

Institute of Leadership Development (ILD)

6/2, Jamdoli, Jaipur-302031

REQUEST FOR PROPOSAL (RFP)

for

ILD INVITES Bids from the eligible bidder for providing services of IEC, Marketing & Branding of Haats, Google Art & Culture Awareness camps Support under RAMP Scheme.

Institute of Leadership Development (ILD), Jaipur, set up in the year 1992 is a non-profit registered society promoted by IFCI Ltd., a leading financial institution in India (A Govt. of India Undertaking) with a broad objective of developing an enlightened and motivated work force all over India through education, training, research, consultancy and counselling of workers & workers organization. In the last two and half decades Institute has emerged out as an integrated Centre for teaching & training in all areas across all sectors of Leadership Development.

Project Background:

The Government of Rajasthan in implementing key components of the RAMP (Raising and Accelerating MSME Performance) scheme. The proposed engagement includes designing and delivering Information, Education, and Communication (IEC) activities, awareness campaigns, and capacity-building workshops for various MSME sectors across the state.

The Raising and Accelerating MSME Performance (RAMP) scheme is a World Bank-funded initiative designed to strengthen and modernize the Micro, Small, and Medium Enterprises (MSME) ecosystem. By focusing on capacity building, process optimization, and technology adoption, RAMP aims to boost MSME competitiveness, foster innovation, and open new market opportunities. The scheme's overarching goal is to create a more robust, inclusive, and sustainable growth trajectory for MSMEs, thereby contributing significantly to the economic development of the state. ILD is being given the assignment related to implementation of this project with given scope of work.

Scope of Work: -

- 1) IEC Content Development
- 2) IEC: Reaching out to MSME units
- 3) Marketing & Branding of Artisans of Rajasthan Product and Services
- 4) Google Art & Culture Awareness Camps
- 5) Capacity Building & Training
- 6) Stakeholder Engagement
- 7) Monitoring & Evaluation

Eligibility Criteria:

The eligibility criteria and other details for RFP the bidders are given below.

S No.	Parameters	Conditions /Provisions
1)	Business Registration	<p>Bidder should be a Registered Proprietorship / Partnership Firm / Private Limited Company / Public Limited Company / Society / Trust / Limited Liability Partnership and should have registered office as well as head quartered at Jaipur. (As close coordination is required with ILD and Commissioned Industries office)</p> <p>Document Required: Bidders' registration certificates and relevant documents</p>
2)	Turnover and financial parameters	<p>The Bidder should have an annual average turnover for three years 2021-22,2022-23,2023-24 as Rs. 3.00 crore. & Positive net worth statements duly certified from CA</p> <p>Note: Audited Financial statements, Balance sheet and Profit & Loss Accounts for the past three years should be submitted.</p> <p>Documents Required: Declaration/Certificate from Chartered Accountant must be submitted as per Annexure-4</p>
3)	Certifications	<p>The bidder should be ISO9001:2015, ISO 14000: 2015 and NSIC certified</p>
4)	Work Experience	<p>Experience:</p> <p>1. The bidder should have more than 10 years of working experience in different domains of capacity building, MSME cluster projects diagnostics studies, MSME training programs documentations, training, monitoring and evaluations the experience of working with Industries department, Government of Rajasthan and other State Government department like Women and Child, DES etc.</p> <p>Must have prior experience of working on various projects of Commissioner Industries in Cluster, diagnostics study reports preparations, training, monitoring and evaluation etc</p>

S No.	Parameters	Conditions / Provisions
		<p>2. The bidder must have Experience of two completed projects related to capacity building, IEC activities, artisan's product profiling online connecting support through IT or app etc. of any world bank or UN project. (Copy of PO and completion certificate to be enclosed)</p> <p>3. The bidder must also have working experience as Service provider to any completed or ongoing all capacity building, skill training or economic activity across Rajasthan managing district wise network of small entrepreneurs in Rajasthan for any Government project as Service Provider. The relevant agreement / PO document must be enclosed.</p> <p>4. Bidder must have completed IT / e commerce projects related to artisan reaching out to market</p>
5)	Submission of Proposal	<p>Interested Firms/ Companies / Agencies / Organizations / fulfilling eligibility conditions mentioned above may submit their Technical Bid and Financial Bid (as per Annexure 7) to the ILD Office at 6/2, Jamdoli, Jaipur, Rajasthan – 302031, on or before 5:00 PM on 23rd July, 2025.</p> <p>Documents Required: Bidder must be Technical bid submitted as per Checklist Annexure 1.</p>
6)	Earnest Money Deposit (EMD)	<p>Bidder is required to submit a refundable Earnest Money Deposit (EMD) of Rs. 50,000/- (Rupees Fifty Thousand only). This will be paid in the form of NEFT/RTGS/DD Payable to "Institute of Leadership Development" payable at Jaipur, drawn on any scheduled commercial bank.</p> <ol style="list-style-type: none"> 1. Bank Account No. 10251010000250 2. Account Name Institute of Leadership (Beneficiary) Development 3. Bank Name Punjab National Bank Jaipur 4. Bank Branch Jamdoli Branch Address Jamdoli Jaipur 5. IFSC Code PUNB0102510 6. Pan details of Beneficiary PAN: AABFI2668D

S No.	Parameters	Conditions / Provisions
		<p>The EMD of the unsuccessful Bidder would be returned (without interest) within 60 days.</p> <p>EMD Exemption: MSME bidders registered in Rajasthan having valid Udhyam and or NSIC registration will be exempted from submitting the EMD.</p>
7)	Self-declaration	<p>The Bidder should not have been blacklisted by any agency of State Government/ Central Government.</p> <p>Documents Required: A self-certificate must be submitted as per Annexure-5</p>
8)	Bids time extension	<p>Due to paucity of time, seven days time is being given for submission of bids. However, in case three(03) bids are not received, the bid submission date will be extended by seven (07) more days.</p>

ILD reserves the right to accept or reject any proposal without assigning reasons, what so ever. The decision of ILD shall be final and binding on the Company/ Agency. For further details, interested Firms /Organization/Agencies may contact

ILD on the below mentioned address.

Contact Person: Dr. Shubham Kaushik,

Assistant Registrar

Contact Info: 9664418133

Email: info@ildindia.org/shubham.kaushik@ildindia.org

Annexure 1 :

Checklist for proposals to be submitted in response to RFP .

S No.	Document Description	Page Number
1.	Covering Letter must be submitted as per Annexure-2	
2.	Bidder's Details must be submitted as per Annexure-3	
3.	Certifications (ISO9001:2015, ISO 14000: 2015 and NSIC certificate copies)	
4.	Earnest Money Deposit (refundable as per the terms and conditions of the RFP document). In case of EMD exemption, the bidder must submit a valid exemption certificate.	
5.	Relevant Experience documents as required in the RFP	
6.	Certificate of the Proprietorship/Partnership Deed/Incorporation of Company and Memorandum and Articles of Association/Registration of Society/Trust/Association/LLP (Copy)	
7.	Pan Card (Copy)	
8.	Udhyam Aadhar certificate (Copy)	
9.	Audited Financial statements, Balance sheet and Profit & Loss Accounts for the past three years should be submitted. Documents Required: Declaration/Certificate from Chartered Accountant must be submitted as per Annexure-4	
10.	GST, ESI and PF registration (Copy)	
11.	Self-Declaration for not being blacklisted as per Annexure-5 of RFP Document (Original)	
12.	Validity of offer must be submitted as per Annexure-6	
13.	Copy of RFP Document with sign and seal of Company Secretary/ Authorized Representative and Signatory on each page of RFP documents	

For and on behalf of:

Signature:

Name:

Designation:

(Company Seal)

Date:

Annexure-2: Format of the Covering Letter

<< The covering Letter is to be submitted by Company Secretary/ Authorized Representative and Signatory on Company's Letterhead with his /her dated, Sign and Seal>>

To

The Executive Director
Institute of Leadership Development
6/2, Jamdoli, Jaipur

Dear Sir,

Sub: Submission of Proposal against RFP for providing services of IEC, Marketing & Branding of Haats, Google Art & Culture Awareness camps Support under RAMP Scheme

Please find enclosed one (1) Original + one (1) Copy of our Proposal for providing services of IEC, Marketing & Branding of Haats, Google Art & Culture Awareness camps Support under RAMP Scheme, RFP issued by the Institute of Leadership Development (ILD), dated 16th July 2025.

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1. The proposal is being submitted by -----
(name of the Bidder) in accordance with the conditions stipulated in the RFP.
2. We have examined in detail and have understood the terms and conditions stipulated in the RFP. Document issued by ILD and in any subsequent communication sent by ILD, we agree and undertake to abide by all these terms and conditions. Our Proposal is consistent with all the requirements of submission as stated in the RFP or in any of the subsequent communications from ILD.
3. The information submitted in our Proposal is complete and is strictly as per the requirements as stipulated in the RFP, and is correct to the best of our knowledge and understanding, and we certify that all information provided in the application is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying such proposal are true copies of their respective originals.

4. We acknowledge the right of ILD to reject our Proposal without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever.
5. We satisfy the legal requirements and meet all the eligibility criteria laid down in the RFP.
6. This Proposal is unconditional and we hereby undertake to abide by the terms and conditions of the RFP.
7. We have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.
8. This Proposal is made for the express purpose for providing services of IEC, Marketing & Branding of Haats, Google Art & Culture Awareness camps Support under RAMP Scheme
9. All payments will become due and payable only after the same is received from Government of Rajasthan. ILD will not make any payments from its own retained funds.
10. The bidder will ensure proper risk management during the tenure of this mandate in terms any hazard or catastrophe or natural calamity or accident or any other such threat and will ensure proper risk management for the same. ILD will not bear any liability for the above. Any liability arising to ILD from any above stated event will have to be subsumed by the bidder during the mandate period. If needed the bidder will take proper liability insurance.
11. All tax and liabilities like Provident Fund, ESIC, Gratuity and any other statutory obligation related to manpower services arising from the mandate will be the sole responsibility of the bidder. The bidder will provide two (02) Security Cheques against any claim/ recovery arising due to deficiency of work/ improvement of work/ modification of work as demanded by the Government of Rajasthan. These security cheques will be returned back to the bidder once Govt. of Rajasthan gives us completion of satisfactory mandate.
12. We hereby undertake that we shall not sublet any assigned work to us to any other organization.
13. We hereby confirm that each page of the proposal has been signed & stamped by our authorized signatory.

14. In witness thereof, we submit this Proposal under and in accordance with the terms of the RFP document For and on behalf of:

Signature:

Name:

Designation:

(Company Seal)

(Authorized Representative and Signatory)

Date:

Annexure -3: Bidder's Details

<<Bidder's Details is to be Submitted by Company Secretary/ Authorized Representative and Signatory on Company's Letterhead with his /her dated, Sign and Seal>>

S. No.	Description	Details
1.	Name of Bidder	
2.	Nature of the organization company Incorporated/ Proprietorship Firm/ Partnership Firm/ Society (Please enclose copy of the certificate)	
3.	Correspondence address for release of Purchase Order, if awarded	
4.	Telephone number	
5.	Email ID	
6.	Registration Number	
7.	Date of Registration	
8.	Place of Registration	
9.	Pan Card Number	
10.	Udhyam Aadhar	
11.	GST details	
12.	Banker name	
13.	Bank account number	
14.	Bank IFSC code	

For and on behalf of:

Signature:

Name:

Designation:

(Company Seal)

(Authorized Representative and Signatory) Date:

Note: Please provide copy of the registration certificate from appropriate Registering Authority.

Annexure-4: Financial Details

<< Declaration by Chartered Accountant on letterhead with his/her dated Sign and Seal>>

To whomsoever it may concern

On the basis of financial statements, this is to certify that.....<Bidder Name>having its registered office at <<office address.....>> had achieved the following level of Turnover in respect for the financial years mentioned here under:

Note: Financial statements for the past three years should be submitted by Bidder.

S No.	Financial Year	Annual Turnover (INR)
01	2021-22	
02	2022-23	
03	2023-24	

<< Chartered Accountant:

Signature

Name

Registration No Contact

No.

Seal>> Date:

Annexure -5: An affidavit for not being blacklisted

<<Affidavit is to be submitted by Company Secretary/ Authorized Representative and Signatory on Company's Letterhead with his /her dated, Sign and Seal>>

AFFIDAVIT

We, <<M/s.(Bidder's name)>>, having its registered office at <<office address.....>>, do hereby declare that the firm hasn't been blacklisted / debarred by any donor agency /State Government/ Central Government authority for breach on our part.

For and on behalf of:

Signature:

Name:

Designation:

(Company Seal)

(Authorized Representative and Signatory)

Date:

Annexure 6: Validity of offer

<<Bidder's Validity of offer is to be Submitted by Company Secretary/ Authorized Representative and Signatory on Company's Letterhead with his /her dated, Sign and Seal>>

To

The Executive Director
Institute of Leadership Development
6/2, Jamdoli, Jaipur

Sub: REQUEST FOR PROPOSAL (RFP) for providing services of IEC, Marketing & Branding of Haats, Google Art & Culture Awareness camps Support under RAMP Scheme

Dear Sir,

With reference to your RFP Ref: dated:, I/ we, having examined all relevant documents and understood their contents, hereby submit our Proposal for selection as Service Provider to ILD for providing services of IEC, Marketing & Branding of Haats, Google Art & Culture Awareness camps Support under RAMP Scheme.

1. We agree to keep this offer valid for 90 (Ninety) days from the last date of submitting the proposal specified in the RFP
2. We agree to undertake the project, if allotted by you, as per the scope of work (Terms of reference).
3. We agree and undertake to abide by all the terms and conditions of the RFP Document.

We submit this Proposal under and in accordance with the terms of the RFP Document.

Signature:

Name:

Designation:

(Company Seal)

(Authorized Representative and Signatory)

Date:

Annexure -7: Financial Proposal

<<Financial Proposal is to be submitted by Company Secretary/ Authorized Representative and Signatory on Company's Letterhead with his /her dated, Sign and Seal>>

ILD's mandate is for Rs 8.50 crore (plus 18% GST). The bidder has to quote the gross amount plus GST.

Sl. No	Components	Overall Quotation
	Quotation by the bidder of the gross amount plus GST	

The successful bidder will also have to carry out the below task regularly on behalf of ILD:

1. Submission of inception report.
2. Submission of activities and outcome / outputs reports time to time as may be asked by the client.
3. Preparing ppt on behalf of ILD for presentation to Commissioner Industries
4. Attending all the progress, review meetings with ILD.
5. All documentation for each activity completions, with attendee signs and proof of records for submission to the client on behalf of ILD.
6. All payments will become due and payable only after the same is received from Government of Rajasthan. ILD will not make any payments from its own retained funds. If Government of Rajasthan suspends the project or reduces the budget, the quoted amount will be reduced proportionately.
7. The bidder will ensure proper risk management during the tenure of this mandate in terms any hazard or catastrophe or natural calamity or accident or any other such threat and will ensure proper risk management for the same. ILD will not bear any liability for the above. Any liability arising to ILD from any above stated event will have to be subsumed by the bidder during the mandate period. If needed the bidder will take proper liability insurance.
8. All tax and liabilities like Provident Fund, ESIC, Gratuity and any other statutory obligation related to manpower services arising from the mandate will be the sole responsibility of the bidder. The bidder will provide two (02) Security Cheques against any claim/ recovery arising due to deficiency of work/improvement of work/modification of work as demanded by the Government of Rajasthan. These security cheques will be returned back to the bidder once Govt. of Rajasthan gives us completion of satisfactory mandate.

Detailed Scope of Work - Google Art & Culture

1. Objective & Scope :

Google Arts & Culture is a platform that provides online access to a vast array of art collections, cultural artifacts, and historical archives from around the world. While its primary focus is on art and culture, this platform will be under the Raising and Accelerating MSME Performance (RAMP) programme to promote and celebrate entrepreneurs of the State and their contribution to the rich art and cultural fabric of the State. The initiative strives to link traditional crafts, artifacts, traditional products, with contemporary audiences, promoting appreciation and support for Rajasthan's artisanal heritage and entrepreneurial prowess. The State Nodal Officer, RAMP shall be the Competent authority to amend/interpret the Scope of Work/conditions.

2. Expected Outcomes and Impact:

- **Brand Storytelling and Content Creation:** Create a unique brand to promote the identified arts, crafts and products consistent with the messaging and narrative of the RAMP programme
- **Market Access:** Increases visibility for artisans, craftsmen and local entrepreneurs (with a focus on ODOP and GI tagged products) improving market access and economic sustainability.
- **Audience Engagement:** Connects traditional arts and crafts with contemporary audiences, fostering cultural exchange.
- **Empowerment of Artisan communities:** Empower artisan communities by validating their contributions.
- **Collaboration and Partnerships:** Forge relationships with local associations promoting artisan and entrepreneur welfare for effective storytelling to promote arts, crafts and local products contributing to employment
- **Global Awareness:** Enhances global appreciation of Rajasthan's traditional arts, crafts, and their cultural significance.
- **Drive tourism** by linking art, craft to marquee locations

3. Activities to be undertaken: -

The Google Arts & Culture platform is accessible by invitation only. The onboarded IA will need to request an invite and ensure adherence to eligibility guidelines and join the Google cultural institute and set-up account to publish content. This is a pre-requisite for this intervention.

- **Identify and select** traditional art and craft forms, ODOP products, GI tag products to be promoted on the platform. The following will be taken into consideration while selecting the art and craft forms, and products:
 - cultural significance
 - artistic inspiration
 - narrative potential and visual appeal
 - relevant to current trends
 - stories and content presented in the platform promote local entrepreneurs (MSMEs) and artisans
 - opportunities for collaboration and partnership with organisations promoting artisans and MSMEs
 - contributing to society and community development with a focus on women entrepreneurship promotion
 - sustainable and ethical production practices
 - products and art and craft forms that can appeal to a global audience

The final selection of the arts/crafts/products will be made in consultation with the Client.

- **Collaboration with Google Arts & Culture:** Partner with Google Arts & Culture platform to assist the non-profit organizations, urban and rural district haats, cultural associations, art councils and galleries to engage with global audience including potential buyers
- Establish effective partnerships with cultural institutions, NGOs (Non-Governmental Organisations), industry associations, CBOs (Community Based Organisation) to mobilise artisans, craftsmen and MSMEs for content creation.
- Use their networks to distribute information on the RAMP programme with an objective to mobilise participants for the Google Arts and culture and other interventions implemented under the RAMP programme
- Collaborate and partner with at least 10 such organisations, cooperatives, and artisan groups of Rajasthan to reach a larger group of artisans, craftsmen and MSMEs for developing content.

- Build synergies with existing government institutions (not limited to Department of Tourism, Department of Art and Culture, Rajasthan) supporting the artisan and local entrepreneurial communities through various programmes and initiatives promoting arts and crafts
- **Workshops and Seminars:** Conduct at least 2 workshops or FGDs (Focused Group Discussions) or stakeholder consultations in collaboration with DICC, non-profit institutions, district haats, and the mobilised partners to generate meaningful and engaging content and demonstrate the benefits and usage of the Google Arts and Culture platform
- Create and upload content in a format accepted by the Google Art and Culture (GAC) platform to showcase the selected art, crafts and products. The IA must ensure that all the content is created in the format compliant with the requirements of the platform. The following list presents various types of content that need to be developed for this initiative. This is an indicative list only. The IA is expected to share specific details of content type that will be created for upload in the GAC platform in the proposal as outlined in Chapter 4:
 - **Artworks and artifacts:** High-resolution images of the visual art and craft forms and selected products. These can be part of virtual exhibitions or collections (E.g.: Craft Clusters of Rajasthan collection, Textile Weaves of Rajasthan collection etc. District specific categorisation with a special focus on ODOP and GI tag products may be considered).
 - **Photographs including 360° Images:** Historical and contemporary photographs that contributing to brand building and storytelling. 360° imagery that could transport audiences to artisan homes/workshops etc. (Eg: Immersive walkthrough of a pottery studio in Jaipur)
 - **Virtual Tours:** Interactive tours including 360-degree virtual tours, interactive galleries, and engagement tools to enhance user interaction and educational value of the identified arts, crafts and products. Tours to cover artisan, product clusters, community centers, events promoting the arts, crafts and products, rural and urban haats etc.
 - **Exhibitions:** Curated digital exhibitions that feature a collection of artworks, cultural items centered around a specific theme or narrative such as ODOP, GI tag etc. VR & panoramic storytelling of spaces, events, and artisan studios. (E.g.: VR Tour of Bagru Printing Village or Udaipur Puppet Museum, Pottery to terracotta walkthroughs etc.)
 - **Videos and Films:** Ensure the production of high-quality short films for each craft form by Google Arts & Culture personnel capturing crafting processes, cultural significance, and artisans' personal stories, with successful research, scripting, filming, and post-production. Videos must be uploaded to YouTube to be uploaded on to the platform. A RAMP or Government of Rajasthan specific YouTube channel will need to be used for video upload. Videos may include process demos, artisan

stories, festival footage etc. Stories and visuals from women-led SHGs, 2-min reels focused on one artisan each week may be considered.

- **Storytelling and Narratives:** Written content that offers detailed stories or explanations about art pieces, cultural practices, local entrepreneurial community, often accompanied by visuals. Curated stories combining formats on specific traditions such as Miniature Painting, Blue Pottery, Meenakari, Puppetry etc. Long-form storytelling with rich media.
- **Educational Resources:** Materials designed to educate users about art history, cultural diversity, significance of the product to appeal to local, national and global audience. This may include scan of manuscripts, vintage ledgers etc. (Eg: Marwari craft guild records, dye books)
- **Cultural Experiences:** Interactive content that offers users a way to engage with different cultures, such as augment / virtual reality experiences or interactive storytelling. Interactive digital tools may be considered (E.g.: Block Print Palette Generator, Virtual Embroidery Sampler etc.)
- **Artist Profiles:** Information about artists, craftsmen, entrepreneurs their works, and their contributions to the art and cultural world shedding light on their way of life promoting societal development through the commerce of identified arts, crafts and products.
- **Audio clips** as and where needed such as Folk songs, artisan interviews, process narration
- **3D objects** - Display of 3D models aligned to the stories of the selected arts, crafts and products. 3D models to be projected in Augmented Reality (AR) on the GAC mobile app for iOS and Android. Interactive display of tools, objects, jewelry may be considered such as 3D scan of antique jadau necklace etc.
- The IA must ensure that the content generated and used for uploaded are copyright-free or copyright-cleared content
- The seamless integration of the content developed into the Google Arts & Culture platform in adherence to the platform requirements
- Leverage Digital and Online Platforms including social media to promote content developed and uploaded on the platform
- Establish synergies with RAMP IEC campaign and leverage channels adopted in IEC campaign to generate and promote content for upload on the platform

4. Key Considerations:

- The IA will operate under the guidance and supervision of the RAMP Section in the Office of Commissioner, Industries & Commerce.
- An action plan including the following to be submitted before commencing the activities for each of the art, craft and product.

- details of products, arts and crafts selected for promoting through the Google Arts and culture platform with adequate justification,
- strategic partners with justification of partnership
- nature of content to be developed with detailed costing and timelines of content upload
- phase wise plan of content creation, presentation and upload
- details of the team to be engaged for this exercise
- number of artisans, MSMEs to be engaged for each of the identified product, art and craft form
- A detailed monthly report will be submitted by the IA indicating progress and outlining the plan of action for the following month. Prior approval from the RAMP Section in the Office of Commissioner, Industries & Commerce will need to be taken on the activities and their costing included in the action plan for the following month.
- Prior approval from the RAMP Section in the Office of Commissioner, Industries & Commerce will need to be taken on the content before uploading them on the Google Arts and Culture platform
- The rights to the content created and uploaded on the platform will remain with the Office of Commissioner, Industries & Commerce

5. Deliverables

The IA shall submit a monthly report outlining the progress on the below mentioned deliverable as per **Annexure - 1**

- Content created and uploaded in adherence to GAC accepted formats
- Partnerships forged - including a list of contacted organizations, responses received, and partnerships established with scope of partnership and expected outcomes. Where the partnership entails activities contributing to content creation, outreach etc. detailed costing and types of activities to be shared
- Workshops / FGDs / stakeholder consultations held at district level to generate meaningful and engaging content and demonstrate the benefits and usage of the Google Arts and Culture platform
- Digital engagement measured using the following parameters for the uploaded content
 - **Engagement Metrics (views, interactions, and shares)**
 - **Brand Visibility:** mentions in media or increased inquiries from interested parties
 - **Referral traffic** from Google Arts & Culture platform to RAMP website, social media channels and other electronic and / digital platforms.
 - **Narrative Reach** - storytelling and narratives shared or referenced in other contexts
 - **Cultural engagement** - increased participation in cultural events or activities, which can enhance community engagement and brand association with culture.

- On-the-ground activities undertaken for mobilising MSMEs and artisan for content creation, event coverage, brand building, storytelling including detailed costing and types of activities undertaken.

6. Payment: - The IA shall create and publish the requisite content on the Google Art & Culture Platform basis the approved action plan submitted for each of the art, craft and product. The Payments will be released on monthly/quarterly basis during the tenure of the work order, in accordance with the invoices raised by the IA. The payments will be made based on the report (Annexure 1) submitted by the IA on monthly basis.

7. Indicative Budget: The IA will upload GAC platform compliant content pertaining to minimum **36 arts, crafts and products**. A budget of **INR 10 lakh** will be provisioned for each of the art, craft and product for content design, production and upload and all other associated expenses. Expenses will be capped at **INR 10 lakh per art, craft and product**. The following list presents the media types to be uploaded on the Google Arts & Culture platform by the IA for each of the art, craft and product that has been approved by the RAMP Section in the Office of Commissioner, Industries, Government of Rajasthan.

Media type	Requirements
High-res images of Arts, crafts and products including images of locations (cultural, architectural, historical), story / documentary style and collections curated to specific theme	Images to have a resolution of minimum 4000+ pixels. A minimum of 30 images per product, art and craft to be uploaded.
Audio: Live Recording of Artist, Narration, Interviews, Podcasts, voice-over for videos and images	A 1-day shoot with a minimum of 1 artist and 1 mic to be undertaken for each of the agreed product, art and craft
Videos: Long Story, Documentary-Style, Promotional film, product showcase, interview / podcast, live coverage of events, walkthroughs of culturally significant locations, clusters, production centers	Videos must be uploaded on Youtube and the GAC platform. A minimum of 10-minute video should be uploaded for each product, art and craft.
Stories / articles presenting the cultural significance of the art, craft, products. Narrative on social and community development, stories of artisan, craftsmen and MSMEs	1 story per product, art and craft.

3D objects models including AR Exhibitions	A minimum of 1 3D model/ object to be projected in Augmented Reality (AR) for each of the art, craft and product
360⁰ videos including VR Experience	A minimum of 1 video (MP4) to be produced for each of the identified art, craft and product. monoscopic 1920x1080 video and a stereo video at 2048x2048 to be uploaded.

Note: - The above list of media items is indicative, and the final list of items will be finalized by the RAMP Section, Office of the Commissioner, Industries & Commerce based on the action plan submitted by the IA for publication of art/craft/product on the Google Art & Culture Platform.

Format for the Monthly report

Annexure 1

S. No.	Headings	Quantitative Value for each art, craft and product	Provide Description
1	Content designed, developed and uploaded on the Google Art & Culture platform as per approved action plan		
	High-res images of Arts, crafts and products including images of locations (cultural, architectural, historical), story / documentary style and collections curated to specific theme		
	Audio: Live Recording of Artist, Narration, Interviews, Podcasts, voice-over for videos and images		
	Videos: Long Story, Documentary-Style, Promotional film, product showcase, interview / podcast, live coverage of events, walkthroughs of culturally significant locations, clusters, production centers		
	Stories / articles presenting the cultural significance of the art, craft, products. Narrative on social and community development, stories of artisan, craftsmen and MSMEs		
	3D objects models including AR Exhibitions		
	360-degree videos including VR Experience		

S. No.	Headings	Quantitative Value for each art, craft and product	Provide Description
2	Partnerships (for mobilising artisans, craftsmen and MSMEs for producing various media types)		
	list of contacted organizations		
	responses received		
	partnerships established with scope of partnership and expected outcomes.		
3.	Digital engagement		
	Engagement Metrics (views, interactions, and shares)		
	Brand Visibility: mentions in media or increased inquiries from interested parties		
	Referral traffic from Google Arts & Culture platform to RAMP website, social media channels and other electronic and / digital platforms.		
	Narrative Reach - storytelling and narratives shared or referenced in other contexts		
	Cultural engagement - increased participation in cultural events or activities, which can enhance community engagement and brand association with culture.		

Detailed Scope of Work - IEC

1. Objective:

The Implementing Agency (IA) will oversee the execution of the Information, Education, and Communication (IEC) Campaigns as part of the Raising and Accelerating MSME Performance (RAMP) program in the state of Rajasthan. The primary aim is to increase awareness of the RAMP program, state policies, various initiatives, and their benefits among Micro, Small, and Medium Enterprises (MSMEs). The IA will also engage with a range of stakeholders, including the Office of the Commissioner of Industries, Commerce, and CSR, District Industries and Commerce Centres (DICC), industry associations, etc., in the state.

Their responsibilities include enhancing MSMEs' understanding of the RAMP program in Rajasthan and educating and facilitating them about the various benefits and support available through state government policies, schemes, and other stakeholders within the ecosystem. Additionally, the IA will showcase success stories and best practices to inspire and guide other MSMEs while promoting Rajasthan as an attractive destination for MSME growth and investment.

2. Scope:

The IEC campaigns are designed to raise awareness, disseminate information, and facilitate the benefits available under various state and central policies, as well as the RAMP interventions. A one-day IEC workshop will be organized at the district level, focusing on branding, increasing awareness, and encouraging the adoption of various central and state schemes for MSMEs. This will be complemented by scheme-specific handholding and facilitation. The campaign will involve regular, consistent, and ongoing engagement with MSMEs and other stakeholders. The State Nodal Officer, RAMP shall be the Competent authority to amend/interpret the Scope of Work/conditions. RAMP During the engagement period, the IA is expected to implement several key activities, some of which are outlined below:

- i. **Brand Building:** Develop a cohesive brand across various activities implemented under the RAMP program, with core messaging focused on benefits to MSMEs and the central and state governments' commitment to MSME growth.
- ii. **Electronic Media:** Broadcasts on government channels (All India Radio and Doordarshan), online platforms, social media campaigns, TV, and radio spots.
- iii. **Print Media:** Ads and feature stories in newspapers and magazines. Outdoor Publicity: Digital displays, hoardings, and public banners.
- iv. **Mobile Messaging Campaigns:** Utilize SMS and WhatsApp campaigns to engage with MSMEs and disseminate information.

- v. **Handholding Support:** Provide assistance to avail benefits under various state policies and schemes.

3. Terms of Reference:

The IEC campaign will include activities to be undertaken under the following headings:

- **Branding, marketing, and communication** on various initiatives and schemes for MSMEs.
 - **A one-day workshop** to improve the adoption of various state schemes, including those approved under RAMP.
- i. **Branding, Marketing and Communication:**
- a) **Brand building:** Create a unique brand for the Government of Rajasthan's initiatives for MSMEs and unify all marketing and communication narratives under this brand. The brand messaging will showcase the Government of Rajasthan's commitment to MSME development through targeted policy incentives and tailored facilitation support to improve the adoption of state schemes, including those approved under RAMP.
 - **Logo of RAMP Program:** The AI will incorporate the RAMP logo in compliance with the '*Guideline on Branding and Communication Related Activities (Including IEC)*' issued by the Government of India for the RAMP Program, to ensure consistency and recognition by standardizing the use of brand elements, as well as protecting and strengthening the brand's identity.
 - **Co-branding:** Promote the RAMP program's events, workshops, training sessions, campaigns, and other activities through co-branding initiatives, as directed by the Office of the Commissioner of Industries, Commerce, and CSR.
 - b) **Collaterals:** Collateral such as brochures, newsletters, posters, banners, flyers, and program materials (e.g., presentations, event backdrops/standees, podium branding, signage, etc.) should be designed by the IA for all events and activities as required. The IA must coordinate with various agencies to mobilize the implementation of the RAMP program and curate relevant content, including but not limited to program details, policy benefits, beneficiary testimonials etc.
 - c) **Merchandise:** Design program- and event-specific merchandise for all trainings, workshops, campaigns, and events as required, in coordination with the agencies concerned.
 - d) **Bilingual Publication of IEC Activities in Hindi and English:** Ensure that all content related to IEC activities is published in both Hindi and English to enhance accessibility and reach a broader audience.
 - e) **Audio-Visual Films:** Create and share audio-visual films on social media highlighting policy benefits and success stories.
 - f) **Talk Shows:** Host talk shows on Prasar Bharati/All India Radio/ online platforms on various MSME support initiatives, success stories etc.

- g) Short Film:** Produce and broadcast short films on YouTube with success stories and testimonials from MSMEs who have availed various State schemes including those covered under the RAMP programme.
- h) Video Shorts/Reels:** Post reels/shorts on RAMP Activities and success stories on Social Media platforms such as Instagram, Facebook, LinkedIn and YouTube.
- i) Media Interviews:** Facilitate interviews, op-eds, articles etc. in coordination with the media partners.
- j) Booklets:** Publish a booklet with FAQs, updates, and feature articles on RAMP activities, MSME success stories, and a compendium of schemes under various state policies and initiatives, such as the Rajasthan Export Promotion Policy 2024, Rajasthan MSME Policy 2024, One District-One Product (ODOP) Policy 2024, and the Integrated Cluster Development Scheme 2024. This should offer in-depth insights into RAMP interventions and policy benefits as directed by the Office of the Commissioner of Industries, Commerce, and CSR.
- k) Mobile Communication:** Send SMS updates and utilize WhatsApp (Channel) and RAMP mobile application to engage and inform MSMEs including those registered on the Rajasthan RAMP Portal about RAMP initiatives. As per the requirements, the IA shall ensure providing call center services for communicating information to target audience.
- l) Digital and Social Media Marketing:** Post social media posts and run a dedicated campaign on RAMP. The campaign could be based on a policy-specific theme and showcase problems that are being addressed, applicable incentives and benefits, success stories, etc.
- m) Awareness through Influencers:** Collaborate and engage a diverse group reaching a national audience. The IA must collaborate with influencers who have a minimum of 500,000 - 1 million engaged followers and have not been involved in any controversies.
- n) Advertisements:** Publish in leading regional newspapers (one in English and two in Hindi) to promote RAMP benefit schemes in Rajasthan, as and when required.
- o) Coverage of Events and Success Stories:** Ensure coverage of all events, training, workshops, campaigns and other activities implemented under the RAMP programme in national and regional newspapers, digital platforms (LinkedIn, social media channels etc.) to mobilise participants in addition to showcasing event highlights, content on local MSME achievements and RAMP's contributions, success stories, beneficiary testimonials.
- p) Coordination with respective IAs onboarded for all RAMP Interventions:** The IA will ensure that a regular coordination with the respective agencies managing all the other interventions of the Rajasthan RAMP program is maintained for curating content for the IEC purposes, as per requirement. Prepare a press release for all events, trainings, workshops, campaigns and any other activities requiring media presence with a focus on success stories in coordination with concerned Agencies. This coverage will be purely informational, not sponsored. The IA will ensure deployment of a taxi vehicle at the disposal of RAMP Section in the Office of the Commissioner of Industries, Commerce, and CSR for coordination between the Department and all the IAs. This will ensure real time updates are facilitated for all the RAMP events across the State. The expenses for such vehicle shall completely be borne by the IA within

the budget allocated for Branding, Marketing and Communications component for IEC Campaigns.

- q) National Target:** Ensure RAMP Rajasthan gains national coverage in national newspapers (both Hindi and English), highlighting its impact and successes. This coverage will be purely informational, not sponsored.
- r) Hoardings:** Install or update large hoardings, such as DICC's, airports, railway stations, and key markets, industrial areas of Rajasthan, etc.
- s) MSME Exhibitions/Events:** Visibility in national-level exhibitions every year.
- t) Distribution of Publications:** Distribute relevant materials such as handbook of schemes, toolkit for applications, event calendar, handout on specific schemes.
- u) Coordination with Publications Department:** Establish a partnership with the Rajasthan Department of Information and Public Relations (DIPR) for IEC related activities, as and when required by the Industries & Commerce Department.
- v) State Level and District-wise Film:** The IA will ensure that the Audio-Visual Films will be shot for the State level and for the 41 districts of the state.
- w) Any other IEC Item as decided by the RAMP Section in the Office of Commissioner, Industries & Commerce, Rajasthan.**

ii. One-day IEC Workshop:

A one-day workshop will be held to educate MSMEs on various State policies and provide bespoke support in filling of applications at the District Level throughout the State. In addition to this, the session will be leveraged to apprise MSMEs of various State sponsored/ endorsed resources, programmes and initiatives that could be availed. The session will also provide a platform for grievance redressal and provide an opportunity for MSMEs to engage with concerned officials on a case-by-case basis. The progress report for the previous month and the plan of action, including a timeline and milestones for the next month, shall be submitted. The monthly action plan for the workshops shall be finalized by the IA in consultation with the Office of Commissioner, Industries & Commerce.

Table 1: Indicative Agenda for the One- Day IEC Workshop:

One-Day IEC Workshop main event			
Area of IEC	Session	Topics to be Covered	Time
	Registration of participants	Arrival of participants, Registration, Distribution of welcome kit / handouts	09:30 – 10:00
State policies & Guidelines	Session 1: Sensitization on Rajasthan MSME Policy-2024	Overview of the policy, Schemes for Fiscal and Non-Fiscal Assistance	10:00 – 10:30
		Modalities for execution of the	10:30 – 11:00

One-Day IEC Workshop main event			
Area of IEC	Session	Topics to be Covered	Time
		schemes, Policy Governance and Implementation	
Tea Break			11:00 – 11:15
State policies & Guidelines	Session 2: Sensitization on Rajasthan ODOP Policy	Overview of the policy, Schemes for Fiscal and Non-Fiscal Assistance	11:15 – 11:45
		Modalities for execution of the schemes, Policy Governance and Implementation	11:45 – 12:15
	Session 3: Sensitization on Rajasthan Export Promotion Policy	Overview of the policy, Schemes for Fiscal and Non-Fiscal Assistance	12:15 – 12:45
		Modalities for execution of the schemes, Policy Governance and Implementation	12:45 – 13:30
Lunch Break			13:30 – 14:00
Technology Upgradation and Green MSMEs	Session 3: Technology Upgradation and Green MSMEs	Importance of Technology Upgradation , for e.g., highlight Rajasthan MSME Policy 2024's provisions for technology acquisition assistance, reimbursement up to 50% of the cost incurred for technology/ software acquisition with maximum assistance ceiling of INR 5 Lakhs per unit	14:00 – 15:00
		Green Energy Audits and Sustainable Practices, Energy Efficiency Practices, EELP under RAMP	15:00 – 16:00
Post-Event Activity (a day after the IEC Workshop) – Open for everyone (The IA shall ensure necessary arrangements as per pt. no. 7, 13, 14 of the checklist)			
Facilitating Applications under State Policies and	Guidance for application filling	Downtime to fill-in applications, Review of application and supporting documents / evidence,	10:00 AM onwards

One-Day IEC Workshop main event			
Area of IEC	Session	Topics to be Covered	Time
Schemes		Communication on next steps w.r.t processing of applications received	

Post Event Activity: After the one-day event, the IA will offer hands-on support to participants in completing policy-related applications and reviewing their applications along with any supporting documents or evidence. Additionally, they will provide clear communication to participants regarding the next steps in the processing of the applications received.

Table 2: One-day IEC Event Checklist. The IA shall ensure the following during the workshop

S. No.	Logistics	Check List
1.	Venue	The venue shall be accessible to all participants.
2.		Seating capacity should accommodate 40 attendees (30 participants and 10 others).
3.		Preferably, ensure proper air conditioning for the entire auditorium.
4.		Preferably, ensure reliable Wi-Fi connectivity for both presenters and participants.
5.		Ensure availability of electrical outlets for laptops and other devices.
6.		Provide proper audio-visual equipment such as projectors, screens, microphones, and speakers.
7.		Ensure the availability of comforts and amenities, including adequate lighting in the room, and clean, hygienic auditorium and restrooms. These facilities should be comfortable and accommodating for women participants.
8.		Display clear signs for directions to the training room and amenities.
9.		Designate a point of contact at the venue for any issues that arise.
10.		Set up a registration desk at the entrance with a sign-in sheet, name tags, and training materials ready for distribution.
11.		Ensure on-site technical support is available to assist with any equipment issues or technical difficulties.
12.		Designate a point of contact at the venue for any issues that arise.
13.	Hospitality & Food	Ensure availability of sealed mineral water bottles throughout the entire one-day event.
14.		Arrange tea, coffee, and snacks during the tea break.
15.		Organize a proper buffet lunch featuring rice, roti, dal, two varieties of curries (Only Veg), salad, and dessert, ensuring hygiene and adequate taste.
16.		Arrange high tea in the evening break with tea, coffee, biscuits/cookies, and snacks.
17.		All food should be hygienic and must taste good.
18.		Consider and accommodate any dietary restrictions of participants.
19.	Materials and Supplies	Ensure the availability of pens, pencils, notepads, markers, and whiteboards.
20.		Workshop KIT including: 1. Pen

		2. Pencil
		3. Notepad
		4. Agenda copy
		5. State-specific policies (MSME, ODOP, Export etc.)
		6. Good handbag (Unisex)
		7. Training material copies
		8. Water bottle
		9. Feedback form
21.		Prepare feedback forms for participants to fill out at the end of the event.
22.		Prepare certificates for distribution at the end of the training, where applicable
23.		Offer a digital version of all materials for participants who prefer electronic access.
24.	Human Resources Checklist	Confirm the availability and schedules of all trainers and facilitators.
25.		Assign roles for registration, technical support, hospitality, and other logistical tasks.
26.		Arrange for IT support to be on standby for any audio-visual or connectivity issues.

4. Timeline and Deliverables:

The IA is expected to deliver the following throughout the implementation of RAMP programme in the state of Rajasthan, which will be reviewed and approved by the Office of the Commissioner of Industries, Commerce, and CSR. Prior approval from RAMP Section in the Office of Commissioner, Industries & Commerce will need to be taken on the content before making it public. The rights to all the content created will remain with office of the Commissioner Industries & Commerce, Rajasthan. The IA will ensure visibility of the office of the Commissioner Industries & Commerce, Rajasthan in all IEC related activities. IA to ensure necessary approvals are taken on the content created before disseminating them in public channels:

Table 3: Timeline and Deliverables

Sr. No.	Deliverable
1.	Audio-Visual Films
2.	Talk Shows
3.	Short Film
4.	Video Shorts/Reels
5.	Media Interviews
6.	Digital and Social Media Marketing
7.	Awareness through Influencers
8.	Advertisements
9.	Coverage of all RAMP events, workshops, campaigns, trainings, conferences
10.	National Target
11.	Hoardings
12.	MSME Exhibitions/Events

13.	Consolidated IEC report
14.	Action Plan for one-day workshop/session
15.	Collaterals, Merchandise and RAMP booklet
16.	Progress report of the workshops conducted
17.	Progress report for the previous month and the plan of action, including a timeline and milestones for the next month for the workshops
18.	Any other IEC Item as decided by the RAMP Section in the Office of Commissioner, Industries & Commerce, Rajasthan.

5. Functions on the RAMP Portal:

All IEC materials designed, print and social media listings, advertisements, posts, collaterals, audio-video content, publications to be regularly updated on the RAMP Portal.

6. Payment:

At least 4 workshops will be organized in every district of the state under the IEC intervention in every Financial Year. Payment for these workshops shall be made monthly/quarterly (a consolidated bill must be submitted monthly for all the workshops conducted that month) according to the invoices submitted by the IA.

Payment for the Branding, marketing and communications component shall also be made monthly/quarterly. The IA will submit a monthly consolidated IEC report along with the invoice.

Table 4: Payment

Campaign Activity	Cost for FY 2025-26 (INR Crore)	Cost for FY 2026-27 (INR Crore)	Total Cost (INR Crore)
Marketing & Communication	1.235	1.235	2.47
One-day event / session (400 sessions @ INR 75000 per event)	1.50	1.50	3.00
Total			5.47

Note: No. of workshops may be increased or decreased as and when required. The estimated budget shall be revised accordingly.

The IA shall submit monthly IEC Plan containing items mentioned under 3(i) of the SoW along with estimated expenditure for the same. Upon approval from the RAMP Section in the Office of Commissioner, Industries & Commerce, the IA may execute the IEC Plan and submit invoices accordingly.

