MAHARASHTRA SMALL SCALE INDUSTRIES DEVELOPMENT CORPORATION LIMITED

(A GOVT. OF MAHARASHTRA UNDERTAKING)
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EXPRERATION OF INTEREST

For

DEVELOPMENT OF MARKETING MANAGEMENT SYSTEM WITH E-COMMERCE FACILITIES FOR
MSSIDC Ltd.

Advance copy of .ppt may be sent on email id dmmumbai12@gmail.com and physical copy be forwarded.
Due on 10 - 11 - 2016 upto 1700 hrs.

Presentation date will be informed seperately.
2 **SCOPE OF WORK**

a. The Scope of Work is to develop a Marketing Management System for Micro and Small Entrepreneurs (MSEs) based in Maharashtra and an Electronic Commerce Portal for MSSIDC which will include end to end solution from e-registration, document upload, inspection, approval/cancellation/rejection, application dashboard, e-tender information, application for e-tender, distribution of orders in house tender system etc.

b. E-shop for Maharashtrian Handicrafts and products manufactured by MSE.

**Terms of Reference**

The Terms of Reference for development of the Enquiry Management System for Micro and Small Entrepreneurs (MSEs) based in Maharashtra and an Electronic Commerce Portal for handicrafts produced in Maharashtra are:

1. **Marketing Management System**

The Marketing Management System will have various modules like, online registration of MSEs with MSSIDC Ltd., Dissemination of various Govt. of Maharashtra and PSU tenders to registered MSEs and enquiry management system for Micro and Small Entrepreneurs (MSEs) based in Maharashtra. Submission of online bids on behalf of MSSIDC by MSEs online. The various components of the system shall run from our website and will be contain the following contents:

i. **Development of Registration system for MSE’s in Maharashtra with MSSIDC**
   - Marketing Assistance Registration (MAR) system and maintenance of registration system.
   - MAR Creativity & modification of registration approval system.
   - Development of Portal for MSE’s.
   - Validity of registration.
   - Re-inspection of registration system.
   - Communications system through Electronic Mail (Email), sms and Messages using various electronic facilities like Mobile Application two way communication system etc.
   - Management Information System (MIS) and Reports for MSSIDC, black listing units, cancelling registrations, suspension etc.
   - Payment for registration.
   - Uploading/updating of physical inspection report.
   - Quantity/Production capacity of the plant site photography.
   - User types and their previlages category list.
ii. Information dissemination regarding Tenders floated by Govt. of India, Govt. of Maharashtra, Public Sector Undertaking Tender’s for MSEs & all other tender floated.

This module will have facilities for:
   i. Communication system through Electronic Mail (Email), Messages using various electronic facilities like Mobile Application regarding issue of tenders for various categories, placing / bidding in tenders.
   ii. Tender (including Request for information/Request for qualification/Request for Proposal or Bid) search by various items, items wise search etc.
   iii. Tender Corrigendum / Addendum.
   iv. Intimation regarding Pre- Bid Meeting.
   v. Online Pre-Bid Queries be made online.

iii. Assistance to MSSIDC

The service provider will assist MSSIDC in:

   i. Intimation to MSEs that who is Preferred Bidder for specific product (Category) for the tender enquiry received by MSSIDC Ltd.
   ii. Monitoring of Technical and/or Financial bids submitted by MSEs/ preparation of competitive statement.
   iii. Intimation to MSEs regarding receipt of Letter of Award/Contract/Agreement for tenders.
   iv. Monitoring the payment from the agency issuing tender to the MSE.
   v. Augmentation of hardware and upgrade of software time to time as required.
   vi. Placement of Work orders and monitoring of progress.

iv. Approval of Registration
   - The portal will have machine to upload inspection report, inspection status, quantity of production/production quality. Online renewal of registration.

2. Electronic Commerce (Ecommerce) Portal

MSSIDC intends to build an E-commerce portal through which they can provide access to/sale the products manufactured by various MSE units based in Maharashtra.

