

# **EXPRESSION OF INTEREST FOR EMPANELMENT OF INSTITUTES/AGENCIES FOR PROVIDING DIGITAL SOLUTIONS FOR MSMEs IN SELECT STATES**

**Andhra Pradesh, Chhattisgarh, Goa, Maharashtra,  
Odisha, Puducherry, Tamil Nadu, Telangana,  
Karnataka, Kerala**



## **CENTRE FOR DIGITAL BRANDING AND MARKETING (CDBM)**

**राष्ट्रीय सूक्ष्म लघु और मध्यम उद्यम संस्थान**  
**NATIONAL INSTITUTE FOR MICRO, SMALL & MEDIUM ENTERPRISES**

An organisation of the Ministry of MSME, Govt. of India and ISO 9001:2015 Certified  
Accredited as **UTKRISHT / उत्कृष्ट**, 3-Star Rating by Capacity Building Commission (CBC)  
यूसुफगुड़ा, हैदराबाद – 500045 (भारत) / Yousufguda, Hyderabad -500045, Telangana, INDIA

**[www.nimsme.gov.in](http://www.nimsme.gov.in)**

## **IMPORTANT DATES**

Sr.No	Activity	Date
1	Date of Issue of EoI	04.02.2026 at 17:00 Hours
2	Last date for submission EoI	13.02.2026 at 17:30 Hours
3	Opening of Technical Proposal	16.02.2026 at 11:00 Hours
4	Date of Technical Presentation	To be announced on ni-msme website

**NOTE:** Bidders can raise their queries on the terms and conditions of the EoI on or before the due date mentioned above by mailing at [nimsme-admn@nimsme.gov.in](mailto:nimsme-admn@nimsme.gov.in) or [muthyala.sarath@nimsme.gov.in](mailto:muthyala.sarath@nimsme.gov.in). Any request for clarification must be sent in writing, including by standard electronic means, to the above mail and the address. The **ni-msme** will respond by standard electronic / self means within the period specified in the EoI and will email the response (including an explanation of the query, without identifying the source of inquiry) to all bidders who have formally indicated that they intend to submit their proposal.

### **Contact details:**

**Tel: 040-23633243/ 209 / 213**

**e-mail: [nimsme-admn@nimsme.gov.in](mailto:nimsme-admn@nimsme.gov.in),  
[muthyala.sarath@nimsme.gov.in](mailto:muthyala.sarath@nimsme.gov.in)**



**National Institute for Micro, Small and Medium Enterprises (ni-msme)**  
**An Organisation of the Ministry of MSME, Govt. of India, ISO 9001:2015 Certified**  
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**Yousufguda, Hyderabad - 500045**

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**Centre for Digital Branding & Marketing – ni-msme**

The National Institute for Micro, Small and Medium Enterprises (**ni-msme**), an organization of the Ministry of MSME, Government of India, invites **Expressions of Interest (EOI)** from qualified **Institutions/Agencies** for empanelment in select States Andhra Pradesh, Chhattisgarh, Goa, Maharashtra, Odisha, Puducherry, Tamil Nadu, Telangana, Karnataka, Kerala with the **Centre for Digital Branding and Marketing (CDBM), School of Enterprise Development**.

This Expression of Interest (EOI) document outlines the requirements and processes for onboarding Digital Marketing Training Institutes, and Agencies to strengthen the Digital Branding and Marketing Ecosystem in India. The primary objective is to support Indian businesses, particularly MSMEs, in addressing their marketing challenges and to bridge the skill gap through expert-led, collaborative training.

The EOI has been invited for empanelment of Digital Marketing Training Institutes & Digital Marketing Agencies to provide services for MSMEs.

**A. Digital Marketing Training Institutes**

The empanelment seeks highly skilled and experienced training institutions capable of delivering specialized, hands-on training on current and in-demand digital marketing concepts to business professionals, students, and aspiring marketers.

CDBM will be associating with the Digital Marketing training institutes for the Collaborative Certification Programs and Industry connectivity. Digital Marketing institute should have qualified trainers with past experience or an institute must have trained considerable number of students for employment or self-employed.

The interested should demonstrate the experience in the following areas

1. **Search Engine Optimization (SEO)**
2. **Content & Video Marketing**
3. **Paid Media & PPC**
4. **Social Media Marketing (SMM)**
5. **Data Analysis & Performance Tracking (Mandatory)**
6. **AI & Marketing Automation**
7. **E-commerce Marketing Marketplace**
8. **Graphic Design and Video Editing**
9. **Generative Engine Optimization (Desirable)**

All the above-mentioned topics should be demonstrated with relevant tools and strategies.

