



ऑयल इंडिया लिमिटेड
(भारत सरकार का उद्यम)
Oil India Limited
(A Government of India Enterprise)



EOI No: PA/CSR-OIRDS/HTPC/001/2019-20

Expression of Interest (EOI) for short listing of organization (s) for selection of a suitable organization for “Skill-Based Sustainable Livelihood & Entrepreneurship Development Projects in the sectors of Handloom & Handicraft”

Oil India Rural Development Society (OIRDS), a flagship CSR initiative of Oil India Limited invites EOI from Reputed Organization (s) for short listing/selecting as a Partner for implementing Skill-Based Entrepreneurship and Livelihood Development Projects in the sectors of Handloom & Handicraft at its Handicraft Training & Production Centre (HTPC) located at Duliajan.

OIRDS is intending to partner with a reputed organization working in the area of “**Skill-Based Sustainable Livelihood & Entrepreneurship Development**” for implementing, upgrading and managing CSR activities in its existing Handicraft Training & Production Centre (HTPC) located at Duliajan, Assam. The detailed EOI is uploaded in OIL’s website www.oil-india.com. Interested organizations are invited to attend a pre-EOI interactive session dated **10th January 2020 from 9:30 a.m. onwards** at Instrumentation Department Conference Hall, R&D Building at Field Headquarter, Duliajan, Assam. The last date of submission of EOI is 15 days from the pre-EOI interactive session i.e. **on 25th January 2020 before 3:30 p.m.** in the address given below to be submitted either in person or via post (**Note: It is mandatory to attend the pre-EOI interactive session for participating in the EOI**):

General Manager-Public Affairs & Vice-President (OIRDS)
Public Affairs Department
Oil India Limited
Percy Evans Road, P.O. Duliajan
Dist: Dibrugarh, Assam-7866 02
Email: pa@oilindia.in

For any queries contact: 0374-2807270/2807279

About OIRDS: Oil India Rural Development Society, is Oil India Limited’s flagship and pioneering CSR initiative. OIRDS, as it’s more popularly known, in short, is OIL’s first and perhaps one of the company’s flagship CSR interventions aimed towards providing sustainable livelihood opportunities to the local communities residing in OIL’s operational areas of Upper Assam. Oil India Rural Development Society (OIRDS) registered under Society Registration Act XXXI of 1860, is currently engaged in two ambitious projects since its inception namely (a) Agriculture Project and (b) Handicraft Production and Training Centre (HTPC) for the rural residents of OIL operational districts of Dibrugarh, Tinsukia and Charaideo. For Oil India Ltd. socio-economic development of the people living in its operational areas is an integral part of the company’s corporate philosophy and culture. The two broad initiatives under OIRDS aspires at empowering people with sustainable sources of livelihoods envisioning the strength of economic independence for the upliftment or improvement of the living conditions of the people at large. The initiatives of OIRDS focus on creating newer

possibilities as well as exploring and enhancing the existing potentialities of the rural people of OIL operational districts. These initiatives are aimed at encouraging the rural unemployed youth and the rural women to take up agriculture and production of handicrafts as a commercial activity, which otherwise, was a means of subsistence or for household purposes only.

About HTPC: HTPC was started in the year 1984 as a Silver Jubilee Project of Oil India Limited and is the first ever-tangible social welfare project of the Company after attaining the status of Government of India's Public Sector Undertaking in 1980. The main objective of the project was to create economic empowerment amongst the rural girls/women folk at the grass root level through generating self-employment avenues. Currently, HTPC has a full-fledged training set-up at Tipling, Duliajan that imparts eleven-month stipendiary training to poor/rural girls in indigenous handloom & other trades viz., weaving, cutting & tailoring and embroidery followed by certification and post training assistance. The current capacity of seats is around 40-42 nos. of students who are selected via a written test and viva-voce.

