

## **TERMS OF ENGAGEMENT**

### **For engaging agencies for supporting and enhancing livelihoods of rural foodservice entrepreneurs**

#### **1. General Information**

**Project:** National Resource Centre for Scalable Enterprises

**Service /Work Description:** Providing training, technical and functional guidance for promotion of Foodservice enterprises

#### **2. Introduction and Background**

Kudumbashree is a pioneer in building women's neighborhood groups to tackle poverty through community action. It has been promoting several models in the area of micro-finance, livelihoods, gender and welfare focused on tackling poverty, making it one of the largest empowerment initiative in the country. In 2012, Ministry of Rural Development, Government of India recognised Kudumbashree's potential to support other States by designating it as a National Resource Organisation (NRO) under the National Rural Livelihood Mission (NRLM). As a NRO, Kudumbashree has been supporting State Rural Livelihood Missions (SRLM) in the area of enterprise promotion and convergence between Panchayati Raj Institutions and Community network.

Among the models implemented by Kudumbashree, the intervention in the area of Foodservice enterprise has been one of the most successful popularly known as 'Café Kudumbashree', the umbrella brand covers diverse units providing Catering, Canteen, Cafe and Restaurant services across the state of Kerala. The model has demonstrated its potential in terms of promoting different types of foodservice enterprises, scaling up operations, providing of employment opportunities and income generating potential. Taking this experience ahead, Kudumbashree NRO is now in the process of promoting Foodservice enterprise models in other states of India. To develop a sustainable model, Kudumbashree NRO will be putting in place a system of technical support for providing regular inputs for the propagation of foodservice enterprise at

National level. This will be done through setting up of a National Resource Centre (NRC) for Scalable Enterprise.

Kudumbashree NRO expects to engage with institutions and technical agencies, which can assist in providing training, technical and functional guidance to Foodservice enterprises.

### **3. Objective**

As an organisation engaged in improving the livelihoods of the people, nurturing innovations, leveraging new-age technology, tapping emerging growth sectors, engaging with community enterprises and building internal technical capacities are critical. To achieve this, it is inevitable to choose strategic partners- community and social enterprises, as well as expert agencies in private sector, with a track record of promoting and supporting innovations and delivering best practices that can be replicated on large scale.

- Assist in strengthening non-farm livelihoods in the Foodservice sector by providing technical assistance
- Assist in providing training, technical and functional guidance to Foodservice enterprises
- Support in developing specialized skills in specific foodservice segments

### **4. Scope of services**

The following are the activities, which the identified agency would be responsible for implementing

1. Assist in planning and during implementation phases of launching new foodservice enterprise models in partner states
  - Carry out viability study for the proposed foodservice enterprise
  - Support in creating detailed design and layout of the proposed foodservice facility
  - Preparation of working drawings and specifications for the works
  - Identification of functional requirements and equipments for the proposed foodservice enterprise.

2. Support Kudumbashree NRO in knowledge generation under foodservice enterprise domain
  - Support in developing and designing standardised training modules for the following stakeholders, based on the respective training outline prepared by Kudumbashree NRO
    - Mentor Resource Persons (Resource persons from Kerala having experience of running and managing foodservice enterprises)
    - Cafe Consultants (Resource persons from different States)
    - Entrepreneurs (Women and Men from the community who will be starting enterprises)
    - Community Resource persons (Resource Persons from the community from different States who will provide handholding to the foodservice enterprises)
  - Support in developing Standard Operating Procedures and Protocols for different models of foodservice enterprises and Food court
  - Documentation on Layout Design guidelines
  - Documentation on Standard Menu and Services
  - Assist in creating model business plans for different foodservice enterprise models with specifications
3. Administration of short term/domain specific training program for certain groups (Entrepreneurs, Mentors) as per requirement
  - Execute training programs using pre-designed module.
  - Assist in conducting evaluation of the participants
  - Conduct training of trainers, as required.
  - Provide regular inputs for enhancing the quality of training programmes
4. Assist Kudumbashree NRO in developing exposure sites for facilitating learning of various foodservice enterprise models. The agency shall also support in conducting these visits.

5. Support in developing intervention for performance improvement of existing foodservice enterprises. Also support in executing the strategy by improving the business fundamentals of the foodservice enterprises that are part of the project in parameters such as:
  - Improving business volumes
  - Profitability
6. Support in designing strategies for scale up operations of the foodservice enterprise
7. Assist Kudumbashree NRO in conducting National/State level fairs
8. Support in identifying and promoting innovations and best practices in the implementation of various foodservice enterprise models in Kudumbashree NRO partner states.

## **5. Duties and responsibilities**

The roles and responsibilities of agency shall be as follows.

