

Request for Proposal (RfP)

(RfP no: FMC/EU/Market Study/2019-20/003 dated 31/10/2019)

Engaging Consultant for Market Study for Bamboo Applications in Lifestyle, Toys, Housing & Construction Sector

Foundation for MSME Clusters (FMC)

**USO House, 2nd Floor, USO Road,
6 Special Institutional Area,
Off Shaheed Jeet Singh Marg, New Delhi – 110067
www.fmc.org.in, www.clusterobservatory.in**

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1. Purpose of the RfP

To hire a Consultant to undertake a Market Study to explore and create business Opportunities for high market potential bamboo products in Lifestyle, Toys, Housing & Construction Sector with positive environmental and social relevance

2. Contacts

Procurement Manager:
Senior Manager (Accounts/ Finance)
Email: neelam@msmefoundation.org, info@msmefoundation.org

General Manager (Lead Project Manager of the Project)
Foundation for MSME Clusters (FMC)
USO House, USO Road, Off Shaheed Jeet Singh Marg
6- Special Institutional Area, New Delhi-110067
India
Email: sangeeta.agasty@msmefoundation.org

3. Schedule

#	Details	Time line
1	RfP Issued	31/10/2019
2	Request for clarification submitted by the applicant	06/11/2019
3	Clarifications provided by FMC	08/11/2019
4	Technical & Financial Proposal submission	20/11/2019
5	Technical Bid opening	21/11/2019
6	Technical Presentation (Online/ in Delhi)	25/11/2019
6	Financial Bid opening	25/11/2019
7	Communication of final results to the bidders	26/11/2019
8	Contract signing	30/11/2019

4. Project Background

Bamboo, a sustainable natural resource is widely found across more than 18 states in India but grossly underutilized. It is one of the most important nature's substitutes for the endangered forest hardwoods and partially energy intensive steel, plastic and other construction materials and lifestyle products. It is a quick-growing (maturity cycle of 3-5 years), versatile, non-timber forest product that grows annually at 10-30% compared to 2-5% for trees that can take 50 years. Moreover, bamboo has a zero waste potential as

all the parts can be utilized efficiently to make diverse range of products. Bamboo, due to fast growth, absorbs more CO₂ (62 MT/year/ha) and releases 35% more oxygen than an equivalent strand of hardwood tree. Bamboo can replace timber in many applications such as furniture, doors & windows, cabinets, flooring and other lifestyle products. Millions still need housing and conventional building materials like steel and cement that will only enhance environmental degradation on account of construction waste, carbon emissions in factories of production and huge transportation involved from far off places. Bamboo has a tensile strength of 28,000 lb/sq. inch compared to 23,000 lb/sq. inch for mild steel, making it among the world's best natural engineering materials, and an essential component of earthquake resistant construction and pre-fabricated housing. Moreover, one tonne of steel leads to 2 tonnes of carbon emission whereas bamboo uses carbon di-oxide and releases oxygen. Bamboo processing and production consumes less energy (30 MJ/m³ per N/mm²) compared to concrete (240), steel (500) and timber (80). So greater usage of bamboo leads to increased production of diversified sustainable products thus mitigating climate change. The proposed Action addresses increased use of environmentally friendly practices through propagation of multiple product applications at enterprise and cluster level to ensure full utilization of bamboo leaving no waste and full resource efficiency.

The Govt. of India and these States have over two decades implemented large programmes that have resulted in increased bamboo availability and a repository of several potential applications. Scaled up commercialisation has been eluded due to lack of locally coordinated and integrated action suiting heterogeneous bamboo typology, socio-economic diversity and governance capacities. Efficient & effective complete bamboo utilisation can be ensured through identification of **market opportunities for high potential bamboo options as substitutes of unsustainable/ less sustainable resource based products.**

The Foundation for MSME Clusters (FMC), in partnership with the Small Industries Development Bank of India (SIDBI) the Commonwealth Educational Media Centre for Asia (CEMCA) and the Copenhagen Business School (CBS) is implementing a project named as "Promote Bamboo MSME Clusters for Sustainable Development" funded by the European Union (EU) under **its SWITCH Asia Programme.**