Background:

As was realised by OIRDS, rural development would require not only agricultural growth, but a growth process which would identify the diverse and the maximum potential of the rural people living within OIL's operational areas. Hence, OIRDS has identified local handloom & handicraft and its production as an area to be developed, so as to particularly encourage and support economic empowerment of women from those areas. Production of handmade garments or handicrafts mainly for household or any specific festival related purpose is a common phenomenon in every household of rural Assam. OIRDS in the rural areas of its operational districts has therefore aimed at intensifying the quality and quantity of handicraft production emphasizing on it as a source of self-employment avenue generating income especially for the women and the young girls. Therefore, HTPC was established to train the women-folk strengthening and improving their existing skills of production as well as giving a platform to new learners to explore their talent at creating beautiful handicraft contributing to rural development.

Since weaving is a common feature and a skill of Assamese rural society, most of the trainees trained at HTPC come with some first-hand knowledge of the trade. Weaving has every potential to grow into a successful business if properly harnessed and taken with a commercial attitude. Cutting/tailoring, and embroidery can also help set up small business units individually or jointly and hence earn a healthy livelihood. In HTPC, the existing knowledge of the students are given a formal and more polished shape with a certification by OIRDS at the end followed by post training assistance in the form of handlooms, sewing machines and other accessories for starting their initial entrepreneurial ventures. Till date more than 800 candidates were successfully trained at HTPC.

However, while HTPC under the aegis of OIRDS had impacted many over a period of time, now seeks to move ahead with modern changes which come into the sectors of handloom and handicraft giving more focussed impetus to the lives of future beneficiaries.

As such, HTPC after completion of 03 (three) decades, is now looking at a professional partner who can collaborate with OIRDS to extend and infuse their expertise by upgrading the Centre while keeping up with the legacy of HTPC by promoting traditional skills and sustainable livelihood of artisans:

- a) Introduction of improved/newer skill trades in the sectors of handloom/handicraft/fashion & apparel designing, etc. having better market relevance;**

- b) Introduction of newer technologies of training with inclusion of training towards production of value added items & entrepreneurship development for gainful employment opportunities;**
- c) Award the trainees with recognized skill based certification;**
- d) Adopt a new/better methodology of handholding the beneficiaries who pass out from the Centre so as to provide them with sustainable livelihood opportunities;**
- e) Connecting the beneficiaries with government schemes on handloom & handicraft for self-employment, etc.**
- f) Or any other means of creating sustainable livelihood**

The professional organization shall take over the Centre at the present infrastructure of OIL given to HTPC, instructors and other staff engaged in production. Any other infrastructural up-gradation or enhanced work force strength shall be based on project need and as per the approval of Competent Authority of OIRDS. All investments that are capital in nature shall be the property of OIRDS.

Project Objective

- a)** In order to encourage preservation and promotion of traditional skills/crafts among the artisans in Assam, Oil India has established the Handicraft Training and Production Centre (HTPC) at Duliajan, Assam. The Center has been operationalized since several years however; it is felt that effectiveness of the initiative needs to be enhanced with an objective of providing additional income to the artisans in a sustainable manner.
- b)** One of the pre requisite for creation of such sustainable livelihood is to create sector specific handloom/handicrafts value chain that links the product to the diversified market channels. In this context Oil India proposes to design and execute interventions aimed at achieving following objectives:
 - i. To conduct a market and Skill assessment study in order to arrive at the products that have good market value
 - ii. To identify, train and build capacity of the local young entrepreneurs who would be in position to establish linkages for the artisanal products with the market.
 - iii. To identify and train artisans in production of market-led and demand driven products so that an appropriate supply base is created for the entrepreneurs.
 - iv. To revamp and develop Handicrafts Training and Production Centre (HTPC) with an objective of making it as resource agency for product designing, product development, training, product branding and marketing facilitation.
 - v. To develop backward and forward linkages through the above interventions so that a sustainable local ecosystem is created. Also necessary linkages with government schemes.

