

Expression of Interest (EOI)
for
Services of Educational Institutions to
develop innovation action plan for
**One District One Idea - MSME
Innovation Clusters**

**Kerala Development Innovation Strategic Council
India Heights, Women's College Road,
Vazhuthacaud, Thiruvananthapuram, 695 014
Tel No.: 0471-2334472**

January, 2021

I N D E X

Sl.No	CONTENTS	Page No.
1.	Text of Advertisement Invitation for Expression of Interest	5
2.	Letter of Invitation	7
3.	Background	8
4.	Aims and Objectives	8
5.	EOI Processing Fees	8
6.	Venue and Deadline for Submission of Proposal	8
7.	Validity of Offer	8
8.	Term of Reference	9
9.	Agreement to develop action plan	9
10.	Agreement to involve in implementation of action plan prepared	9
11.	Instructions to Consultants	9
12.	Qualification Criteria	10
13.	Evaluation Criteria and Method of Evaluation	11
14.	Response	11
15.	Conflict of Interest	12
16.	Condition under which EOI is issued	12
17.	Last Date of submission of EOI	12
18.	Formats	
i)	Format - 1	13
ii)	Format - 2	14
iii)	Format - 3	15
iv)	Format - 4	16
v)	Format - 5	17
vi)	Format - 6	18
vii)	Format - 7	19
viii)	Format - 8	20
19.	Annexure I - Terms of Reference	21
20.	Annexure II - Draft Memorandum of Understanding to signed in the event of institution being shortlisted	25
21.	Annexure III - Outline of the Innovation Action Plan	31

1. TEXT OF ADVERTISEMENT

**Kerala Development Innovation Strategic Council
India Heights, Women's College Road,
Vazhuthacaud, Thiruvananthapuram, 695 014**

INVITATION FOR EXPRESSION OF INTEREST

Kerala Development Innovation Strategic Council (K-DISC) invites sealed Expression of Interest (EOI) from recognised Business schools, Polytechnics, Engineering colleges for undertaking preparation of innovation action plans of cluster development under One District One Idea - MSME innovation clusters.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective and scope of work and evaluation criteria etc. can be downloaded from the website <http://kdisc.kerala.gov.in>

Further details, if any, may be obtained from the Section Officer, Kerala Development Innovation Strategic Council during working hours.

Last date for submission of EOI is 25th January, 2021 upto 1400 hrs. Sealed envelope marked to the captioned address, containing EOI may be submitted mentioning "EOI for ODOI Innovation Clusters" on the top cover or by email as PDF file with "EOI for ODOI Innovation Clusters" to the Section Officer, Kerala Development Innovation Strategic Council at sectionofficer@kdisc.kerala.gov.in.

"Ms. Sabitha Bai A.S, Section Officer
Kerala Development Innovation Strategic
Council, Floor No 4 India Heights,
Women's College Road, Vazhuthacaud,
Thiruvananthapuram, 695 014"

Applicants meeting the qualification criteria may be invited for presentation of the proposal before the selection committee of K-DISC. Only the shortlisted candidates could be empaneled subsequently.

Ms Sabitha Bai A.S, Section Officer,
Kerala Development Innovation Strategic Council,
Floor No 4 India Heights, Women's College Road,
Vazhuthacaud, Thiruvananthapuram, 695 014.

Note: K-DISC or any of its designates reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and K-DISC reserves the right to amend/add further details in the EOI.

2. LETTER OF INVITATION

**Kerala Development Innovation Strategic Council
India Heights, Women's College Road,
Vazhuthacaud, Thiruvananthapuram, 695 014**

No.

Dated:

Dear Sir/Madam,

Kerala Development Innovation Strategic Council (K-DISC) invites sealed Expression of Interest (EOI) from recognised Business schools, Polytechnics, Engineering colleges for undertaking preparation of innovation action plans of cluster development under One District One Idea - MSME innovation clusters.

The EOI document containing the details of qualification criteria, submission requirement, brief objective and scope of work and method of evaluation etc. is enclosed.

The EOI document is also available on the K-DISC website <http://kdisc.kerala.gov.in>

You may submit your responses in sealed envelopes in prescribed format to the undersigned latest by 25.01.2021 (or) by email as a pdf to sectionofficer@kdisc.kerala.gov.in.

**“Ms. Sabitha Bai A.S, Section Officer
Kerala development Innovation Strategic
Council, Floor No 4 India Heights, Women's
College Road, Vazhuthacaud,
Thiruvananthapuram, 695 014”**

Queries if any may be referred in writing to the Section Officer, at the above-mentioned Address or Telephone No. 0471 2334472 or at E-mail: sectionofficer@kdisc.kerala.gov.in.

S. No.	Critical Dates	Date	Time
1.	Publishing Date	15.01.2021	
2.	Document Download Start Date	15.01.2021	10.00hrs
3.	Document Download End Date	21.01.2021	24.00hrs
4.	Bid Submission Start Date	15.01.2021	12.00hrs
5.	Bid Submission End Date	25.01.2021	16.00hrs
6.	Bid Opening Date	27.01.2021	10.00hrs

Yours faithfully,
Section Officer (K-DISC)
For and on behalf of K-DISC

Encl.: EOI Document.

