



ASSAM INDUSTRIAL DEVELOPMENT CORPORATION LIMITED

(A Government of Assam Undertaking)

R. G. Baruah Road, Guwahati-781024

Ph. 0361-2200399, Email: aidc-ltd@assam.gov.in

ECF No. 295380

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Notice Inviting Branding & Marketing Proposals

Assam Industrial Development Corporation Ltd. invites Project Proposals from FPOs, SHGs, Cooperatives, Govt. Institutions (PSU's) or an SPV of micro food processing enterprises for developing and implementing their own Branding & Marketing under PMFME Scheme. The entity should have proven track record of producing food processed products and have efficient management and entrepreneurship capability. The other terms and conditions are as follows:

1. **Financial Terms:** The grant covers up to **50% of the total expenditure**. The project cost must not exceed 50% of the three-year average projected turnover (not historical turn over).
2. **Fund Release:** Disbursement is made in three installments (50%, 25%, and 25%) based on specific milestones and the submission of expenditure reports.
3. **Eligible Activities:** Includes graphic design (logo/packaging), trademark registration, product standardization, market studies, retail listing costs, and promotional activities (ATL, BTL, and Digital).

Interested eligible entities as mentioned above with relevant experience in food processing are invited to submit the Expression of Interest given in the ToR to aidc-ltd@assam.gov.in within one month of publication of this advertisement. The ToR and proforma of EoI is given at website www.aidcltd.com. The evaluation will be assessed in two phases viz. EoI Phase and DPR submission stage. Applicant Organizations needs to submit EOI first as per prescribed proforma and Post-evaluation of EoI, the eligible entities will be invited for further step of preparation and submission of DPR for obtaining the support.

-S/d-

Managing Director



Terms of Reference (ToR) for Branding & Marketing Support under PMFME Scheme

1. About the proposal of advertisement-

The Assam Industrial Development Corporation Ltd. (AIDC Ltd.), functioning as the State Nodal Agency under the Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme in Assam, proposes to invite Expressions of Interest (EoI) from eligible FPOs, SHGs, Cooperatives, PSUs, and SPVs of micro food processing enterprises for availing support under the Branding & Marketing component of the PMFME Scheme. The advertisement aims to create awareness among eligible stakeholders regarding financial assistance, eligible activities, submission procedures, and evaluation process for implementation of Branding & Marketing initiatives under the scheme. It aims to support organizations with a proven track record in food processing by providing a grant of up to 50% for activities such as graphic design, product standardization, market studies, and multi-channel promotional efforts. Proposals will be evaluated in two distinct phases: an initial Expression of Interest (EoI), being the 1st Phase followed by the 2nd Phase by submission of a Detailed Project Report (DPR) for those who qualified in 1st Phase, ensuring the selection of entities with strong management and entrepreneurial capabilities.

2. About PMFME Scheme:

Pradhan Mantri Formalization of Micro Food Processing Enterprises (PMFME) Scheme is a flagship program of Govt. of India with an outlay of ₹10,000 Crores for supporting 2,00,000 micro food processing enterprises at pan India level implementing from 2020-21 to 2024-25 with further extension to 2025-26 and first two quarters 2026-27. The Scheme is expected to extend till 2031. The scheme is implemented by Ministry of Food Processing Industries (MoFPI). PMFME Scheme, under the Atmanirbhar Bharat Abhiyan, provides support to individual and groups of FPOs/SHGs/Cooperatives in promoting and formalizing micro food processing units. Marketing and Branding is an important component of the Scheme.

3. About Branding and Marketing Component:

Marketing and Branding support can be provided to FPOs/SHGs/Cooperatives/ PSU's or an SPV of micro food processing enterprises under the scheme following the cluster approach for developing common packaging & branding with provision for quality control, standardization and adhering to food safety parameters for consumer retail sale.

4. Eligible Entities for application

Following organizations can apply for getting support from PMFME Scheme in Branding and Marketing of their processed products

1. Govt. Organizations (PSU's)
2. Farmer Producer Organizations (FPOs)
3. Self Help Groups (SHGs) and their Federation
4. Cooperatives Societies
5. Special Purpose Vehicles (SPV) of micro food processing enterprise

5. Eligibility Criteria

1. The entities should be registered under applicable laws/acts except SHGs
2. The entity should have proven track record of producing food processed products and have efficient management and entrepreneurship capability.
3. The proposed project cost should not exceed 50% of 3 years average projected turnover (not historical turnover).
4. The Scheme will provide 50% support of the total project cost. The remaining 50% will have to contribute by the applicant organization and thus the entity should be financially sound.
5. The final product after obtaining the project support must be sold to consumers in retail packs.

