

Prior to the recently concluded 'Rakhi festival' select SHGs making rakhis were provided with a platform to sell rakhis at makeshift kiosks in different shopping malls and corporate offices. 23

SHGs from 13 Municipalities participated with only eco friendly rakhis and ticked a sales value of around ₹18,000. This was a first such venture catalysed by SUDA in collaboration with ' ABARTANI' a NGO. This brief experience threw up some learnings to take it forward :

- (1) Quality of produce needs attention to attract customers.
- (2) Commensurate pricing was also an important issue. In some cases the rakhis were overpriced thereby limiting sales.
- (3) Synchronisation of branding of products. Felt need is to sell products under a single brand for the state.
- (4) Building rapport with the customers. The soft skills of marketing were missing and needs attention.

A debrief with representatives from the participant ULBs and the SHGs was organised at SUDA on the 28th of August, 2019.

Based on the findings presented at the debrief, an immediate plan for SHGs to be better prepared for the 4 (four) major upcoming State Level Fairs viz. 'Saras Mela', 'Sabala Mela', Bidhannagar Mela' & 'The Trade Fair' coming up in the months of December, 2019 & January, 2020.

The proposed interventions may be as follows.

- (1) A brand with a logo to finalised.
- (2) Kiosks to be branded and a standard design for interiors to be finalised. Options to be proposed with a 3D rendering. 5-6 options may be designed for the final selection.
- (3) A complete list of fairs in a district to be prepared.
- (4) CMMU will short list marketable products produced by the SHGs. Prepare a complete list.(Template to be given to record the information)
- (5) The district will work out a marketing team to be taken through a communication training of such duration as required.
- (6) Participation under the State branding at all fairs to be ensured.
- (7) Products to be rostered for sell at the different fairs.
- (8) The marketing team to be rostered to man different fairs.
- (9) All products to be sold under the State brand to have a validation of quality, pricing and packaging by the state screening team.
- (10) This arrangement will roll out with the SARAS, Bidhannagar Mela, Trade Fair and SABALA Mela at the state level.

PROJECT SCOPE & KEY DELIVERABLES

(1) Brand building :

a) Brand name.

Consulting Agency will suggest innovative brand names.

b) Logo design.

Consulting Agency will suggest innovative brand logos.

c) Presentation and appearance of participants.

Here the Consulting Agency will design the appearance for "Community Sales Person" (CSP) including body language and outfit.

- d) **Exposure & media coverage.**
Consulting Agency will develop the public relations for media coverage and exposure.
- e) **Designing kiosks to attract more customers.**
Consulting Agency will suggest the design for lucrative kiosks for presentation at different fairs and festivals.
- f) **Branding on packaging.**
Consulting Agency will suggest the design for packaging and branding of the packaging.
- (2) **Product Analysis :**
- a) **Selection of products.**
Consulting Agency will shortlist and select products based on the assessment of existing quality to display and sale.
- b) **Packaging of products.**
Consulting Agency will suggest the design the packaging of products.
- c) **Suggesting allied skill sets based on packaging.**
Consulting Agency will select different SHGs based on their competency to provide packaging items. Agency will also provide module to improve knowledge gap and the quality of the packaging products.
- (3) **Product Pricing :**
- a) **Creating module for base procurement costs from SHGs.**
Consulting Agency will create a module to measure the pricing for raw materials and daily wages of the producers. The measured price will be the procurement cost of the products from SHGs.
- b) **Creating module on incentive system for the trained "Community Sales Person" (CSP).**
Consulting Agency will create a build in pricing module on incentive system for the CSPs.
- c) **Creating module for structuring a competitive pricing model for the mass.**
Acknowledging all these parameters Consulting Agency will set a price for each product centrally. Keeping the products for mass consumption in priority.
- (4) **Human Resource Management :**
- a) **Formation of "Sales Unit" (SU).**
Consulting Agency will structure a 'Sales Unit' with the beneficiaries who would only sale and present the products to mass people at large.

(5) Capacity Building :

- a) **Skill training for sales and rapport building.**
Consulting Agency will design skill training programs for sales and rapport building with customers.
- b) **Orientation training for Kiosk management.**
Consulting Agency will orient the sales team to handle kiosks and maintain the management structure of kiosks.

(6) Marketing Offline :

- a) **Creating product specific leaflets.**
Consulting Agency will design different product specific leaflets along with a story of the place and brand.
- b) **Ensuring quality participation for all four festivals in Kolkata.**
Consulting Agency will supervise and ensure quality participation for all four major festivals in Kolkata. In terms of designing of marketing tools including leaflets, promotional hoardings and innovative kiosks.

3. ESTIMATED TIMELINES

- I. The above scope and deliverables have to be designed and executed to the satisfaction of SUDA in a 4 (four) months period.
- II. SUDA at its sole discretion reserves the right to continue with the Consultancy for a further period as decided.
- III. It is expected that a Consultant team with sufficient number of persons be allocated to the project in addition to the Project Directors who will oversee the entire project.
- II. The following elements of the deliverables shall be expected to be reached in the following timeline:

Scope of Work	Tentative Activity Mapping within
1) Brand building :	
a) Brand name.	1st Month
b) Logo design.	1st Month
c) Presentation and appearance of participants.	1st Month
d) Exposure & media coverage.	As per events
e) Designing kiosks to attract more customers.	1st Month
f) Branding on packaging.	1st Month
2) Product Analysis :	
a) Selection of products.	2nd Month
b) Packaging of products.	2nd Month
c) Suggesting allied skill sets based on packaging.	2nd Month