3.1 Background:

K-DISC through its district arms, the District Innovation Councils (DICs) have initiated the One District One Idea - MSME Innovation Clusters programme (ODOI). In districts core groups consisting of General Manager Industries, District Mission Cordinators/Assistant Mission Cordinators in charge of Micro Enterprise Development and Startup Village Extension Programme, faculty from the Commerce and Economics Departments in Arts and Science Colleges, Mentors of K-DISC identified by Kerala Start Up Mission(KSUM), experts from Center for Management Development and MSME development Institute, empaneled energy auditors from Energy Management Centre and Program Executives of K-DISC. As a part of this programme clusters have been short listed and the district core groups have started collecting preliminary details of the clusters. Based on the attitudes and capabilities of the clusters a few clusters are likely to be short listed for promotion as innovation clusters. These are likely to be allotted to academic institutions shortlisted under this EOI for action plan development and for development as innovation clusters.

4.0 Aims & Objectives:

The objective of the EOI is to seek professional support from academic institutions in Kerala for developing innovation action plans for MSME clusters

5.0 EOI Processing Fees

There shall be no processing fee

6.0 Venue & Deadline for submission of proposal

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to K-DISC at the address specified herein earlier or by email to the mail id specified

7.0 Validity of Offer:

The offer for EOI as per this document shall be valid for a period of six (6) months initially which may be extended further if required by K-DISC on mutual agreement. In the case of shortlisted candidates MOU's shall be signed with institutions and further association/involvement in implementing the action plans would be finalised through mutual consultations

8.0 TERMS OF REFERENCE

The detailed terms of reference are enclosed at **Annexure-I**.

9.0 AGREEMENT TO DEVELOP INNOVATION ACTION PLAN

A draft MOU to be signed with K-DISC, in the event the bidder is shortlisted, is provided as Annexure-II. The institution may submit a concurrence to sign the agreement in the event of being shortlisted.

10.0 AGREEMENT TO INVOLVE IN IMPLEMENTATION OF ACTION PLAN PREPARED

In the event the action plan prepared by the bidder as per this Eoi qualifies in the ODOI challenge the institution which develop the innovation action plan shall agree to undertake the implementation/involve participate in the implementation on mutually agreed terms with K-DISC and other stakeholders.

11.0 INSTRUCTIONS TO CONSULTANTS

11.1 The Expression of Interest is to be submitted in the manner prescribed below:-

All information as detailed below is to be submitted in two hard copies in separately sealed envelopes and one soft copy as pdf to be mailed to K-DISC in the address specified: -

- a) Applicant's Expression of Interest as per Format-1.
- b) Institutions Contact Details as per Format-2.
- c) Experience of the Institution- as per Format-3.
- d) List of three (03) experts/ consultants on payroll as per Format-4.
- e) Student strength of the Institution as per Format-5.
- f) Additional information as per Format-6.
- g) Declaration as per Format-7.
- h) Power of Attorney in favour of Authorised Signatory with long and short signatures of Authorised person.
- i) The educational institution must have its registered office in Kerala.
- j) Confirmation letter stating that the organisation is agreeable to sign an MOU with K-DISC (Draft provided in Annexure II)
- k) Confirmation letter that the organisation shall undertake Action Plan implementation in the event of selection as per mutually agreed terms

11.2 EOI Documents have been hosted on the website <http://kdisc.kerala.gov.in> and may be downloaded from the website.

The bidders are expected to examine all instructions, forms, terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the bidder's risk and may result in rejection of the proposal.

12. Qualification Criteria:

Following will be the minimum pre-qualification criteria. Each eligible institution should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated. K-DISC however reserves the right to consider non-academic institutions of merit involved in MSME promotion activity. K-DISC reserves right to relax pre-qualification requirements if any based on the recommendation of the selection committee for meritorious institution

S. No.	Pre-qualification Criteria	Supporting Compliance document
1.	The applicant shall be a recognised Business School, Polytechnic, Engineering College, Commerce or Economics Departments in Post Graduate Level Arts and Science College or Commerce or Economics University Department at the University level working in Kerala. Agencies from Kerala registered with the National Skill Development Council satisfying all the other conditions below shall be also eligible. Consortia of institutions/agencies in the categories shall be permitted provided each consortium partner has part experience in one of the components listed in 3 and 4 below.	Copy of Certificate of Incorporation and recognition.
2.	The institution should be organising educational/research/consultancy activities within the State of Kerala or elsewhere.	Certificate by Head of Institution
3.	The Bidder shall have experience of undertaking: <ol style="list-style-type: none"> 1. Strategic plans for enterprises 2. Consultancy studies in enterprise development. 3. Design support for micro enterprise 4. Technology support for enterprise. Institutions not having areas of expertise in some areas may collaborate with other institutions subject to the condition that each institution fulfills the condition in part.	Copy of Work Order / Contract
4.	The institution should have at least 03 full time consultants / experts on its pay rolls in contract or regular service. The broad areas of expertise shall be MSME consultation in strategic planning, cluster development	Certificate by Head of Institution

