

**ANDHRA PRADESH MSME DEVELOPMENT CORPORATION****(AP MSME DC)**

(A Govt. of Andhra Pradesh Undertaking)

**Expression of Interest(EoI)****For Selection of Agencies for Conducting ZED Awareness Workshops and  
Facilitating ZED Certifications under RAMP Scheme****June 2025****Andhra Pradesh MSME Development Corporation (AP MSME DC)**

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2<sup>nd</sup> Floor, PVS Land Mark, IT Park , Mangalagiri, Guntur District - 522503

**Disclaimer**

This Expression of Interest (EoI) is issued by the Andhra Pradesh MSME Development Corporation (APMSME-DC) to shortlist competent and experienced agencies for conducting ZED awareness workshops and facilitating ZED certification across Andhra Pradesh under the RAMP scheme. The information provided in this EoI or subsequently shared, whether verbally or in documentary form, is subject to the terms and conditions outlined in this document.

This EoI does not constitute a binding agreement, and APMSME-DC reserves the right to reject any or all proposals without providing reasons. Interested parties are advised to conduct independent assessments and investigations before submitting their responses.

The document includes assumptions and assessments made by APMSME-DC regarding the initiative. However, these do not necessarily contain all the information required by

each Applicant. Therefore, Applicants must verify the accuracy and completeness of the provided information independently.

Information contained in this EoI may involve legal interpretations, but it is not intended to be a comprehensive or authoritative statement of statutory requirements. APMSME-DC accepts no liability for the accuracy or interpretation of legal provisions expressed within this document.

Neither APMSME-DC nor its employees shall be responsible for any loss, damages, costs, or expenses incurred by an Applicant based on the information contained in this EoI. Additionally, APMSME-DC may update, modify, or supplement the details of this EoI at its sole discretion without any obligation to do so.

The issue of this EoI does not imply that APMSME-DC is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Consultancy and APMSME-DC reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.

Applicants must bear all costs associated with preparing and submitting their responses, including documentation, postage, presentation expenses, and related costs. APMSME-DC shall not be liable for any expenses incurred by Applicants, regardless of the selection process outcome.

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### 1. Instructions to applicants

#### A. General

1. Detailed description of the objectives, scope of services, deliverables and other requirements relating to this Consultancy are specified in this EoI. In case an applicant firm possesses the requisite experience and capabilities required for undertaking the Consultancy, it may participate in the Selection Process individually (the “**Sole Firm**”). The term applicant (the “**Applicant**”) means the Sole Firm. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this EoI.
2. Applicants are advised that the selection of Consultant(s) shall be on the basis of an evaluation by APMSME-DC through the Selection Process specified in this EoI. Applicants shall be deemed to have understood and agreed that no explanation or justification for any aspect of the Selection Process will be given and that the APMSME-DC’s decisions are without any right of appeal whatsoever.
3. The Applicant shall submit its Proposal in the form and manner specified in this Section of the EoI. The Technical proposal shall be submitted in the form as specified in Appendix-I. Upon selection, the Applicant shall be required to enter into an agreement with the APMSME-DC in the form specified in Schedule-II.

### 2. About AP MSME Development Corporation

AP MSME Development Corporation is a Government of Andhra Pradesh undertaking committed to strengthening the MSME ecosystem by facilitating access to markets, capacity building, technology adoption, infrastructure, and policy support. As the nodal agency for the implementation of the RAMP scheme in Andhra Pradesh, AP MSME DC plays a critical role in the rollout and success of national schemes at the state level.

### 3. Introduction to RAMP Scheme

The “Raising and Accelerating MSME Performance (RAMP)” scheme is a World Bank-assisted Central Sector Scheme launched by the Ministry of MSME, Government of India. It is designed to strengthen the MSME ecosystem by addressing key challenges through strategic initiatives including improved access to markets, finance, technology, and capacity building. The scheme emphasizes resilience, competitiveness, and sustainability of MSMEs post-COVID-19.

### 4. Overview of RAMP Scheme

The Raising and Accelerating MSME Performance (RAMP) scheme is a landmark initiative by the Ministry of Micro, Small and Medium Enterprises (MoMSME), Government of India, launched with the support of the World Bank. The RAMP scheme is envisioned as a central sector scheme. It is aimed at improving the performance and capacity of the MSME sector, ensuring its sustained growth in the post-COVID economy.