Annexure – 1

Report Format for the Branding, marketing and communications component of IEC Intervention

Table 5: Report for IEC Campaigns

S. No.	Headings		Quantitative Value	Provide Description
1	Collaterals (Printing & Design)			
	No. of brochures			
	No. of standees			
	No. of posters			
	No. of banners			
	No. of flyers			
	No. of beneficiary testimonials (design only)			
	No. of presentations (design only)			
	No. of event backdrops (design only)			
	No. of podium brandings (design only)			
	No. of signages (design only)			
2	Merchandise Designed			
	For trainings			
	For workshops			
	For campaigns			
	For events			
3	Bilingual Publication of IEC Activities in Hindi and English			
	No. of Publications in Hindi	No. of brochures		
		No. of standees		
		No. of posters		
		No. of banners		
		No. of booklets		
		No. of flyers		
		No. of presentations		
		No. of event backdrops		
		No. of podium brandings		
		No. of signages		
	No. of Publications in English	No. of brochures		
		No. of standees		
		No. of posters		
		No. of banners		
		No. of booklets		
		No. of flyers		
		No. of presentations		

S. No.	Headings		Quantitative Value	Provide Description
		No. of event backdrops		
		No. of podium brandings		
		No. of signages		
4	No. of Audio-Visual Films (Duration: 10 minutes)			
	Posted on Facebook			
	Posted on X			
	Posted on LinkedIn			
	Posted on YouTube			
	Posted on Instagram			
5	Talk Shows hosted			
	Prasar Bharti (Attach Evidence)	No. of Talk Shows Hosted:		
		Duration of the Talk Show 1:		
		Duration of the Talk Show 2:		
	All India Radio (Attach Evidence)	No. of Talk Shows Hosted:		
		Duration of the Talk Show 1:		
		Duration of the Talk Show 2:		
	Any other electronic media platform (Attach Evidence)	No. of Talk Shows Hosted:		
		Duration of the Talk Show 1:		
		Duration of the Talk Show 2:		
6	Annual Short Film on YouTube (Duration: 20-30 minutes)			
7	No. of Shorts/Reels			
	Posted on Facebook			
	Posted on X			
	Posted on LinkedIn			
	Posted on YouTube			
	Posted on Instagram			
8	Media Interviews			
	No. of Interviews			
	No. of Articles			
	No. of Op-eds			
9	No. of Booklets published (Attach Evidence)			
10	Mobile Communication			
	No. of SMS / WhatsApp updates sent			
11	Digital and Social Media Marketing			
	No. of Digital Campaigns			

S. No.	Headings		Quantitative Value	Provide Description
	No. of Social Media Post on Facebook			
	No. of Social Media Post on Instagram			
	No. of Social Media Post on LinkedIn			
	No. of Social Media Post on YouTube			
	No. of Social Media Post on X			
12	Awareness through Influencers			
	No. of Influencers Collaborated with			
	No. of influencers that promoted RAMP or other Government of Rajasthan policies			
	No. of posts by the Influencers on the Platforms	Facebook		
		Instagram		
		LinkedIn		
		YouTube		
		X		
	Type of content created by the Influencers	Posts	Facebook	
			Instagram	
			LinkedIn	
			X	
		Reels (Instagram)		
		Shorts (YouTube)		
		Video (YouTube)		
		Live Sessions		
13	Advertisements			
	No. of Advertisements published in English			
	No. of Advertisements published in Hindi			
14	Coverage of Events and Success Stories			
	Coverage in National Newspaper (English)	Name of the Newspaper		
		Size of the Article		
		Words in the Article		
	Coverage in National Newspaper (Hindi)	Name of the Newspaper		
		Size of the Article		
		Words in the Article		
	Coverage in Regional Newspaper (Hindi)	Name of the Newspaper		
		Size of the Article		
		Words in the Article		
	Coverage in Regional Newspaper (Hindi)	Name of the Newspaper		
		Size of the Article		
		Words in the Article		
15	Coordination with respective IAs onboarded for all RAMP Interventions			
16	National Target			

S. No.	Headings		Quantitative Value	Provide Description
	Major Newspaper (s) covering RAMP Coverage (E.g., The Times of India, The Hindu, Hindustan Times, The Economic Times, Dainik Jagran, Punjab Kesari, Navbharat Times, Deccan Chronicle, Business Standard, and Amar Ujala)	Name of the Newspaper		
		Size of the Article		
		Words in the Article		
17	Hoardings			
	No. of Strategic Locations Covered			
	Duration (length of time the hoarding is displayed)	Traditional Billboards		
		Painted Billboards		
		Truck or Bus Wraps		
		Digital Hoardings		
		Poster Panels		
		Any other type of Hoarding (mention here): _____		
	Type of Hoardings displayed	Traditional Billboards		
		Painted Billboards		
		Truck or Bus Wraps		
		Digital Hoardings		
		Poster Panels		
		Any other type of Hoarding (mention here): _____		
18	MSME Exhibitions/Events			
19	No. of Publications distributed			

Note: Please attach documentary evidence (copy, screenshot, pdf etc.) for all the activities referenced in the report.

Participant Registration Form

1. Full Name*: [_____]

2. Contact Information*:

• Email Address:

[_____]

• Phone Number*:

[_____]

3. MSME Information*:

• Unit Name:

[_____]

• Type of MSME (please select one)*:

☐ Manufacturing

☐ Services

☐ Retail

☐ Wholesale

☐ Other (please specify): [_____]

4. Udyam Registration Number*:

[_____]

5. Location (City/Town, State)*:

[_____]

6. Number of Employees:

☐ 1-10

☐ 11-50

☐ 51-100

☐ 101-250

☐ 251 and above

Interests and Needs:

7. Specific Areas of Interest (check all that apply)*:

☐ Rajasthan MSME Policy 2024

☐ Rajasthan ODOP Policy 2024

- ☐ Rajasthan Export Promotion Policy 2024
- ☐ Rajasthan Integrated Cluster Development Scheme 2024
- ☐ Rajasthan Investment Promotion Scheme 2024
- ☐ Simplification of Processes for Establishing Enterprises (RAJUDYOG MITRA)
- ☐ MSME Facilitation Centers (MSMEFC)/Settlement of Delayed Payments for Enterprise Cluster Development
- ☐ Promotion of Marketing for MSMEs

8. Please specify any specific needs or expectations you have from the campaign:
 [_____]

Additional Information:

9. How did you hear about this campaign?

- ☐ Social Media
- ☐ Newspaper
- ☐ Email/Newsletter
- ☐ RAMP Portal
- ☐ Referral
- ☐ Other (please specify):

[_____]

Annexure – 3

Feedback Form

Participant Details:

- Full Name:
[_____]
- Signature:
[_____]
- Date:
[_____]

1. Overall, how would you rate the event?

- Excellent
- Good
- Fair
- Poor

2. How relevant was the information provided to your MSME needs?

- Very Relevant
- Relevant
- Somewhat Relevant
- Not Relevant

3. Which session did you find most beneficial? (Please specify):

- ☐ Rajasthan MSME Policy 2024
- ☐ Rajasthan ODOP Policy 2024
- ☐ Rajasthan Export Promotion Policy 2024
- ☐ Rajasthan Integrated Cluster Development Scheme 2024
- ☐ Rajasthan Investment Promotion Scheme 2024
- ☐ Simplification of Processes for Establishing Enterprises (RAJUDYOG MITRA)
- ☐ MSME Facilitation Centers (MSMEFC)/Settlement of Delayed Payments for Enterprise

- ☐ Cluster Development
- ☐ Promotion of Marketing for MSMEs

4. What topics would you like to see covered in future events?

[_____]

5. Any additional comments or suggestions:

[_____]

Contact Information

For any questions or to withdraw your consent, please contact us at:

- Email: [contact email]

Annexure –4

Table 6: Attendance Sheet

S. No.	Name	Unit Name	Udyam Registration No.	Location	Mobile No	Email ID	Aadhaar No.	Signature
Signed by the DICC Officer								

Annexure- 5

Post-Event Report format

Prepared by: [Name of the Agency]

[DD/MM/YYYY]

1. Introduction

Provide a brief overview of the training session, including how it addresses the objectives, along with a description of the session experience.

2. Workshop Details

- Title of the Workshop: [Name of the Workshop]
- Date:
- Location of the Venue:
- Trainer names:

3. Participants

- Number of Participants (Male/ Female):
- Participant Demographics: [Brief description of the participants, such as their roles, industries, etc.]

4. Training Content

Summarize the key topics covered during the workshop.

5. Number of filled in applications submitted under State Govt. Policies/Schemes:

(Provide breakup of policy/scheme wise number of applications submitted)

6. Methodology

Describe the methods and techniques used during the workshop, such as lectures, group discussions, case studies practical exercises, etc.

Documents to be enclosed:

1. Photos of Workshop and products (If any)
2. Itinerary / agenda of the workshop
3. Videos bytes of session
4. Attendance Copy
5. Training materials/ Handouts/ case studies
6. Marketing collaterals (If any)
7. Success story captured on the session (If any)
8. Press release cuts/ bytes/ screenshots
9. Copy of Social media Post

Annexure- 6

Monthly progress report

Prepared by: [Name of the Agency]
[DD/MM/YYYY]

1. Introduction

Provide a brief overview of the workshops, including how it addressed the objectives, along with a description of the session experience.

2. Progress report for the Month of _____

3. No of workshops conducted:

4. No: of event partners mobilised:

5. Share the below details Districts wise:

S. No.	District Name	No. of participants		No of workshops conducted	No of filled-in applications submitted for various State policy benefits (enclose breakup)
		Male	Female		

5. Details (For each of the workshop):

- Title of the Workshop: [Name of the Workshop]:
- Date:
- Location of the Venue:
- Trainer names:

6. Summarize the field visits where applicable:

7. Enclose photos of training session and field visit:

The post event report of each of the workshop conducted to be included along with the above monthly progress report.

Detailed Scope of Work for conducting Quarterly Stakeholder Conferences

Objective

The Government of India has launched a World Bank-supported Central Sector Scheme called “Raising and Accelerating MSME Performance (RAMP),” designed to enhance the performance and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) across the country. Udyam Protsahan Sansthan, under the Department of Industries and Commerce, Government of Rajasthan, is the Implementing Agency (IA, hereinafter referred to as the “Client”) for the RAMP program. The initiative also includes Quarterly Stakeholder Conferences to engage key stakeholders, assess the effectiveness of RAMP implementation, develop roadmaps for improvement, and ensure alignment and coordination among all involved agencies. These conferences bring together respective nodal officers for RAMP interventions, representatives from state government departments, representatives from 36 District Industries and Commerce Centers (DICC)s, the National Project Management Unit (NPMU), the State Project Implementation Unit (SPIU), implementing partner agencies/vendors, partner institutions, MSME industry associations, and experts.