The broad Scope of Work of the professional organization post their engagement shall be as follows:

- a) To operate and manage Handicraft Training and Production Centre (HTPC) located at Duliajan while also taking over the existing manpower and infrastructure. The selected agency will be responsible for operation, management and revamping of the existing HTPC center as per the need of the artisans, entrepreneurs and industry. The HTPC will become a common resource center for product designing, product development, training, product branding and marketing facilitation;**
- b) To upgrade the existing Centre as per the requisite need of trainee and industry;**
- c) To conduct end-to-end implementation of the project comprising of project conceptualization, developing the methodology and approaches, awareness creation, candidate selection and counselling, training, handholding, etc.**

- d) To encourage and facilitate enterprise development and develop market linkages/linkages with government schemes in the handloom sector by providing handholding support to the trained candidates to become successful entrepreneurs;
- e) To deploy requisite human resources and required techno-managerial support for achieving the desired result in the field;
- f) To conduct field visit within OIL's operating areas and gauge understanding of the location and project need.

Methods of implementation:

OIRDS shall enter into long-term MoU for 05 (five) years extendable by another 05 (five) years with the selected organization based on evaluation of their performance and feedback from beneficiaries. At any point of time, due to non-performance, OIRDS shall have the authority to cancel the assignment and the terms of the MoU with 30 days prior notice. The selected implementing partner and OIRDS shall ascertain the annual project cost jointly. It may be noted that cost and budget would not be a limiting factor for the project depending on the proven success of the project and the merit of the strategic road map, key success measures and visibility of the project activities under HTPC, Duliajan.

The selected organization will only be managing the Centre while implementing various CSR activities under the Centre. The sole ownership of the Centre will rest with OIRDS and all activities related to the project, branding and other pertinent aspects shall be carried out only after due approval of OIRDS. The selected organization shall adhere to the established reporting system of OIRDS and all forms of periodical reports to be maintained and sent for records of OIRDS.

OIL may have varying requirements in the project areas and the needs, demands shall vary with time, needs and policy of the Govt. of India. The budget for the CSR activities under HTPC will vary for each year based on the policy of the Govt. of India and minimum CSR spending. Hence, budgetary requirements shall not form part of the evaluation. The partner will be chosen solely based on the experience, no. of projects delivered in the region, geography and capacity of the organization to deliver CSR projects with the objective of achieving the desired impact.

EOI Requisites:

- a) Prior to submitting the EOI, the interested parties are invited to attend a pre-EOI interactive session on 10th January, 2020 at Instrumentation Department Conference Hall, R&D Building at Field Headquarter, Duliajan, Assam to be conducted by OIRDS Managing Committee wherein OIRDS shall give a detailed presentation on HTPC, its current functioning, present manpower, infrastructure and expected up-gradation. The pre-EOI session with prospective partners is important in view of taking over the existing structure (manpower, machines & other infrastructure) of HTPC while appreciating the legacy behind it and therefore, the organizations shall submit their EOIs and participate in the selection process only post analysing and understanding the current scenario. Therefore, it is mandatory to attend the pre-EOI interactive session which will help in submission of the EOI. As such no EOIs from organizations shall be accepted who has not attended the pre-EOI session.
- b) OIRDS may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, statement, assessment or assumptions contained in the EOI.
- c) The EOI applicant shall bear all costs associated with or relating to the preparation and submission of its EOI including but not limited to preparing, copying, postage, delivery fee,

expenses associated with any demonstrations or presentations which may be required by OIRDS or any other costs incurred in connection with or relating to its EOI.