6. Permissible activities under the proposal

Following activities are allowed to undertake under the current proposal:

1. Graphic Designing (Logo and Package Design)
2. Trademark Registration
3. Product Standardization and Quality Assurance
4. Market Study and Feasibility Surveys
5. Packaging Material (Working capital assistance for the first year of launch)
6. Warehousing/Storage Rentals (Eligible for the first year only)
7. Listing Cost and Institutional Linkage (Retail chain tie-ups)
8. Promotional Activities (Offline, Online, and Digital Marketing)
9. Training related to Sales and Marketing

7. Financial Support & Funding Pattern

Support for Branding and Marketing is limited to 50% of the total expenditure. Funds will be released in three instalments (1st: 50%, 2nd: 25%, 3rd: 25% of approved grant).

Beneficiaries must maintain a dedicated current bank account for all project-related transactions. No cash payments are allowed as proof of expenditure. Detail of fund release, reporting, UC submission etc. will be governed by the existing guideline of Branding and Marketing issued by Ministry of Food Processing Industries.

8. Application Procedure

1st Phase: EoI Stage: Applicant will have to submit EoI in prescribed proforma along with relevant information and documents. Applicant organization will be initially screened based on eligibility criteria and other evaluation parameters. As a part of the evaluation of proposal at 1st phase, applicant organization will also be called for personal interaction and presentation to understand their project proposal.

2nd Phase: DPR Stage: Organization shortlisted after this EoI stage will be intimated to submit Detail Project Report (DPR) as per prescribed format. The Scheme is having a provision of giving support up to Rs.5.00 lakh for preparation of DPR.

9. Submission and Approval Process of DPR

Applicant's proposal which will be qualified in the 1st Phase i.e. EoI Stage, will be called for submission of DPR as a part of the 2nd Phase. Following are different steps of approval of DPR by Government.

1. Step 1: Submission of Detailed Project Report (DPR) by the applicant entity to the State Nodal Agency (SNA) i.e. AIDC Ltd.
2. Step 2: Review and recommendation by the State Level Approval Committee (SLAC) constituted for PMFME Scheme of Govt. of Assam
3. Step 3: Recommendation by the Project Executive Committee (PEC) of MoFPI.
4. Step 4: Final approval by the Inter-Ministerial Empowered Committee (IMEC) to be coordinated by MoFPI.

10. Documents Required for application submission at 1st Phase i.e. EoI Stage

1. Registration documents of the entity
2. CA Certificate for net worth of last 3 years
3. Board's Resolution
4. Any other documents viz. Udyam, FSSAI, GST

Proforma for Expression of Interest (EoI) of Branding & Marketing support under PMFME Scheme

To,

The Managing Director
AIDC Ltd, R G Baruah Road,
Guwahati, Pin – 781 024

Sub: Application for submitting Expression of Interest (EoI) of Branding & Marketing proposals under PMFME Scheme from the organization named-

Ref: Advertisement details.....

Sir,

In response to your advertisement on the subject mentioned above, we would like to express our interest to apply for the Branding and Marketing support under PMFME Scheme as per the prescribed format:

1. **Name of the Applicant Organization:**
2. **Name of the SPOC:**
3. **Designation of the SPOC:**
4. **Organization's Stature:** FPOs/SHGs/Cooperatives/Govt. Institution/SPV of Micro Food Processing Enterprises (Please submit Registration Certificate)
5. **Year of Establishment:**
6. **Permanent Address of the Establishment:**
7. **Communication Address of the Establishment:**
8. **Contact Number:**
9. **Email id:**
10. **Food Products dealing in:**
11. **Existing quantity of products sold in the market (Annual basis) (Product wise/Brand wise)**
12. **Last 3 year's Annual Turnover (Please attach audited Balance Sheet):**
13. **Brief description of the Organization like-**