	livelihood, micro enterprises and innovation Institutions not having areas of expertise in some areas may collaborate with other institutions subject to the condition that each institution fulfills the condition in part with at least one full time staff member on rolls with the desired experience.	
5.	The institution should not be blacklisted by any Central Govt. / State Govt. / PSU/Govt. Bodies	Certificate signed by the Head of Institution
6.	PAN No. / Service Tax Registration Certificate	Copy of PAN card (or) Certificate to be enclosed.
7.	Preference will be given to institutions having prior experience in enterprise development of MSME clusters in Kerala or elsewhere.	Details of past experience in MSME development
8.	The bidder must have an office in Kerala.	Details of branch offices in Kerala, may be submitted.

S. No.	Pre-qualification Criteria	Supporting document	Compliance
9.	The bidder must have academic control within Kerala ¹	Details of academic control ²	
10.	The bidder must have administrative control ³	Details of administrative control	
11.	The bidder shall submit willingness to sign the MOU and upload the same with signature in K-DISC portal and submit a copy of the same in stamp paper worth RS 200/-	Conformation letter stating willingness to sign MOU	

13 Evaluation Criteria and Method of Evaluation:

- a. Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- b. EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of project, strength of their man power, student's strength and presentation / proposal to the selection committee whose decision will be final.
- c. Agencies who qualify as per the eligibility conditions will be provided a brief about the ODOI Scheme. The agencies may be required to make a presentation, if required, to a selection committee showcasing their proposals.
- d. K-DISC will take up references and reserves the right to pay due heed to the Bidder's performance elsewhere and any past experience with K-DISC or government of Kerala
- e. Short listed agencies will be issued Bid Documents and based on the expense quoted K-DISC would arrive at a rate of engagement

14 Response:

- a. Bidders must ensure that their Bid response is submitted as per the formats attached with this document. Special comments on the objectives and scope of the service projected in the enquiry may also be submitted along with the offer.
- b. Application in sealed cover super scribed, as "EOI for Engagement of Consultant for ODOI innovation clusters".

¹ Refers to affiliation of courses in Kerala

² In exceptional cases, if the affiliation is with a National University or Deemed University or Institutes of National Importance the same shall be also considered

³ Refers to aspects of admission of students, appointment of faculty and aspects of management outside academics under a body in Kerala

15 Conflict of Interest:

- a. Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the Bidder to inform K-DISC, detailing the conflict in writing as an attachment to this Bid.
- b. K-DISC will be the final arbiter in cases of potential conflicts of interest. Failure to notify K-DISC of any potential conflict of interest will invalidate any verbal or written agreement.
- c. A Conflict of Interest is where a person who is involved in the procurement has or may be perceived to have a personal interest in ensuring that a particular Bidder is successful. Actual and potential conflicts of interest must be declared by a person involved in a Bid process.

16 Condition under which EOI is issued:

The EOI is not an offer and is issued with no commitment. K-DISC reserves the right to withdraw EOI and or vary any part thereof at any stage. K-DISC further reserves the right to disqualify any bidder, should it be so necessary at any stage.

17 Last date of submission of EOI:

The last date of submission of EOI is 25.01.2021(1600hrs.).
Bid Opening Date & Time is 27.01.2021 (1000 hrs.)

18.0 FORMATS FOR SUBMISSION:**FORMAT - 1****APPLICANT'S EXPRESSION OF INTEREST**

To,
 Ms. Sabitha Bai A.S,
 Section Officer,
 Kerala Development Innovation Strategic Council,
 Floor No 4 India Heights, Women's College Road,
 Vazhuthacaud, Thiruvananthapuram, 695 014

Sub: Submission of Expression of Interest to undertake preparation of innovation action plan for cluster development under One District One Idea - MSME innovation cluster

Dear Sir/Madam

In response to the Invitation for Expression of Interest (EOI) published on 15.01.2021 for the above purpose, we would like to express interest to carry out the above proposed task. As instructed, we attach 2 sets of the following documents in separately sealed envelopes we attach the pdf copy of the document with signature

1. Institutional Details (Format-2)
2. Experience in related fields (Format-3)
3. List of experts / consultants on payroll at least 3 (Format-4)
4. Students strength of the organisation (Format-5)
5. Additional information (Format-6)
6. Declaration (Format-7)
7. Confirmation letter stating willingness to sign the MOU on shortlisting

Sincerely Yours,

Signature of the applicant

[Full name of applicant]

Stamp.....

Encl.: As above.

Date:

Note: This is to be furnished on the letter head of the organization.