## **B. Digital Marketing Agencies**

Empanelment for Agencies to extend hands-on support, consultancy, and execution to MSMEs to help them navigate their digital marketing challenges, from early-stage promotion to scaling up. Agencies should work with the Centre with agreed terms and conditions from time to time. Agencies should demonstrate experience in the topics mentioned in the previous section and the impact created to the clients especially to the MSMEs with respect to their increase in reach and revenue.

### **Scope of Work for A & B**

- Designing and delivering training modules in Digital Branding & Marketing.
- Providing mentorship and expert guidance to MSMEs for digital transformation.
- Assisting in content creation, digital campaigns, and branding strategies.
- Collaborating with ni-msme in research, consultancy, and outreach activities.
- Organizing the joint certification programs.

### **Eligibility**

#### **For Institutions/Agencies:**

- Minimum of 5 years of established experience in providing Graphic Designing, Video Content Creation, Digital Marketing, Branding and e-Commerce Services, Preferably to Central /State Government agencies /Projects.
- Prior engagement in training or consultancy assignments with MSMEs, corporates, or government bodies will be considered an advantage.
- Must provide documented evidence of previous assignments and clientele portfolio to demonstrate capability and credibility.

### **Terms and Conditions**

The empanelment under this EoI is governed by the following terms and conditions. All applicants (institutions/agencies) are required to read and agree to these terms before submitting their application.

#### **a. General Conditions**

##### **1. Right to Accept or Reject Applications**

- ni-msme reserves the right to accept or reject any or all applications, wholly or partly, without assigning any reason and without incurring any liability to the affected applicants.
- Submission of an EoI does not automatically guarantee empanelment or award of work.

## 2. Validity of Empanelment

- Empanelment will initially be valid for **Two (2) years** from the date of approval, or during the currency of the project in hand till deliverable are made.

## 3. Evaluation Process: The selection process will involve a two-stage evaluation:

**Stage 1: Initial Scrutiny** (Based on submitted documents and minimum eligibility criteria).

**Stage 2: Technical Presentation/Demonstration** (Assessing expertise, methodology, and quality of content/work).

## 4. Performance Review & Work Allocation:

- Empanelment does **not** guarantee a minimum volume of work or assignments. Work will be allocated on an as-needed basis through a transparent process, typically via a rotational or competency-matching model.
- A **Performance Review**: CDBM will conduct annual reviews based on feedback from beneficiaries, quality of output, and adherence to timelines. Failure to maintain satisfactory standards may lead to de-empanelment.

## 5. Eligibility and Documentation

- Applicants must ensure that all information and documents submitted are true, accurate, and verifiable.
- Any false declaration, misrepresentation, or concealment of material facts will lead to immediate disqualification and possible blacklisting.
- All documents should be self-attested and submitted in the prescribed formats as per Annexure.

## 6. Confidentiality and Data Protection

- All materials, data, reports, and intellectual property shared by ni-msme or developed during the course of engagement shall remain the joint property from ni-msme.
- Empanelled entities shall not, under any circumstances, disclose, reproduce, distribute, or use such materials for personal or third-party benefit without prior written consent from ni-msme.
- Compliance with the Digital Personal Data Protection Act, 2023 and all relevant information security laws is mandatory.
- If third-party software, tools, or materials are used, appropriate licenses and attributions must be ensured by the applicant.

## 7. Conflict of Interest

- Applicants must disclose any existing or potential **conflict of interest** that may affect their impartiality or independence during empanelment.

- ni-msme reserves the right to disqualify any applicant found to have a conflict of interest that could compromise the integrity of the selection or implementation process.

## **8. Financial and Payment Terms**

- Payment shall be made upon submission of deliverables, verification of performance, and receipt of an invoice along with necessary supporting documents, subject to compliance with government rules and regulations.
- Applicable taxes (TDS/GST) will be deducted or paid as per prevailing Government of India rules.
- ni-msme will not be responsible for any out-of-pocket expenses unless pre-approved in writing.