The objective of the project is to foster bamboo products as a sustainable substitute of less renewable resources like timber and promote economic prosperity of the tribal including women in less developed regions in the 9 states of India (**Viz: Assam, Arunachal Pradesh, Meghalaya, Mizoram, Tripura, Odisha, Chhattisgarh, Jharkhand & Madhya Pradesh**). The project will support **commercialisation of high potential bamboo products in the housing & construction, craft, lifestyle & toys sectors.** The Action is demonstrating success of integrated local development models by strengthening the capacities of key stakeholder groups across the value chains. The knowledge and delivery capacities of local FIs will be strengthened through cluster financing models to demonstrate its local, regional and national uptake. Finally the project will engage with the policy makers and development institutions to build and replicate integrated and inclusive models of local development.

Specific objectives of the project are as follows:

1. Support enterprise development for sustainable supply of bamboo products and generate improved livelihoods
2. Promote select new bamboo products among high potential buyers
3. Sustain and upscale local initiatives through community-led multi-stakeholder development models
4. Promote sustainable linkages between financial institutions and local enterprises.
5. Strengthen policy dialogue and dissemination of proven development models relevant for bamboo sector

As part of this Project, FMC wishes **to hire a specialised agency to undertake a market study to assess market Opportunities for high potential bamboo products in Lifestyle, toys, Housing and Construction Sector and suggest an appropriate market development strategy.**

5. Terms of Reference (ToR)

5.1 Objective

The objective of the assignment is to undertake a Market Study to explore and create business Opportunities for high market potential bamboo products in Lifestyle, Toys, Housing & Construction Sector with special focus on the following subcategories along with the indicative list (not limited to) of products given:

Table-1: Product categories and geographical coverage for the study

#	Sub-categories	Product lines	Geographical Coverage & data collection method*
1	Bamboo Applications in Lifestyle Sector	<ul style="list-style-type: none"> • Furniture • Home decors including lampshades, light strings • Utilities like storage box, grocery/ picnic/ carry bags, laundry bins, dustbins, pencil box, blinds, etc. • Kitchen utilities including cutleries 	<ul style="list-style-type: none"> • National (onsite and on-line) • Global (online)
2	Bamboo housing and construction material	<ul style="list-style-type: none"> • Bamboo structures • Gazebos • Cottages • Partition boards • Storages • Pre-fabricated houses • Low cost houses 	<ul style="list-style-type: none"> • National (high cost-residential building/ institutes, hotels, etc.) - On site & Online • Regional (institutional & rural low cost houses)- On site and Online
3	Bamboo for Packaging Industry	<ul style="list-style-type: none"> • Decorative packaging for dry fruits, fruits, sweets, etc. • Large scale packaging materials for goods/ commodities 	<ul style="list-style-type: none"> • National- onsite and on-line) • Global- on line
4	Bamboo for kids- Here focus would be more on project profile creation	<ul style="list-style-type: none"> • Toys • Educational materials (building blocks, puzzles, etc.) 	<ul style="list-style-type: none"> • National- onsite and on-line) • Global- on line

(*Geographical coverage & Data collection method: On-line and onsite distribution is to indicate the method of data collection by the agency)

5.2 Specific objective and scope of work

- Define the size of existing and potential market for bamboo products across different geographies viz-rural, urban (Tier-1,2 &3 cities & townships) across different states Undertake detailed market assessment study in lifestyle, housing & construction sector with special emphasis on the categories mentioned in table-1 in the domestic as well as export market to identify high potential timber and other less sustainable resource substitutes; understand the need of market & product requirements; and suggest appropriate product portfolio
- Study the buyer preferences, market trends and growth, opportunities, terms and conditions of buying and identify potential markets, channels, buyers and key players (both individuals and institutions).