FORMAT - 2

S. No	Organisational Contact Details	
1.	Name of recognised Business school, Polytechnic or Engineering College	
2.	Main areas of academics relevant to the studies	
3.	Type of Institution (Trust/ Society / Section (or) Company / Others).	
4.	Details of Administrative control (Directorate of Technical Education/ Directorate of Collegiate Education/ Board or Council for Autonomous Institutions etc.).	
5.	Details of Academic control (Directorate of Technical Education/ Kerala Technical University/ Cochin University of Science and Technology / Kerala University/ Mahatma Gandhi University/ Calicut University/ Kannur University/ Others).	
6.	Address of Registered office with telephone number and fax	
7.	Address of Department in the institution and in the work	
8.	Contact person with telephone number and email id	

Enclose: -

1. Copy of Certificate of Incorporation.
2. Copy of Article of Association in respect of 3 above
3. Undertaking in respect of 4 and 5.

Signature of the applicant

Full name of the applicant

Stamp & Date

FORMAT - 3

Experience in Related Fields				
Overview of the past experience of the Institution in all aspects related to Brand Building related				
S. No	Items	Number of Assignments during last 5 years	Order Value of each assignment in Lakhs of Rs. (Enclose copy of each order)	Mention the name of Client, Organization (Enclosed completion certificates if completed. If ongoing enclose a certificate from the client on the same)
1	Experience of assignments of similar nature relating to enterprise development			
1.1	Experience in carrying out similar assignments in Government			
1.2	Experience in carrying out similar assignments in Public sector.			
1.3	Experience in carrying out similar assignments in Private sector.			
<p>Decision of Evaluating Committee in ascertaining “similar nature” and “similar assignment” will be final.</p> <p style="text-align: right;">Signature of the applicant Full name of applicant</p> <p style="text-align: right;">Stamp & Date</p>				

FORMAT - 4

List of experts/consultants on payroll (at least 3)

S. No	Name	Designation	Regular (or)Cont ract	linked in profile details	Qualification	Relevant Experience
1.						
2.						
3.						
4.						
5.						
6.						

Note: May include experts on contract as well.

Signature of the applicant
Full name of applicant

Stamp & Date

FORMAT - 5

Student strength of the Institution that could be leveraged in field work				
S.No	Level	Count	Current or Old	Remarks
1	Post-Doctoral Scholar			
2	Doctoral Scholar			
3	Post Graduate Scholar			
4	Graduate Scholar			
5	Diploma Level Scholar			
Note: The Scholars listed above shall be students of the institution or old students ready to undertake such work				

Signature of the applicant
Full name of applicant

Stamp & Date

FORMAT- 6

Costs to be charged for the study (Consultancy charges are not anticipated for the action plan preparation and manpower costs of regular staff cannot be claimed)			
Sl.No	Head of expenses	Within district	Other districts within the state
1	Direct Expenses for field work No of days Per person rate Travel charges		
2	Honorarium of external experts No of days Per person rate		
3	Stipend for students No of days Per person rate		
4	Any other expenses Quantity Unit rate		
Note: Consultancy charges shall be however admissible for the implementation phase of the action plan			

FORMAT - 7

Additional Information		
1. List all enclosures related to the previous sections.		
S.NO	Description	No. of pages
2. Additional information to support the eligibility of the institution (Not more than 2)		
Signature of the applicant		
Full name of applicant		
Stamp & Date		

FORMAT - 8**Declaration**

We hereby confirm that we are interested in competing for the Academic - Industry Interaction programme initiated by K-DISC and to undertake the task related to preparation of Innovation Action Plans under One District One Idea - MSME Innovation Clusters

Authorised Person's
Signature.

Name and Designation:

Date of Signature:

Note: The declaration is to be furnished in the letter head of the

ANNEXURE-I**Preparation of Innovation Action Plan for cluster development under One District One Idea - MSME Innovation Cluster****TERMS OF REFERENCE****1. BACKGROUND**

The Kerala Development Innovation Strategic Council is a strategic think-tank and advisory body constituted by the Government of Kerala Inaugurated on 24th March 2018, K-DISC has the mandate to promote innovation in the state. During the year 2019-20 the Government of Kerala constituted District Innovation Councils (DICs) to extend the activities of K-DISC to various districts. One District One Idea - MSME Innovation Cluster promotion is one of programs launched by K-DISC through the DICs.

One District One Idea - MSME Innovation Clusters, is an innovation challenge for manufacturing clusters and micro-enterprise clusters. K-DISC could provide seed money for the innovation component and technology support for fostering innovation. Since the innovation framework cannot be isolated functionally from the overall programme of MSME development K-DISC will facilitate synergies with the existing Government of Kerala-Government of India and support schemes of banks and other financial institutions however, the innovation cluster development is totally demand driven programme and would not be limited by caps as applicable in conventional government schemes.it would seek to mobilise recourses based on bold need based disruptive plan.

The cluster development initiative shall have a champion committed to the programme. He or she shall be an entrepreneur, employee or could be part of the cluster in some other capacity. The cluster group shall in order to demonstrate the evidence of formal collaboration among its members constitute a Special Purpose Vehicle and legally register the same. If the SPV exists or otherwise the cluster group to start with can create an action plan for cluster development.

The programme shall aim at

- Organisation and development of clusters.
- Development of networks of MSMEs.
- Development of strategic linkages between MSMEs and academic institutions interested in working with MSMEs on cluster development, promoting innovation and strategy.

