

## FAQs – Frequently Asked Questions

*EOI - Establishment of E-commerce Marketplace for Non- farm Products under Mission Shakti Living Labs*

Q1	<b>Where does the budget for offers &amp; promotions of products to be budgeted? How to consider the promotion budget as it varies for B2B &amp; B2C?</b>
A1	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.
Q2	<b>Once the products are onboarded on the E-commerce Marketplace they require regular updates for Product prices and SKUs (Stock Keeping Units) where shall this cost be budgeted?</b>
A2	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.
Q3	<b>Where shall Training &amp; capacity building cost to be budgeted?</b>
A3	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.
Q4	<b>Who will pay for the cost of taking Statutory licenses for SHGs?</b>
A4	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.
Q5	<b>What languages support is expected for the E-commerce marketplace?</b>
A5	Odiya, Hindi and English.
Q6	<b>Where shall Branding &amp; labelling costs to be budgeted?</b>
A6	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI.

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Q7	<b>Does the proposed budget cover end to end handholding such as product data collection from the field for onboarding of sellers or just for onboarding?</b>
A7	The budget should be given in line with the applicant's proposed model. If the applicant is suggesting data collection from the field as a differentiating activity that the applicant will undertake, then applicant shall suggest the budget corresponding to the same.
Q8	<b>Will the SHGs be the direct sellers in the online store or any specific PC (Producer Company) or PGs (Producer Groups) as sellers?</b>
A8	The sellers will be enterprises that are formed out of the SHGs. These can be PGs, PCs, micro-enterprises or even individuals or any other type of entity as agreed with the state government.
Q9	<b>On top of the proposed budget, the applicant may have additional charges such as Payment gateway, fulfilment centres, and Aggregator charges where does the applicant budget them? Do all these are additional costs paid by the buyers?</b>
A9	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.
Q10	<b>Who are the sellers (legal entity) for the E-commerce Marketplace?</b>
A10	The sellers will be enterprises that are formed out of the SHGs. These can be PGs, PCs, micro-enterprises or even individuals or any other type of entity as agreed with the state government.
Q11	<b>What is the expectation from the applicant with regard to contribution in cost and kind?</b>
A11	The minimum expectation with regards to contribution from the applicant is to scale the E-commerce Platform to other districts of the state once the model is established in Ganjam and Sambalpur. The resources for scaling up are to be mobilised by the applicant.
Q12	<b>What is the expectation for sustainability beyond the project, especially for marketing and sales?</b>
A12	To maintain sustainability, a commercial agreement will be signed between the applicant and a producer company in Odisha so that all commercial and operational activities can be sustained post the programme period.
Q13	<b>Can the state government commit to a minimum level of procurement, both for farm and non-farm produce?</b>
A13	At this stage of the process, CHF cannot commit on behalf of the state government to a minimum level of procurement for farm or non-farm products, however potential leverage points can be explored in the program period.
Q14	<b>There are volume criteria specified for sellers onboarded, but no quality criteria. What is the point of having 10,000 inactive sellers?</b>
A14	A seller onboarded on the marketplace is presumed to be an active seller who will have products listed on the platform for selling.
Q15	<b>On the buyer side EOI does not mention any information targets, what are the targets for the number of buyers, and their activity levels and economic scale of involvement?</b>
A15	For the buyers side, the applicant is expected to focus on sustainability rather than the target, the volume of the transactions which can make the platform economically sustainable shall be the target for the applicant. It is expected that the applicant will provide additional insights and inputs as a part of their proposal.
Q16	<b>Can the state government provide the credit, or credit guarantee required for this enterprise to succeed?</b>
A16	The scope of this EOI is limited to the details provided. There are several initiatives ongoing in the state and a financial services marketplace will also be developed as a part of the Mission Shakti living labs programme. The applicant can provide additional insights and tasks they will be undertaking to address challenges that they foresee.