- d) The EOI closing date is 15 days from the pre-EOI session i.e. **on 25th January 2020** and shall reach the below mentioned address before 3:30 p.m.:

General Manager-Public Affairs & Vice-President (OIRDS)
Public Affairs Department
Oil India Limited
Percy Evans Road, P.O. Duliajan
Dist: Dibrugarh, Assam-7866 02

Qualifying & Selection Criteria:

- a) **STAGE-1:** In this stage, the documents submitted by the organizations will be scrutinized for qualification. The qualifying organizations will have to fulfil all mandatory criteria. All supporting documents as mentioned in the EOI must be submitted and duly authenticated by the EOI applicant. Responses submitted by the party which do not fulfil all the mandatory conditions as per eligibility criteria, will be summarily rejected. A maximum of six (06) top scoring organizations shall be shortlisted and invited to present their proposed work plan for undertaking the implementation of CSR programs/activities under Handicraft Training and Production Centre at Duliajan along with its management. The financial offer shall be submitted before the presentation in a sealed envelope to the OIRDS Evaluating Committee at FHQ, Duliajan, Assam. The technical capabilities at EOI stage for shortlisting of eligible organizations shall be carried out by a committee empowered by OIRDS. Please note in case of less than 06 (six) organizations qualifying the EOI, it will be at the discretion of the Committee to ascertain the number of qualifying organizations.

Eligibility criteria for qualification:

- The Organization (s) shall have their physical presence in North East India with Head or Regional offices/centres in North East with at least one centre in Assam established in or before 2012.
- The organization shall have delivered services to Public Sector Undertakings/GOI Enterprise/State Government/Public Limited Company/CSR Foundation or Trust of PSUs in India's North East Region in the area of skill based sustainable livelihood & entrepreneurship development.
- The evaluation of the EOI applicant will be done based on the Technical Criteria where all the key qualification parameters are provided weight age score. Table below indicates the criteria for scoring for each of the activities listed.

Sl. No.	Evaluation Criteria / Weightage	Marks to be allotted	Maximum marks	Document proof to be submitted
1	Past Experience of the organization in implementing Skill development training and Entrepreneurship Development training programs		3	Details as per Annexure-2 Registration Certificate of Organization
	Experience in completed years (3 years to 5 years)	2 (Mandatory)		

	Experience in completed years (more than 5 years)	3		
2	Average Annual Turnover in last three years (2016-17, 2017-18 & 2018-19)		5	1. Audited Annual financial statement 2. CA Certification for Financial details in Annexure-3
	Annual Turnover of the organization Rs 10 to 15 Cr	2 (Mandatory)		
	Annual Turnover of the organization Rs 15 to 50 Cr	3		
	Annual Turnover of the organization above 50 Cr	5		
3	Geographical Presence		2	CA Certificate declaring the presence. Provide details as per Annexur- 4
	Regional offices in North East with at least 2 Project offices in NE region out of which one is in Assam	2 (Mandatory)		
4	Number of youth engaged as Entrepreneurs/Self-Employment across India in last 5 years		15	Details as per Annexure-5. Self-Declaration for number of candidates trained
	Youth trained 500 to 1000	5 (Mandatory)		
	Youth trained more than 1000 to 1500	10		
	Youth trained more than 1500	15		
5	Number of artisans trained across India in last 5 years		15	Details as per Annexure-6 Self-Declaration for number of artisans trained
	Artisans trained 500 to 1000	5 (Mandatory)		
	Artisans trained more than 1000 to 1500	10		
	Artisans trained more than 1500	15		
6	Numbers of Skill-Based Sustainable Livelihood and Entrepreneurship Development projects for Central/State Governments/PSUs/Public Limited Companies (in North East region for all) in last five years		15	Details as per Annexure-7 Self-attested MoU documents, work orders and corresponding completion certificates of the projects
	Skill-Based Sustainable Livelihood and Entrepreneurship Development projects for Central/State Governments/PSUs/Public Limited Companies – 3 to 6 projects	5 (Mandatory)		
	Skill-Based Sustainable Livelihood and Entrepreneurship Development projects for Central/State Governments/PSUs/Public Limited Companies - 7 to 10 projects	10		
	Skill-Based Sustainable Livelihood and Entrepreneurship Development projects for Central/State Governments/PSUs/Public Limited Companies - More than 10 projects	15		
7	Experience and establishment and operations of Common Resource Centers (CRC) across India in last 5 years		15	Details as per Annexure-8 Self-Declaration for number of artisans trained
	No of CRC established and maintained 05-10	5 (Mandatory)		