- Coming up with out of the box approaches to enhance production, productivity, reduce cost of production or achieve business expansion through proactive consultations with suppliers, competitors, employees, customers, research and training institutions etc.

The steps involved would be building trust, constructive dialogue among cluster actors exchange of information, identification of common and strategic objectives, agreement on a joint development strategy and systematic and coherent implementation.

K-DISC proposes to launch a challenge in June 2021 for Promising Innovations in MSME Clusters in Kerala under “One District-One Idea”-MSME development challenge. The Challenge will be open under two categories viz. Manufacturing Clusters which shall include a minimum number of ten to twenty registered MSME units and Micro-Enterprise Clusters including Handicraft Clusters, Handloom/Power-loom Clusters, Other Traditional Industries and Service Clusters which are aggregations of household enterprises. Handloom/Power loom Clusters shall have a minimum of 200 looms and handicraft, traditional industries and service clusters shall have at-least 20 units in each cluster. Promising clusters in each Legislative Assembly Constituency (LAC) shall be asked to participate in the challenge if an academic /research center/business school of excellence and MSME cluster /SPV show interest and aptitude and propose an action plan for an innovative programme to be undertaken within 2 years. If an established cluster exists in the constituency then the same shall be mandatorily selected. A new cluster shall be taken up only in the absence of an existing cluster. In case a cluster exists at the boundary of two or more LACs the legislator who enjoys the larger chunk of the cluster can take the ownership of the cluster and promote its development. The challenge response submission and follow up activities are sought to be implemented through a centralised ICT platform to be built by K-DISC.

2. OBJECTIVES

The objective of the ODOI action plan is to help the cluster allocated to the institution to develop itself as an innovation cluster. The plan if selected in the ODOI challenge is sought to be implemented within three years. The plan should be the first steps towards innovative problem solving and nonlinear growth of the cluster.

3. SCOPE OF WORK

1. To continue the process of initial identification of the cluster and the initial consultations done by the core groups.
2. To re-assess the records of initial consultations done by the core groups to record the ODOI data sheet covering HR, structural and relational capital and addressing any gaps in understanding.
3. To crystallise and improve upon the consultations undertaken by the District Core Group, with the purpose of inspiring the clusters for innovation and pursuing the consultations on sustaining innovations.
4. To undertake a diagnostic study of the cluster and identify areas of innovation of the cluster based on the inputs obtained from the Digital University.
5. To identify through consultation and propose a sustainable structure for action plan implementation.
6. To develop the innovation action plan on the broad contours outlined in Annexure 3 appropriately keeping in mind the indicators for innovation.
7. To help the cluster team submit the necessary documentation for the innovation challenge through ICT platform being developed by ICT Academy covering the documentation indicated in 6 above along with relevant cluster particulars.
8. To help, guide and lead the cluster teams' presentations at the ODOI Innovation challenge and proactively interact with the evaluation team.
9. Prepare a costing for the institutional support necessary for executing the implementation of Innovation Action Plan and submit the same to K-DISC.
10. To proactively interact with the District Core Group and District Innovation Council and Digital University for successful completion of the action plan preparation and its timely submission.

4. TIME SCHEDULE

The allocation of the clusters to the institutions is sought to be done before second week of February. Immediately following this the orientation of the institutions is sought to be done by the Digital University. The field work and action plan preparation are to be done starting the second week of February and is sought to be finalized in fourth week of May 2021. The challenge is due to be announced in June 2021, followed by evaluation and announcement of winners.

5. INPUTS TO BE PROVIDED BY K-DISC

A detailed outline of the One District One Idea - MSME Innovation Clusters is available on the K-DISC website. This shall be the guiding document for preparation of action plans and orientation of the institutions.

The Digital University Kerala's is the knowledge partner of K-DISC for the ODOI programme. Orientation of the institution on the broad methodology of the diagnostic study and developing the innovation action plan shall be done by Digital University.

DELIVERABLES

1. Cluster diagnostic study and proposal for innovation areas of cluster.
2. Innovation action plan for cluster.
3. Submission of the action plan and other requisite information for the challenge.
4. Presentations of the action plan as a part of the challenge.
5. Costing for institutional support for executing the implementation of the innovation action plan.
6. Feedback and recommendation for improving the ODOI challenge and the process.

Memorandum of Understanding (MoU)

Memorandum of Understanding is executed on this -----day of ----- 2021

BETWEEN: < *Add details of the institution* >

AND: Kerala Development and Innovation Strategic Council (K-DISC) [hereinafter referred to as K-DISC] having its office address 4rd Floor, India Heights Govt, Women's College Rd, Vazhuthacaud, Thiruvananthapuram, Kerala 695014

TERMS OF UNDERSTANDING:**1. Background**

K-DISC through its district arms the District Innovation Councils (DICs) have initiated the One District One Idea - MSME Innovation Clusters programme (ODOI). In Districts Core Groups consisting of General Manager Industries, District Mission Cordinators/Assistant Mission Cordinators in charge of Micro Enterprise Development and Startup Village Extension Programme, faculty members from the Commerce and Economics Departments in Arts and Science colleges, Mentors of K-DISC identified by Kerala Start Up Mission(KSUM), experts from Center for Management Development and MSME Development Institute, empaneled energy auditors from Energy Management Centre and Program Executives of K-DISC. As a part of this programme clusters have been short listed and the District Core Group has started collecting preliminary details of the cluster group. Based on the attitudes and capabilities of the clusters a few clusters are likely to be short listed. These are likely to be allotted to academic institutions shortlisted under this EOI for action plan development and for development as innovation clusters.