RAMP supports the implementation of the National MSME Reform Agenda and builds upon the success and lessons learned from previous government initiatives. The scheme focuses on several key areas such as digital empowerment, green practices, access to credit, skilling, quality certification, and market linkage.

**Key features of the RAMP scheme include:**

- Support to State Governments through Strategic Investment Plans (SIPs) for targeted interventions.
- Encouragement for innovation and technology adoption by MSMEs.
- Improvement of access to markets through e-commerce and global linkages.
- Facilitation of quality certification and compliance under schemes such as ZED.

In Andhra Pradesh, the RAMP scheme is implemented by AP MSME DC, which is actively engaging with stakeholders to ensure outreach and capacity building at the grassroots level. Interventions under the RAMP include awareness creation, infrastructure development, cluster strengthening, and promotion of quality and green certification among MSMEs.

## 5. About ZED Certification

The Zero Defect, Zero Effect (ZED) Certification Scheme is a flagship initiative by the Ministry of MSME, aimed at promoting awareness among MSMEs regarding quality, environmental sustainability, and regulatory compliance. The scheme encourages MSMEs to manufacture products with "Zero Defect", ensuring uncompromised quality, while also adopting processes with "Zero Effect" on the environment. ZED certification is awarded at Bronze, Silver, and Gold levels based on an MSME's adherence to quality standards, resource efficiency, and eco-friendly practices. This initiative helps MSMEs enhance their competitiveness, embrace sustainable manufacturing, and gain global recognition.

## 6. Applicability of the EoI

This Expression of Interest (EoI) is issued by AP MSME DC to invite agencies to participate in conducting ZED workshops, aimed at promoting awareness of the ZED scheme, organizing workshops, and facilitating the issuance of ZED certifications for eligible manufacturing MSMEs.

This EoI is applicable to all eligible legal entities including private companies, not-for-profit organizations, government institutions, and training agencies that have experience

in ZED certification or capacity building for MSMEs and having **valid QCI certification**. AP MSME DC intends to empanel multiple agencies to conduct a total of 1638 workshops and facilitate 32,760 ZED certifications across all 26 districts of Andhra Pradesh.

**Data Required:**

S.No	Description	Remarks
1	Name of the Assignment	Onboarding of agency for ZED Workshops & Certification
2	Scheme	RAMP (Raising and Accelerating MSME Performance)
3	Issuing Authority	AP MSME Development Corporation
4	Scope	1638 Workshops & 32,760 ZED Certifications
5	Eol Release Date	<b>07<sup>th</sup> June 2025</b>
6	Pre-Bid Meeting Date	<b>13<sup>th</sup> June 2025</b>
7	Submission of Queries	<b>13th June 2025 by 5:00 PM to ed-inframsmedc@ap.gov.in</b>
8	Last Date for Submission of applications	<b>20<sup>th</sup> June 2025</b>
9	Opening of applications	<b>23<sup>th</sup> June 2025</b>
10	Information of Eol available	<b>www.apmsmedc.gov.in www.apmsmeone.ap.gov.in</b>
11	Mode of Submission	Offline
12	Address for submission of hard copy of the Eol	2nd Floor, PVS Land Mark, Mangalagiri, Guntur District – 522503.
13	Finance	Rs.70,000 per workshop (includes all taxes)
14	Empanelment Validity	Till March 31, 2027

**7. Brief Scope of Work of the Agencies is as below:**

The selected agency will be responsible for **conducting awareness workshops** and facilitating **ZED certification** for MSMEs in Andhra Pradesh under the RAMP scheme. The scope of work includes mobilizing participants, managing logistics, providing

bilingual training, and ensuring compliance with reporting requirements.

- Conduct 1-day awareness workshops in all allotted Districts across the state.
- Mobilize 50+ MSME participants per workshop.
- Ensure a minimum of 20 ZED certifications per workshop (target: 32,760 certifications in total).
- Provide bilingual training materials (Telugu & English).
- Handle logistics including venue, equipment, handouts, registration, etc.
- Submit workshop-wise reports, photos, and documentation.
- Comply with AP MSME DC's monitoring & reporting framework.