	No of CRC established and maintained 10-20	10		
	No of CRC established and maintained 20 above	15		
8	Experience in content development for Entrepreneurship Skills, Handloom and Handicraft Sector		10	Details as per Annexure-9. Self-attested MOU document, work orders and corresponding completion certificate of the projects
	No of Job Roles covered 1-2	3 (Mandatory)		
	No of Job Roles covered 2-4	5		
	No of Job Roles 4 Above	10		
9	Experience in conducting backward forward linkages through exhibitions/seminars/e-commerce etc. in last 5 years		10	Self-Declaration certificate as per Annexure-10
	No of backward forward linkages 10 to 20	3 (Mandatory)		
	No of backward forward linkages more than 20 to 30	5		
	No of backward forward linkages more than 30	10		
10	The agency must have experience of handling cumulative CSR projects having minimum value of Rs 5 Cr		5	Details as per Annexure-11 Self-attested MOU document, work orders and corresponding completion certificates of the projects
	Project value Rs. 1Cr to 5 Cr	2 (Mandatory)		
	Project value more than Rs. 5 Cr to 10 Cr	3		
	Project Value more than Rs. 10 Cr	5		
11	Proposed Key Staff in the Project Delivery		5	Self-declared document
	Professional implementing team with experience & qualification in the concerned sector of skill, livelihood & entrepreneurship education	5 (Mandatory)		
	Government approved or affiliated training Certification			
	MIS for documentation & record keeping			
	TOTAL		100	

- b) **STAGE-2:** It may be noted that in the presentation stage, an applicant will be solely evaluated on the basis of the work plan and no weightage will be carried forward from the EOI stage. It may also be noted that it will be the discretion of OIRDS to select organization (s) based on the experience of OIRDS/OIL in implementing similar programs under its CSR and studies conducted in this area. The work plan presentation by the shortlisted organizations shall be evaluated by an expert panel empowered by OIRDS and a maximum of 03 (three) and minimum of 02 (two) organizations scoring the highest marks shall be selected for the next stage. The project ideas will be evaluated on a scale of 100 (One Hundred) marks with minimum marks to be scored being 50% (50 marks). The best idea in terms of highest marks obtained will be only selected. **OIRDS Executive Committee will evaluate the organizations for handing over the functioning of HTPC as per the following criteria:**

a) **Presentation of prior work experience (40 marks):** Details of 02 (two) of the most successful projects in the field of handlooms or handicrafts implemented in the last 03 (three) years (preferably done with PSUs or govt. organizations or public limited company), highlighting the following:

- Base line surveys prior to project execution
- Project implementation methodology
- Key milestones
- Project impact analysis
- Challenges faced, if any
- Project database & MIS support,
- Financial model
- Documentary evidence on project implementation including remarks of project client supported by certification from evaluating agency
- Special mention of work experience with government organizations, public sector undertaking, public limited company, international organizations, etc.
- Tie-ups with specialized national/international organizations for promoting the handlooms & handicrafts sector, if any
- Experience in content development for Handloom and Handicraft Sector, if any

b) **Customized project implementation strategy for HTPC (60 marks):** presentation of customized implementation strategy highlighting the following:

- Project Planning & Execution Strategies relevant to the trainees & market
- MIS/Data management systems
- Documentation processes
- Monitoring & Evaluation tools to be deployed
- Options for providing recognized certification post training of beneficiaries
- Any other value added training
- Strategies for branding and visibility of OIL/OIRDS
- Project USP in terms of innovative practices and assurance of success in terms of training, handholding and providing sustainable livelihood opportunities for the beneficiaries of HTPC, Duliajan
- Plan of action for absorbing the existing staff of HTPC
- Credentials of core human resources/experts having experience and educational qualifications suitable for handling activities in the areas of handlooms/handicrafts, sustainable livelihood, skill development, etc. to be engaged at HTPC
- Any other pertinent aspect

c) **STAGE-3:** A maximum of three (03) or 02 (two) highest scoring organizations in the presentation round will be eligible for evaluation of financial offer (to be only provided in sealed envelope) as indicated below (In case the organization quoting the lowest (L1) rejects the offer, it shall go to L2):

