

**Clarification on the Request for Proposal (RfP)**  
**For Engaging Consultant for Market Study**  
**for Bamboo Applications in Lifestyle, Toys, Housing & Construction Sector**  
*(RfP no: FMC/EU/Market Study/2019-20/003 dated 31/10/2019)*

**Foundation for MSME Clusters (FMC)**

**Date: 08/11/2019**

<b>Sl. No.</b>	<b>Reference, if any</b>	<b>Query</b>	<b>Clarification</b>	<b>Addendum to the RfP</b>
1	Table 1: Product Categories and Geographical Coverage for the study <ul style="list-style-type: none"> <li>• National (onsite and on-Line)</li> <li>• Global (online)</li> </ul> Page No 5	These discussions are best held with Indian offices of global brands, industry associations or export houses servicing global businesses. It is highly unlikely that any meaningful data may be fetched exclusively through online survey. The persons we need to get in touch for understanding the market dynamics and a company's priorities are senior management persons and require direct, preferably one-to-one discussions.	Bidders are requested to propose approach and methodology deemed appropriate.	No change in RfP
2	5.2 Specific objective and scope of work Facilitate discussion with at least 100 big buyers across India (with more than INR 1 cr of likely demand for bamboo product per annum per buyer and create linkages with the project beneficiaries) Page No 6	Too large a target for 3 month project. Are there any product catalogues available for all 9 clusters to initiate such discussions?  Given the context (time and value of this study) the number of buyers and their turnover has to be reduced	Consultant engaged for the study will require to initiate the discussion with the potential buyers with FMC. Bidders may suggest appropriate methods of discussion which they feel appropriate and feasible within the given scope of work	No change in RfP

3	<p>5.4 Outputs/Deliverables e. List and communication details of at least 25 buyers/ traders / Exporters for products from each category. Page No 6</p>	<p>So many potential (good paying, regular offtake) buyers may not be found for each category.</p>	<p>Potential buyers could be those who are already buying bamboo products and/or those willing buyers who have the capacity to buy.</p>	<p>No change in RfP</p>
4	<p>5.4 Outputs/Deliverables g. Facilitate discussion with at least 100 big buyers (with more than INR 1 cr of likely demand for bamboo product per annum per buyer and create linkages with the project beneficiaries) Page No 6</p>	<p>What all constitutes of facilitation? It seems improbable to be done within a project of INR 27 lakhs and of 3 months. Is it a round table or conference? If so, then such big activity will itself cost around 6 lakhs.  It seems an implementation activity rather study. Need clarity</p>	<p>Facilitation could be through email, telecon, face-to face interaction. Agency may like to suggest appropriate methodology given the scope of work.</p>	<p>No change in RfP</p>
5	<p>5.8 Competency and Expertise Requirements Page No 7</p>	<p>Years of experience by experts required in RfP is pretty low to undertake this assignment. Social and environmental compliances for products will be another arena of study and seems vague target while considering market research.</p>	<p>Minimum years of experience is mentioned. Agency may like to suggest CVs with higher relevant experience as it deem appropriate.</p>	<p>No change in RfP</p>
6	<p>Section 3 Page no. 3 of 18</p>	<p>We would like to clarify our doubts regarding the date of submission of the proposal. As mentioned in Section 3 Page no. 3 of 18 , the submission of proposal is by the 20th of November 2019 however in section 10 Page no. 12 of 18 it mentions that it should be sent out by 1500 hours on 11th November 2019.</p>	<p>Apologies for the typographic error regarding submission date mentioned in page no 18. The date of submission stands 1500 hours of 20<sup>th</sup> November 2019 as mentioned in Section 3 on Schedule</p>	<p>Correction made in Page no-18 on proposal submission date as 1500 hours of 20/11/2019</p>

	-	We need a clarity that what does National (Onsite), National (Online) & Global (Online) mean here? What does it include in Onsite and Online?	On-site is physical visit/ face-to-face meetings/ personal interviews whereas on-line means telephonic discussion, email, online survey, etc.	No change in RfP
7	-	Under the market size Section - Are you looking at products sold in commercial markets (organised), MSME level (organised) or local/ rural (unorganised) level as well?  Do you want to capture the market size at rural level as well?	Bidders are advised to define their own understanding of the RfP and suggest approach and methodology for doing the study.  Broad estimation of rural market across states is required only to quantify the size of market across board product categories. Both Organised and unorganised markets need to be looked at.	No change in RfP
8		Under Identification of high potential option for Public and Private institutions - Do we need to identify how these segments are procuring these products for personal usage (decor) or for selling purpose.	Bidders are requested to share their own understanding of the RfP and suggest approach & methodology	
9	-	Need a clarity - What does it mean by high impact making bamboo products ideas here? Do you want to know the process, product identification and diversification and on what basis they want us to prioritize these ideas?	High impact making products are defined in terms of their environmental, economic and social relevance.  Bidders are advised to share their own understanding and methodology with rationale behind the same	No change in RfP

10	Sr.No. 5.3	If the Methodology mentioned at Sr.No. 5.3 is to be submitted along with the technical proposal or later on award of the project.	<p>As mentioned in the technical evaluation criteria under section 5.9, bidders are required to submit approach &amp; methodology of the study.</p> <p>Section 5.3 on Methodology is only a suggestive one which needs to be detailed out with or without changes as deemed appropriate</p>	No change in RfP
11	Page 14 of 18 of RFP document, point D i.e. Brief Description about relevant competencies and experience relevant to the ToR - requires Project completion report as supporting document.	We have done relevant work in the space. However, for few of the relevant projects, we do not have Project completion certificates. May we submit the proposal with an affidavit on our letterhead that we have completed the projects as mentioned in the proposal and will submit the certificates to you latest by 25th November 2019 i.e. before announcement of the final results. We request your kind consideration on this matter.	Self-declared certificate signed by the authorised signatory may be accepted as support document for completion, however, however, project contracts/ work orders need to be submitted with the proposal. Completion certification may be submitted after the technical evaluation before contract signing	