Objective & Scope

The initiative aims to engage key stakeholders, assess the effectiveness of RAMP implementation, develop roadmaps for improvement, and ensure alignment and coordination among all involved agencies. These conferences bring together respective nodal officers for RAMP interventions, representatives from state government departments, representatives from 36 District Industries and Commerce Centers (DICC)s, the National Project Management Unit (NPMU), the State Project Implementation Unit (SPIU), implementing partner agencies/vendors, partner institutions, MSME industry associations, and experts. The State Nodal Officer, RAMP shall be the Competent authority to amend/interpret the Scope of Work/conditions. The Client is seeking an agency to conduct such with the following:

Key objectives:

- i. Organize quarterly stakeholder conferences to review progress, discuss challenges, and share best practices.
- ii. Enhance alignment and coordination among RAMP program agencies.

- iii. Engage representatives to foster stakeholder collaboration.
- iv. Develop strategic priorities to keep the project on track.

Detailed Terms of Reference

1. Collaborate and coordination with key stakeholders:

- i. Collaborate with District Industries and Commerce Centers (DICC)s, the National Project Management Unit (NPMU), the State Project Implementation Unit (SPIU), implementing partner agencies/vendors, partner institutions, MSME industry associations, and experts.
- ii. Coordinate with representatives and nodal officers from the respective organizations for preparing and organizing the conference.
- iii. Define the roles and responsibilities for each stakeholder prior to the conference.
- iv. These are indicative list of stakeholders; this can be updated in consultation with the client:
 - a. State RAMP Programme Committee (SRPC)
 - b. Office of the Commissioner, Industries & Secretary CSR
 - c. Representatives from State Government Departments
 - d. 36 District Industries and Commerce Centers (DICC)s
 - e. National Project Management Unit (NPMU)
 - f. State Project Implementation Unit (SPIU)
 - g. Implementing Partner Agencies/Vendors
 - h. Partner Institutions – Academia and Industry
 - i. MSME Industry Associations
 - j. Subject Matter Experts

2. Conduction of Conference

The following guideline has been described in three phases pre/ during/ post- training:

2.1 Pre- Conference

- i. Prepare the schedule for Quarterly Conferences in consultation with the stakeholders and submit it to the client for approval.
- ii. Prepare a minute-to-minute agenda with a list of invitees/guests/experts and submit it to the client for approval, you can refer the indicative agenda in Annexure-1.

- iii. Invite the representatives/guests/experts from the stakeholders at least a week before the day of the conference, in consultation with the Client and SPIU.
- iv. Registration for the invited representatives shall be done by sending an invitation link through the RAMP portal or by the training partner via their own login.
- v. Develop discussion documents/notes tailored to the conference needs, ensuring both hard and soft copies are available.
- vi. Develop the calendar and share it with the DICC and the SPIU for updating on the portal.
- vii. Arrange and finalize conference venues and dates in consultation with the client, as specified in Table 1.
- viii. The minutes from the last conference and the plan of action for the next conference shall be submitted every month.

2.2 During- Conference

- i. Set up a registration desk to welcome invitees with welcome kits (including a pen, pencil, notepad, agenda copy, discussion notes, water bottle, and feedback form). Handle spot registration on the RAMP portal.
- ii. Follow the minute-to-minute schedule as finalized with the client.
- iii. Ensure hospitality as specified in Table 1.
- iv. All attendees must mark their attendance using Annexure-2. The organizer will record attendance on the RAMP portal and upload a photo of Annexure-2. The organizer/agency shall sign the attendance copy.

2.3 Post- Conference

- i. Ensure the report of the conference, along with the pictures, are uploaded to the RAMP portal within one week of each conference. Additionally, the report should be emailed to the client.
- ii. Share the photos, videos, social media posts, media bytes, short videos, and marketing materials suitable for IEC purposes. These should be uploaded to the portal within a week.

- iii. A meeting with the department will be held at the end of each month. During this meeting, the IA will submit the action plan for the upcoming month and report (as outlined in Annexure-3) on the progress of the previous month.

2.4 Check list for organizing Conference

Table 1: Indicative Check list for organizing Conference

Sl. No.	Logistics	Check List
1.	Venue	The venue shall be accessible to all participants.
2.		Seating capacity should accommodate 50 attendees
3.		Preferably, ensure proper air conditioning for the entire auditorium.
4.		Preferably, ensure reliable Wi-Fi connectivity for both presenters and participants.
5.		Ensure availability of electrical outlets for laptops and other devices.
6.		Provide proper audio-visual equipment such as projectors, screens, microphones, and speakers.
7.		Ensure the availability of comforts and amenities, including adequate lighting in the room, and clean, hygienic auditorium and restrooms. These facilities should be comfortable and accommodating for women participants.
10.		Set up a registration desk at the entrance with a welcome kit
12.		Designate a point of contact at the venue for any issues that arise.
13.	Hospitality & Food	Ensure availability of sealed mineral water bottles throughout the entire training.

14.		Arrange tea, coffee, and snacks during the tea break.
15.		Organize a proper buffet lunch featuring rice, roti, dal, soup, three varieties of curries (Only Veg), salad, and two desserts, ensuring hygiene and adequate taste.
16.		Arrange high tea in the evening break with tea, coffee, biscuits/cookies, and snacks.
17.		All food should be hygienic and of good taste.
18.		Consider and accommodate any dietary restrictions of participants.
19.	Materials and Supplies	Ensure the availability of pens, pencils, notepads, markers, and whiteboards.
20.		Training KIT including: <ul style="list-style-type: none"> i. Pen ii. Pencil iii. Notepad iv. Agenda copy v. Discussion notes vi. Water bottle
23.		Offer a digital version of all materials for attendees who prefer electronic access.
25.		Assign roles for registration, technical support, hospitality, and other logistical tasks.
26.		Arrange for IT support to be on standby for any audio-visual or connectivity issues.

3. Activities to do on the RAMP Portal

- i. A calendar shall be created in the RAMP portal that displays the dates, times, and locations of upcoming conference.

- ii. Invite the representatives/guests/experts from the stakeholders at least a week before the day of the conference, in consultation with the Client and SPIU.
- iii. Registration for the invited representatives shall be done by sending an invitation link through the RAMP portal or by the training partner via their own login.
- iv. The attendance of trainees shall be recorded on the RAMP portal and upload a photo of Annexure-2.
- vi. Ensure that the report, along with the photos, is uploaded to the RAMP portal within one week of the completion of each conference.

4. Deliverables

- i. Report of the conference as per Annexure-3.
- ii. Pictures and Videos
- ii. Calendar and agenda for each conference.
- iii. Attendance records, participant details, and discussion notes.
- iv. Organizing 16 Quarterly Stakeholder conference

5. Timeline & Milestone

The project will span over next two financial years with the below timeline:

Table 3

Components	No of conference	
	Y1 (FY 2025-26)	Y2 (FY 2026-27)
Quarterly stakeholder conference	8	8

6. Payment:

Payment for these workshops shall be made on monthly/quarterly basis @ Rs. 70,000/- per conference.

Annexure-1 Indicative Minute-to-Minute agenda

Time	Session
10:00 AM - 10:15 AM	Registration and Welcome Tea Allow participants to register, network informally, and settle in with refreshments.
10:15 AM - 10:30 AM	Welcome Address and Objectives Provide an overview of the workshop's goals, highlight the importance of stakeholder engagement, and set the tone for the day.
10:30 AM - 11:00 AM	Stakeholder Engagement Facilitate introductions and discussions among key stakeholders, including government officials, financial institutions, MSME representatives, and experts.
11:00 AM - 12:00 PM	Effectiveness Assessment Review the progress of RAMP implementation through M&E dashboard, discuss challenges faced, and share best practices. Presentations on key achievements and areas needing attention.
12:00 PM - 12:45 PM	Roadmap Development and finalization Collaboratively develop a strategic roadmap for the next month/quarter. Identify areas for improvement and set strategic priorities.
12:45 PM - 1:15 PM	Alignment and Coordination Discuss inter and intra-departmental coordination, address alignment issues, and ensure cohesive efforts across various agencies and institutions involved in RAMP.
1:15 PM - 1:45 PM	Monitoring and Evaluation Present and discuss monitoring formats, quarterly progress reports, evaluation reports, and propose remedial actions for any performance slippage.
1:45 PM - 2:00 PM	Closing Remarks and Summary Summarize the key points discussed, outline action items, and provide closing remarks to reinforce the objectives and next steps.
2:00 PM - 2:30 PM	Networking Lunch

Annexure- 2: Attendance Format

SN	Name	Designation	Organization Name	Mobile No	Email ID	Signature

Annexure- 3: Report format

Prepared by: [Name of the Agency]

[DD/MM/YYYY]

1. Introduction

Provide a brief overview of the conference, including how it addresses the objectives, along with a description of the conference experience.

2. Conference Details

- Date:
- Venue Details:

3. Participants

- No of participants.
- List of the participants:

SN	Name	Designation	Organization Name

4. Minutes of the Conference

Make comprehensive minutes on the key discussions, recommendations, observations, and action to be taken and key highlights.