1. The agency shall provide well-qualified and experienced resource persons as required and appropriate for completion of any or all of the above work specified under section 4.
2. Support in developing content for the different modules to be offered as per requirement.
3. Deliver the training modules as per agreed schedule as and when required.
4. Visit project locations in partner states as and when required.
5. Attend planning and project meetings at the Kudumbashree NRO office or any other specified locations for achieving project objectives as and when required
6. Work in close coordination with Kudumbashree NRO professionals for effective delivery of services.
7. Submit timely reports and fulfill administrative formalities.

## **6. Deliverables**

**The following deliverables are envisaged under the project from agency:**

1. The agency will provide well-qualified and experienced resource persons for completion of any or all of the above work specified under section 4.
2. Administration of short term/domain specific training program for specific groups as per requirement.
3. Timely completion of agreed work related to Foodservice business development.
4. Timely submission of works done and progress report on project activities.

## **7. Duration of partnership**

The total duration of the engagement will be for one year after signing of proceeding from Executive Director, Kudumbashree and subject to continuation based on appraisal done on a yearly/periodic basis. Executive Director, (Kudumbashree) or person authorised by him/her will be undertaking the appraisal.

## **8. Cost Norms**

1. The core team members of the empanelled agency shall be eligible for the honorarium fee of Rs. 2,000 per day.
2. The core team members of the empanelled agency shall be eligible for travel and conveyance based on the rates prescribed for Mentor Core group of the Kudumbashree NRO.
3. Head of agency/CEO shall be eligible for the honorarium fee of Rs. 2,500 per day, travel and conveyance based on the rates prescribed for Mentor Core group of the Kudumbashree NRO.
4. The agency will be expected to submit timely reports and fulfill administrative formalities for processing their honorarium fee.

## **9. Eligibility**

1. The technical agency should have accreditation from Kudumbashree in area for promoting foodservice enterprises in Kerala.
2. The technical agency should have at least five years' experience of working in the area of foodservice enterprise promotion.
3. Experience in the development of training materials and in conducting trainings

## **10. Desired key competencies and skills**

1. Knowledge in legal and other fiduciary compliances related to foodservice industry.
2. Experience in leading and facilitating training workshops in the area of foodservice enterprise promotion
3. Ability to travel in Kudumbashree NRO project locations on short notice.
4. Ability to communicate in English and at least one Indian language other than Malayalam
5. Should have community orientation and sensitivity towards gender and cultural balance
6. Maintain high standards of professionalism

## **11. Submission of Application**

Interested agencies/institutions shall submit the following

1. Detailed profile of the agency as per the attached format.
2. A detailed presentation shall be made by the agency in front of the evaluation committee. The total time allotted for the presentation will be 20 minutes. The presentation (hard copy) shall also be submitted to Kudumbashree NRO along with the agency profile. It shall include the following
  - Knowledge and experience in development of training modules and in conducting trainings
  - Knowledge and experience in promotion of foodservice enterprises
  - Kind of support that can be provided by the agency as per identified activities under scope of work
3. Please attach one training module on training provided to foodservice entrepreneurs

## **12. Evaluation of received applications**

An Evaluation Committee will be formed which will have selected members from Kudumbashree Mission and KS-NRO. The duly filled application form and presentation shall be evaluated by an evaluation committee. All submissions will be assessed against the following criteria

<b>Sl. No</b>	<b>Details</b>	<b>Max Marks</b>	<b>Marks Scored</b>
1.	Years of relevant experience (Maximum marks obtained is 20)		
	a. Less than 5 Years:	0	
	b. Between 5 to 7 Years:	15	
	c. More than 7 Years:	20	
2.	Number of trainings of similar nature organised for Government of India/Kerala/Autonomous Bodies etc. during the last three financial years. The agency should provide credible evidence of the same. (Maximum marks obtained is 25)		
	a. Less than 20 batches of trainings conducted	5	
	b. Between 20 to 30 batches of trainings conducted	10	
	c. Between 31 to 40 batches of trainings conducted	15	
	d. Between 41 to 50 batches of trainings conducted	20	
	e. More than 50 batches of trainings conducted	25	
3.	Qualifications, experience and number of core team of technical/professional manpower		

	that will be engaged (Maximum marks obtained is 25)		
	3.1 Number of person and experience under below mentioned section <ul style="list-style-type: none"> <li>• Food production</li> <li>• Service</li> <li>• Kitchen design and layout</li> <li>• Front office/Admin relevant to the subject</li> </ul>	10	
	3.2 Is the expertise of team relevant to the subject	15	
4.	Methodology and approach of the agency for executing the work as mentioned in the presentation (Maximum marks obtained is 30)		
	a. Methodology and approach based on the Scope of work	15	
	b. Suitability of agency for the work	15	