< *Add details of the institution* > Like interest in MSME research and development of
Innovation Cluster.

2. Objectives: -

The objective of the EOI/MOU is to seek professional support from academic institutions in Kerala for developing innovation action plans for MSME clusters.

3. Confidentiality: -

1. All information in whatever form or mode of communication, which is disclosed by a party (**Disclosing Party - KDISC**) to any other party (< *Add details of the institution*>) in connection with this MoU during its implementation and which has been marked as “confidential” at the time of disclosure, or which the Recipient can reasonably be expected to regard as confidential information, is “**Confidential Information**”, but Confidential Information does not include any information that is in the public domain other than as a result of breach of this Letter of Intent, is known to or has been developed by the Recipient independently of this Letter of Intent or is required to be disclosed pursuant to applicable law.
2. The Recipient hereby undertakes for a period of 3 years after termination of this MoU not to use Confidential Information otherwise than for the purpose for which it was disclosed, and not to disclose Confidential Information without the prior written consent of the Disclosing Party. Recipients shall be responsible for the fulfillment of the above obligations on the part of their employees or third parties to whom Confidential Information is disclosed.
3. The confidentiality obligations above are legally binding.
4. **Terms of Engagement:** -The Institution shall undertake the following activities in the Cluster group allocated by K-DISC
 - i) To continue the process of initial identification of the cluster and the initial consultations done by the core cluster groups.
 - ii) To re-assess the records of initial consultations done by the core groups to record the ODOI data sheet covering HR, structural and relational capital and addressing any gaps in understanding.
 - iii) To crystalize and improve upon the consultations undertaken by the District Core Group. On inspiring the clusters for innovation and pursuing consultations on sustain innovations.
 - iv) To undertake a diagnostic study of the cluster and identify areas of innovation of the cluster based on the inputs obtained from the Digital University.

- v) To identify through consultation and propose a sustainable structure for action plan implementation.
- vi) To develop the innovation action plan on the board contours outlined in Annexure 3 appropriately keeping in, mind the indicators for innovation.
- vii) To help the cluster team submit the necessary documentation for the innovation challenge through ICT platform being developed by ICT Academy covering the documentation indicated in 6 above along with relevant cluster particulars.
- viii) To help, guide and lead the cluster teams' presentations at the ODOI Innovation challenge and proactively interact with the evaluation team.
- ix) Prepare a costing for the institutional support necessary for executing the implementation of Innovation Action Plan and submit the same to K-DISC.
- x) To proactively interact with the district core group and District Innovation Council and Digital University for successful completion of the action plan preparation and its submission.

As per the costing provided in Annexure 3

5. **Miscellaneous:** -

- A. This MoU shall take effect as and when it has been signed by both parties and shall continue until definitive documents are signed with specific details as a revised MoU.
- B. Any commitments made in this MoU are subject to each party's availability and approval of funds, delivery priorities and internal approval processes and procedures. Nothing in this MoU, in and of itself, obligates either party to expend appropriations or enter into any definitive document, contract, financial, legal or other obligation.
- C. The administration and funding of each party's participation in the delivery of this MoU is the responsibility of each party.
- D. No one other than a party to this Letter of Intent their successors and permitted assignees, shall have any right to enforce any of its terms.
- E. With the exception of those sections specifically identified as legally binding, this MoU is not legally binding and does not create any right or benefit, substantive or procedural, enforceable by law or equity against either of the parties.
- F. Amendment to the MoU shall be in writing and signed by both parties.

- 6. Governing law and jurisdiction:** All disputes and differences arising between the parties shall be subject to the law for the time being in force and subject to the jurisdiction of courts in Kerala.

SIGNED FOR AND ON BEHALF OF:
< *Add details of the institution* >

Name:

Position:

Date:

KDISC

Name:

Position:

Table 1

Please provide curriculum vitae (as attachments) or short description of the profile of the persons, including their gender, who will be primarily responsible for the programme.

Also, the CV of the key person coordinating the ODOI activities on behalf of Institute. CVs can be attached as annexures.