Documents to be enclosed:

1. Pictures of conference
2. Itinerary / agenda of the conference
3. Videos bytes
4. Attendance Copy
5. Materials/ Handouts (If any used)

Detailed Scope of Work - Doubling of GI Tags in Rajasthan

Introduction:

The Government of India has launched a World Bank-supported Central Sector Scheme called “Raising and Accelerating MSME Performance (RAMP),” designed to enhance the performance and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) across the country. Udhyan Protsahan Sansthan, under the Department of Industries and Commerce, Government of Rajasthan, is the Implementing Agency (IA, hereinafter referred to as the “Client”) for the RAMP program. The initiative aims to select an agency to double the GI tags across the state and sectors.

Scope and Objective

The initiative seeks to double the number of Geographical Indication (GI) tagged products from the current 21 tags for 17 products by utilizing outreach & awareness, capacity-building, registration facilitation, and expert engagement, in line with the State RAMP Execution Plan (SREP). Obtaining GI tags will enhance brand recognition, enable premium pricing, and foster market differentiation. The initiative also intends to simplify the GI registration process and raise awareness of existing schemes to increase production, revenue, and market presence. The State Nodal Officer, RAMP shall be the Competent authority to amend/interpret the Scope of Work/conditions.

Key objectives:

- i. Facilitate awareness and outreach programs to educate MSMEs and SHGs on the benefits and significance of GI tags.
- ii. Conduct Awareness and outreach, FGDs with prospective applicants and stakeholders as needed to expedite the registration process of GI tags and leverage various government schemes that support GI tag acquisition.
- iii. Pursue the submission of at least 66 GI tag applications to secure 22 new GI tags for products from Rajasthan.
- iv. Strengthen institutional capabilities to ensure efficient GI tagging, simplify the registration process, and promote collaboration among stakeholders.
- v. Engage GI expert to collect data and relevant documentation, lead workshops, seminars, and focus group meetings, coordinate with relevant officials and organizations, and facilitate the GI certification process.

Detailed Terms of Reference for the Implementing Agency (IA)

1. Collaborate with key stakeholders:

- i. Collaborate with industry associations, cooperatives/FPOs/SHGs, local communities, MSMEs, DICC, and other relevant government departments to identify suitable products and applicants for GI tag registration.
- ii. Collaborate with the Office of the Controller General of Patents, Designs & Trademarks, DPIIT, and other relevant government departments, along with Rajeevika, NGOs, NABARD, and IP law experts, to streamline the GI registration process.
- iii. Engage GI expert to facilitate the entire registration process, prepare necessary documentation (product literature, product history, production process, application for GI registration), coordinate with all relevant stakeholders, conduct meetings/seminars as needed, and provide other necessary expertise related to GI tagging.

2. Awareness & Outreach campaign:

- i. Create informative and engaging materials that cover the concept and importance of GI tagging, its benefits for producers and consumers, the registration process, success and impact stories, and government schemes and support systems.
- ii. Collaborate with stakeholders and networks to raise awareness and educate potential applicants about GI tag.
- iii. As needed, conduct FGDs and stakeholder consultations to raise awareness about GI tag.

3. Identify key products for GI Registration:

- i. Identify products with unique qualities or characteristics directly linked to their geographical origin in consultation with the concerned GM DICC.
- ii. Ensure that the product already has market reputation or recognition due to its geographical origin.
- iii. Assess the potential economic benefits of GI registration, including opportunities for premium pricing and market demand both domestically and internationally.
- iv. Consider products with cultural or historical significance to leverage GI registration for the preservation of traditional knowledge and practices.
- v. Secure support and interest from local producers, communities, and stakeholders to ensure effective maintenance and enforcement of GI standards.
- vi. Cross-verify the product with the GI Journal published by the Office of the Controller General of Patents, Designs & Trademarks, DPIIT, to ensure compliance and avoid future issues.

4. Prepare applicants for the registration process

- i. The applicant must be any association of persons, producers, or any organization or authority established by or under law, representing the interests of the producers of the goods concerned.

- ii. Coordinate and conduct FGDs with key stakeholders to identify suitable applicants and help them understand the benefits and potential of GI-tagged products. Use successful case studies and clarify queries as needed.
- iii. Whenever needed, organize seminars/workshops for the selective attendees at District Industries Centers (DICCs) in coordination with the client/DICCs to mobilize and prepare applicants.
- iv. As the GI tag provides legal protection, enabling rights holders to act against unauthorized use by others, the agency shall inform the applicant of this.
- v. Ensure compliance with the guidelines of the Office of the Controller General of Patents, Designs, and Trademarks.

5. Preparation & Submission of application for GI registration

- i. Collect data from authentic sources to prepare product literature, including the product's history, its link to its geographical origin, a detailed description of the human skills, traditional knowledge, or other factors contributing to the product's uniqueness, and a geographical map of the territory, region, or locality where the goods originate. This information will support the relevant documentation for application submission.
- ii. Identify and explore ways to leverage existing government schemes that support GI registration.
- iii. Prepare the application in the prescribed format of the Office of the Controller General of Patents, Designs & Trademarks, DPIIT.
- iv. File the application with the Geographical Indications Registry in Chennai, along with the prescribed fee.
- v. The Registrar examines the application for any deficiencies. If any are found, the applicant is informed and given time to rectify them.
- vi. Details of the application submitted shall be provided in Annexure 1, along with a copy of the application prepared.

6. Ensure compliance during the period of publication in the GI Journal

- i. Regularly update the journal and notifications from the Geographical Indications Registry in Chennai to ensure timely submission of compliance.
- ii. If any person files a notice of opposition within three months of the GI journal publication, facilitate the applicant to send a copy of the counterstatement within two months.
- iii. Ensure compliance with the regulations of the Geographical Indications Registry in Chennai as and whenever required.
- iv. Facilitate the entire process until the GI tag is approved.

7. Knowledge management

- i. The Agency shall ensure that the RAMP portal's repository includes details of awareness programs, case studies used in focused group meetings, minutes of meetings, product literature developed, and other documents prepared by the GI expert.
- ii. Leverage messenger Apps (WhatsApp etc.) to create groups of the applicants and stakeholders.

8. Activities to do on the RAMP Portal

- i. The portfolios of existing GI-tagged products shall be created on the portal.
- ii. Copies of applications submitted for GI-tagging of products shall be uploaded to the portal.
- iii. The status of GI tag applications (Initiated / Applied / Approved) shall be updated regularly.
- iv. The portfolios of GI-tagged products (Initiated / Applied / Approved) shall be created on the portal.
- v. The details of GI experts shall be uploaded to the portal.
- vi. Ensure that promotional and IEC materials, visuals, portfolios of GI-tagged products with their status (Applied/Received) and GPS coordinates of the products' origin, are available on the RAMP portal. These details will be displayed on a map of Rajasthan with a pop-up option to view the portfolio.

9. Deliverables

- i. A list of identified products with their respective documentation, details of the applicants, and a copy of the submitted application for GI tagging.
- ii. A complete and up-to-date list of participants, including name, designation, department, address, phone number, and email, for accurate record-keeping.
- iii. Submission of at least 66 applications for GI tagging.
- iv. Successfully acquiring at least 22 new GI tagging.
- v. A copy of the application, along with the enclosed documents submitted to the Geographical Indications Registry in Chennai, shall be submitted to the Client.
- vi. Application submission details shall be submitted in the prescribed format- Annexure-1.
- vii. Uploading of all documentation, materials, meeting details, and case studies to the RAMP portal's Knowledge Repository for future reference and auditing.

10. Timeline & Milestone

The project will span next financial years from the date of signing the contract with the Agency with the below timeline:

Table 1: Indicative Timeline & Milestone

Component	Y1 (FY 2025-26)	Y2 (FY 2026-27)
Nos of Application to be submitted for GI tag	33	33
Nos of GI tags to be obtained	11	11

11. Payment:

Payment for each GI Tag application submission shall be made @ **Rs. 42,929** per application. After successfully acquiring each GI Tag, payment shall be made @ **Rs. 2,57,576** per GI Tag. The IA will submit a consolidated report along with the invoice and a copy of the prepared/submitted GI application and relevant documents.

Note: Regardless of above mentioned per application amounts, the overall capping on obtaining 22 GI Tags shall be limited to Rs. 0.85 cr. In case, the IA facilitates obtaining of more than 22 GI Tags, the payment terms shall be decided by the State Nodal Officer RAMP in the Office of Commissioner, Industries & Commerce, Rajasthan as per availability of Budget.

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Report Format for "Application Submission for GI Tag" Component under

Doubling of GI Tag Intervention of RAMP

S. No.	Headings	Quantitative Value/Status	Provide Description
1	No. of Applications Submitted this month		
	Product Name		
	Product Name		
	Product Name		

S. No.	Headings	Quantitative Value/Status	Provide Description
2	Status of Previously Submitted Applications		
	Product Name		
	Product Name		
3	Details of Consultations held		
	Name of Group/Association/SHG etc.		
4	IEC engagement details		
5	Details of Content Submitted for Knowledge Repository		
6	Details of Success Stories		
7	Other support provided to MSMEs		

Note: Please attach documentary evidence (copy, screenshot, pdf etc.) for all the activities referenced in the report.