Sl. No.	Parameters	Details/Description
1	Organization Strength	Total Members: _____ / Active Producers: _____
2	Human Resource	Perm: ____ / Contract: ____ / Voluntary: ____
3	Landed Property	Total Area: _____ (Owned / Leased)
4	Building/Infrastructure	Processing Unit: ____ sq.ft. / Warehouse: ____ sq.ft.
5	Bank Deposits	Total Deposit Amount: ₹ _____
6	Machinery (Nos. & Value)	Total Units: _____ / Est. Value: ₹ _____
7	Bank Balance (Current)	Amount: ₹ _____ (As on Date: _____)
8	Projects Completed	Total No: _____ (Major Projects: _____)
9	Ongoing Projects	Project Name: _____ / Status: _____

10	Govt. Grants Received	FY 23-24: ₹ _____ / FY 24-25: ₹ _____ / FY 25-26: ₹ _____
11	Current Bank Loan	Sanctioned: ₹ _____ / Outstanding: ₹ _____

14. Brief on current Branding and Marketing Proposal

- Products Name:
- Volume of processed products to be marketed (annually)
- Estimated Project Cost
- Amount which can be contributed by the applicant organization for the project
- Activities for which support needed for the current project proposal
- End market targeted with quantity (annual)

15. Projected annual turnover for next 3 years (not historical)

16. Please explain briefly about how this project will help your organization?

Declaration

I, ..., assure that the fact stated above are true to the best of my knowledge and belief. In case of a false statement, I am liable to any action Govt. may deem fit and proper.

Date:

Place:

Signature of Applicant

EVALUATION PARAMETER SHEET – EoI Stage (Phase 1)					
Branding & Marketing Support under PMFME Scheme State: Assam Evaluated by AIDC Ltd.					
Organisation Name:				Date of Evaluation:	
Legal Status & Registration:					
Evaluator Name:				Evaluator Designation:	
Sl.	Evaluation Parameter	Assessment Criteria / Guidance Notes	Maximum Marks	Score Awarded	Remarks
A. ELIGIBILITY & LEGAL STANDING					
1	Organization Experience(Years in operation)	15+ years: 10 pts; 10-15 years: 7 pts; 5-10 years: 5 pts; <5 years: 2 pts	10		
B. ORGANISATIONAL STRENGTH & CAPACITY					
2	Membership & Active Producer Base	≥500 active producers: 10 200–499: 7 100–199: 5 50–99: 3 <50: 2	10		
3	Human Resources	Adequacy of permanent, contract and voluntary staff for project execution. Well-staffed & functional HR: 8–10 Adequate: 5–7 Minimal: 1–4	10		
4	Infrastructure – Processing & Warehouse	Own/leased processing unit and warehouse. Fully equipped own facility: 10 Leased adequate: 6–8 Minimal: 1–5	10		
5	Machinery & Equipment	Value and number of operational machinery directly relevant to food processing. Comprehensive & modern: 8–10 Adequate: 5–7 Basic: 1–4	10		
C. FINANCIAL SOUNDNESS					
6	3-Year Average Turnover	≥₹1 Cr: 10 ₹50L–₹1 Cr: 8 ₹25L–₹49L: 6 ₹10L–₹24L: 4 <₹10L: 2	10		
D. TRACK RECORD IN FOOD PROCESSING & MARKETING					

7	Projects Completed (Govt./Institutional)	Number of successfully completed projects. ≥5 major: 10 3–4: 7–9 1–2: 3–6 None: 0	10		
E. QUALITY OF CURRENT BRANDING & MARKETING PROPOSAL					
8	Clarity & Relevance of Activities Proposed	Activities are among permissible list (logo design, trademark, market study, packaging, warehousing, listing, promotions, training). All relevant & clearly described: 15 Mostly relevant: 8–14 Vague: 1–7	10		
F. PERSONAL INTERACTION & PRESENTATION					
9	Clarity of Presentation	Ability to articulate project goals, timelines, and expected outcomes. Excellent: 10 Good: 6–9 Average: 3–5 Poor: 1–2	10		
10	Entrepreneurship & Innovation	Evidence of innovative approaches in processing, branding, or market development. Strong evidence: 10 Some evidence: 5–9 None: 1–4	10		
TOTAL			100	0	← Auto-calculated