SL No	Name	Designation	Gender (M/F/TG)	Specialisation	Linked In ID	Whether Key Person for Institution (Y/N)
1						

Table 2

Details of External experts

SI No	Name	Designation	Gender (M/F)	Specialisation	LinkedIn ID	Whether Key Person for Institution (Y/N)
1						

Table 3

Costs to be charged for the study (Consultancy charges are not anticipated for the action plan preparation and manpower costs of regular staff cannot be claimed)			
Sl.No	Head of expenses	Within district	Other districts within the state
1	Direct Expenses for field work No of days Per person rate Travel charges		
2	Honorarium of external experts No of days Per person rate		
3	Stipend for students No of days Per person rate		
4	Any other expenses Quantity unit rate		
TOTAL			

1. Application form for clusters submitting action plan (draft)

Form A

APPLICATION FORM FOR CLUSTERS

S No	Item	Description
1*	District Id	
2*	Name of the District (generated)	
3*	Code of the Assembly Constituency	
4*	Name of Legislative Assembly Constituency where the cluster is located	
5*	Name of the legislator	
6*	Full Name of the Champion	
7*	Mobile Number (OTP Validation)	
8*	Mail Id (Link Verification)	
9*	Full Residential Address of the Champion	
	Flat Name/House Name	
	House No	
	Street Name	
	Local Place Name	
	Main Place Name	
	local body Name	
	Pincode	
	Post Office (generated)	
10*	Relation to the Cluster Development Programme	
11*	Whether SPV exists for the cluster development (Yes / No)	
12*	if Yes Name of the SPV	
13*	if No Name of the cluster group	
14*	Full Name of Head of SPV or Cluster Group	
15*	Designation of the Head	
16*	Mobile Number (OTP Validation)	
17*	Mail Id (Link Verification)	
18*	Number of Members of the Cluster	
19*	Number of active members	
20*	Area of the cluster (Sq.Kms)	
21*	Industry Group for the MSME Cluster	
22*	Stage of cluster development group formation	
23*	If SPV is formed focus of SPV	

Form B ACTION PLAN FOR MSME CLUSTERS

1. Major problems faced by the Cluster

SI No	Description	How the Problem is Manifested	Comparison with District level, State or National data	Source of datasets

2. Root Cause of the problems faced by the Cluster

SI No	Problem	Root Cause	Justification for root cause identification	Source of datasets if any used

3. Solutions proposed for the problems

SI No	Problem	Solution Proposed			Justification for the solution
		Short term	Medium Term	Long term	

4. Activities proposed as a part of the solutions

SI No	Problem	Solution Proposed	List of activities	Category	Time period starting from beginning	Indicator for success	How measured

5. Linkages of Activities with other agencies

SI No	Solution	Activity	External Linkages (Y/N)	Value of Linkage	Whether discussed with agency

6. Innovative Components in the solutions

SI No	Solution	Novelty	Usefulness	Value of the solution

7. Risks in the strategy

SI No	Solution	Risk	Mitigation strategy	Indicator for mitigation

8. Costs involved for the solution

SI No	Solution	Costs in Rupees	Justification for costing	Local resource mobilisation	Proposed sources of Funding (Components from seed funding)

9. Synergies for the solution

SI No	Solution	Local Synergy	Agency	Synergy Proposed

10. Technical support required from K-DISC

Sl. No	Solution	Bottlenecks of Challenges Identified	Nature of Technical Support

Form C

Further Detailing of Cluster

1. Details of members of the cluster

ID	Name of MSME	Full Name of Contact Person	Mobile Number (Verify)	Mail ID (Verify)	Currently in business Active or Not (Y/N)
1					
2					
3					
4					

2. Overview of performance

ID	Name of MSME	Year of Formation	Employment (Nos:)			Total Investment so far (Rs)	Last year of operation	Type of unit	Value of Goods and service produced during last year of Operation in Rupees		
			Male	Female	Total				Goods	Services	Total
1	(generated)										
2											
3											
4											

3. Revenue details

ID	Name of MSME	Annual Revenue (Rs)				
		Sale of Product	Sale of by-product	Sale of services	Sales of Other	Services
1	(generated)					
2						
3						

4. Expenditure details

ID	Name of MSME	Annual Expenditure (Rs)				
		Labour	Raw Materials	Electricity/ Energy Costs	Others	Repair & Maintenance
1	(generated)					
2						
3						
4						
5						

5. Raw material inputs

ID	Name of MSME	Raw Material (Comma separated)	Availability			Quantification of shortfalls with Units & Periods
			Current	Medium	Long term	
1	(generated)					
2						
3						
4						

6. Manpower inputs

ID	Name of MSME	Total Manpower			Skilled Manpower			Unskilled Manpower			Availability of skilled manpower	Availability of unskilled Manpower	Quantification of the skills	Skills required for skilled manpower (Comma separated)
		Male	Female	Total	Male	Female	Total	Male	Female	Total				

7. Market details

ID	Name of MSME	Access to Market	Prospective Market			Assessment of Market Potential	Focus of the Market	Remarks
			Current	Medium	Long term			
1	(generated)							
2								
3								
4								
5								

8. Finance details

ID	Name of MSME	Access to Finance	Prospective Finance			Major sources of finance (comma separated)	Quantitative Finance Estimated	Remarks
			Current	Medium	Long term			
1	(generated)							
2								
3								
4								
5								

9. Information access and use

ID	Name of MSME	Access to info	Role of Information Technology						Remarks	
			Process to improve quality of Product	Process to reduce costs	Process to conserve energy	Process that are less polluting	Regulatory measures	Standards		Schemes and Initiatives
1	(generated)									
2										
3										
4										