TABLE-1			
Sl.no.	Name of the project	Project cost break-up (in Rupees) for the 1 st year only	Project Management Fee (if any in Rupees)

	HTPC	Capital (one-time if any)	Operational/recurring	
	Total Cost (in Rupees inclusive of applicable taxes)			

Note** It may be noted that the financials (especially for training and related non-infrastructure type expenditure if any) shall be guided by rates prescribed by Govt. of India agencies like National Skill Development Corporation (NSDC) or Prime Minister Kaushal Vikas Yojna (PMKVY) or any other scheme of Ministry of Skill Development and Entrepreneurship or Directorate of Handloom & Textiles or Indian Institute of Handloom Technology, etc. In case of any project management fee, the same shall be highlighted by the organization separately. The project cost shall be given only for the 1st year. The cost of future years shall be ascertained based on the success of the project in the 1st year.

At any point of time, due to non-performance, OIRDS shall have the authority to cancel the assignment and the terms of the MoU. The selected implementing partner and OIRDS shall ascertain the annual project cost jointly. It may be noted that cost and budget would not be a limiting factor for the project depending on the proven success of the project and the merit of the strategic road map, key success measures and visibility of the project activities under HTPC, Duliajan.

General Conditions of the EOI

- a) For each category of Eligibility criteria, documentary evidence is to be submitted after being duly self-attested/declared, serially numbered and enclosed with the EOI. If the documentary proof are not enclosed for any criteria, the EOI is liable to be rejected. The decisions of OIRDS shall be final in all cases.
- b) Nature of documentary evidence should be clearly mentioned and mandatorily attached (e.g., MoU Copy with agencies for projects/copies of work order/copies of successful completion certificate etc.)
- c) OIRDS shall have the right to postpone, modify or cancel the aforesaid process at any stage at its sole discretion without assigning any reason and shall bear no liability whatsoever consequent upon its decision.
- d) OIRDS reserves the right to reject any or all applications without assigning reason thereof. Conditional, erroneous and incomplete EOIs shall be rejected out rightly.

EOI Submission Format

- a) Cover letter illustrating the Authorized Official's signature
- b) Document Illustrating
 - i. Organizational Profile with relevant Experience (please attach documentary proof).
 - ii. Annual Turnover in last three years viz., 2016-17, 2017-18 and 2018-19. (CA certified documents to be only submitted)

- iii. Relevant Project Experience of executing skill-based sustainable livelihood and entrepreneurship development projects (please attach documentary proof)
- iv. List of Livelihood based skill training projects conducted for Central/State Governments/PSUs/Public Limited Company (in North East region for all) in financial years 2016-17, 2017-18 and 2018-19 with project brief, number of beneficiaries trained (please attach documentary proof like certificate of completion, impact assessment report etc.)
- v. CVs of Experts and Professionals to be engaged

c) Annexure

- i. Certificate of incorporation/registration
- ii. Pan No./ ITRs
- iii. Service Tax Registration No.
- iv. Audit Statements for last three Financial Years - 2016-17, 2017-18 and 2018-19
- v. Any other Document that needed for Assessment & Evaluation

Note:

- a) All the sealed envelopes shall indicate the name and address of the Party to enable OIRDS to return the same unopened to the party in case it is received later than the specified time period.
- b) OIRDS shall not be responsible for any delay in transit when EOI documents are sent through post. EOI documents received after the due date and time or unsealed will be summarily rejected and/or returned unopened to the party.
- c) OIRDS shall intimate each of the short listed parties after the EOI stage and specify the due date for making their detailed presentation including financial details. Accordingly, please indicate the email address and contact details.

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