



## GOVERNMENT OF ASSAM

# অসম ৰাজ্যিক গ্ৰামীণ জীৱিকা অভিযান

ASSAM STATE RURAL LIVELIHOODS MISSION

(Department of Panchayat and Rural Development)

SIVA NATH GOGOI PATH, PANJABARI, GUWAHATI, ASSAM -781037



REOI No. ASRLM/DDU-GKY/4522/2022-23/3

Dated: 26.04.2022

**Request for Expression of Interest (EOI) for Hiring a Technical Support Agency to Establish and Operate a Migration Support Centre (MSC) under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) by Assam State Rural Livelihoods Mission Society (ASRLMS)**

ASRLM invites "Expression of Interest" from the eligible Consultancy Agencies to submit their interest for providing consulting services for "Hiring a Technical Support Agency to Establish and Operate a Migration Support Centre (MSC) under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) to be established at Tirrupur, Tamilnadu by Assam State Rural Livelihoods Mission Society (ASRLMS)". The detailed Expression of Interest along with Terms of Reference may be obtained from official website of ASRLMS i.e [www.asrlms.assam.gov.in](http://www.asrlms.assam.gov.in) under Procurement Section. Interested Bidders must submit the EOI proposal in hard copy on or before **13-05-2022** to the following address:- The State Mission Director, Assam State Rural Livelihoods Mission Society, Sivanath Gogoi Path, Panjabari, Guwahati-37, Assam.

State Mission Director

Assam State Rural Livelihoods Mission Society,  
Sivanath Gogoi Path, Panjabari, Guwahati-37, Assam.



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**Terms of Reference**

**I. Instructions to the Technical support Agency, Description of Services and Qualification Criteria:**

1. Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY), the skill training and placement program of the Ministry of Rural Development (MoRD), occupies a unique position amongst other skill training programmes, due to its focus on the rural poor youth and its emphasis on sustainable employment through the prominence and incentives given to post-placement tracking, retention and career progression. Even as India moves towards becoming an international skills hub, there is a need to acknowledge the challenges preventing the rural poor from taking advantage of this momentous economic transition. Lack of formal education, marketable skills and other constraints imposed by poverty place significant entry barriers to today's job market. DDU-GKY is therefore designed to not only provide high quality skill training opportunities to the rural poor, but also to establish a larger ecosystem that supports trained candidates secure a better future.
2. Placement Linked Skill Development Training Program under Deen Dayal Upadhyaya Grameen Kaushalya Yojana (DDU-GKY) in Assam is being implemented by the Assam State Rural Livelihoods Mission (ASRLM) to cater to the challenges of creating a large number of Skill development and livelihood opportunities for the rural poor, occupational aspirations of the rural youth and to increase the income levels of rural poor in the State.
3. ASRLM is an autonomous body formed under the Panchayat and Rural Development Department, Govt. of Assam and registered under Societies Registration Act, 1864. It has been designated by Govt. of Assam to implement the Deen Dayal Antodya Yojana-National Rural Livelihoods Mission in the state. As such, ASRLM has been implementing DDU-GKY as a vertical under DAY-NRLM. The mandates of ASRLM under DDU-GKY are:
  - Mobilization of poor Rural Youth
  - Training of rural youth for skill development and skill up-gradation
  - Liaison with Skill providers, Corporate and Industries for training and placement support
  - Capacity Building of professionals of DAY-NRLM across all levels, Panchayati Raj Institutions and Project Implementing Agencies (PIAs)
  - Designing DDU-GKY promotional (IEC) strategies
  - Documentation of best practices, success stories etc. (Knowledge Management)
  - Placement and Post placement support including setting up of Migration Support Centers and Alumni Support Cell.
4. India has a large migrant labour population as evident in many major cities, states and industrial centers of the country. These cities and industrial centers have a large demand for skills and skilled manpower. Spurred by the need for steady job and income and to fulfil their career aspirations many of poor rural migrate to cities where they often face an unfamiliar territory, social and economic challenges such as higher costs of living, shelter, access to services. These adaptation challenges become difficult to cope with leading to poor job retention, inability to integrate and unfulfilled aspirations. The difficulties of adjustment





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- often lead the migrant population to return to their native thus nullifying the effort put in skilling, placement and job retention. Experiences of programme implementing agencies (PIAs) of DDU-GKY have revealed the pressing needs for providing hand-holding and support services to young workers from rural backgrounds to facilitate economic and social inclusion in their urban destinations. In order to provide such sensitive and timely support, DDU-GKY has conceptualized in its design, the set-up of a Migration Support Centre and post-placement support interventions. In its design, DDU-GKY visualizes MSCs to offer alumni support, accommodation assistance, counselling services, identity documentation services, healthcare linkages, periodic get-togethers, networking with employers and other key services relevant to the local client group.
5. Migration Support Centre has a pivotal role to play in this pandemic situation as covid- 19 poses considerable risks to vulnerable populations with severe development deficits, limited Govt. capacity and poor healthcare infrastructure. Migration Support Centres (MSCs) are conceptualized as walk-in resource centres for successful trainees of DDU-GKY, displaced from their native in search of better employment prospects. MSCs would offer counselling, access to information, acclimatization support and targeted services to vulnerable displaced workers.
  6. As the Highest concentration of Placed candidates from Assam is working at Tiruppur, Tamil Nadu therefore, the MSC is proposed to be established at Tiruppur, Tamil Nadu providing Alumni support to all migrants of States viz, Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telengana, Goa, Puducherry and Maharashtra.
  7. ASRLM proposes to engage a Technical support Agency to establish and operate a Migration Support centre (MSC) at Tiruppur, Tamil Nadu to provide Alumni support to all migrants of States viz, Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telengana, Goa, Puducherry and Maharashtra.