- Identify high potential options for public (Institutions like- Indian Railways, Defence, Hospitals, Housing Dept. etc) and private (Big chains like Future Bazar, Ikea, Shopper stop, Hotel chains, etc.) including e-marketing portals (Both B2B & B2C) for procurement for all the above 4 sub categories, quantify the volume, and capture the products & their technical specifications & other compliance requirements
- Prioritise and suggest high impact making bamboo product ideas to demonstrate in the Business Incubation Centres in the 9 project states created by FMC & its partners under the Bamboo project
- Formulate effective state level marketing strategies and overall action plan based on findings
- 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)

5.3 Methodology

Following suggestive steps to be taken to undertake the study

- Develop appropriate methodology for the study and submit it to FMC for its feedback and necessary approval.
- Sampling strategy and the primary data collection plan should form a part of the methodology
- Develop appropriate tools/check list for data collection/interview
- Identification of key stakeholders, their segments, share in the market, market and other relevant information to draw an appropriate sample of respondents, share the plan with FMC for inputs and necessary approval
- Undertake the detailed study, synthesize the findings and present it to FMC and other project partners and key stakeholders
- Submit the detailed study report

5.4 Outputs/Deliverables

1. 2 coloured hard copies of the final study report and one softcopy containing the followings
 - a. List of identified Products/ Applications with clear estimates of potential market volumes (State/National/ International), potential buyers, quality and other compliance requirements, supply terms & conditions
 - b. Products/ application details viz- designs, colour, size, any other key attributes that need to be focused on
 - c. Existing design trend/Appropriate design products in different national and international markets.
 - d. Quality parameters of the product required in various national and international markets
 - e. List and communication details of at least 25 buyers/ traders / Exporters for products from each category.
 - f. Marketing strategy including product diversification, design, quality, Market Promotion and branding, etc.).
 - 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)
2. One PPT on findings of the study and recommendations

3. One summary document of 4-5 pages with key findings with illustrations, charts and major highlights of the report.

5.5 Duration

Strictly within 3 months

Finalisation of Methodology/tools	: Within 1st week of contract
Interview and Data Collection	: Within 8th week
Submission of Draft Report	: Within 10th Week
Feedback from FMC	: Within 11th week
Submission of Final Report	: Within 13th week

5.6 Fee

The maximum budget available is Rs. 27 lakhs (inclusive of applicable tax). The bidder needs to quote the price in a sealed envelope along with the Technical Proposal

5.7 Payment Structure

1st Instalment - 25% on submission of inception report with methodology of the study and tools

2nd Instalment – 50% on submission & acceptance of the draft report

3rd Instalment – 25% on submission and acceptance of the final report

5.8 Competency and Expertise Requirements

The professional experience and skills required for the agency are

- Proper combination of skills and composition of the team (One team leader with at least 10 years of relevant experience and at least **2 support experts** with at least **5 years of relevant experience each**) for undertaking an intensive market study
- The preferred **disciplines and subject backgrounds** of the consultant in the field of market survey
- Sound **understanding and experience (at least 5 relevant projects) of supply chain practices** and required **business, social and environmental compliances**, national as well as global
- Analytical and Technical Skills of the consultant in using different **marketing and analytical tools**
- Overseas, Regional and Country experience in the field of market survey (**at least 10 similar studies**) in last 5years,
- Experience of developing **marketing strategy** (for at least **2 reputed national and one international client**)

5.9 Technical Evaluation Criteria

Sr. No	Criteria	Weights
1	Institutional Experience and Knowledge in conducting “Market Study”	40
1a	Experience of Conducting similar studies	20
1b	Experience in Conducting market study for Green/ Sustainable products including standards and compliance requirement for global value chains	10
1c	Experience of Bamboo Sector	10
2	Understanding of ToR by the Bidder	30
2a	Demonstrate capacity to effectively undertake the task including clarity on methodology to be followed	20
2b	Technical presentation by the Team Leader	10
3	Experience and knowledge of the team and team structure	30
3a	Qualification & Experience of Team in conducting similar studies	10
3b	Experience of team in conducting studies in the area of Green/ Sustainable products including standards and compliance requirement for global value chains	10
3c	Team composition and structure	10
	Total	100

6. Terms & Conditions and Disclaimers

6.1 Costs to be borne by Respondents

All costs and expenses incurred by the bidder with the development, preparation, and submission of bid documents, including the attendance at meetings, discussions, presentations, etc. and providing any additional information required by FMC, will be borne entirely and exclusively by the bidder.

