F.N. O-15012/32/20-Research
Government of India
NITI Aayog
(Governance &Research Vertical)

Sansad Marg, New Delhi-110001
Dated the /3 April, 2020

Public Notice

Subject: Request for EoI on Research Study on Integration of small businesses /
traders on e-commerce platform - reg

The undersigned is directed to NITI Aayog Public Notice No. O-15012/32/20-
Research dated 16.03.2020 inviting Expression of Interest (EoI) for conducting research
study on the subject topic (copy enclosed). It is informed that last date for submission
of EoI has been **extended upto 15 May, 2020. The EoI may be submitted online**
also to Deputy Secretary (Research) at mail address – rana.kulwat@nic.in.

(Kulwant Rana)
Deputy Secretary (Research)
Mail : rana.kulwant@nic.in
Ph: 23096749

No. O-15012/32/20-Research
Government of India
NITI Aayog
(Governance & Research Vertical)

Sansad Marg, New Delhi-110001
Dated the 16th March, 2020

PUBLIC NOTICE

Sub: EoI on Research Study on integration of Small Businesses/ Traders on E-Commerce Platforms-reg.

NITI Aayog invites expressions of Interest (EoI) for conducting research/study on the topic as mentioned in Annexure-I from institutions/organisations of repute (including university/deemed university). A brief scope/ToR of the study proposed is also enclosed at Annexure-I. The cost ceiling of the study is Rs.50 lakh. The detailed Research Scheme of NITI Aayog. 2018 (RSNA-2018) guidelines may be seen in the NITI Aayog website at **http://www.niti.gov.in/guidelines.**

2.   Here, the aim is to arrive at the policy prescriptions on the issue and to have more focused feedback for future policy-making. The Research/Study Proposals for which EoI is being invited, will be funded under the Research Scheme of NITI Aayog 2018 (RSNA-2018) and its amendments, if any. All the institutions/organisations are requested to go through the Guidelines of the Research Scheme of NITI Aayog 2018 (RSNA-2018) before responding to this public notice, especially to satisfy themselves that they fulfill all the eligibility criteria for availing of grant under the said scheme and also that they can conduct the research study project as per the guidelines.

3.   The hard copy of EoI as per Annexure-II must be submitted by hand/by Registered post to Deputy Secretary (Governance & Research), Room # 401. NITI Aayog, Sansad Marg, New Delhi-110001 . The EoI must be sent in envelopes superscribed with the words "EoI on (name of the topic as mentioned in Annexure- I)" and the same must reach the NITI Aayog within 30 days of the notified date of Public Notice # 3. For any query in this regard, the Deputy Secretary(Research) may please be contacted over phone- 011-23096749/mail – rana.kulwant@nic.in.

(Kulwant Rana)
Deputy Secretary(Research)

1.   **Terms of Reference (ToR):** The ToR shall include

    i.   Roadmap for integration of SMEs across India on e-commerce platforms by providing universal e-commerce access and its culmination as centralized online repository of Indian SMEs product offerings. This data can be leveraged by providing access to existing market places to offer the products repository for sale on their platforms. This also involves identification of gaps and measures needed for seamless integration of small businesses across E-Commerce platforms for universal e-commerce access.

    ii.   Evaluation of existing market places managed by various Government Departments i.e. NSIC Bazar, VLE Bazar, msmemart.com, CSE Bazars, GeM etc. and their revamping to support product and service identification process, digitization of product and services through cataloguing.

    iii.   Evaluating existent products/ service database with respective State/ MSME Departments.

    iv.   Possibility of identifying and creating products / service catalogues which can be later integrated with the existing market places.

    v.   Assessment of leveraging universal e-commerce access for exports

    vi.   Evaluation of hard and soft infrastructure of Government Departments for aggregating data especially for SMEs in India i.e. seller details and product description required for on-boarding on E-Commerce platforms.

2.1 Background and Objectives of the study:

    2.2.1   As per the Annual Report of the Ministry of MSME India has an estimated 6.4 crores MSMEs in the country. These MSMEs contribute significantly to the economic and social development of the country by fostering entrepreneurship and generating employment opportunities both at urban as well as rural level, which is only next to agriculture sector,. The MSMEs are widening their domain across sectors of the economy, producing diverse range of products and services to meet demands of domestic as well as global markets.

    2.2.2   2.2.2 E-commerce, as a medium has been able to multiply both upstream and downstream integration possibilities for a seller or a service provider. Although growing at an unprecedented rate, it has not succeeded to integrate the large proportion of Indian MSME sellers on their marketplaces. Reasons thereof vary from challenges of basic ease in moving on these marketplaces to digital literacy, not so attractive economic return from onboarding, unregulated nature of marketplaces

making small sellers with very little bargaining power, absence of required logistics, digital infrastructure and so on.

2.2.3 It is in the economic interest of all the participants of e-commerce marketplaces to have large number of sellers onboarded which will provide them extensive range of products and services and attract more and more customers. Consumers will benefit from unprecedented increase in the availability of goods and services on e-commerce marketplaces. Since the new onboarded sellers would be domestic entities, generally small manufacturing units or small traders sourcing goods domestically, increased trade will act catalyst to domestic manufacturing in the country. There is thus a need for universal access of e-commerce which is amenable to the needs of diverse market players in the country and to enable sellers to host their products on digital platforms. All-inclusive platforms will truly enable play of market forces, resulting in job creation, increased availability of diverse and cheaper products/ services, import substitution, growth of MSME sector, etc.