#### **SUBMISSION REQUIREMENTS**

8. The envelope and CD/Pen drive must be clearly superscripted as **“Expression of Interest (EOI) For Hiring an Technical Support Agency to Establish and Operate a Migration Support Centre (MSC) under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) By Assam State Rural Livelihoods Mission Society (ASRLM)”** with name, address and contact details of the firm. Also, you are kindly requested to submit the filled-up information in the formats available in this document. EoIs should only be submitted in hardcopy by hand, courier or post and should reach to the address: - The State Mission Director, Assam State Rural Livelihoods Mission Society, Sivanath Gogoi Path, Panjabari, Guwahati-37, Assam or before **13-05-2022**. The EOI submission including all annexures shall not be more than total 100 pages.

#### **SUBMISSION DEADLINE**

9. Interested Firms must deliver their EOIs in English language to the address given below on or before **13-05-2022**.
10. There is no Bid Processing Fees for this assignment.





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**BRIEF PURPOSE AND SCOPE OF WORK**

11. The Purpose is to Hire a Technical Support Agency to Establish and Operate a Migration Support Centre (MSC) under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) at Tiruppur, Tamilnadu by Assam State Rural Livelihoods Mission Society (ASRLM). The Broad Scope of Work of the assignment is as follows:

**a) Physical Infrastructure**

The physical infrastructure of the MSC at Tiruppur, Tamil Nadu should include the following. The MSC provider should also plan to progressively enhance facilities as well:

1. Dormitory facilities: a dorm for 30 occupants as transit accommodation with bedding and storage space that can be used as the first destination for incoming migrant rural youth trained at DDU-GKY for an initial period of 15 days. The overall size could be between 1,200 and 1,500 sq. ft.
2. A common room – that can be used a Conference Hall or Multi-purpose Hall when facilitating interactions with employers or other stakeholders, and as an activity room when such conferences are not scheduled. The common room could have a television with a cable connection capable of playing popular channels of the source state. The overall size could be between 600 and 1,000 sq. ft.
3. Three rooms – one to serve as the office and reception space for workers; one as a counselling room or interview room with adequate seating for 4 and a guest room to be used by the team during night-halts, or by the guests. The respective rooms should be suitably furnished and adequate power supply
4. A Computer Centre: should have 2-3 computers with its basic accessories such as a colour printer with scanner, UPS, a camera, a lamination machine and a broadband internet connection. It should be suitably furnished. This service is essential as most candidates may not have access or the ability to afford computers in their homes.
5. If the electricity supply is erratic or unreliable, the centre shall keep provision for a backup power supply, say, an inverter with adequate capacity
6. A basic kitchen to prepare food for all in transit candidates and guests.
7. Two toilets and bathrooms (separate for men and women)
8. The center and rooms should be disable friendly to the extent feasible
9. The Counselling room can also be used as a Doctor's Consultation room, where routinely clinic must be maintained with a certified GP
10. A separate room with 2-3 tables for 2-3 call centre agents with suitable calling infrastructure.
11. Safe drinking water facility

The overall space for the MSC may be planned as 3,000 sq. ft. to house the above, targeting a population of about 500 migrant rural youth.

12. Project Location: -



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Sl No	Location	State
1.	Tiruppur	TamilNadu.

#### Key considerations of MSC:

I. Approachability & Accessibility – The MSC should be conveniently located where it is easy for workers to reach preferably close to public spot e.g. bus stand/ station/ market/ work site. The MSC closing/ opening times shall be as per the convenience of migrant population.

II. The call center should be available during peak traffic hours and holidays as well in addition to the office working hours of the MSC. The team must ensure that the call Centre is adequately staffed in shifts to ensure that the Help-line facilities are active and available when migrant workers are free and can call/ walk-in.

#### b) Core Services

The services to be provided by a MSC are divided into 'Core Services' and 'Value Added Services'. The indicative set of services are based on the key challenges faced by migrant workers and the experience of DDU-GKY alumni.

#### i. Help-Line Services

Identify a toll-free number with 1 or 2 lines, both incoming and outgoing. It is essential that the Help-Line be an easy to remember number and should have some connect with the source state establishing the MSC. The toll free number should attend callers both incoming and outgoing to States/U.Ts viz. Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telengana, Goa, Puducherry and Maharashtra and support ASRLM on reaching out to migrant workers for research or to verify data or tracking purposes

#### ii. Registration and Photo ID Service

'Proof of identity' is one of the most pressing concerns of migrant workers. Despite the fact that rights to mobility and livelihood are enshrined as Fundamental Rights in the Constitution, possessing a valid proof of identity is a pre-requisite to asserting citizenship rights and access to basic services, especially in the case of long-distance, inter-State migration/ displacement of workers.

#### iii. Post-training and Pre-placement Support

Skill development is a significant step towards empowering the rural youth from disadvantaged backgrounds and enabling relevant employment and thereby securing their economic wellbeing. However, migration challenges become a deterrent to many who get displaced from their native





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locations to new locations for the purpose of securing better economic prospects. Therefore, in addition to skill development, pre- placement counselling for the DDU-GKY trainees, and post placement counselling of DDU-GKY alumni, are vital in ensuring job retention and success in the labour market.

**iv. Pre-placement Negotiation**

MSCs should be engaged at this (pre-placement) phase only through a special request by the PIAs for destination related services and support as well as conversations with prospect employers. However, this plays a crucial part in ensuring successful and sustainable placements. Key negotiation elements at the pre-placement phase could include – provision of (as and where applicable).