The key components of the Ecommerce portal will be:
   - The portal will have all the products listed/displayed in the portal like the leading Ecommerce portals in the market like amazon and flipkart or other electronic shopping sites.
- Any interested user can look for the products necessary and buy them through the portal.
- The portal will group the products according to their categories so it will be easy for the customers to look at the products.
- The Portal will also provide ‘Similar Products’ suggestions to the customer.
- All the products will have meta data information associated with them so the customer will have a very intuitive experience on the portal.
- A payment gateway integration will also be done so the customers can pay directly only through their Debit/Credit card online Banking.
- The customers will have an option to select the products that they are interested in and add them to ‘Cart’.
- Once the customer has finished selecting the products they can ‘Checkout’ to proceed for payment and buy the products.
- Priority of site in google search engine. Google addons shall be on top, if feasible.
- Portal will have the provision to place cookies and prompt the user in the browsing of various websites.(for item visited like advertisement in web).
- Inventory management of items (balance, sold, etc.) back end support to the sellers.
- Alerts to supplier for booking of items and supply.
- Alert to courier agency for pick and drop.
- Tracking of item dispatched.
- As support and service upto delivery of the goods as well as return.

Registration

- Customers can register online on the portal with their basic information and get the credentials for accessing the portal.
- Customers can also subscribe to the mailing list of the portal to receive any updates and offers on the portal.
- Registered users will have an access to their previous purchase and there will be communication channel on the various stages of purchase by the system.

Manage Portal

- The portal will have the provision to upload/enter all the information regarding the products including their images and prices.
- The portal will also maintain an inventory of each product to inform the customer about the stock availability of each of the products.
- Admin user, seller will be able to make changes to the prices of the already uploaded products.
- The admin user will also be able to add new or remove or update the existing products from the catalogue.
- Admin user can also offer group discount/ schemas etc.
The Portal will provide a variety of reports that include

- Registered customers.
- Purchases made.
- Products on the catalogue.
- Most viewed products.
- Most sold product.
- Best seller.
- Best buyer.
- Ad-hoc queries, etc.
MSSIDC Ltd, Mumbai
Date: 27.10.2016

For Creating & Developing Marketing Management System for the marketing the products & Services of MSE units the information of MSSIDC LTD & its activity is as follows.

1) Our Organisational Set up is as under.
   • Head Office at Mumbai.
   • Divisional Offices at 8 places.
   • Branch Offices at 22 Dist. place
   • Liaison Office at New Delhi -1 No.
   • Emporia at New Delhi, Mumbai, Aurangabad & Paithan.
   • Paithani production Center at Paithan.
   • Coir Production center in Sindhudurg District.

2) Approximate 2000 Nos of Micro & Small units are Register with MSSIDC under Marketing Assistance Scheme for various products.

3) **LAST FIVE YEARS TURNOVER OF MARKETING DEPT. OF MSSIDC**

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Year wise</th>
<th>Turnover (Rs. in lakhs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2011-2012</td>
<td>457.29</td>
</tr>
<tr>
<td>2</td>
<td>2012-2013</td>
<td>218.99</td>
</tr>
<tr>
<td>3</td>
<td>2013-2014</td>
<td>164.07</td>
</tr>
<tr>
<td>4</td>
<td>2014-2015</td>
<td>80.23</td>
</tr>
<tr>
<td>5</td>
<td>2015-2016</td>
<td>66.18</td>
</tr>
</tbody>
</table>
4) Yearly we are receiving and processing approximately 5000 Nos. tender enquiries per year.

5) We are Nodal Agency for Handicraft Development in Maharashtra. We are developing 12 Nos. of Handicraft clusters.

6) We are having Paithani Production, Center having Unique Designs & Weaving Process. Approximately 100 nos. of Artisan weavers are benefited from this center.

7) We have Marathi Brand for Handicrafts of Maharashtra. & 300 nos. of Artisans are Registered with us.

8) We are having coir production center in Sindhudurg Dist. in Konkan Region. Having proposed production capacity of 4000 MTs of coir fiber and value added products and 8000 MTs of coco pit, which is highly demanded for Horticulture and Agricultural crops. Approximately 2000 Nos. of Artisans are likely to be benefited from the above product and we have to create data base for the same.

Marketing Management System for the above products & Services is to be developed from Registration to Execution of orders.