

**F. No. 101/8/2015/PMU/ACE**  
**Ministry of New and Renewable Energy**  
**Project Management Unit**

Block No.14, CGO Complex,  
Lodhi Road, New Delhi – 110 003.  
Dated: 28<sup>th</sup> April, 2016

**Subject: MNRE - UNDP/GEF Project on “Scale Up of Access to Clean Energy for Rural Productive Uses” -Request for Proposals from Rural Entrepreneurs for Establishing Infrastructure for Assembling, Supplying, After-sales Servicing and Training of Technicians/ Operators of off-grid Renewable Energy Systems or Devices in Identified Districts of the state of Assam, Odisha and Madhya Pradesh.**

The Ministry of New and Renewable Energy, Government of India, is implementing a MNRE - UNDP/GEF Project on “Scale Up of Access to Clean Energy for Rural Productive Uses”. The project aims at enhancing access to reliable and affordable renewable energy services for rural livelihoods in identified districts as per the list given at Annexure – I of each of the three states of Assam, Odisha and Madhya Pradesh.

2. As a part of this Project, MNRE invites proposals from Rural Entrepreneurs for establishing infrastructure (Entrepreneurial Hubs) for assembling, supplying, after-sales servicing, training of technicians/ operators of off-grid Renewable Energy (RE) systems or devices for rural livelihoods in identified districts of the state of Assam, Odisha and Madhya Pradesh. Initially, 2 Entrepreneurial Hubs (2 pilot Projects) in each of above State will be supported.

3. Interested Entrepreneurs having experience and expertise in Renewable Energy/ Rural Livelihoods can submit proposals as per the prescribed format.

4. The proposals may be submitted to Shri V.K.Jain, Adviser & NPC, Project Management Cell (PMC) of UNDP/GEF-ACE Project, Ministry of New and Renewable Energy, Block-14, CGO Complex, Lodhi Road, New Delhi – 110003, Tele-Fax: **011-24369788**, E-mail: **jainvk@nic.in**. Last date for submission of the proposal is **5th June, 2016**.

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**1. Introduction:**

The Ministry of New and Renewable Energy, being the nodal Ministry of Govt. of India, is responsible for development, deployment and promotion of renewable energy in the country. The Ministry has a wide range of programmes for harnessing energy from various renewable sources. As a part of this MNRE-UNDP/GEF assisted Project, Ministry invites proposals from Rural Entrepreneurs for establishing infrastructure (Entrepreneurial Hubs) for assembling, supplying, after-sales servicing, training of technicians/ operators of off-grid Renewable Energy (RE) systems or devices for rural livelihoods in identified districts of the state of Assam, Odisha and Madhya Pradesh. **Initially, 2 Entrepreneurial Hubs (2 pilot Projects) in each of above State will be supported.**

The key livelihood sectors in above mentioned 3 states are agriculture, animal husbandry, bamboo, fisheries, handloom, silk and forestry. Lack of access to reliable, affordable and clean energy plagues these livelihood sectors. Many rural livelihood enterprises turn to expensive-to-operate diesel generators for electricity supply. Under such a situation, Renewable Energy can provide a more affordable and reliable alternative to diesel generators and help in achieving higher and stable productivity in these sectors.

However, on the other hand there is less penetration of RE technology systems/devices in these States. Hence there is a need to develop supply chain network of RE systems/ devices by supporting entrepreneurial activity in the RE sector.

MNRE, therefore, invites proposals from Rural Entrepreneurs for creating infrastructure for assembling, supplying, after-sales servicing, training of technicians/ operators of off-grid RE systems or devices in identified districts of the state of Assam, Madhya Pradesh and Odisha under the MNRE - UNDP/GEF Project on “Scale Up of Access to Clean Energy for Rural Productive Uses”.

The identified districts are listed in **Annexure - I**.

The identified livelihood sectors are **Poultry, Dairy, Fisheries, Horticulture and Cottage Industries** (Pottery, Smithy, Carpentry, Textile, handicraft, embroidery, weaving, spinning, leather, handmade paper, Production of building materials).

## **2. Objective:**

The objective of supporting the supply chain activities are as under:

- To provide financial grant assistance to Rural Entrepreneurs to accelerate the penetration of off-grid Renewable Energy Systems/ Devices in Rural Livelihoods in selected Districts of each State.
- To ensure supply chains are readily accessible for population living in rural and remote villages of Selected Districts and to ensure continuity in provision of electricity.
- To train young technicians/ operators of off-grid RE systems or devices.

## **3. Roles and Responsibilities:**

The Entrepreneur needs to prepare a proposal along with the details of the RE products to be assembled or supplied in the prescribed format. The selected Entrepreneur will have to work under the supervision of PMC/MNRE. The following activities are expected to be carried out:

- Assemble, market and sell off- grid RE systems/ devices (example: solar PV energy based lighting, mobile charging products, torches and any other products such as irrigation pumps, etc.).
- Supply of off- grid RE based products by having tie-up with companies already having developed the products.
- Provide hand-holding support to the user/beneficiary after the supply of the RE systems.
- Provide after sales service to all products being sold at the Entrepreneurial hub and also maintain spares for the products.
- Provide training of the above to young technicians/operators in the nearby villages with emphasis to women empowerment.
- Carry out performance monitoring and evaluation of RE products.
- Documentation of experience and lessons of subject project.