- ✓ Social security (insurance, pension, medical benefits, maternity benefits etc.)
- ✓ Boarding and lodging facilities, if provided
- ✓ Pick up and drop facilities to and from the work site, especially in case of female workers, if provided or the provision of transport guidance, where provided.
- ✓ One-time meal facility at the work site (where appropriate/ provided)
- ✓ Salaries through bank accounts
- ✓ Regular provision of Salary slips or Joint Salary Certificate listing all the components of the salary payable clearly

**v. Initial Accommodation and food for migrant candidates for a period of 15 days:**

In cases where accommodation is not a part of the employer's offer to migrant candidates, the MSC should offer its dormitory services free of cost inclusive of 2 meals for a period of 15 days. One of the biggest challenges for youth is to find accommodation in an unfamiliar city immediately upon arrival. As a result, they tend to gravitate towards poor housing facilities or slums based on information provided by other workers in the same work-place or peer from the source villages. Subsequently, these dormitory services could be a paid service charged to the PIA. This will not only ensure that they are able to comfortably join work and look for accommodation closer to their workplace with responsible advice from the MSC, it will also ensure that all trainees join work as well as register with the MSC in the initial period itself.

In this service, it is suggested that the PIA enter into a contract with the MSC only through ASRLM and it is suggested that the ASRLM may decide the applicable cost/ rent. The Help-Line may then be shared with trainees for facilitating easy access and familiarization services. ASRLM may also share the Help-Line services to individual candidates seeking dormitory services of their accord. This service should be a free service only for a limited time-period, say 15 days from date of arrival.

**vi. Post-placement Arrival Support**

Once DDU-GKY trainees are placed, particularly in towns/cities which are far away from their native places, MSC shall, on the arrival of the trainees at the city or town of their proposed workplace, provide orientation and familiarization support to allay their anxieties of migrating into an unknown (unfamiliar) geography. The experience of the DDU-GKY alumni at the new place of their employment, during their initial days of adapting into the new place, plays a vital role in determining their stability and sustained stay, in addition to its reflection on their productivity at work. The PIA and MSC may work together to provide such support. A member of the PIA and MSC may be present at the work place prior to the migrant's arrival. The Table below provides a checklist of orientation and familiarization support.





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**vii. Post-placement Tracking and Impact Assessment**

DDU-GKY lays great emphasis on guaranteeing sustainable placement after training and enabling mechanisms that help track the career progression of each trainee. All PIAs are mandated to undertake tracking of the trainees for a year, and provide required counselling and facilitation support. As per DDU-GKY Guidelines 2013, Placement for the successful trainees is defined as continuous employment of the successful trainees for a period of not less than three months, and supported by a salary slip as evidence. It is important to have frequent follow ups with alumni in order to understand their changing needs and assess the impact of the training programme on their livelihoods and understand whether the skills training programme offered is relevant to industry's demand.

**viii. Follow-up**

As per DDU-GKY Standard Operating Procedures, each PIA is expected to share a list of the placed trainee with details of placement, geographic distribution and gender break-up with the District Mission Management Unit (DMMU). This also includes information on the contact numbers of coordinators, PIA representatives in charge and the employers. PIAs requiring the support of MSCs under exceptional circumstances at the leave of the SRLM/SSMs, shall share the same list to respective MSCs to facilitate the process of follow-ups.

**ix. Legal Aid and Education**

The unorganized sector, wherein migrant workers are employed in large numbers, is ridden with unfair labour practices, flouting of labour laws and frequent breach of labour contracts. This labour market functions informally – most labour contracts are verbal and there are no written agreements (though not the case in PIA supported placements). This often creates a conflict situation where a worker complains of being denied wages and work conditions agreed upon earlier. There are also frequent cases of withholding of wages, less payment, and delayed payment. In case there is an accident at the work site, workers are refused compensation or offered compensation to support minimal treatment.

Some of the most common disputes faced by migrant workers include: (i) payment related

{less and/ or delayed and/or complete denial of wage payment, denial and/or less payment towards overtime, lack of timely wage increments, manipulation in wage rates or no. of days worked, etc.}; (ii) poor or no compensation for work site accidents; (iii) lack of basic amenities at work site; (iv) dismissal without sufficient notice; (v) verbal and physical harassment; (vi) sexual abuse of women workers; (vii) bondage; and others.

**x. Legal Literacy Event**

Building the awareness of the migrant worker about the legal support-services offered by the MSC, as well as the various legal provisions available for securing their employment is critical to the success in supporting the migrant workers in ensuring sustainable employment. MSC shall organize frequent meetings of the target community (of migrant workers) to promote legal literacy among workers. These meetings could be around specific trades where the risks, rights and responsibilities related to that trade could be discussed in detail. The content of legal literacy inputs is best drawn from the context and made pertinent to the worker- groups being addressed. However, there are some common ideas which can be taken up by the Centre's team for designing these sessions. The MSC Call Centre may be used to support the Community Counsellors and Volunteers in outreach and building





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awareness for the event. The Call Centre may inform all registered members of the schedule of the event and motivate migrant workers to come and share their problems in the event.

**xi. Legal Aid and Mediation**

The MSC, with the consent or engagement by the migrant worker(s) shall extend support or lead mediation between the migrant worker and employer/ contractor in an attempt to resolving dispute. As the first step the Centre shall try and ensure that the worker feels comfortable in sharing information with the counsellor (appointed/ deputed by the MSC). All relevant details shall be documented properly by the team member undertaking the counselling. This will be registered as a complaint.