## **9. Termination and De-empanelment**

- ni-msme reserves the right to terminate or revoke empanelment at any stage for:
  1. Unsatisfactory performance or breach of terms,
  2. Failure to meet deadlines or quality standards,
  3. Misconduct, non-compliance, or conflict of interest, or
  4. Any other reason attributable to the deliverables /progress of the project work grant as assessed by the ni-msme authorities with the condition to impose penalty for the loss/damage affecting project work .
- In such cases, the empanelled entity shall have no claim for damages or compensation.
- Termination shall take effect upon issuance of a written notice by ni-msme.

## **10. Legal and Arbitration Clause**

- All disputes arising from or related to this empanelment shall be subject to the jurisdiction of the competent courts in Hyderabad, Telangana, India.
- In the event of any dispute, the matter shall first be attempted to be resolved through amicable resolution of the experts identified by ni-msme.
- The language of arbitration shall be English, and the decision of the arbitrator shall be final and binding.

## **11. Force Majeure**

- Neither entity shall be held responsible for non-performance or delay due to natural calamities, pandemics, acts of war, civil unrest, government restrictions, or other unforeseeable events beyond reasonable control.
- The affected party shall notify the other in writing within seven (7) days of such an event, and efforts shall be made to resume obligations promptly.

## **12. Amendment or Cancellation**

- ni-msme reserves the right to **amend, revise, or withdraw** the EoI or any of its terms without prior notice.
- Amendments, if any, will be uploaded on the official website of ni-msme, and applicants are advised to visit regularly for updates.

### **Disclaimer**

- Issuance of this EoI does not constitute an offer or commitment to engage.
- ni-msme shall not be responsible for any costs or expenses incurred by the applicants in preparing or submitting their responses.
- The decision of ni-msme regarding empanelment shall be final and binding.

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### **Application Process**

Interested Agencies/Firms / Consortium may submit their Technical proposals along with a non- refundable processing fee of Rs. 10,000/- (Rupees Ten Thousand only) in the form of RTGS/NEFT/DD. No proposals shall be accepted without the processing fee. The proof of such payment shall be uploaded along with the Bid documents.

- i) The processing fee can be paid through RTGS/NEFT
- ii) The details of Account for payment through RTGS/NEFT are given below:
  - a) Name of Account : National Institute for Micro, Small and Medium Enterprises
  - b) Bank Account No : 30760656383
  - c) Bank : State Bank of India
  - d) Branch : Balkampet Branch
  - e) IFSC Code : SBIN0003607

EOI forms can be downloaded from the website of ni-msme viz., [www.nimsme.gov.in/Tenders](http://www.nimsme.gov.in/Tenders)

The EOI shall be submitted in the Prescribed Format as mentioned in Annexure.

The EOI shall be unconditional. Conditions of any nature in the EOI make it liable for rejection. The Documents submitted along with the EOI shall be self-attested and the originals shall be produced on demand, failing which the EOI will be liable for rejection.

The bidders shall upload the screenshots regarding payment of ₹10,000/- (non-refundable processing fee) along with their proposal (technical document) without fail.



## APPLICATION FORM

Sr.No	Particulars	Description	
1	Name of the Firm*		
2	Constitution of Firm		
3	Date of Incorporation		
4	Office Address		
5	Phone LL / Mobile		
6	e-mail		
7	Website		
8	PAN		
9	TAN		
10	GST		
11	Number of Employees		
12	Number of Consultants		
13	Head of Organization		
14	Authorized Signatory for RFP		
15	Single Point Contact (Name, Designation, Phone & Email)		
16	Full Bank Account Details with IFSC Code, Branch etc.		
17	Financials for Last Three Years	Turnover (Rs in Crore)	Income (Rs in Crore)
	2022-23		
	2023-24		
	2024-25		

**PAST EXPERIENCE #**

Sr.No.	Year	Name of the Project / Work	Clients	Project Value (Rs in Crore)	Remarks
1					
2					
3					

**NOTE:**

\* To justify the above claim, enclose the Work Order & Completion Certificate

\* Detailed Profile of the Agency/ Firm to be enclosed along with the EOI.

\* The Projects undertaken and completed or projects under progress may also be submitted if available, the same will be considered and evaluated at the discretion of the Evaluation Committee.

# Additional sheets may be used to provide further details, if required.

**Declaration:**

The Agency/Firm is required to submit a declaration along with the RFP as mentioned in Annexure-2.

