

Term of Reference for

“EOI for selection of Consultant for Livelihood activities through "Micro, Small & Medium Entrepreneurs Developments (MSME)" for coastal communities under SMART ECO VILLAGE Project,”

(A) Background

The Integrated Coastal Zone Management, Project [ICZMP] is currently being implemented on pilot basis by the MoEF&CC, GOI with assistance from the World Bank. Gujarat is the one of the state among three states; Gujarat, Odisha and West Bengal which are implementing the ICZMP.

Gujarat Ecology Commission is involved in the project as State Project Management Unit [SPMU]. As a SPMU GEC has integrated with others Government Departments and specialized agencies (termed as the Pilot Investment Execution Agencies – PEAs) that demonstrated capacity and expertise in management and execution of the proposed project activities. The main function of the PEAs is to plan and implement the pilot investments and put in place institutional arrangements and other resources needed for satisfactory operation and maintenance of the assets created on a sustainable basis. Gujarat Ecology Commission itself is also a PEA for the implementation of component of socio-economic development under ICZMP.

One of the key objective of ICZMP is to improve livelihood of the coastal communities and reduce their dependency on coastal resources by providing alternate livelihood opportunities in the Gulf of Kachchh and other coastal regions. Thus, this component envisages dual output in terms of conservation of coastal resources and improvement of livelihood of coastal community.

Awareness generation through various communication activities and capacity building through training, workshops and exposure visits. Though, all the activities conducted under this component were focusing on improving livelihood there is a need to utilize local community based structures and resources for improving overall livelihood status of the community by building their entrepreneurial skills to develop MSME sector at villages level.

(B)Project Introduction :

The Soul of India Lives in its villages – the famous verb used by Mahatama Gandhi, this proves that how the holistic development of villages are essential to build the New India. Earlier the villagers were contributing the national economic development sustainably using their surrounding natural resources. Today due to depletion in the natural resources lead them to migrate from the villages for their livelihood sustainability. This phenomenal is common in the arid coastal region of Kachchh, Jamnagar and Navsari district. Issues like salinity ingress, erosion of coastline, erratic rainfall, lack of fodder etc have adversely impacted directly on their livelihood which leads to migration in large numbers.

The idea is to create Eco-Smart Villages – lies in the restoration of stable ecological conditions through creating opportunities for better resources based livelihood opportunities within villages through developing Skill and adopting new technologies. The required skill will be developed in each of the villages to create the workforce to meet the demand of nearby industries to supplement

the Hon. Prime Minister dream of New India. Eco-smart villages are also way to lead the sustainable environment and ecology development through creating environmental infrastructure as well as restoring the ecological wealth of the villages. Following major area will be covered while implementing the Eco-smart villages.

1. Solid & Liquid Waste Management for Clean Village-Clean Gujarat- Clean India concepts
2. Environment & Other Infrastructure Development – Restoration of lake, water recharging & conservation infrastructure, Plantation, Road and other infrastructure, Village Aesthetic value edition infrastructure, Energy efficiency development etc.
3. Education Improvement – Through development of Kalam Library, Skill training etc
4. Fodder Development: Creating village own fodder bank through grassland development concept which will cater need of fodder by each and every villagers. This will lead to stop migration of villagers and help in development of eco-smart villages.
5. Agriculture Improvement – Through introducing the latest technology, organic farming etc it will be tried to enhance the current production level to create the additional opportunity within agriculture development.
6. IT & Digitization: E Governance, Internet connectivity etc will be developed including imparting skill for handling and using the IT facility to villagers which help them to obtain the easy access to world market.
7. Employment & Entrepreneurship Development – The SWOT analysis will be carried out in each of the villages and based on the assessment one micro enterprise in every selected village will be developed. In addition to this various need based skill of village youth will be developed to meet with market demand to create the door of opportunities for these villages youths.

(C) Project Area:

Now SPMU is implementing SMART ECO VILLAGES project in 112 villages of Kutch, Jamnagar, Morbi, Dev Bhumi Dwarka and Navsari Districts.

