



## **INVITATION FOR EXPRESSION OF INTEREST**

FOR

**Empanelment of**

**PROJECT MANAGEMENT AGENCY (PMA)**

**For Publicity and Awareness Building  
of**

**VENTURE CAPITAL ASSISTANCE SCHEME**

**During XII Five Year Plan (2012-17)**

**Small Farmers' Agribusiness Consortium  
5<sup>th</sup> Floor, NCUI Auditorium Building,  
August Kranti Marg, Hauz Khas,  
New Delhi 110016.**

**May 2012**

## INVITATION OF BIDS

Small Farmers Agribusiness Consortium (SFAC) is implementing the Central Sector Venture Capital Assistance Scheme (VCAS), which seeks to promote investments in agribusiness enterprises based on farm produce. The Scheme is operational across the country and provides interest free margin money to entrepreneurs to enable them to leverage bank finance to set up agribusiness units. VCAS is proposed to be continued during the XII Plan (2012-17) with an enhanced outlay.

One of the shortcomings of VCAS noted during the XI Plan is its regional imbalance and lack of equal participation by different banks (see annexure below). This has been identified as one of the key challenges to be addressed during XII Plan through greater efforts at publicity and awareness building, especially aimed at states in the central, eastern and northeastern regions. SFAC has decided to undertake a planned publicity and awareness building campaign during the XII Plan (starting April 2012) to address gaps in the knowledge and awareness about VCAS throughout the country, but with a special focus on states which were underserved during the XI Plan.

To design and deliver the **Publicity and Awareness Building Plan (PABA)**, SFAC seeks to empanel a suitably qualified Project Management Agency for the following major inputs:-

1. To prepare and implement a multi-media publicity plan from the national to the district level, especially targeting States that were underserved during the XI Plan, to sensitize entrepreneurs, government officials, bankers, research and trade bodies, media and others about the features, procedures and benefits of VCAS. This Plan will include both paid advertisements as well as editorial coverage, backgrounders, promotional literature and other means of publicity about the Scheme and its benefits, especially in the regional press and other media.
2. To prepare and implement a campaign to organize district level awareness building camps in 200 target districts of the country (to be identified by SFAC), which will enhance awareness of VCAS and identify potential entrepreneurs who can benefit from the Scheme. These camps will be single day events targeting local government officials, potential entrepreneurs, bankers, trade bodies, technical institutions and local media.

Expression of Interest is invited from suitably experienced and qualified Project Management Agencies **to provide technical profile and details to be short listed** for the Publicity and Awareness Building Plan. Bidding by consortia is permitted provided the combined profile of the partners meets the minimum requirements of experience and turnover.

Short listed agencies will subsequently be invited to submit detailed technical and financial proposals to implement the PABA. No detailed technical and financial bids are required at this stage.

The qualifying criteria for submitting EOI for PABA are:

- i) The agency/consortia bidding for the project should have a minimum turnover of Rs 25.00 crores in the last financial year through the consultancy business, with a distinct focus on financial services, agriculture and rural development projects, monitoring and evaluation and media and publicity related services. Copy of last audited balance sheet of the lead bidder should be provided if it alone meets the minimum turnover norm. If minimum turnover norm is met only by combining the turnover of the partners, then last audited balance sheet of all the partners should be provided.
  - ii) The Agency/consortia should be in the consultancy business for at least a period of 10 years, with a proven track record of project management, media and publicity services, monitoring and evaluation. A list of major projects/assignments undertaken should be provided.
  - iii) Preference will be given to agencies/consortia having worked with/working with State governments/PSUs/Central government ministries in the above areas.
  - iv) Agency/consortia should be capable of deploying a dedicated and experienced taskforce for the project.
  - v) SFAC reserves the right to reject all or any of the proposals without assigning any reason thereof.
  - vi) It may be noted that the costs of preparing the proposal and of negotiating the contract, including visits to SFAC, are not reimbursable, and SFAC is not bound to accept any of the proposals that may be submitted.
3. Expression of Interest offers may be forwarded to **Managing Director, SFAC, NCUI Auditorium Building, 5th Floor, 3, Siri Institutional Area, August KrantiMarg, HauzKhas, New Delhi 110016** in a sealed cover with full profile of the bidder. The cover should be superscribed in bold letters:

**“EMAPANELMENT OF PMA**

**FOR PUBLICITY AND AWARENESS BUILDING PLAN”**

3. Last date for submission of proposals is **18<sup>th</sup> May 2012 by close of office hours.**

**Annexure**

The salient features of the Venture Capital Assistance scheme for the XI Plan have been summarized below:-

