

TOR for engagement of PPP Consultant in the Special Monitoring Unit of MSME&T Department on contract basis

Since last two years the Department has initiated a number of innovative projects which need to be taken up in mission mode –PPP or otherwise. These projects need very comprehensive time-bound planning and effective execution, closely monitored by the Department. The list of innovative projects taken up by the Department is as under:

1. Scheme for Approved Industrial Parks (SAIP) roll out for development of Industrial Parks by entrepreneurs on their own land.
 - ✓ Knight Frank has been engaged as Transaction Advisor for roll out SAIP
 - ✓ Proposals have been submitted for projects under SAIP are under appraisal

2. Development of Biswa Khudra Bazar at Santiniketan, Birbhum as a centre of excellence for handicraft and handloom.
 - ✓ About 100 acres (40.50 ha) land on national highway has been earmarked.
 - ✓ Project components envisaged Mixed-use developments, covering, Craft Village, Training & Design Centre, Heritage & Cultural museum, Business and Retail outlets, Commercial & Leisure Resorts/ Hotels, Hospitality/ Tourism facilities, etc.
 - ✓ Collaboration invited to provide capacity building of rural artisans on training, material design, technology, quality, production and market linkages, amongst others.
 - ✓ Partnerships invited for commercial development and promote tourism.
 - ✓ Proposed total project cost/ investment estimated at Rs 600 crore.
 - ✓ Architect has been engaged to develop the Master Plan.

3. Development of Integrated Textile Park, Belur, Howrah on PPP model
 - ✓ About 75 acres (30.35 ha) land has been earmarked.
 - ✓ Proposed project components envisaged are developing infrastructure, utilities, logistics, Common Facilities Centres, etc.
 - ✓ Partnerships invited for commercial development and marketing of the facilities to attract national/ international entrepreneurs to set up units.
 - ✓ Proposed total project cost/ investment estimated at Rs 250 crore).
 - ✓ CRISIL has been appointed as Transaction Advisor.

4. Development of Eco Tourism Park at Banarhat, Jalpaiguri on PPP model
 - ✓ About 100 acres (40.50 ha) land on national highway has been earmarked.
 - ✓ Project components envisaged Mixed-use development, covering, Convention Centre, 5/3 star Resorts, Amusement Park, Craft Village, Training Institute, Youth Hostel, Hospitality / Tourism facilities, etc.
 - ✓ Partnerships invited for commercial development and promote tourism.
 - ✓ Proposed total project cost/ investment estimated at Rs 300 crore.
 - ✓ CRISIL has been appointed as Transaction Advisor.

5. Development of land parcels at Salt Lake/ Rajarhat to set up Apparel & Textiles hub on JV mode.
 - ✓ About 3.5 acres & 1.0 acres (1.41 ha & 0.41 ha) land respectively have been earmarked in prime location.
 - ✓ Project components envisaged setting up Wholesale Market of Apparel & Textiles.
 - ✓ Partnerships invited for commercial development and promote export.
 - ✓ Proposed total project cost/ investment estimated at Rs 300 crore & Rs 100 crore respectively.

6. Biswa Bangla Marketing Corporation operationalisation, a company being launched by the Government of West Bengal for showcasing and marketing of handicrafts, handloom, traditional and famous products of the State.
 - ✓ International firm Fox & Mandal has been entrusted with structuring the PPP model.
 - ✓ Biswa Bangla showrooms is planned to be launched in 5 locations in Kolkata in 2014 and spread footprint in 4-5 other cities in India and abroad by 2015.
 - ✓ The first Biswa Bangla Showroom has been set up at Kolkata Airport and demonstrated the success of the business model.
 - ✓ Strategic management key positions with experienced professionals will be invited for management of BBMC (marketing promotion, design development, capital/ finance, maintenance, etc.) as well as frontend & backend retail operation.
 - ✓ Proposed total project cost/ investment estimated at Rs 400 crore.

7. West Bengal MSME Equity Venture Capital Fund incorporation, a fund created wherein the state government commits to provide Rs 100 crore, another Rs 100 crore is to be mobilized from other investors. SIDBI has in-principal agreed to join the fund with 15% share in the corpus.
 - ✓ SIDBI Venture Capital Limited has been appointed as the Fund Manager and SIDBI Trustee Company is the Trustee Company
 - ✓ Khaitan & Co has been engaged as legal consonant for creation of the VCF.
 - ✓ IIM Calcutta shall provide incubation support for start ups and National Stock Exchange shall provide IPO support to fund beneficiaries.
 - ✓ A web portal connecting entrepreneurs, investors and mentors have been created which has a gateway for application under MSME Equity Fund.
 - ✓ A pool of Mentors is to be developed for providing mentoring and handholding support to the entrepreneurs availing benefits from the Fund.
 - ✓ The Fund documents are under preparation for creation of a Trust, Registration with SEBI and other formalities for operationalisation of the VCF from 1 April 2015. The Fund shall then invite other investors to raise the balance corpus.

8. Besides these, other PPP projects coming up include BB franchisee related works, MFC engagement of private partner for service delivery etc.

9. Department is also undertaking a state wise survey to study the status of the MSME in the State and Post BGBS impact.
 - ✓ Renowned research firm IMRB has been engaged for Survey of MSME status & Post-BGBS study.

- ✓ Coordination with Industry Association and Chamber of Commerce are established to obtain responses from entrepreneurs from different sectors across the state.
10. Ease of Doing Business initiatives has been undertaken by the State Government for Creating an Enabling Framework for Stimulating Investments in Manufacturing.
- ✓ Actions recommended by DIPP for ranking of states based on 98-point recommendations are to be complied with definite timeframe extended till 31 Dec 2015.

Monitoring of these projects including coordination with the consultants and stakeholders require expertise in Project Management skills.

Given the existing human resources within the Department, effective implementation of the projects is becoming a limiting factor. The Directorates of MSME, Handloom, WBSEPS, and WBSIDC under the Department are involved in these initiatives. However, for making the projects operational there is a need to engage a Consultant having expertise in handling PPP projects with responsibilities as given below:

ToR for engagement of Consultant to advise on PPP and other initiatives of the Department

Scope of assignment

Provide technical advice, policy input and strategic support to the Department in following activities:

1. Developing guidelines and operational framework for on-going PPP and other initiatives.
2. Developing guidelines and mechanism for identifying areas where PPPs could be initiated.
3. Developing model for project structuring, business planning, capital structuring (equity & debt syndication), marketing planning, risk management, securing policy agreements, deal closure and transaction management.
4. Developing terms of reference for engagement of Technical Consultant and Transaction Advisor.
5. Appraising the technical and financial feasibility of DPR prepared by the Technical Consultant.
6. Reviewing the guidelines prepared by the Transaction Advisor for developer selection, EOI/RFP/RFQ document and bid parameters, road shows /advertising for identifying potential developers, evaluation for selection and draft project agreements (Concession/ Developer Agreements, Shareholders Agreements, Land Lease Agreements, etc).
7. Coordinating with developers and consultants and stakeholder management.
8. Monitoring progress, project management and preparing MIS.
9. Any other tasks related to PPP as required by the Department.

Qualification & Experience criteria

1. Graduate in Civil Engineering.
2. Master's Degree in Engineering & Business Management.
3. At least 10 years experience in design, management and monitoring of PPP projects.
4. Experience of working with State Government and handling policy discussions and planning.
5. Experience of working with private sector developers, financial institution and consultancy organizations.

Deliverables

1. MSME Equity VC Fund - Appraisal of Fund Documents prepared by Legal Advisor for Department's approval and handholding for Fund operationalisation and Mentoring support.
2. Eco tourism Park - Appraisal of Project Documents prepared by Transaction Advisor for Department's approval.
3. Integrated Textile Park - Appraisal of Project Documents prepared by Transaction Advisor for Department's approval.
4. Biswa Khudra Bazar - Appraisal of Project Documents prepared by Transaction Advisor/ Technical Consultant for Department's approval.
5. Apparel & Textiles Park (salt Lake) - Appraisal of Project Documents prepared by Transaction Advisor for Department's approval.
6. Scheme of Approved Industrial Park – Review of Appraisal Report prepared by Transaction Advisor for Department's approval.
7. Biswa Bangla Marketing Corporation – Handholding for operationalisation.
8. Survey of MSME status & Post-BGBS study - Review of Study Report prepared by IMRB for Department's approval.
9. Ease of Doing Business – Monitoring progress of implementation of DIPP recommendation.
10. Any other initiative under PPP- Concept plan, appraisal of project documents for Department's approval.

The Consultant selected as above will be engaged in pure contractual mode at a consolidated monthly remuneration of Rs 1.00 lakh for a period of one year.

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