**xii. Stakeholder Engagement**

It is important for the MSC to position itself, and to be perceived by the key stakeholders that the Centre is a platform where both workers and contractors/ employers will be heard and responded to empathetically and objectively. The MSC shall build a strong working relationship with the labour department and local police officials who may assist the Centre, particularly in challenging cases. Local advocates and lawyers shall also be sensitized and consulted as appropriate, and as and when required. The MSC shall utilize platforms such as labour collectives and the Centre's advisory committee in delivery of these services. These bodies can act as effective pressure groups and help in resolution of certain disputes. All disputes resolved should be properly documented with tripartite signing of a MoU. The purpose of the Contract is to ensure that a legally valid proof is made available for subsequent action if needed

**xiii. Financial Services to the Target Group**

Most DDU-GKY alumni are in the age group of 15-35 years, which is a time when a wide range of financial services are essential for securing their financial future. Several of them are even individuals who have just entered the labour market and are the primary bread earners for their family. Financial services for this group shall therefore be able to address a broad spectrum of needs such as:

- Facilitating financial inclusion through the opening of a Bank account (savings type)
- Information and advisory on
  - i. Safe keeping of hard-earned income
  - ii. Cushioning against risks of death, disability, illness and old age
  - iii. Building up wealth and assets for short term and long term goals
  - iv. Smoothing of cash flows
- Remitting money safely back home through various channels
- Basic Financial planning and budgeting

It is therefore important to adopt a 'asset management' approach to financial services for migrant alumni which offers financial solutions customized to their life-cycle needs.

**xiv. Financial Literacy Meetings**

Financial literacy meetings shall be organized with groups of 20-25 workers. The objective of the meeting is not only to disseminate information on the service, but more importantly to ensure that the participants understand the need for such a service for the economic wellbeing of their household. The MSCs shall on a periodic basis engage with respective experts from the local community to organize financial literacy meetings among the target communities. Such meetings shall cover a wide range of topics including:





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- Calculation of piecemeal work payments, treatment of advances, overtime
- Understanding basics of salary components – i.e. Basic, HRA, DA, EPF etc. (applicable for alumni in salaried formal sector jobs) Goal setting, financial planning, income-expense budgeting
- Managing Cash flows i.e. managing cash coming in and going out to ensure that one always has money to pay for expenses when they are due.
- Managing various risks such as death, disability, illness and old age
- Product knowledge i.e. functions, terms and conditions of various financial products such as credit, insurance, pension etc.
- Information on investment opportunities with their associated risks
- Basic banking how-to's – deposit and withdrawal slips, passbook, cheque books, use of ATMs, identifying fake notes

Here, the Help-Line centre should be used to support the Community Counselors and other members of the MSC in getting together migrant workers for the camp. The Help-Line centre could also provide basic support through information like How-To's for banking, as above, some tips and tricks on managing money etc., however, it should not be treated as a substitute for the camp wherein domain experts have been engaged to specifically study and address the needs of migrant workers.

xv. **Social Security Camps**

Social security camps are special outreach events that complement the financial literacy meetings by reaching a broader base of migrant workers. The camp can be held at central locations such as labour nakas, residential colonies, bus stands etc. wherein important features of social security schemes are imparted in great detail. It makes linkages to social security schemes convenient and quick for migrant households spread across the city. Brochures, pamphlets and information booklets on various schemes should be made available during such camps. Officers from the local administration may be invited to attend these camps. These events shall be in association with subject matter experts from the local community or sponsored by private companies. However, care must be taken to ensure that no individual or collective organization is benefited directly or indirectly.

xvi. **Exposure visits**

The MSC shall organize group visits to a nearby bank in consultation with the bank manager. During these visits, the participants can get acquainted with various services, banking procedures and also get to know the banking staff.

xvii. **Financial Inclusion Days**

Since it may not always be possible to bring together workers at destination, the MSC may declare one day every week as 'Financial Inclusion' day (for instance every Tuesday can be the Financial Inclusion Day). During this day, there can be a focus on linking workers with various financial services and planned financial literacy meetings can be organized with specific groups of workers.

xviii. **Opening a Bank Account**

Opening a bank account at destination is the first step towards financial inclusion. Not only does it help the migrant secure and save his/ her hard-earned money, but also provides a secure means of remitting money home. In order to open a bank account at destination,





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one needs a photograph, proof of identity and proof of address. Recent RBI guidelines stipulate that if the migrant does not have a local address proof at destination, even a permanent address proof from their place of origin or a self-declaration of local address is sufficient to open a bank account.

#### xix. **Linkages to Social Security Services**

The Centre shall link migrant workers with schemes such as the Rashtriya Swasthya Bima Yojana (RSBY) which offers the convenience of split health cards. The provision of having split (two) cards allows a migrant to carry the medical insurance with him/her as he/she travels and the family back home is also covered for its medical expenses. Furthermore, in case of intra-State migrants, the MSC shall also link the migrant to several State run health schemes. Employer where alumni are placed after training may not necessarily offer benefits such as EPF. Hence, the MSC shall facilitate linkages to contributory old age pension schemes run by the Government, particularly in case of workers who are engaged in physically demanding jobs. MSC shall also link- up the migrant to pension contributions under the NPS Swavalamban Pension Scheme or the Atal Pension Scheme for unorganized workers or other relevant Schemes. In order to ensure that the benefits of such social security linkages continue even in spite of changes in location or jobs, the MSC may advise the alumni to follow certain simple steps:

- Store all insurance policies, pension statements and social security documents in one single pouch/ folder, and store it at an easy to access compartment. Repeated changing of the stored location should be avoided, to ensure easy recall and avoidance of mishandling. For alumni well versed in computers, online financial record keeping portals may also be recommended.
- Inform a trusted family member or friend about the same to ensure that they are aware of where to access the documents in the event of any untoward incident.