6.2 No Legal Relationship

No binding legal relationship will exist between any of the Bidders and FMC until the issues of purchase order / execution of a contractual agreement.

6.3 Recipient Obligation to inform itself

The Recipient must conduct its own investigation and analysis regarding any information contained in the RfP document and the meaning and impact of that information.

6.4 Evaluation of Offers

Each bidder acknowledges and accepts that the FMC may, in its sole and absolute discretion, apply whatever criteria it deems appropriate in the selection of consultant, not limited to those selection criteria set out in this RFP document.

The issuance of RfP document is merely an invitation of offers and must not be construed as any agreement or contract or arrangement nor would it be construed as any investigation or review carried out by a Recipient. The bidder unconditionally acknowledges by submitting its response to this RFP document that it has not relied on any idea, information, statement, representation, or warranty given in this RFP document.

6.5 Acceptance of Selection Process

Each bidder having responded to this RfP acknowledges having read, understood and accepts the selection & evaluation process mentioned in this RfP document. The bidder ceases to have any option to object against any of these processes at any stage subsequent to submission of its responses to this RfP.

6.6 Errors and Omissions

Each bidder should notify FMC of any error, omission, or discrepancy found in this RfP document by 6th November, 2019.

6.7 Acceptance of Terms

Bidder will, by responding to FMC for RfP, be deemed to have accepted the terms as stated in this RfP.

6.8 Communication

Bidders are required to direct all communications related to this RfP, through the Nominated Point of Contact person:

Contact :

Position:

Email :

Telephone : +91 -

Note: Separate envelopes for technical proposal and financial bid, duly mentioned on the top of the envelope to be submitted

FMC may, in its absolute discretion, seek additional information or material from any Respondents after the RfP closes and all such information and material provided must be taken to form part of that Respondent's response.

Bidders should provide details of their contact person, telephone, fax, email and full address(s) to ensure that replies to RfP could be conveyed promptly. These details should also be written/ printed without fail on each of the bids envelopes as well.

FMC may, in its absolute discretion, engage in discussion with any Bidder (or simultaneously with more than one Bidder) after the RfP closes to improve or clarify any response.

6.9 Notification

FMC will notify all selected Bidders in writing or by mail as soon as practicable about the outcome of their RfP response.

6.10 RfP Validity Period

The Bids must remain valid and open for evaluation according to their terms for a period of 90 days from the last date of the submission of bids.

6.11 Late RfP Policy

1. Bids received after the due date / time i.e. bid submission date/ time would be considered late and will not be accepted or opened. Late received bids shall be returned un-opened within 02 weeks from the bid submission date.

6.12 Receiving of RfP Response

Receiving of RfP response will be recorded by FMC in a 'Bid Receipt Register' kept for the purpose upon receiving the RfP response. The submission of the response should be in the format outlined in this RfP and should be submitted through courier/ hand delivery. If the submission to this RfP does not include all the documents and information required or is incomplete or submission is through Fax or e-mail mode, the RfP is liable to be rejected. All submissions, including any accompanying documents, will become the property of FMC. The Bidder shall be deemed to have licensed, and granted all rights to the FMC to reproduce the whole or any portion of their submission for the purpose of evaluation and to disclose and/or use the contents of the submission as the basis for any resulting RfP process, notwithstanding any copyright or other intellectual property right of the Recipient that may subsist in the submission or accompanying documents.

7. Requests for information

- a) All queries relating to the RfP, technical or otherwise, must be in writing only and may be sent via email. FMC will try to reply, without any obligation in respect thereof, every reasonable query raised by the Recipients in the manner specified. However, the FMC will not answer any communication reaching later than the time stipulated for the purpose.
- b) FMC may in its absolute discretion seek, but under no obligation to seek, additional information or material from any Bidders after the RfP closes and all such information and material provided must be taken to form part of that Bidder's response. Bidders should invariably provide details of their email address as responses to queries will be provided to all Bidders via email.
- c) FMC may in its sole and absolute discretion engage in discussion with any Bidders (or simultaneously with more than one Respondent) after the RfP closes, to clarify any response.