#### 8. The Technical criteria for onboarding multiple agencies is mentioned below:

- The applicant should be a registered legal entity in India and should have at least 3 years of existence as on EOI Publishing date.
- The applicant should be recognized or empaneled by the Quality Council of India (QCI) as empanelment assessment agencies or empaneled to conduct ZED awareness program & should possess the valid empanelment certificate as on EOI Publishing date.
- Applicant must have successfully executed at least one work order related to creating awareness on ZED during the last two financial years (FY 2023–24 and FY 2024–25) (or) currently executing at least one work orders related to creating awareness on ZED.
- The applicant should have facilitated at least 300 ZED Certifications in last three (3) financial years.
- The Applicant should have a minimum revenue of Rs. 20 Lakhs per annum from professional fees during any of the last 3 (three) financial years.
- The applicant should have at least 3 trainers certified by the QCI pertaining to quality.
- Applicant who meets all the required technical criteria will be selected, and district-wise workshops will be allocated to all qualified applicants in a randomized manner.
- The agency should submit documentation of the experience, technical capabilities, previous engagements, and relevant certifications.

#### 9. Short-listing of Applicants

Those who meet all the required technical criteria will be considered technically qualified. District-wise targets for the available workshops and certifications will be allocated to all shortlisted applicants in a randomized manner.

#### 10. Evaluation Committee

The evaluation of technical proposals submitted in response to this Expression of Interest (EoI) will be carried out by a designated Evaluation Committee consisting of key officials. This committee will assess the proposals based on predefined criteria to ensure fairness, transparency, and alignment with the objectives of the EoI. The committee members will be responsible for reviewing submissions, verifying eligibility, and making informed recommendations for the selection of qualified applicants.

S.No.	Designation	Designation in the Evaluation Committee
1	CEO, AP MSME Development Corporation	Chairperson
2	Executive Director, APIIC	Member
3	Joint Director (MSME), O/o Commissioner of Industries	Member
4	Asst Director, MSME-DFO, Visakhapatnam, Gol	Member
5	Chief Engineer, APIIC	Member
6	Deputy General Manager, MSME-Technology Centre, Govt. of India, Visakhapatnam	Member
7	Executive Director, AP MSME Development Corporation	Member Convenor

11. Tentative District-wise Awareness Workshops on 'ZED Certification' planned up to March 2027:

S.No.	Name of Districts	Target for FY 2025-26	Target for FY 2026-27	Total Target
1	Krishna	42	29	71
2	Visakhapatnam	68	46	114
3	Guntur	57	39	96
4	East Godavari	28	21	49
5	Anantapur	49	33	82
6	West Godavari	51	35	86
7	SPSR Nellore	44	30	74
8	Kurnool	39	26	65
9	Chittoor	24	16	40
10	Prakasam	49	34	83
11	Y.S.R Kadapa	43	30	73
12	Srikakulam	36	24	60
13	Vizianagaram	35	24	59
14	NTR	62	42	104
15	Tirupati	45	30	75
16	Kakinada	42	29	71
17	Eluru	41	28	69
18	Sri Sathya Sai	34	23	57
19	Konaseema	39	26	65
20	Nandyal	30	21	51
21	Palnadu	30	21	51
22	Annamayya	17	12	29
23	Anakapalli	31	22	53
24	Bapatla	22	16	38

25	Parvathipuram Manyam	8	6	14
26	Alluri Sitharama Raju	5	4	9
<b>Total</b>		<b>971</b>	<b>667</b>	<b>1,638</b>

- While the total State-wide target for conducting awareness workshops on ZED, during two years FY 2025-26, and FY 2026-27 is 1,638, the annual district-wise targets are tentative and may vary.

## 12. Payment Milestones

The Consultant shall be eligible for payments from APMSME-DC, on monthly basis, based on the number of workshops conducted during the previous month period as per the following payment milestones, subject to the feedback reports done by respective General Manager – District Industries Centre, Department of Industries, Government of Andhra Pradesh of ₹70,000 (including GST) per workshop and 20 certifications from that particular workshop.

60% of the payment will be released based on the completion of the workshop, with the remaining 40% to be released only after the completion of 20 ZED certifications for each workshop. In total, there are 1628 workshops and 32,560 ZED certifications.