#### xx. **Linkages to Ration Cards at Destination**

A ration card is an important document to enable access to subsidized food and fuel, in addition to various social security benefits. The MSC should support all the Alumni with the process of getting a New Ration card / Transfer Ration card, if needed by the Alumni.

#### xxi. **Educating and encouraging savings**

While bank accounts help in safekeeping of cash, the MSC shall guide and encourage alumni to start saving regularly through investment in diverse financial instruments. Guidance could be provided by the MSC on Bank supported fixed investment products such as Fixed Deposits and Recurring Deposits with unit sizes as low as Rs 100 to Rs 500 a month, long term postal savings deposits with local post offices, etc.

#### xxii. **Support to Credit linkages**

Migrants may need credit support for various purposes ranging from consumption needs, setting up small enterprise, purchasing of asset or for self/ family emergencies. The MSC shall refer the migrants to various banks/ MFIs at the destination to help obtain timely credit at reasonable interest rates





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**xxiii. Health Services and Health Education**

DDU-GKY alumni who migrate to cities for work are vulnerable to various health shocks, due to unhealthy and unhygienic environs at the new urban location. Among the migrants, there is also high prevalence of indulgence into unhealthy practices such as alcoholism, smoking and unsafe sex. Since most migrants are less familiar with the city and its healthcare systems, they tend to either defer seeking care when ill or visit unqualified local medical practitioners or return back to their hometowns which they know better. They prefer informal private providers (over formal public providers) owing to the ease in accessing them, flexible payment options and extended hours of service.

**xxiv. Documentation / MIS Service**

Creation and maintenance of a MIS system for monitoring and recording of activities performed by an MSC is critical for providing support and follow-up to the migrants, recording their details and also to provide regular reports to the ASRLM.

The MSC must maintain, perform analysis and inform ASRLM based on MSC assessment through supporting documentation and MIS to impact policy changes. The MSC must:

- Establish and sustain suitable MIS, and ensure that information is shared with all relevant stakeholders of the MSC
- The MSC Providers shall maintain case file document on each migrant attached to the centre.
- The prospective bidder may refer to Section 7.1.5 "Documentation/ MIS" of the Migration Support Center – Reference Framework document for additional MIS requirements, reporting requirements and informational requirements.

**xxv. Value Added Services of MSC**

In addition to the core services, the MSC may provide the following value-added services. A summary list of value-added services to be provided is given below, additional details may be found in the MSC Reference Framework document:

1. **Counselling needs assessment & Work Counselling** – Provide preventive counselling services to reduce drop-out rates
2. **Work health Assessment** - This assessment should be about the ability of the individual to accept work goals or targets, translate newly acquired skills into productive assets and build a sync between the organization's and personal financial and life goals.
3. **Follow-up intervention visits** – The MSC shall do follow-up interventions on the counselling done to ensure the issues are resolved.
4. **Access to Placement Services (Urban labour markets)** - building linkages with the local industrial, Small and Medium Entrepreneurial landscape of the urban environment and identify placement opportunities for several trades of DDU-GKY's trainees .
5. **Access to further education opportunities** – Provide information, direction and enablement for upskilling and education opportunities.
6. **Organizing CXO Meets / Employers meet** – Organize CXO Meets / Employers with all Potential Employers of the State from time to time in consultation with ASRLM.
7. **Organizing Job Mela** - Job Mela should be organized with Potential Employers and Placement Eligible DDU-GKY candidates.



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*(Department of Panchayat and Rural Development)*  
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8. **Regularly organizing Alumni Meets** – Regularly organize Alumni Meets in work location of all Employers where existing DDU-GKY candidates from Assam are presently working.

### 13. Qualifications of Key professionals and Other Resources

The following table presents the key roles and responsibilities of the various positions highlighted in the team Structure, including the qualification criteria for each position holders.

Designation	Key Roles & Responsibilities	Qualification
Centre Coordinator (1 Position)  [Key Professional]	<ul style="list-style-type: none"> <li>• Management, coordination, and operationalization of the Centre's activities</li> <li>• Formulation of plans and targets for the team and their supervision</li> <li>• Liaison with local stakeholders in the Government, local authority, employers, banks, hospitals, etc.</li> <li>• Liaison with external support agencies, other partners and other centres</li> <li>• Periodic (monthly, half-yearly, annually) reporting of Centre's activities to senior management/ external support agencies (if any)</li> <li>• Undertaking candidate listing exercise and surveys, research studies, impact assessment, and report writing</li> <li>• Organizing monthly team meetings and regular reflection workshops</li> <li>• Organizing capacity building activities for different team members, as well as beneficiaries</li> <li>• Engage with external resources and vendors to deliver key services</li> <li>• Review and respond to escalated complaints and grievances</li> </ul>	<p>Educational Qualifications: Post-Graduate desirable; At least a graduate in Sociology, Social Work, Management, other relevant fields, with 8 Years of relevant work experience in Skill development Sector.</p> <p>Technical Skills/Aptitude: Adept at using MS Office, team management, planning, reporting, advocacy and liaisoning skills and familiarity with research, two-wheeler driving.</p> <p>Preferably Should be from the State of Tamil Nadu</p>
Associate Coordinator (1 Position)  [Key Professional]	<ul style="list-style-type: none"> <li>• Direct supervision of field-level operations; and preparation of monthly activity plans and ensuring compliance</li> <li>• Direct supervision, monitoring of activities of the community mobilizers and MIS assistant</li> <li>• Direct handholding of community mobilizers</li> </ul>	<p>Educational Qualifications: Post-Graduate desirable; At least a graduate in Sociology, Social Work, Management, other relevant fields, with 5 Years of relevant work experience in the field Skill</p>





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	<p>and MIS assistant</p> <ul style="list-style-type: none"> <li>Managing effectiveness and innovation in team activities</li> <li>Overseeing administration, and accounting at the centre level</li> <li>Periodic report writing, overseeing management of documentation and MIS at the centre level</li> </ul>	<p>Development.</p> <p>Technical Skills /Aptitude: Adept at using MS Office, team management, planning, reporting, advocacy and liaising skills and familiarity with research, two-wheeler driving.</p> <p>Preferably Should be from the State of Tamil Nadu</p>
<p>Community Counsellor (Female)</p> <p>1 Position</p> <p>[Key professional]</p>	<ul style="list-style-type: none"> <li>Outreach, establishing contacts and rapport building with migrant workers and their families</li> <li>Organizing labour meetings and workshops</li> <li>Awareness building on issues of migration and services at the community level</li> <li>Undertaking registration and issue of ID cards, providing legal assistance, legal literacy meetings, financial literacy meetings, post-training follow-ups of trainees, linkages with social security and all other Centre's services</li> <li>Interaction with important stakeholders – bank officials, contractors, employers, hospital officials, government officials etc.</li> <li>Survey and data collection related to profiling of workers and documentation of Centre's effectiveness and impact of services</li> <li>Counselling of candidates</li> </ul>	<p>Educational Qualifications: Graduate with at least 3 years relevant experience in the field of Skill development. Preference shall be given to DDU-GKY trained candidates from Assam.</p> <p>Technical Skills/ Aptitude: Community mobilization and rapport building, able to work in a team, two-wheeler driving.</p> <p>The candidate must be a Female. She should be an Assamese and able to Speak, read and write in Assamese.</p>
<p>MIS, Accounts and Admin Assistant</p> <p>1 Position</p> <p>[Non Key Professional]</p>	<ul style="list-style-type: none"> <li>Management of all service related documentation at the centre level</li> <li>Management of programme MIS and its sharing with senior management/external support agency</li> <li>Administrative and logistical support to MSC program team</li> <li>Reception of workers walking into the centre and maintaining required records</li> <li>Book-keeping of all transactions and settlement of accounts at the centre level</li> </ul>	<p>Educational Qualifications: Graduate (B. Com preferable), with at least 2 years' relevant work experience in the field of Accounting/Finance/MIS in Skill Development Sector.</p> <p>Technical Skills: Conversant with MS Office, Accounts management and Office Administration.</p>



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	<ul style="list-style-type: none"> <li>Ensuring necessary documentation, fulfilling of IT statutory requirements and providing Audit support</li> <li>Assistance in undertaking activities related to Centre's administration</li> </ul>	
<p>Data Entry Operator 1 Position.</p> <p>[Non Key Professional]</p>	<ul style="list-style-type: none"> <li>Registration data entry, reporting and documentation of programme activities executed by the centre</li> <li>Data entry of the surveys undertaken by the Centre's team</li> <li>Data entry related to all core services in soft form – word/excel/other software provided for the purpose</li> </ul>	<p>Educational Qualifications: 12<sup>th</sup> Std and above</p> <p>Experience: Conversant with MS Office especially Word, Excel and Power Point, Hindi/English typing</p>
<p>Office Assistant.</p> <p>[Non Key Professional]</p> <p>1 Position</p>	<ul style="list-style-type: none"> <li>Management of office – its furniture and assets and daily cleanliness</li> <li>Receiving workers and other guests visiting the centre</li> <li>Providing requisite hospitality support – cooking, preparation of tea, serving water, etc.</li> </ul>	<p>Educational Qualifications: 8th pass</p> <p>Able to read and write well, manage basic communication</p>
<p>Call Centre Agents.</p> <p>[Non Key Professional]</p> <p>2 Positions</p>	<ul style="list-style-type: none"> <li>Inbound Calls: <ul style="list-style-type: none"> <li>Provide timely information on products and services or activities of the MSC as and when needed</li> <li>Receive and store information or messages from families in the source location</li> <li>Bridge communication gaps between migrant workers and their family members or other stakeholders like Gram Panchayat</li> </ul> </li> <li>Outbound Calls: <p>Support ASRLM on reaching out to migrant workers of Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Telengana, Goa, Puducherry and Maharashtra .</p> <ul style="list-style-type: none"> <li>for research or to verify data or tracking purposes (Note: this calling service is only for exceptions or specific to occasions where the stakeholders need to hold a group meeting or bring alumni for</li> </ul> </li> </ul>	<p>Educational Qualifications: Graduates from any discipline</p> <p>Should possess prior experience of 2 years in handling customer care service in BPOs/Call Centres.</p> <p>Preference shall be given to DDU-GKY trained candidates from Assam</p>





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	meaningful interactions) - Support MSC team on core services • Support MSC team on calling for public or labour meetings, launch or disseminate information on new products and services and any action deemed suitable by the Centre Coordinator	
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**Qualification Criteria**

14. EOI responses received will be shortlisted based on the criteria indicated below and a list of Shortlisted firms will be drawn. ASRLM will come with the Shortlist of firms that have expressed interest, meeting the criteria and have the relevant experience, managerial and organizational capabilities for the assignment. The shortlist will include not less than Five (5) firms and shall not be more than Eight (8).
15. All the EOI responses received will be scored based on the criteria indicated below. In order to consider the EOI, the firm should meet all the eligibility criteria indicated below.

15.1. **Eligibility Criteria:** Firms which do not meet the following qualifying criteria will be rejected at the first stage:

Eligibility Criteria

- (i) The Agency/ Firm should have an average annual turnover of Rs 60 Lakhs or above during last 3 years (2018-19, 2019-20 and 2020-21)
- (ii) The Agency/ Firm should have overall experience working in minimum 3 Projects in areas of training & capacity building, Placement, alumni support related activities during last 5 years in the Skill Development Sector under Central/State Govt/PSUs/Multilateral bodies.
- (iii) The Agency/Firm should have at least One (1) prior Project experience working in implementation of DDU-GKY program in the North Eastern Region during the last 5 years.
- (iv) The Agency/Firm should have at least 3 technically qualified personnel -as Key Professionals with required qualification and experience as per the Terms of Reference (ToR)

14.2. **Evaluation Criteria:**

Sl. No.	Criteria	Scores	Supporting Documentation Required
1	The Agency/ Firm should have an average annual turnover of Rs 60 Lakhs or above during last 3 years (2018-19, 2019-20 and 2020-21)INR 60 Lakhs: 10 marks • Between INR 60-100 Lakh: 20 marks	30	Audited Statements/ CA Certificate, etc.



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	<ul style="list-style-type: none"> <li>• More than INR 1 Crores: 30 marks</li> </ul>		
2	<p>The Agency/ Firm should have overall experience working in minimum 3 Projects in areas of training &amp; capacity building, Placement, alumni support related activities during last 5 years in the Skill Development Sector under Central/State Govt/PSUs/Multilateral bodies. <i>[Only Projects with different titles and objectives will be counted as separate projects; Extension of the same project will be counted as one]</i></p> <ul style="list-style-type: none"> <li>• 3 projects ..... 10 marks</li> <li>• 3-5 projects ..... 20 marks</li> <li>• More than 5 projects ..... 30 marks</li> </ul>	30	Experience/ Work completion certificate from Clients/ Work Orders/ Any other document certifying the experience.
3	<p>The Agency/Firm should have at least One (1) prior Project experience working in implementation of DDU-GKY program in the North Eastern Region during the last 5 years.</p> <ul style="list-style-type: none"> <li>• 1 project.....10 marks.</li> <li>• More than 1 Project.....20 marks.</li> </ul> <p><i>[Only Projects with different titles and objectives will be counted as separate projects; Extension of the same project will be counted as one]</i></p>	20	Experience/ Work completion certificate from Clients/ Work Orders/ Any other document certifying the experience.
4	<p>Availability of at least 3 technically qualified personnel -as Key Professionals with required qualification and experience as per the Terms of Reference (ToR)</p> <ul style="list-style-type: none"> <li>• Upto 3 professionally qualified personnel .....10 marks</li> <li>• 3 to 5 professionally qualified personnel .....15 marks</li> <li>• &gt;5 professionally qualified personnel .....20 marks</li> </ul>	20	List of Team Members along with their qualification and experience responding to Terms of Reference (ToR)
	Total	100	
Passing marks to qualify for shortlisting is 40			





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Top scoring 5-8 eligible Agencies will be shortlisted for RFP stage.

15. The Consultant would be selected in accordance with the Quality Cost Based Selection method stipulated in the World Bank's Procurement Regulations for IPF Borrowers: Procurement of Goods, Works, Non Consulting and Consulting Services, July 2016 (as updated) available at [www.worldbank.org](http://www.worldbank.org). Attention of the interested Consultants is drawn to paragraph 3.14-3.17 of the said regulations relating to conflict of Interest.
16. ASRLMS will not entertain any Agencies with Joint Venture/Consortium to compete in the Bidding Process.
17. The detailed Terms of Reference for the proposed assignment may be obtained from the website [www.asrlms.assam.gov.in](http://www.asrlms.assam.gov.in) The EOI should be submitted in hard copy to the office of undersigned on or before 13-05-2022.
18. The Duration of the Contract will be for a period of one ( 1 ) year effective from the date of signing of contract which may further be renewed depending on requirement of ASRLM or satisfactory performance of the Agency.
19. Further information can be obtained through email i.e [asrlms.india@gmail.com](mailto:asrlms.india@gmail.com) addressed to the State Mission Director, Assam State Rural Livelihoods Mission Society within 10 days of publication of advertisement. All queries need to be through email. *No queries by phone or in person shall be entertained.*

**State Mission Director.**

**Assam State Rural Livelihoods Mission Society.**  
**Sivanath Gogoi Path, Panjabari, Guwahati-37,**  
**Assam.**

*Jebo*



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**FORMATS FOR EOI RESPONSE**

**FORM I: COVERING LETTER**

(Company letterhead)

[Date]

To,

The State Mission Director,  
 Assam State Rural Livelihoods Mission Society (ASRLM)  
 Sivanath Gogoi Path, Panjabari, Guwahati-37, Assam.

**Ref: Technical Support Agency to Establish and Operate a Migration Support Centre (MSC) under DDU-GKY (Deen Dayal Upadhyaya Grameen Kaushalya Yojana) by Assam State Rural Livelihoods Mission Society (ASRLM)**

Dear Sir/Madam,

Having examined the Request for Expression of Interest (REOI), we, the undersigned, hereby submit our response for selection of Agency to provide above services to ASRLM. We attach hereto the response as required by the REOI.

Primary and Secondary contacts for our company are *{Note to Bidders – Please include contact details of only those that deal with this particular bid, not based on your company/agency hierarchy}*:

	Primary Contact	Secondary Contact
<b>Name:</b>		
<b>Title:</b>		
<b>Company/ Organization Name:</b>		
<b>Address:</b>		
<b>Phone:</b>		
<b>Mobile:</b>		
<b>E-mail:</b>		

We confirm that the information contained in this response or any part thereof, including its exhibits and other documents and instruments delivered or to be delivered to ASRLM is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.





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We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading during the short-listing process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

We agree for unconditional acceptance of all the terms and conditions set out in the REOI document.

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Dated this      Day of      **2022**

(Signature)                      (In the capacity of)  
(Name)

Duly authorized to sign the Response for and on behalf of:

(Name and Address of Company/Organization) Seal/Stamp of Consulting Firm

Witness Signature:

Witness Name:

Witness Address:

Encl: 1.      EOI along with enclosures duly filled in  
2.      CD/Pen drive



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**FORM II: CERTIFICATE**

(Company letterhead)

[Date]

To,

The State Mission Director,  
 Assam State Rural Livelihoods Mission Society (ASRLM)  
 Sivanath Gogoi Path, Panjabari, Guwahati-37, Assam.

**Ref: CERTIFICATE AS TO AUTHORISED LEGAL SIGNATORIES**

Dear Madam,

We,....., the Board of Directors/ Trustees of .....,  
 certify that ..... who signed the above Bid is  
 authorized to do so and bind the organization by authority of its board/ governing body.

Date:  
 Signature:  
 (Name)  
 (Company Seal)





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**FORM III: GENERAL DETAILS OF THE ORGANIZATION/FIRM**

Details of the Organization	
Name of organization/ Firm	
Nature of the legal status in India	
Legal status reference details	
Nature of business/ work in India	
Date of Incorporation/ Registration	
Date of Commencement of Business/ Work	
Address of the Office in Delhi	
Address of the Registered Office in India	
PAN Number	
GSTIN	
Other Relevant Information	
Mandatory Supporting Documents: a. Certificate of Incorporation from Registrar of Companies (ROC) / Registration Certificate as applicable b. Relevant sections of Memorandum of Association of the organization or filings to the stock exchanges to indicate the nature of business of the organization c. Copy of yearly filings to statutory authorities for last 3 years	



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**FORM IV: ELIGIBILITY, FINANCIAL STRENGTH AND RELEVANT PROJECT EXPERIENCE (PLEASE ADD ADDITIONAL SHEETS AS REQUIRED)**

**Eligibility criteria checklist:**

SNo	Criteria	Yes/No	Documents Attached.
1	The Agency/ Firm should have an average annual turnover of Rs 60 Lakhs or above during last 3 years (2018-19, 2019-20 and 2020-21)		
2	The Agency/ Firm should have overall experience working in minimum 3 Projects in areas of training & capacity building, Placement, alumni support related activities during last 5 years in the Skill Development Sector under Central/State Govt/PSUs/Multilateral bodies.		
3	The Agency/Firm should have at least One (1) prior Project experience working in implementation of DDU-GKY program in the North Eastern Region during the last 5 years		
4	The Agency/Firm should have at least 3 technically qualified personnel - as Key Professionals with required qualification and experience as per the Terms of Reference (ToR)		





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**FINANCIAL STRENGTH: CRITERIA 1**

The Agency/ Firm should have an average annual turnover of Rs 60 Lakhs or above during last 3 years (2018-19, 2019-20 and 2020-21) <i>Audited Statements/ CA Certificate, etc.</i>	Provide the turnover of firm/agency (on the basis of the audited accounts) in the last three financial years in Indian Rupees.			
	2018-19	2019-20	2020-21	Average Annual Turnover



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**RELEVANT PROJECT EXPERIENCE:**

Kindly use the table below without making any changes – any information shared in any other template or with missing information may not be evaluated or may be awarded low scores.

**CRITERIA 2:**

The Agency/ Firm should have overall experience working in minimum 3 Projects in areas of training & capacity building, Placement, alumni support related activities during last 5 years in the Skill Development Sector under Central/State Govt/PSUs/Multilateral bodies..

*[Only Projects with different titles and objectives will be counted as separate projects; Extension of the same project will be counted as one]*

<b>Duration</b>	<b>Assignment name/ &amp; brief description of main deliverables/outputs</b>	<b>Name of Client &amp; Country of Assignment</b>	<b>Approx. Contract value (in INR)</b>	<b>Role on the Assignment</b>	<b>Evidence attached (Page No)</b>





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**CRITERIA 3 :**

The Agency/Firm should have at least One (1) prior Project experience working in implementation of DDU-GKY program in the North Eastern Region during the last 5 years  
[Only Projects with different titles and objectives will be counted as separate projects; Extension of the same project will be counted as one]

Duration	Assignment name/& brief description of main deliverables/outputs	Name of Client.	Approx. Contract value (in INR)	Role on the Assignment	Evidence attached (Page No)



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**CRITERIA 4:**

The Agency/Firm should have at least 3 technically qualified personnel -as Key Professionals with required qualification and experience as per the Terms of Reference (ToR) (Please share details of experts that match the requirements as per details under para 'Key Professionals' of the Terms of Reference)

SNo	Name	Designation	Educational Requirement	Experience Requirement
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

*Additional rows may be added.*





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**FORM V: UNDERTAKING ON MAJOR LITIGATION AND BLACKLISTING**

(Organization letterhead)

[Date]

To,

The CEO/SMD,

\_\_\_\_\_ SRLM

Ministry of Rural Development,

(Address)

**Sub: Undertaking on Major Litigation and Blacklisting**

Madam,

I/We as potential bidders do hereby state that our company/ organization is not involved in any major litigation which may impact the performance of the services to be provided by us, if selected by \_\_\_\_\_ SRLM.

I/We also certify that we are not currently blacklisted by GoI or State Government/Ministries/ Departments etc.

In case there is any change in the status, we will notify the ASRLM.

Yours faithfully,

Authorized Signatory

Designation