## **Infrastructure for the pilot Project (Entrepreneur Hub):**

The basic infrastructure of the Hub should be a building/a shed at prominent location within Municipal limit in one of the identified Districts on behalf of the entrepreneur or taken on rent (having minimum three year rent agreement with the owner).

## **4. Eligibility Criteria:**

The Entrepreneur should

- be an Indian origin with valid identification document (PAN card and Aadhar Card are must).
- have an operational bank Account with a Regional/Nationalised Bank in India (at least three years in operation is preferred) with previous track record of availing loan from

the Bank. A recommendation letter about credit worthiness from the Bank Manager is preferred.

- have prior experience in assembling/supplying/aftersales-servicing of Renewable Energy technology products for rural livelihoods in the identified State/ District;
- have Linkages with other development activities in the region and know-how of micro financing structures, relationships with other development financial institutions/Banks like NABARD etc., is preferred.

#### **5. Personnel qualification:**

One page **Curriculum Vitae** of the Entrepreneur with details such as personal profile; current and previous work assignments and educational qualification need to be furnished along with the proposal.

#### **6. Team Composition at the Pilot Project ( Entrepreneurial Hub) :**

The selected Entrepreneur are expected to set up / establish the Entrepreneurial Hub with the following team composition:

- At least 6 persons in the team with at least with one/two women members.
- The Hub Manager should be at least 25 years of age and a pass out Industrial Training Institute (ITI)/Diploma from a Poly Technic Institute/Diploma from Industrial Training Centres/ having obtained vocational training from a government recognized Institute. Women Manager trained by the Entrepreneur will be encouraged.
- The rest of the team should have at least completed their schooling (Xth std pass) and should be between the age in the range of 18 – 25 years. The Entrepreneur should have provided them with the requisite training in relation to assembly of products, direct house to house marketing, after sales repair and service.

#### **7. Expected Deliverables:**

The selected entrepreneurs are expected to establish the following:

##### **a. Assemble/Market/Sell Products:**

In the minimum, the Entrepreneurial Hub should assemble market and sell the following to nearby villages/ population:

- Solar based RE systems/devices. (For Example: PV LED lights/torches, Solar PV Home Lighting Systems, etc.)
- All these should take into consideration the minimum standards set by National Institute of Solar Energy (NISE), Government of India.
- The other RE systems/ devices should follow the minimum standards prescribed by MNRE.

**b. After Sales: Service and Spares:**

- In the minimum, the Hub should service the RE products and have spares used in products.
- DC and AC appliance spares should be made available. Also the glass specifications on products (LED lighting/torches) should also be available for replacement.

**c. Training and Capacity Building of Young Population in nearby areas:**

- Training and capacity building should be provided in all the above relevant areas (with regards to RE energy, product assembly, marketing and selling) to at least 10 youngsters per hub from nearby areas.
- Women empowerment, Women self-help groups should be given first preference.

**8. Evaluation of Technical Proposals:**

An Evaluation Committee will be constituted by the PMC to evaluate the Proposals. The broad criteria proposed to be followed for evaluation are as under:-

- Entrepreneur's experience (assembling/supplying /after-sales servicing of RE Products) in the region they are applying.
- Product/ Project deliverables.
- Plan of action for the utilization of the grant.
- Sustainability and scalability potential.
- Financial strength /credit worthiness of the entrepreneurs.

**9. Financial Support:**

**a. Total grant:**

A financial support of 50% of the project cost subject to a maximum of Rs.10 lakh ( to be released in installments) will be provided to each project (Hub).

**b. Terms for release of grant:**

- For the initial year, on selection of the Entrepreneur, he/she will be provided with a grant letter of INR 5 lakh /- as a first tranche. The Entrepreneur based on the grant letter will have to raise another INR 3 lakh from the local/regional/nationalised bank. Once he/she gets a loan approval, MNRE will release the INR 5 lakh into the account set up especially for the Hub in that particular bank.
- The money will be used to build/rent the basic infrastructure, buy machinery /LED's required to assemble products, pay salaries for a year. The training of the Hub Manager and initial employees will be the responsibility of the Entrepreneur and the initial seed grant money cannot be used for the same.

- The rest of INR 5 lakh will be released in 5 tranches of INR 1 lakh each in two subsequent years, based on the performance parameters set up by MNRE. These Performance parameters will include **sales achieved, no of population impacted and no of young personnel trained.**

#### **10. Other Terms and Conditions:**

Following are the other terms and conditions:

- At any time before the submission of proposals, the MNRE/PMC may, for any reason, whether at its own initiative, or in response to a clarification requested by an Agency, carry out amendment(s) to this RFP. The amendment will be notified on MNRE website. The MNRE/PMC may at its discretion extend the deadline for the submission of proposals. The contractual obligations shall be as per the terms and conditions in work order to be issued at a later stage.
- Proposals that are incomplete in any respect, or those that are not consistent with the requirements as specified in the Request for Proposal (RFP), or those that do not adhere to the formats, wherever specified, may be considered non-responsive and may be liable for rejection.
- The MNRE/PMC reserves the right to reject all or any of the proposals without assigning any reason thereof.
- The costs of preparing the proposal and finalization of the contract, including visits to the MNRE for Presentation, are not reimbursable.
- Any proposal received after the deadline will not be accepted.