To  
The Director General  
**National Institute for MSME (ni-msme)**  
Yousufguda-500045  
Hyderabad

**Sub:** Expression of Interest (EoI) for Empanelment of Digital marketing, Training Institutes and Digital Marketing Agencies

Sir,

1. I/we am/are a citizen/incorporated/registered in India
2. I/We have not been convicted of any offense and sentenced to a term of imprisonment.
3. I/ We declare that the particulars furnished in the RFP are true to the best of my/our knowledge and belief and any incorrect information furnished may lead to cancellation of my / our application with **ni-msme**
4. I/We understand and accept that empanelment shall be at the discretion of **ni-msme** as per requirement and **ni-msme** has the right to reject our application without assigning any reason.
5. I/We shall submit the reports as per standard formats prescribed by **ni-msme** with correct and full information and without negligence.
6. If my/ our application for empanelment with **ni-msme** is considered favorably, I/We shall abide by all the terms and conditions stated in this EOI as well as other terms and conditions prescribed by **ni-msme** from time to time during the period of empanelment.
7. I/We understand that empanelment as such does not guarantee award of assignments by **ni-msme** and I/We shall participate in the due process of award of assignments without fail and will abide by the terms and conditions laid down for every such proposal.
8. I/We understand that **ni-msme** will undertake the review of list of empaneled agencies periodically and the entrustment of assignments will be based on performance and evaluation criteria designed by the Institute for award of assignment.
9. I/We understand that **ni-msme** reserves the right to delete/ cancel the empanelment / stop awarding future assignments without prior notice or assigning any reasons whatsoever.

10. I / We shall maintain the secrecy of the assignment allotted by **ni-msme**
11. I/We shall declare that I/We will not use the **ni-msme** credentials, logo, brand, data and reports for our promotion or share with any third party without the consent from **ni-msme**.
12. I/We undertake that **ni-msme** has the right to de-list, in the event of finding that I/we have concealed the facts/suppressed the information or happenings which would make ineligible for empanelment as service provider.
13. I/We shall strictly observe the laws against fraud and corruption enforce in India namely "Prevention of Corruption Act 1988"
14. I/We have not been convicted of offense connected with any proceedings under the Income Tax Act 1961; Wealth Tax Act 1957 or Gift Tax Act 1958, GST or other related Tax matters.
15. I/We have not found guilty of misconduct in professional capacity, and not have been blacklisted by Central Government / State Government / Public Sector Undertaking / Statutory Corporations / Autonomous bodies under State or Central Governments as on the date of EOI
16. I/We are not in litigation with the above mentioned institutions as on the date of RFP.

Date:

Authorized Signatory

Place:

(Seal of the Agency/Firm)

(All the documents/ enclosures/ declarations to be signed by the Authorized signatory of the Agency/Firm to be submitted hard copies in sealed cover along with EOI on or before the specified date)

**Evaluation Criteria for Selection of Agency****1. Technical Evaluation Criteria (Total: 100 Marks)****2. Minimum Qualifying marks -70 Marks****A. Organizational Profile & Eligibility – 20 Marks**

Criteria	Max. Marks	Evaluation Basis
Years of Operation	10	> 10 years = 10; >7-9years = 8, >5-7 years=5
Valid PAN, GST, TAN registrations	10	All valid = 10; Any missing = 5

**B. Financial Capacity – 10 Marks**

Criteria	Max. Marks	Evaluation Basis
Turnover in anyone of the last 3 years (Min ₹1 Cr)	10	> ₹3 Cr = 10; ₹2-3 Cr = 8; ₹1-2 Cr = 5

**C. Relevant Experience – 30 Marks**

Criteria	Max. Marks	Evaluation Basis
Experience with government/MSME schemes during last 5 years duly supported by documents regarding sanction /completion certificate /impact documentation	20	≥5 years = 20; 3-4 = 7; 1-2 = 4; None = 0
Total value of past projects handled during last 5 years	10	> ₹5 Cr = 5; ₹3-5 Cr = 3; ₹1-3 Cr = 2

**D. Technical Proposal presentation – 40 Marks**

Criteria	Max. Marks	Evaluation Basis
Understanding of assignment	10	Clear, realistic, phased = 10; Basic outline = 5; Vague = 0
Strength of the Institute/Agency (No. of Tools under use)	10	Tech-enabled, aligned = 5; Generic = 2
* Human Resource capacity subject experts, qualification and competency (staff + consultants) experience including specific weightage to subject experts	20	A. ≥4 Experts =10 marks B. ≥10 Consultants = 5 marks; <3 =3 marks C. 5 DEOs and more than = 5 marks; <5=3 marks

\*the bio-data of subject experts, consultants should be given in the form of CV.