8. Disqualification

Any form of canvassing/ lobbying/ influence/ query regarding short listing, status etc. will result in a disqualification.

9. Selection process

Successful Bidder will be selected through two bids evaluation process:

- i) Technical evaluation
- ii) Commercial evaluation

The technical bid will be analyzed and evaluated, based on which the Relative Technical Score (RSTech) shall be assigned to each bid on the basis of parameters mentioned above.

Relative Technical Score (RSTech) for each vendor will be calculated as follows based on above parameters:

$$\text{RSTech} = T / \text{Thigh} * 100$$

Where, RSTech = Relative score obtained by the bidder

T = Technical score obtained by bidder

Thigh = Highest Technical score secured among the bidders.

Technical Bids receiving RSTech greater than or equal to a score of 70 (cut-off marks) would be shortlisted for commercial evaluation.

In the event there are less than three bidders securing 70 or more, FMC reserves the right to shortlist top three bidders for commercial evaluation.

Evaluation of Commercial Bids

In this phase, the Commercial Bids of the Bidders, who are found technically qualified in previous phase, will be considered for commercial evaluation.

The date for opening of commercial bids will be separately advised.

Relative Technical Score (RSTech) of the technically qualified bidders would be announced in the presence of the bidders representatives and the commercial bids of those bidders would be opened for commercial evaluation.

Relative Commercial Score (RSCom) for each vendor will be calculated as follows:

$$\text{RSCom} = \text{CLow} / C * 100, \text{ where}$$

RSCom = Relative score for Commercial Bid of the vendor

C= Commercial bid value of the current bid

CLow=Lowest commercial bid value out of all the commercial bids.

Final Selection of the Eligible Bidder

1. Total Relative Score (RS) obtained by each eligible vendor will be calculated as follows:
$$\text{RS} = \text{RSTech} * 0.8 + \text{RSCom} * 0.2$$
2. The vendor with the highest Relative Score (RS) will be selected subject to the acceptance/compliance of all other terms and conditions defined in this RfP document.
3. Price may be negotiated with the selected bidder before signing of the contract

10. Details of Bids to be submitted

1. Bidders are required to submit their responses in two separate envelopes, with contents of each as under:

Technical Bid (As per format enclosed as Annex-I)

Commercial Bid (As per format enclosed as Annex-II)

It should be addressed to the Procurement Manager at the address Foundation for MSME Clusters, 6 Special Institutional Area, Off Shaheed Jeet Singh Marg, USO Road, USO House, 2nd Floor, New Delhi 110 067 in the covering letter and sent latest by 1500 hours, Indian Standard time, on the 20th November, 2019.

2. All the individual envelopes must be super-scribed with the following information as well:

i) Name of the bidder, Contact Name, and e-mail id.

3. Bids should be enclosed with all relevant documentary proofs / certificates duly sealed and signed.

4. Envelope should also contain softcopies of respective response documents of the Technical Bid. Soft copy of the Commercial Bid should not be included in the soft copy of Technical bid.

Important

Bidders must take the following points into consideration during preparation and submission of bids.

1. Authorized signatory must sign all the pages of the response.

2. Relevant documents like work order, contracts, project completion certificate, agency's annual report, audited balance sheet, etc. must be submitted as proof wherever necessary. All the pages must be sealed and signed by the authorized signatory of the respondent.

3. Faxed or e-mailed copies of any submission are not acceptable and will be rejected by FMC.

4. Responses should be concise and to the point. Submission of irrelevant documents must be avoided.

5. If the bids do not contain all the information required or is incomplete, the proposal is liable to be rejected.

Annexure –I. Technical Bid Format

(RfP No: dated)

Part One General Details of the Bidder				
1	Name of the Bidder			
2	Address of the Bidder			
3	Legal Status of the Agency			
4	Details of Incorporation of the Agency	Date:		
		Ref.#		
5	Details of Commencement of Business/ Service	Date:		
		Ref.#		
i.	Permanent Account Number (PAN)			
ii.	GST Number			
6	Name & Designation of the contact person to whom all references shall be made regarding this tender and in whose name the power of attorney has been issued.			
	Telephone No. (with STD Code)& E-Mail of the contact person			
	Fax No. (with STD Code)			
7	Company website			
8	Financial Details (as per audited Balance Sheets) (in Rupees Cr)			
9	Year	2018-19	2017-18	2016-17
10	Turn Over			

Date
Place

Signature of Authorized Signatory ...
Name of the Authorized Signatory ...
Designation ...
Name of the Organization ...
Seal ...