#### **11. Instruction for Submission of Proposal:**

Applying Entrepreneur should strictly follow the instructions mentioned below:-

- i) Submit 2 copies of their proposals to PMC/MNRE. In case an Entrepreneur is applying for more than one state, separate proposal (each 2 copy) should be submitted to MNRE/PMC.
- ii) The proposals should be page numbered and indexed (for Sections A, B, C and all relevant documents), and Cover Page should have name of the state along with the name of District.
- iii) Information against Section A, B & C should also be provided in soft copy in a CD/ Email.
- iv) The proposals should be spiral bind and be submitted in a sealed envelope clearly marking: Proposal for MNRE-UNDP/GEF Project on Scale Up of Access to Clean Energy for Rural Productive Uses, and the Name and complete address of the Applying Agency.

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**1. Format for submitting proposal:**

The proposal format contains 3 (three) sections: Section A: Entrepreneur’s Profile, Section B: Existing facilities and Experience and Section C: Details of proposed Project.

All the fields except wherein options are given are mandatory.

The Entrepreneur needs to submit the proposal as per the following format along with the required proofs and one page CV.

**SECTION A: PROFILE**

A.1	Name of the Entrepreneur / Entity	
A.2	Year and type of registration (whether Society, Trust, Sec.25 Company or other).	If applicable
A.3	Communication Address (including contact person, phone/fax number with STD Code and e-mail id)	
A.4	Geographical area of operation (present)	
A.5	Actual years of active working	
A.6	Entity’s Strength (Number of staffs employed directly)	If applicable
A.7	Income Tax Regn. No (Please attach a copy of the latest Income Tax Return)	
A.8	PAN (Permanent Account No.) (please attach a copy of PAN)	

## SECTION B: EXISTING FACILITIES AND EXPERIENCE

B.1	<p>Existing Facilities with documentary proof:</p> <p><i>(1. please provide details about the existing facilities like infrastructure, manufacturing, distribution, marketing and servicing of RE systems. 2. Pictures/Pamphlets can be submitted for documentary proof)</i></p>	
B.2	<p>Type of Activities undertaken :</p> <p><i>(whether assembling or supplying or marketing or carrying out after-sales services of RE Products)</i></p>	
B.3	<p>List out the regions (State/District/Village) where the above activities are undertaken:</p>	
B.4	<p>Type of Renewable Energy technology products assembled/ supplied:</p>	
B.5	<p>Brief technical details about the existing RE products:</p>	
B.6	<p>Whether the RE product has been tested and certified. If so provide the testing and performance certificate.</p>	
B.6	<p>List of livelihood sectors benefited from the RE products:</p>	
B.7	<p>Existing sales revenue from the products:</p>	
B.7	<p>Existing barriers in assembling/supplying/marketing/after-sales servicing of RE products:</p>	

### SECTION C: DETAILS OF PROPOSED PROJECT

C.1	Brief Details about the RE system/device to be assembled/supplied/ marketed/serviced:		
C.2	Rural livelihood activity to be benefited:		
C.3	Location	State	
		District	
		Nearest Town	
		Nearest Railway Station	
		Blocks/villages	
C.4	<p>Project Deliverables:</p> <p>Examples:</p> <ol style="list-style-type: none"> <li>1. <i>No of RE products to be assembled/supplied</i></li> <li>2. <i>No of spare parts required</i></li> <li>3. <i>No of Employments to be generated</i></li> <li>4. <i>No of training programs to be conducted</i></li> <li>5. <i>Targeted business development activities</i></li> </ol>		
C.5	<p>Estimation of total Budget:</p> <p><i>(should include only costs for below facilities:</i></p> <ul style="list-style-type: none"> <li>• Infrastructure</li> <li>• Assembling</li> <li>• Supplying</li> <li>• Distribution and marketing</li> <li>• after sales services</li> <li>• Training)</li> </ul>		
C.6	Suggested plan of action for utilization grant:		
C.7	Discuss about the likely potential market for carrying out proposed activity in the identified district:		
C.8	Discuss about the likely sales target :		

C.9	Enumerate key features which will enhance sustainability and scalability of the proposed project:	
C.10	Outline the anticipated social-economic impacts and enhanced livelihood:	
C.11	Proposed Monitoring and Evaluation Plan:	

**ANNEXURE - I**

<b>Sl. No.</b>	<b>State</b>	<b>District</b>
1	Assam	Barpeta
2		Nalbari
3		Kamrup Rural
4		Darrang
5		Udalguri
6		Goalpara
7	Madhya Pradesh	Hoshangabad
8		Betul
9		Ratlam
10		Raisen
11		Dhindori
12		Balaghat
13		Sehore
14	Odisha	Koraput
15		Keonjhar
16		Khurda
17		Kalahandi
18		Puri
19		Mayurbhanj