2.2.4 Given the above objective, NITI Aayog proposes to undertake a study to provide universal e-commerce access to all the sellers. This can be achieved either by helping small time sellers to onboard on existing platforms, or creating a new platform a digital infrastructure which connects small time sellers to any market place available. Given the availability of existing soft and hard infrastructure with Central and State Governments have, aggregation of these sellers can achieved and data so created can be leveraged to achieve favourable deals from marketplaces before onboarding. Study will need to thus focus as to whether such viable self-sustaining business model can be created to benefit large number of small businesses of the country.

2.2.5 The consulting entity would be required to undertake study of landscape of e-commerce sector in India. This will include attributes on current adaptability of business proposition of all stakeholders in ecommerce ecosystem i.e. sellers, manufacturers, retailers, e-commerce regulators, logistics providers, payment service providers, existing e-commerce players and consumers.

2.2.6 The study would be undertaken in following components –

i. Roadmap for integration of SMEs across India on e-commerce platforms by providing universal e-commerce access and its culmination as centralized online repository of Indian SMEs product offerings. This data can be leveraged by providing access to existing market places to offer the products repository for sale on their platforms. This also involves identification of gaps and measures needed for seamless integration of small businesses across E-Commerce platforms for universal e-commerce access.

ii. Evaluation of existing market places managed by various Government Departments i.e. NSIC Bazar, VLE Bazar, msmemart.com, CSE Bazars,

GeM etc. and their revamping to support product and service identification process, digitization of product and services through cataloguing.

iii. Evaluating existent products/ service database with respective State/ MSME Departments.

iv. Possibility of identifying and creating products / service catalogues which can be later integrated with the existing market places.

v. Assessment of leveraging universal e-commerce access for exports

vi. Evaluation of hard and soft infrastructure of Government Departments for aggregating data especially for SMEs in India i.e. seller details and product description required for onboarding on E-Commerce platforms.

2.2.7 The study would cover evaluation of entire ecosystem through research and holding consultations with various stakeholders i.e. concerned Central/ State Government Departments, industry members, associations, think tanks and forums. This would also involve analysis of e-commerce policies globally and evaluation on existence of such platform working currently in any jurisdiction. The study would be to evaluate possible features of the universal e-commerce access to all sellers. The study would include assessment of possible Government infrastructure currently available through secondary research i.e. soft infrastructure, posts, railways, telecommunication, BharatNet, UPI, country wide MSME institutions etc. which can be leveraged to make a win-win situation model.

2.2 Outline of the tasks to be carried out: Selection of a consultant for conducting a qualitative study to identify a roadmap for integration of Small Businesses/ Traders on E-commerce Platforms as per above ToR

2.3 **Study Area:** E-Commerce sector in India

2.4 **Target groups:** Small Businesses/ Traders

2.5 **Sample Size:** NA

2.6 **Duration of the Study:** 3 (three) months from the Effective Date, unless extended by mutual consent of the Authority and the Consultant.

2.7 **Methods of review and Schedule of Research Study:**

(i) Starting date of Study: Actual release of 1st instalment by RTGS/ECS/NEFT

(ii) Closing date of Study: After 3 (three) months from the effective date

(iii) Submission of 1st draft report: Within 3 (three) month

(iv) Submission of the final Draft Report: Last day of completion of 3 (three) month period or earlier

(v)   Power Point presentation to share findings and recommendations at the draft reports (if any): should be provided

(vi)   Submission of Final Project completion report: within 2 months after the closing date of study.

(vii)   Any other: If required, a stakeholder consultation may be conducted in NITI Aayog

2.8 Any support or inputs to be provided to the consultant to facilitate this consultancy.

2.9 The final outputs expected from the consultant

Format of Expression of Interest (EoI)

1. Scope of work and organisation

    (i)   The broad scope of work or service (briefly in about 100 words)

    (ii) Type of Inputs to be provided by NITI Aayog on the subject

    (iii) Eligibility of the consultant(s) for the study

Type of organisation	Address of Organisation	Registration no as per NGO portal of NITI Aayog	Samavesh Partner/Chair professor unit/ other	Single or Joint or collaboration (Name of all organisations)	Whether blacklisted by Govt of India/ State Govt/ any other Department*

*If so, details thereof

2. Required Documents:

    (i)   Copy of Registration Certificate of the Institution/Organisation **OR** Articles of Association {Copy of the Constitution/MOA (Memorandum of Association) of the Institute/ Any letter issued by UGC if University }

    (ii) Registration number (Copy) in NGO-Portal "Darpan" of NITI Aayog, if applicable.

    (iii) Photo copy of PAN card of the organisation.

3. Undertaking: "The [Institute/ Organisation/University (name only)] has not obtained or applied for assistance for the same purpose/activity for .... [*Name of study*] from any Ministry/Department of Central Government / State Governments. It is solely depending on the assistance of NITI Aayog". [To be given separately on A4 size paper]

4. Information of PI and Organisation

	Details of Bidder	
1	Name of the Principal Investigator (PI)	
2	Address of PI	
3	Status of the Organisation (Public Ltd./ Pvt. Ltd./ NGO/ Society/ Trust/ University/ Autonomous Body/ Deemed University	
4	Status as per Registration certificate/ Act	
5	Name and Designation of the contact person/ PI and Co-PI to whom all communication shall be made	
	Telephone No. (with STD code)	
	Mobile Number	
	Email of the Contact/ key person	
	Fax No. (with STD code)	
	Website:	

Name and Signature of the Principal Investigator (PI)
       Name and Signature of the Head of the Institution/ Registrar (if university) /Principal (if college)

Official Seal

Date:

Place: