

**PROCESS & PRODUCT DEVELOPMENT CENTRE (PPDC), AGRA**  
**(MSME Technology Development Centre)**  
**Government of India Organization**  
**Ministry of Micro, Small & Medium Enterprises**  
**Foundry Nagar, AGRA – 282006 (U.P.)**

**INVITATION FOR EXPRESSION OF INTEREST**

The Process & Product Development Centre (PPDC), Agra, invites Expressions of Interest (EoI) from Technical Agencies empanelled under the SFURTI Scheme of the Ministry of MSME to serve as Technical Agencies for the clusters mentioned in the Annexure, in accordance with the applicable SFURTI Scheme Guidelines.

Interested agencies, along with all supporting documents in the prescribed proforma, may submit the EoI through Speed Post and the hard copy in a sealed cover to the Principal Director, Process & Product Development Centre (PPDC), Agra (MSME Technology Development Centre), Government of India Organization, Foundry Nagar, AGRA – 282006 (U.P.), on or before 08.09.2026 at 5:00 p.m.

For further details, please visit: <http://www.ppdcaagra.org>

Agra,  
24.08.2026

**Principal Director, PPDC Agra**  
Sd/-

**PROFORMA FOR SUBMISSION OF EXPRESSION OF INTEREST**

For eligible agencies for empanelment/engagement as Technical Agency under the SFURTI Scheme

1. Name and Address of the Organization/Institute:
2. Type of Organization:
3. Year of Registration:
4. Name of Head of the Organization, with contact number, e-mail and website:
5. Brief profile/description of the agency along with organizational chart (Annexure may be enclosed, if required):
6. Date of empanelment under the SFURTI Scheme:
7. Name of the Nodal Agency under which the empanelment was made:
8. Number of branch offices in the State and outside the State, if any, with detailed information (name of contact persons, postal address, STD code, fax/telephone number, e-mail and website, if any):
9. Past experience in the SFURTI Scheme:

| Name of the Cluster | SSC Approved | Name of NA | Sector | State | District | No. of Artisans | Approved GoI Assistance | Present Status (Functional/UI/Others) | Impact Created |
|---------------------|--------------|------------|--------|-------|----------|-----------------|-------------------------|---------------------------------------|----------------|
|                     |              |            |        |       |          |                 |                         |                                       |                |

**Details of the following (Please enclose copies of the documents):**

11. Service Tax Number, if any:
12. TAN & PAN Numbers:
13. GST No.:
14. Non-Blacklisting Certificate:
15. Any other information about the agency, with attested copies of supporting documents:

**Note:**

Separate annexures/sheets may be added, if required, for providing the above details.

**Signature of the Authorized Person, along with Name, Designation, Date and Seal of the Organization**

## **TERMS OF REFERENCE**

### **I. BACKGROUND**

The Ministry of Micro, Small and Medium Enterprises (MoMSME), Government of India, is implementing the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) through Nodal Agencies, Implementing Agencies and empanelled Technical Agencies (TAs) to provide technical and implementation support to SFURTI clusters. In accordance with the directions of MoMSME and the applicable SFURTI Guidelines, the Nodal Agency proposes to change/reassign the Technical Agency for the clusters listed in the Annexures, which are spread across different parts of the country and are at various stages of implementation, including functional and under-implementation clusters.

### **Scope of Work**

The Nodal Agency invites EOI from Technical Agencies already empanelled under the SFURTI Scheme to undertake technical handholding, monitoring, documentation, coordination and other implementation-related responsibilities for the identified clusters, including facilitating a smooth transition from the existing Technical Agency and, wherever applicable, completion/handover-related activities and transfer of relevant project records and information, in accordance with the SFURTI Guidelines, approved DPRs, Ministry directions and the terms prescribed by the Nodal Agency. The proposed engagement is intended to ensure continuity of implementation, effective management of the identified clusters and achievement of the objectives of the SFURTI Scheme without disruption.

### **Proximity**

The applicant have the office or branch office within 200 KM from the cluster location and submit the document evidence for the same.

### **Technical Agency (TA)**

Established national-level institutions with proven expertise in artisanal and small-enterprise cluster development shall be engaged as Technical Agencies (TAs) to provide close handholding and implementation support to SFURTI clusters. The TAs shall provide technical support to the Nodal Agencies (NAs) and Implementing Agencies (IAs). The responsibilities of the TAs shall include preparation and validation of Cluster Action Plans, training of Cluster Development Executives (CDEs) and other officials of the IAs and NAs, regular monitoring of the clusters on a monthly/quarterly basis, and submission of quarterly reports to the respective field offices of the Nodal Agencies.

### **Role of the TAs**

The roles and responsibilities of TAs include the following:

1. Sensitization and awareness generation in the clusters about the Scheme.
2. Identification of focus products and product mix for the cluster for domestic and export markets. This may also include multi-products in the cluster and creation of linkages with other available cluster networks in adjoining Primary Clusters, within the given budgetary allocation and as per the approved DPR.
3. Preparation of comprehensive DPRs for final approval of the SSC, containing, inter alia, the business model for self-sustenance; skill upgradation and acquisition of new skills by artisans; scope for technology transfer and innovation; physical and financial outcome targets; proposed percentage enhancement in productivity and earnings of artisans; risk mitigation; compliance; mandatory certifications as applicable to the nature of the industry; sales channels; brand building; product segmentation; promotion and advertising through regular publicity modes; participation in fairs and exhibitions; exploration of export avenues with clear targets for scaling up; and all other relevant information/activities required to meet the objectives envisaged under the Scheme. The DPR shall be prepared as per the standard template shared by the Ministry from time to time and in accordance with the indicators of the SFURTI proposal provided under the Scheme.
4. Assisting the identified IA in establishing and structuring the project-specific SPV.
5. Assisting the NAs/SSC in examining proposals for approval.
6. Assisting the IA in formulating plans, obtaining approvals and statutory clearances, identifying suitable technologies/equipment for value addition of products, and setting up CFCs after their identification by the IA. More

than one CFC/workshed is permitted, provided that the demand is justified for bringing higher productivity to the cluster.

7. Assisting the IA in preparing specifications for procurement for the clusters; preparing tender documents for the procurement process/CFC construction; selecting competent agencies/experts for various services to be availed by the IA/SPV; and ensuring that procurement/construction of the CFC is as per specifications and that pricing is competitive. The specifications and tender documents shall be presented before the Cluster Working Committee for consideration and forwarded to the NA for verification and approval before floating the tender. The TA shall also ensure that a representative of the MSME-Development Institute (MSME-DI) is a member of the Tender Committee for the entire tendering process, including floating of tenders and tender evaluation.
8. Developing a suitable operational framework and service-level agreements for various interventions, and assisting in periodic monitoring of the agencies/experts engaged, along with the progress of the projects and disbursement of funds.
9. Assisting the IA/SPV in engaging Business Development Services (BDS) providers, outsourcing/improving tools and equipment, and developing strategies and best practices for credit linkage, as far as possible.
10. Advising the IA/CDE on plans for procurement of raw materials, tools, machinery and other processes identified and mentioned in the DPR. Tools/kits and charkhas/implements may also be distributed among artisans as part of Cluster Level Intervention, as per the DPR. The TA shall assist the IA in establishing a proper, appropriate and transparent system, duly examined and vetted by the Cluster Level Committee, for distribution of tools/kits/charkhas/implements.
11. Drawing up a marketing strategy and detailed plan in consultation with the NA and IA with regard to product development, packaging, product pricing, product positioning and promotion, product mix/diversification, dealer/distributor networks under offline marketing, e-commerce for online marketing, supply chain and logistics, product quality and standardization, and export potential through appropriate interventions.
12. Close supervision by the TA of miscellaneous activities to be ensured by the IA, including awareness and exposure visits of artisans; opening of bank accounts by artisans under Jan Dhan Yojana; health insurance of artisans as applicable under the relevant rules; enrolment under PMJJBY and PMSBY, as applicable; issuance of Aadhaar-based identity cards to artisans; enrolment under the Atal Pension Yojana (APY), as applicable; periodic training of artisans; and extending appropriate general and miscellaneous support to SHG members under the Cluster Programme.
13. Assisting the IA/SPV in organizing and planning Business Development Strategies, buyer-seller meets and thematic interventions focusing on branding, e-marketing, new media marketing, innovation, research and development, etc., for the smooth running of clusters.
14. Assisting the SPV in mobilizing additional funds for the project, including preparation of proposals under relevant Government schemes and facilitating tie-ups for bank loans.
15. Facilitating linkages between the SPV and various stakeholders, particularly Government organizations, buyers and financial institutions.
16. Facilitating identification of suitable Technical Consultants for designing appropriate technologies for the cluster within the allocation ceiling for the respective type of cluster.
17. Planning, in consultation with the NA, the training requirements of artisans and stakeholders and grouping their requirements according to the needs of the clusters. Accordingly, the TA shall assist in identifying training institutions and defining course duration, fees and other requirements.
18. Assisting the NA in seeking and obtaining approvals, if any, from State Governments/UTs before submission of the DPR to the SSC for final approval.
19. Creating an appropriate system for online reporting of progress to the Nodal Agency and the Ministry of MSME on a monthly and quarterly basis.
20. Undertaking any other work assigned from time to time by the NA or Ministry of MSME for timely completion of the project, including changes in the nature of interventions and additions/alterations in the implementation programme, without additional cost, as applicable under the terms of engagement.

- 21.** At the end of the project, preparing proper documentation covering the entire activities, including case studies, photo/video documentation and an end-project report articulating outcomes in terms of productivity and sales. Outcomes achieved shall be listed against the targets fixed at the beginning of the project.
- 22.** Formulating an exit strategy for the IA and preparing a sustainability roadmap for the cluster, with a business plan for the next five years beyond the project duration.
- 23.** Empanelled TAs are permitted to identify suitable IAs.
- 24.** Acting diligently to ensure compliance with all applicable Rules and Regulations required for proposals at the DPR stage in order to obtain final approval from the SSC.

## List of Cluster & Available TA Fee Details

The available Financial Assistance/TA cost for the proposed clusters is as follows:

| Sl. No. | Name of the Cluster                                                                                                  | State             | District    | SSC Approved | No. of Artisans | Available TA Cost |
|---------|----------------------------------------------------------------------------------------------------------------------|-------------------|-------------|--------------|-----------------|-------------------|
| 1       | Pineapple Processing and Value addition Cluster                                                                      | Manipur           | Imphal East | 33rd         | 500             | Nil               |
| 2       | Turmeric, Ginger and Moringa Value Addition Cluster                                                                  | Nagaland          | Zunheboto   | 33rd         | 600             | Nil               |
| 3       | Wood Carving and Carpentry Cluster                                                                                   | Manipur           | Imphal West | 33rd         | 500             | Nil               |
| 4       | Wood Based Furniture Cluster                                                                                         | Manipur           | Imphal East | 33rd         | 250             | Nil               |
| 5       | Pineapple Processing and Value addition Cluster,                                                                     | Nagaland          | KOHIMA      | 33rd         | 250             | Nil               |
| 6       | Aloe Vera, Turmeric, Moringa and Mushroom Value addition cluster                                                     | Arunachal Pradesh | Namsai      | 33rd         | 575             | Nil               |
| 7       | Cane Processing and Bamboo & Cane Furniture Cluster                                                                  | Manipur           | Jiribam     | 33rd         | 250             | Nil               |
| 8       | Kauna Processing Cluster                                                                                             | Manipur           | Manipur     | 33rd         | 200             | Nil               |
| 9       | Honey Processing and Vermi-composting Cluster                                                                        | Manipur           | Thoubal     | 33rd         | 250             | Nil               |
| 10      | Cane & bamboo processing, furniture Making Cluster                                                                   | Nagaland          | Zunheboto   | 33rd         | 280             | Nil               |
| 11      | Medicinal herbs extraction unit with associated production clusters for Revival of Traditional hrbal medicine system | Manipur           | Ukhrul      | 33rd         | 1000            | Nil               |
| 12      | Mushroom and Baby Corn processing and Value addition Cluster                                                         | Bihar             | Gaya        | 34th         | 799             | Nil               |
| 13      | Makhana Processing and Value Addition Cluster                                                                        | Bihar             | Madhubani   | 34th         | 878             | 4.0 Lakhs         |
| 14      | Curcumin Extraction and Value addition Cluster                                                                       | Uttar Pradesh     | Bahraich    | 34th         | 657             | 2.0 Lakhs         |
| 15      | Bee Keeping and Medicinal Herbal Processing and Value Addition Cluster                                               | Uttar Pradesh     | Shravasti   | 34th         | 646             | 4.0 Lakhs         |
| 16      | Leather Goods and Associated Fashion Accessories Cluster                                                             | Uttar Pradesh     | Amethi      | 34th         | 800             | Nil               |
| 17      | Guar gum and Isabgol processing cluster                                                                              | Rajasthan         | Nagaur      | 34th         | 744             | 4.0 Lakhs         |
| 18      | Pulse Processing Cluster                                                                                             | Rajasthan         | Banswara    | 34th         | 685             | Nil               |
| 19      | Millet Processing and Value Addition                                                                                 | Rajasthan         | Ajmer       | 34th         | 800             | 2.0 Lakhs         |

**PROCESS & PRODUCT DEVELOPMENT CENTRE (PPDC), AGRA — EOI FOR TECHNICAL AGENCY UNDER SFURTI**

| Sl. No. | Name of the Cluster                            | State         | District  | SSC Approved | No. of Artisans | Available TA Cost |
|---------|------------------------------------------------|---------------|-----------|--------------|-----------------|-------------------|
|         | Cluster                                        |               |           |              |                 |                   |
| 20      | Metal Craft Cluster                            | Rajasthan     | Jodhpur   | 35th         | 657             | Nil               |
| 21      | Seed Spice Processing & Value Addition Cluster | Rajasthan     | Pali      | 42nd         | 965             | 17.4 Lakhs        |
| 22      | Stone Carving Cluster                          | Rajasthan     | Karauli   | 36th         | 825             | Nil               |
| 23      | Garlic Processing and Value Addition Cluster   | Rajasthan     | Jhalawar  | 35th         | 710             | 4.0 Lakhs         |
| 24      | Hand Embroidery and Craft Cluster              | Rajasthan     | Jaisalmer | 36th         | 726             | Nil               |
| 25      | Carpet and Durrie Making Cluster               | Uttar Pradesh | Sitapur   | 36th         | 747             | Nil               |

## **6. SELECTION PROCESS**

The TA shall be selected through evaluation of the submitted Expression of Interest (EoI), along with all supporting documents, submitted in a sealed cover to the Principal Director, Process & Product Development Centre (PPDC), Agra (MSME Technology Development Centre), Government of India Organization, Foundry Nagar, AGRA – 282006 (U.P.).

## **7. GENERAL TERMS AND CONDITIONS OF THE WORK**

The selected Agency shall sign an Agreement with PPDC Agra for rendering satisfactory services and implementing the clusters in a time-bound manner.

The following terms and conditions shall apply in connection with the submission of the EoI:

1. The SFURTI Guidelines shall form part of the Terms of Reference (ToR).
2. PPDC Agra reserves the right to withdraw this Invitation for EoI if it determines that such action is in the best interest of the Organization.
3. The timing and sequence of events resulting from this Invitation shall ultimately be determined by PPDC Agra.
4. Any applicant found to be canvassing, influencing or attempting to influence, in any manner, the qualification or selection process shall be disqualified from the process at any stage.
5. By submitting a proposal, each applicant shall be deemed to acknowledge that it has carefully read all the conditions and limitations.
6. The applicant's proposal in the EoI document shall be evaluated as per the requirements specified in the Invitation for EoI and in accordance with the qualification criteria spelt out in this Invitation.
7. PPDC Agra reserves the right to shortlist the parties responding to this notice on the basis of the evaluation of the EoI. Submission of more than one EoI by the same party shall result in disqualification.
8. The firm may be blacklisted for further business with PPDC Agra on account of non-performance or failure to provide satisfactory and timely services.

## **8. MODE OF SUBMISSION OF EXPRESSION OF INTEREST**

Only hard-copy documents submitted through Speed Post shall be accepted.

The EoI document, along with all credentials, shall be submitted in a sealed envelope superscribing the title “Expression of Interest as Technical Agency for SFURTI” to the Principal Director, Process & Product Development Centre (PPDC), Agra (MSME Technology Development Centre), Government of India Organization, Foundry Nagar, AGRA – 282006 (U.P.)