**Overall performance during XI Plan**

| Year-wise |              | Physical   |             | Financial in Crores |               |
|-----------|--------------|------------|-------------|---------------------|---------------|
|           |              | Target     | Achievement | Target              | Achievement   |
| XI Plan   | 2007-08      | 65         | 68          | 15.64               | 19.51         |
|           | 2008-09      | 65         | 58          | 17.20               | 18.43         |
|           | 2009-10      | 65         | 77          | 16.31               | 20.34         |
|           | 2010-11      | 65         | 85          | 23.54               | 24.01         |
|           | 2011-12      | 65         | 121         | 41.18               | 37.88         |
|           | <b>Total</b> | <b>325</b> | <b>409</b>  | <b>113.87</b>       | <b>120.17</b> |

**Venture Capital Assistance Scheme: North Eastern Region**

| Year-wise      |              | Physical Achievement | Financial in Crores |             |
|----------------|--------------|----------------------|---------------------|-------------|
|                |              |                      | Target              | Achievement |
| <b>XI Plan</b> | 2007-08      | 08                   | 0.00                | 1.18        |
|                | 2008-09      | 01                   | 1.00                | 0.77        |
|                | 2009-10      | 04                   | 1.00                | 1.39        |
|                | 2010-11      | 03                   | 2.00                | 0.53        |
|                | 2011-12      | 04                   | 3.00                | 2.15        |
|                | <b>Total</b> | <b>20</b>            | <b>7.00</b>         | <b>6.02</b> |

**Venture Capital Assistance: State – wise Break -up (XI Plan)**

| State             | No. of Projects |
|-------------------|-----------------|
| Maharashtra       | 113             |
| Karnataka         | 56              |
| Tamil Nadu        | 43              |
| Uttar Pradesh     | 32              |
| Kerala            | 24              |
| Himachal Pradesh  | 24              |
| Gujarat           | 21              |
| Andhra Pradesh    | 15              |
| Jammu & Kashmir   | 14              |
| Uttarakhand       | 12              |
| Haryana           | 11              |
| Rajasthan         | 9               |
| Assam             | 7               |
| Manipur           | 4               |
| Punjab            | 4               |
| Madhya Pradesh    | 4               |
| Nagaland          | 3               |
| West Bengal       | 3               |
| Arunachal Pradesh | 3               |
| Meghalaya         | 2               |
| Bihar             | 1               |
| Chhattisgarh      | 1               |
| Goa               | 1               |
| Mizoram           | 1               |
| Orissa            | 1               |
| Jharkhand         | 0               |
| Tripura           | 0               |
| Sikkim            | 0               |
| Total             | 409             |

**Venture Capital Assistance: State-wise break -up of projects supported in NER (XI Plan)**

| State             | No. of Projects |
|-------------------|-----------------|
| Assam             | 7               |
| Manipur           | 4               |
| Nagaland          | 3               |
| Arunachal Pradesh | 3               |
| Meghalaya         | 2               |
| Mizoram           | 1               |
| Sikkim            | 0               |
| Tripura           | 0               |
| Total             | 20              |

**Venture Capital Assistance: Bank -wise Break -up (XI Plan)**

| Name of Bank                             | No. of Projects |
|--|-----------------|
| State Bank of India                      | 54              |
| Bank of Maharashtra                      | 51              |
| Canara Bank                              | 42              |
| Bank of India                            | 32              |
| Punjab National Bank                     | 29              |
| Bank of Baroda                           | 21              |
| Syndicate Bank                           | 20              |
| The Jammu & Kashmir Bank Ltd.            | 15              |
| Union Bank of India                      | 13              |
| Indian Bank                              | 12              |
| IDBI Bank                                | 12              |
| Oriental Bank of Commerce                | 12              |
| Central Bank of India                    | 11              |
| Corporation Bank                         | 10              |
| State Bank of Patiala                    | 9               |
| United Bank of India                     | 8               |
| UCO Bank                                 | 7               |
| Vijaya Bank                              | 6               |
| State Bank of Hyderabad                  | 6               |
| State Bank of Travancore                 | 6               |
| Dena Bank                                | 6               |
| Allahabad Bank                           | 5               |
| State Bank of Saurashtra                 | 3               |
| Indian Overseas Bank                     | 3               |
| State Bank of Bikaner & Jaipur           | 3               |
| Andhra Bank                              | 2               |
| EXIM Bank                                | 2               |
| AXIS Bank                                | 1               |
| The Karnataka Bank                       | 1               |
| The Lakshmi Vilas Bank                   | 1               |
| EXIM Bank / State Bank of India          | 1               |
| HDFC Bank                                | 1               |
| NABARD / Bank of India                   | 1               |
| NABARD / Uttar BangaKshetriyaGramin Bank | 1               |
| SIDBI / Syndicate Bank                   | 1               |
| SIDBI / Punjab National Bank             | 1               |
| <b>Total</b>                             | <b>409</b>      |