3) Product Pricing :	
a) Creating module for base procurement costs from SHGs.	2nd Month
b) Creating module on incentive system for the trained "Community Sales Person" (CSP).	2nd Month
c) Creating module for structuring a competitive pricing model for the mass.	2nd Month
4) Human Resource Management :	
a) Formation of "Sales Unit" (SU).	2nd Month
5) Capacity Building :	
a) Skill training for sales and rapport building.	2nd Month
b) Orientation training for Kiosk management.	2nd Month
6) Marketing :	
a) Creating product specific leaflets.	2nd Month
b) Ensuring quality participation for all four festivals in Kolkata.	4th Month

Given that we do not have any domain expertise to develop marketing skills, we may consider to engage with a lead partner with a suggested scope of deliverables/ activities as follows:

X | A RFP may be invited with an initial tenure of contract for 4 (four) months which may be further extended on mutually agreed commercial terms in line with the base cost for the Consultant as per the agreement. The expenditure may be charged out of the IEC component of NULM.

Director

AMD
26.09.19

As proposed X - approved.

26/9/19

S. Pami SMU

AMD
03/10/19

Union Secretary Ministry of Housing & Urban Affairs is likely to visit the state in the 5th of November 2019.

As an initiative of the National Urban Livelihood Mission, a comprehensive directory of products made by SHGs formed and functional under the NULM Program. We may design a soft directory of the products and print a few copies.

1. **Stall : Kiosk :** A 10x10 feet stall may suffice.
2. **Quotation :** Quotations for the Product directory to be launched & Kiosk for waste products.

Union Secretary may be requested to inaugurate the directory.

A draft notice (for both Product Directory(Flag- X) and Stall (Flag- X) inviting quotation may be approved .

S.P.Dm. 23.10.19
SMM-SM&ID

~~A.M.D~~

Hon'ble MIC, UD & MA Department along with Secretary, Ministry of Housing & Urban Affairs, Govt. of India will jointly chaired a meeting to review different programmes of the UD & MA Department on the 5th of November, 2019. The venue for the meeting is under discussion.

We have prepared a comprehensive list of products manufactured by SHGs and planned to publish a directory by the Union Secretary on the 5th of November, 2019. We may be permitted to invite a quotation for design of the directory and print 25 (twenty five) copies in hard sets for the inauguration and for record. The soft copy would be uploaded on the website of both the Department and SUDA. The draft quotation notice placed on the cp side may kindly be approved.

Director, SUDA

~~AMD (JC)~~

S.Pam. SMM

AMD
23/10/19

self 23/10/19

Draft quotation notice placed in the CP side may kindly be signed.

S.P.Dm.
23.10.19

Not. prepare -

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Then him
23.10.19

Director

SD/ 23/10/19

In response to the Quotation invited vide no SUDA- 493/2019/7046 dated 23/10/2019 for engagement of an organisation to provide consultancy support on designing and printing the product directory. We have received 3 (three) separate offers as per the detail below. The last date for submission of Quotation was 30th October, 2019 upto 2.00 pm.

Sl. No.	Organisation	Ref. No. of RFP received	Quoted rate (₹)
1	Kolkata Society for Cultural Heritage	KSCH/Q-011/SUDA 2019-20/PR-01 dated 27.10.2019	91,000
2	NEST Design & Consultancy	NEST/Q-RO1/2019-20/PR-02 dated 29.10.2019	1,15,500
3	Studio ABAYABA	SA/Q-RO/2019-20/PR-01 dated 28.10.2019	2,25,000

Copy of the 3 (three) offers in response to the Quotation placed on the cp side.

It is evident from the table above that the rate quoted by Kolkata Society for Cultural Heritage of ₹ 91,000 is the least and therefore may be accepted.

If approved, award of work will be issued.

S.P.Dm.
SMM-SM&ID

AMD

নতুন প্রোগ্রাম:

The rate offered by Kolkata Society for Cultural Heritage at ₹ 91000 is the lowest and may be accepted.

Award of work may be issued.

Director

Handwritten
AMD 30.10.19

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In connection with the review meeting on SWM scheduled on the 5th of November, 2019 with Chairperson along with Executive Officer of all ULBs, to be chaired by the Hon'ble MIC, UD & MA Department and Union Secretary, MoHUA, GOI, it has been decided to set up 4 (four) KIOSKs for display and distribution of IEC materials including the booklet 'Sahaj Path' at 2 (two) stalls, one stall for display of products made from waste by SHG members and the 4th stall will be for other products of SHGs to be displayed. The event has been planned at the P.C.Chandra Gandens.

In this context, a draft quotation notice is placed on the cp side for selection of an agency to set up the KIOSKs.

May kindly be approved and signed.

~~AMD~~ Notes at page-7/N.

S.P. D. 22.10.19
SMM, SM&ID

We may be permitted to invite quotation for selection of agencies to set up 4 (four) KIOSKs at the P.C.Chandra Gandens for the review meeting on SWM scheduled on 5th November, 2019.

Draft notice placed on the cp side may be signed.

Director, SUDA

AMD
22/10/19

AMD
22/10/19

May sign on 22/10/19

Till the date and hour of closing, we have received 3 (three) quotations from prospective agencies and the comparative statement of rates is as follows.

Sl. No.	Agency	Rate quoted (In ₹)
1.	The Aryans Group	84700
2.	Idea Box	90200
3.	Dreams Creations	103400

The rate quoted by the M/S. The Aryans Group is the least and may be accepted.

AMD

S. P. M.
SMM, SM&ID

The rate offered by the M/S. The Aryans Group at ₹ 84,700 may be accepted.

Director, SUDA

Chandra
AMD
2/11/19

AD (JC)

ADP 2/11/19