing programmes and to design new programmes. The scope of work will entail:

1. Mapping, inventorisation and review of existing secondary databases on participation of women in Tamil Nadu's MSME ecosystem, and recommendations on strengthening existing monitoring & evaluation and MIS systems.
2. Developing a Framework of KPIs to assess women in MSME
3. Primary and secondary data collection
4. Data Analysis and Draft Report Preparation
5. Outreach and Dissemination of Report and Data

5. Methodology

The study will be designed and implemented by an independent third party agency which is expected to incorporate a combination of quantitative, qualitative and mixed method approaches to collect data based on the study design. This will include:

1. Literature Review – Analysis of secondary data and literature on the MSME sector in Tamil Nadu, including data on MSMEs from RBI, MSME Ministry, SLBC, CT dept (VAT), Labour Dept. TNEB and other relevant agencies
2. Scientific sample survey of MSME cross cutting various clusters, sectors, gender, SC/ST, geographies, etc.
3. Detailed case studies of individual enterprise covering key MSME sector
4. Focus Group Discussions with MSMEs in key clusters. (this will be facilitated by EDII)

5. Semi-structured interviews with stakeholders which will include policymakers, senior officials, sector experts, industry associations, key influencers, among others.

6. Report Structure

The report is expected to include the following (but not limited to)

1. Introduction
2. Enterprise demography-sectors involved/size of the establishment / community stratification / (SC/ST) / age of establishment
3. Women in Innovation based enterprises-Start-ups in the state (including comprehensive listing of incubators), details of education/skill background/other training
4. Funding versus financing for Women Entrepreneurship family supported/Govt. schemes-grants or loan / self funded.
5. Resources & opportunities in TN for Women Entrepreneurship
(to include summary on mortality rate of MSME's registered over the past 5 or 10 years)

7. Experience Expertise

The following experience details are to be included:

i) Research Team

The research team responsible for the design and drafting elements of the Project and Advisors should be listed with prior experience.

ii) Experience and Capabilities of the Proposing Institute

The specific track and capabilities to undertake such a project has to be detailed out.

iii) Editorial Group

The core team involving the experts who are responsible for the design and implementation of the project shall be given along with their bio data.

8. Follow-up Activities

The present project is envisaged as the beginning a long-term partnership for regular monitoring of the industrial sector of Tamil Nadu. The Agency will take the initiative for some relevant post-Project initiatives for dissemination of the findings of this study. This includes, a seminar and co-ordination with the relevant promotional bodies and international organisations, and workshops with MSMEs cluster in 4 key locations across the State.

9. Deliverables

All raw data collected as part of the project will be handed over to EDII by the implementing agency and EDII will be have sole ownership of data.

Final Report of Evaluation Study (25 bound Copies) to the satisfaction of competent authority along with soft copy in formats as prescribed by competent authority. EDII will be the owner of the report submitted.

10. Role of EDII

- a) Facilitate access to data with all relevant departments and agencies of the Government of Tamil Nadu, with a proper letter of introduction;

- b) Access to all relevant official data, as required by the Agency such as, Registration documents of the District Industries Centres and Directorate of Industries and Commerce, Business Register and other data(district-wise) maintained by the Economics and Statistics Department, documents of the State Planning Commission, and by the various public sector corporations and Boards.
- c) Support for field study, focus group discussions, workshops, etc.
- d) Funding the study.
- e) Support and guidance in drafting scientific publications based on information and insights collected as part of the Study
- f) Approving the report.

11. Time Schedule

The proposed time schedule is two months (Report to be submitted in April)

12. Budget

The total budget of this Study is expected to be Rs 5,00,000/- and will be borne by EDII.

Payment Schedule

The payment schedule is expected to be as follows:

- a) Inception Payment- 10% of the proposed project cost on production and presentation of the inception report
- b) Second installment: 40% of the proposed project cost within thirty days of release of the first Installment (mid-term)
- c) Third Installment: 40% of the proposed project on making the final presentation of the findings
- d) Final installment: 10% of the proposed project cost on submission of the report

All payments would attract service tax as on the date of release of payment as applicable. Payment shall be made within 14 working days upon submission of all relevant bills subject all bills are in order.

13. Mode of Selection of the agency

QCS method will be adopted based on technical competitiveness.

Following supporting documents should be enclosed with the technical bid, failing which the bid will be liable for rejection: -

1. Certificate/work order supporting the work done under National Evaluation Study of MSMEs clearly giving details of name of the States covered for each study.
2. Certificate of registration of the organization.
3. Details of experts at National Level and Zonal Level with their bio-data clearly giving designation, qualification, relevant experience, work done, address, phone number etc.
4. Details of offices of the agency / associates in the Country with full address and phone number.

5. Chartered Accountant certified balance sheet of last 3 years (2013-14, 2014-15 and 2015-16) to indicate the turnover of the organization.

iii) If a Bid is not substantially responsive, it will be rejected by EDII, and may not subsequently be made responsive by the Bidder by correction of the non- conformity.

(b) Technical Evaluation

The bids will be evaluated by EDII to ascertain the technical responsiveness of each bid for the complete scope of work, as detailed below. The marks for technical evaluation of the bids are as under:

S.No	Particulars	Marks (100)
1.	Marks for Technical Evaluation	70
1.1	Experience & Quality of the team on similar studies, 50% of marks will be awarded based on MSME and gender studies experience	30
1.2	Experience & Quality of Past studies conducted by the Institute, 50% of marks will be based on MSME and gender studies related experience	40
2.	Marks for Presentation	30
2.1	Context & Objectives	5
2.2	Approach & Methodology	10
2.3	Expected Outcome	10
2.4	Follow-up activities proposed	5

EDII, or the Competent Authority reserves the right to reject all or any of the proposals without assigning any reasons whatsoever.

If an RFP is selected, then the organization has to submit performance guarantee amounting to 5% of the total project cost prior to sanction of the project.

14. Communications

All communications including the submission of proposal should be addressed to:

The Joint Director

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