10. Linkages with Training, Research and Academic Institutions

ID	Name of MSME	Access to R&D/Academic/Management institutions	Major institutions (Comma separated)	Remarks
1	(generated)			
2				
3				
4				
5				

11. Environment Issues

ID	Name of MSME	Type of environmental cause	Assessment of Impact Estimated	Remarks
1	(generated)			
2				
3				
4				
5				

12. Particulars of Energy Consumption

ID	Name of MSME	Estimated Annual Energy Consumption per year (ToE)	Type of Energy Source (Comma separated)	Quantum of Energy Source used Annually	Remarks
1	(generated)				
2					
3					
4					
5					

13. Technology inputs

ID	Name of MSME	Access to technologies	New Technology options						Remarks
			New Products	Improve quality of exist products	Cost Reduction	Green Energy	Less Polluting	Others	
1	(generated)								
2									
3									
4									

14. New linkages possible

Id	Name of MSME	External Linkages p	Opportunities from New Linkages				Remarks
			New Markets	Raw Materials	Services	Others	

Details of Coding Schemes

1. District Codes

Code	Name
1	Trivandrum
2	Kollam
3	Pathanamthitta
4	Alappuzha
5	Kottayam
6	Idukki
7	Ernakulam
8	Thrissur
9	Palakkad
10	Malappuram
11	Kozhikode
12	Wayanad
13	Kannur
14	Kasargod

2. Relation to Cluster Development (A.10)

Code	Description
	Entrepreneur
	Employee
	Others (Specify)

3. Industry Groups for MSME

Code	Industry Group
1	Food Products
2	Chemical & Chemical Products
3	Basic Metal Industries
4	Metal Products
5	Electrical Machinery & Parts
6	Rubber & Plastic Products
7	Machinery & Parts Except Electrical Goods
8	Hosiery & Garments
9	Non-Metallic Mineral Products
10	Wood Products
11	Paper Products & Printing
12	Transport Equipments & Parts
13	Leather & Leather Products
14	Miscellaneous Manufacturing Industries
15	Other Services & Products
16	Repair Services
17	Cotton Textiles
18	Wool
19	Silk & Synthetic Fibre Textiles
20	Jute items & Mesta Textiles

4. Stage of Cluster Development(A-22)

Code	Stage of cluster development
1	Cluster formed
2	Diagnostic study completed
3	SPV formed & registered
4	DPR prepared

5. Focus of SPV

Code	Focus of SPV
1	To Exploit Supplier/Market Access
2	Improve Bargaining Power
3	Spreading or Collectively Shorting Risks
4	Availing benefits of Government Support

6. Type of Unit (C2)

Code	Types of Units
1	Independent Unit
2	Ancillary Unit
3	Export Oriented Unit

7. Availability of inputs¹ (C5, C6)

Code	Availability-
1	Shortage
2	Adequate
3	Abundant

8. Access to Market and Information (C7, C9)

Code	Market Access / Access to Information
1	Low
2	Adequate
3	Good

9. Access to Finance and R&D (C8, C10)

Code	Access to Finance / R&D
1	No Access
2	Limited Access
3	Sufficient Access

10. Types of Environmental Cause (C11)

Code	Type of Pollution
1	Air Pollution
2	Water Pollution
3	Non degradable toxic solid waste
4	Others

11. Assessment of Impact (C11)

Code	Extent of impact
1	Light
2	Moderate
3	Severe

12. Type of Energy Source

Code	Energy Source
1	Gas
2	Coke/ Coal
3	Firewood/Husk
4	Electrical

2. Indicators for innovativeness

The action plan shall be also evaluated additionally based on the following indicators for innovativeness listed below. The plans shall be justified by rationale and capacities for undertaking the plans shall be established.

1. Capability of accepting demands beyond existing products and services
2. Plans to come up with new products and services
3. Plans to experiment them in the local markets,
4. Plans to commercialise products and services which are completely new to the enterprise
5. Plans to use new opportunities in new markets
6. Plans for establishing new distribution channels
7. Plans for expanding services for existing clients
8. Plans to refine the provision of existing products and/or services
9. Plans small adaptations to existing products and/or services
10. Plans improved, but existing products and/or services for our local market
11. Plans to improve efficiency in the provision of existing products and/or services
12. Focus on search for and approach new clients in new markets
13. Plan to increase economies of scales in existing markets
14. Plan for lowering costs of internal processes
15. Plans assessing the feasibility of new technology
16. Plans for identifying and trying out new technologies plans for harnessing new markets
17. Plans for identifying and trying out new technologies plans for harnessing new markets
18. Plans to implement new types of productions/processes
19. Plans to come up with new pricing strategies
20. Plans for new advertising or promotion strategies
21. Capacities and plans to research new competitors and new customers
22. Plans for leveraging the brand reputation or company image to new markets
23. Plans for positioning specialised areas in technical areas which the enterprise is not familiar with.
24. Plans for setting up a new sales force
25. Plans for setting up new distribution channel
26. Plans for building relationships in new markets