(D) Objective of the Assignment

The main objective of this assignment is to improve livelihood of costal communities in the Gulf of Kutch & Other coastal regional area by enhancing skill and to develop MSME of the various participants in the different trades of their interest.

1. To reduce dependency of coastal community on coastal resources by providing alternate livelihood opportunities
2. To create an opportunity of improving livelihood by enhancing skills of the participants
3. To enable trained participants to develop linkages with market
4. To help community members identify opportunities of improving livelihood by skill and knowledge up gradation, imparting practical knowledge, value addition of their produces and market linkages
5. To enable participants either to start their own occupation or get employment in the open market to develop MSME sector.

(C) Scope of the work

The major scope of work under this assignment is as below:

1. Employment & Entrepreneurship Development – The SWOT analysis shall need to be carried out in each of the villages. In addition to this various need based skill of village youth will be developed to meet with market demand to create the door of opportunities for these villages' youths
2. To conduct Secondary research on eco-friendly & other entrepreneurship & job opportunities in villages in Kutch, Jamnagar, Morabi, Dev Bhumi Dwarika & Dandi.
3. Interviews with citizens, government and private stakeholder of all villages under the program to identify the exact need of the enterprises and livelihood enhancement.
4. Meet employers & buyers to understand the pain points along with commercially feasible eco-friendly & other business ideas and opportunities for high demand jobs and self employment in all villages under ICZMP, Kutch
5. Identifying 20 MSME projects for eco friendly through self employment in the 112 villages with an investment outlay ranging from Rs 3 Lakh to Rs. 30.0 lakh.
6. Prepare feasibility reports covering the nature of the business, its investment outlay, market selling price, profitability and existing competition, for each of these 20 identified MSME projects for self employment.
7. Conduct customized 20 training sessions to convert prospective village youth into eco friendly self-employment with own business.
8. Identify 2 village youth in each of the 112 villages who are willing to set-up a MSME.
9. Tie up with banks for providing access to loans to each of the 20 identified MSME projects for eco friendly self-employment.
10. Handholding the selected village youth to start-up a MSME unit in their village from the 20 identified MSME projects for self employment
11. Handholding the selected village youth to market their MSME products and services.
12. Similarly identifying corporates, understanding their manpower needs, skills identification, training to village youth and job placement. Plenty of market driven practical green skill jobs along with high demand corporate jobs for the youth of 112 villages to identified.
13. *Development of Market Linkages & Fund generation for micro-enterprises to be developed within villages*
14. Registration process and other legal requirements for carrying out entrepreneurial activities
15. How to get financial assistance for setting up business/entrepreneurial activities and linkages with Bank like Mudra bank loan etc.
16. Identification of resources and opportunities at the village/regional level for SHGs and CBOs
17. Preparation of plan of action for entrepreneurship activities (group) as well as development of future marketing strategy.

Obligations to Consultant

1. Non Individual Consultant shall be registered society/trust with proven work record.
2. Consultant shall require to submit last three year annual audit report along with their proposal
3. Consultant's one of the main jobs is to develop Micro, Small & Medium Enterprises (MSME), prepare training modules on different identified trades for entrepreneur skill development of community members to enhance their livelihood under SMART

ECO VILLAGE PROJECTS.

4. Training program shall focus on existing resources and it should help participants to establish enterprise or get employment opportunities
5. The full program and all training material must be organized in the Gujarati language only. All the facilitator must be comfortable to facilitate training sessions in Gujarati. The training timing shall be decided in consultation with villagers/ identified stakeholders/ participants.
6. The centre of training program shall be in the nearest proximity of the participants and it should be easily assessable to all participants.

Role of GEC:

- GEC will facilitate to identify the participants to be trained along with their contact detail
- GEC will facilitate coordination with participants, if required
- GEC may support in mobilization of participants
- Provide literature, detailed reports related to project

(E) Duration

Six Month from the date of Contract signing