S.No.	Milestone	Percentage (%) of Payment
1	On completion of each workshop to create awareness on ZED certification	60%
2	On achievement/ facilitation of twenty (20) ZED certifications per workshop (ZED registration to be made on or after the date of completion of workshop), within 6 months from the date of completion of workshop	40%

## 13. Submission of Documents

The following are documents required to be submitted by the participating companies as a response to this EoI to showcase their proof of experience:

S.No	Criteria	Documents Required
1	The applicant can be a company (Public/Private)/Trust/Society engaged in the creating awareness on ZED and ZED certification.	Certificate of Incorporation/Registration
2	PAN & GST	Self-attested copies of PAN & GST
3	ZED Certification Experience	To submit the work orders
4	Minimum 300 ZED certifications executed	Beneficiary list with certification proof
5	Turnover $\geq$ ₹20 lakh in any FY	Audited financials + CA Certificate (2022-23, 2023-24 & 2024-25)
		To submit a valid QCI certificate, issued no earlier than the date of

6	QCI Empanelled	release of the Eol, as part of their submission.
7	Not blacklisted	Legal Affidavit
8	Certified Trainers	QCI empanelled certificate + Resumes of the Trainers
9	Methodology & Work Plan	Technical write-up

### Annexure I: Covering Letter

To

Chief Executive Officer,  
Andhra Pradesh MSME Development Corporation,  
2nd Floor, PVS Landmark,  
Mangalagiri, Guntur District, Andhra Pradesh - 522503

Subject: Submission of Eol for Selection of Agency for Conducting ZED Workshops and ZED Certifications across Andhra Pradesh.

Ref: \_\_\_/Eol/AP MSME DC/2025-26; dated: \_\_\_ June. 2025.

Sir/Madam,

With reference to the Expression of Interest (Eol) issued by AP MSME DC, we hereby express our interest to participate in the said assignment and submitting the application for empanelment.

- I/We shall make available to the Client any additional information it may deem necessary or require for supplementing or authenticating the Proposal.
- I/We agree and understand that the Proposal is subject to the provisions of the Eol document.
- I/We agree and undertake to abide by all the terms and conditions of the Eol Document. In witness thereof, I/We submit this Proposal under and in accordance with the terms of the Eol Document.

We confirm that the above information furnished in the documents is true to the best of our knowledge and we understand that any false information shall lead to disqualification.

Sincerely,

Authorized Signatory  
(Name, Designation, Contact, Stamp)

### Annexure II: Profile of the EoI Participant

S.No	Key Particulars	Details
1	Name of the Agency	
2	Constitution (Pvt Ltd, NGO, LLP, etc.)	
3	Registered Office Address	
4	Presence in Andhra Pradesh	Yes/No
5	Presence in India (State-wise)	
6	Total No. of ZED Workshops Executed <sup>[1]</sup>	
7	Total No. of ZED Certifications Facilitated <sup>[2]</sup>	
8	No. of Certified Trainers <sup>[3]</sup>	
9	Core Business Activities	
10	Valid QCI emplaned certificate as on date of publishing of EoI <sup>[4]</sup>	
11	Financial Turnover FY 2022-23	₹
12	Financial Turnover FY 2023-24	₹
13	Financial Turnover FY 2024-25 <sup>[5]</sup>	₹

### Annexure III: Project Experience Format

S.No	Name of the project	Client Name	Project Period	Scope of Work	Value of the project	No of Workshops	No of ZED Certifications	Status (Completed/Ongoing)

Note: Please submit work orders and work completion certificates for all mentioned projects.

### Annexure IV: Proposal Format by Agency

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S.No	Area	Response/Details
1	Proposed ZED Workshop Methodology	
2	ZED Certification Facilitation Plan	
3	MSMEs (Manufacturing) Mobilization Strategy	
5	Curriculum Development Approach	
6	Training Delivery Model	
7	Reporting & Monitoring Plan	
8	Any Other Innovation or Value Addition	

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[1] Attached the workorder

[2] Attached the ZED Certifications

[3] Self-attested list of certified Trainers

[4] Attached the QCI emplaned certificate

[5] Attached CA audit financial balance sheets