Part Two: Technical Proposal

- A. **Executive Summary:** This should be a brief overview of your tender covering how you intend to achieve the outputs and your assessment of the resources required.
- B. Any Qualification to Terms of Reference
- C. Brief description of the Bidder
- D. Brief description about relevant competencies and experience relevant to the ToR.

Please use the following table to cite the relevant project experiences and enclose the support documents (e.g. Contract/ Work Order, Project Completion report, etc) :

- i. 5 most relevant projects of supply chain practices and required business, social and environmental compliances
- ii. 10 most relevant projects for Overseas, Regional and Country experience in the field of market survey
- iii. 2 most relevant projects with respect to developing marketing strategy for at least 2 reputed national client
- iv. 1 most relevant project with respect to developing marketing strategy for a reputed international client

Title of assignment	Duration (From – To)	Country, State	Value (In Rupees)	Details of Client	Lead Firm/Organization	Short Description about assignment

- E. Technical Response:
 - a. Understanding of the assignment;
 - b. Proposed approach & methodology of the study;
 - c. work plan in the form of a Gantt chart showing activities, milestones, deliverables etc. against time)
- F. Project Organogram with detailed CVs of the proposed staff,
Please provide the summary in the following format and enclose detailed CVs

Name	Proposed Position	Educational qualification	Experience	Task Assigned	Remarks

Please indicate personnel Inputs against each activities/tasks of the TOR in tabular format– include person days **without any reference to fees.**

N°	Name	Expert's input (in person/month) per each Deliverable										Total time-input (in Months)		
		Position		Task-1	Task-2	Task-3	Task-...				Home	Field	Total
KEY EXPERTS														
K-1	{e.g., Abbbb}	[Team Leader]	[Home]	[2 mth]	[1.0]	[1.0]						4		7
			[Field]	[0.5 m]	[2.5]	[0]							3	
K-2														
K-3														
n														
											Subtotal			
NON-KEY EXPERTS														
N-1			[Home]											
			[Field]											
N-2														
n														
											Subtotal			
											Total			

Annexure –II. Commercial Bid Format

(RfP No: dated)

I. Commercial Proposal

A. Personnel Inputs And Fee Rates

NAME	FIRM	EMPLOYMENT STATUS*	DESCRIPTION / POSITION	No of DAYS	DAILY FEE RATE (INR)	AMOUNT(INR)
TOTAL PROFESSIONAL FEES: (A) Rs.						

* Full time employee / project resource

Financial Proposal - Format

B. Reimbursable Costs

Reimbursable costs* of agency should be shown separately in the format set out below using separate sheets to provide full details under each heading.

Details	NO	UNIT	RATE	COST (Rs)
FARES Domestic		Economy		
Other travel costs (specify)				
Vehicle Rental for Local Travel				
Sub Total				
SUBSISTENCE person/days				
Sub Total				

ACCOMMODATION person/days				
Other cities (specify)				
Sub Total				
COMMUNICATION including telephones, internet, postage, etc.				
DOCUMENTATION AND REPORTING including computing expenses				
ANY OTHER (Specify)				
TOTAL PROJECTED REIMBURSABLE COSTS: (B) Rs				

***Heads are indicative and may be suitably modified to suit requirements of the proposal being submitted.**

Financial Proposal - Proforma

SUMMARY OF FEE RATES AND EXPENSES

PARTICULARS	AMOUNT (INR)
Total Fees (A)	
Total Reimbursable Expenses (B)	
Sub Total	
GST, if applicable	
TOTAL	

Bidder may please make note of the following:

- i. The costs must be in Indian Rupees.
- ii. No conditions should be stipulated in the commercial bids. The conditional bids shall be rejected.