Q17	<b>While the EOI mentions that the E-commerce Platform is open to buyers at the national level, does this means that the E-commerce platform will be open to buyers and sellers on a national scale?</b>							
A17	This platform will be a white-label platform. As long as that is maintained the applicant can provide solutions to create larger market access at a national scale for sellers.							
Q18	<b>Is a profit sharing model allowed under EOI?</b>							
A18	Yes, profit-sharing model is allowed, the applicant is expected to ensure a fair profit distribution model for sellers that is sustainable in the long term. The applicant must indicate their revenue sharing models in their response to question no. 2.3 in technical proposal template. The applicant shall mention in the technical proposal that how their proposed model is commercially viable and sustainable.							
Q19	<b>More clarity is needed on the applicant organization's capacity and What should be the profile of resources?</b>							
A19	The applicant organisation’s capacity shall be in-tune with the capacity required to implement the project as per its proposed model. The profile of the resources has to be suitable for the proposed model of E-commerce Marketplace. It should align with the work they are supposed to do under the proposed model.							
Q20	<b>How the commercial sustainability of the proposal will be accessed?</b>							
A20	Commercial sustainability would be accessed on the financial feasibility of the proposed model, the potential for sustainable revenue generation and its competitiveness with other similar E-commerce platforms would also be considered. The model will also be assessed on how well it solves the challenges for both sellers and buyers to instigate long term behavioural change. The focus will also be on how fair values are provided to the seller. This is indicative, depending on the applicant’s responses the overall commercial sustainability will be assessed.							
Q21	<b>Please provide the breakup of scores under the Financial Proposal.</b>							
A21	A. As per the below table: Rating the Financial Proposal <table><tr><th>Organization’s capacity to undertake the programme</th><th>Maximum score</th></tr><tr><td>Financial offer/cost to complete the project</td><td>10</td></tr><tr><td>Applicant/ consortium’s co- contributing resources towards the project research cost</td><td>20</td></tr></table>		Organization’s capacity to undertake the programme	Maximum score	Financial offer/cost to complete the project	10	Applicant/ consortium’s co- contributing resources towards the project research cost	20
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Q22	<b>Who would be the intended buyers/consumers for the e-marketplace? If the marketplace is positioned as an all-India marketplace, then would there be a mechanism in place to manage quality control, transportation, returns, and other logistics? Would the applicant propose dedicated resources be responsible for these mechanisms?</b>							
A22	The applicant can specify who they foresee as the buyers/ consumers for the platform. The intended buyers would be both B2B and B2C for the marketplace, the buyer profiles would differ based on the product type. The marketplace will be a white-label platform of Mission Shakti. The applicant must propose resources and methodology to manage the above-mentioned concerns.							
Q23	<b>For setting up logistics management hubs or models, does the applicant will be responsible for deploying the field cadre in addition to ensuring their readiness for deployment?</b>							
A23	Yes, the applicant organisation would be responsible for the deployment of the field cadre if it is a requirement of their proposed model.							
Q24	<b>Will the applicant be involved in the development of the e-marketplace concept/plan, or would this be an implementation-focused engagement?</b>							
A24	The E-commerce marketplace model is to be proposed by the applicant through this EOI, the selected applicant will ensure both development and deployment of the E-commerce marketplace as per its proposed model. In the implementation phase, due course correction would be made to the model based on the requisite approvals from CFH, UNCDF.							
Q25	<b>What does access to financial services include in the context of this programme? Is it for ensuring financial service linkages for beneficiaries or linkages to government financial inclusion programs?</b>							
A25	A digital platform is to be developed under the Mission Shakti Living Labs programme through which digital financial products can be accessed by the users, this is referred to as access to financial services in the context of the Mission Shakti Living Labs programme.							

Q26	<b>For developing the financial services marketplace for women SHGs, does the applicant also create an information website where information on such services can be accessed, or would it be a financial health monitor that will help financial institutions provide credit to SHGs based on certain parameters like cash flow, among others?</b>
A26	The financial services marketplace is not under the purview of this EOI, this EOI is only limited to the development and deployment of E-commerce Marketplace for non-farm products. There is a separate EOI already launched for development and deployment of E-commerce marketplace for farm products.
Q27	<b>The Eoi document mentions that the CFH will extend support toward product skilling for the SHGs and micro-enterprises. Will this be done after the e-commerce work begins and the team develops an understanding of the product requirements for each of the “marketable products” or will this be a parallel work?</b>
A27	Product skilling will be done through a separate engagement. The time period of that intervention may be different from the launch of the E-commerce marketplace. For the purpose of this program, the intervention should be phased out to select products that are currently marketable in Odisha, and as the other interventions progress, products that become market-ready may also be incorporated into the proposed model.
Q28	<b>For conducting training of the SHGs and micro-enterprises, will local Government / Mission Shakti staff facilitate arranging local premises such as meeting halls in panchayats etc., or the applicant needs to make arrangements for the same?</b>
A28	The applicant can provide the support needed from CFH, UNCDF and Mission Shakti in response to question no. 2.5 (Technical Proposal Template). If the applicant requires support on physical infrastructure the same should be mentioned. The exact details of support provided will be shared during the RFA stage of this process.
Q29	<b>Wherever Producer groups are formed (all group members focusing on a single product), can the applicant on board the PGs instead of SHGs?</b>
A29	Yes. The sellers will be enterprises that are formed out of the SHGs. These can be PGs, PCs, micro-enterprises or even individuals or any other type of entity as agreed with the state government.
Q30	<b>While it is understood that Mission Shakti will provide additional financial support for developing the storage infrastructure if there were a need to procure additional basic processing infrastructure (e.g. Quality check, packaging), will this be facilitated by Mission Shakti? Or will the consultant need to budget for such infrastructure?</b>
A30	This EOI does not mention that Mission Shakti will provide financial support for developing storage infrastructure. All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.
Q31	<b>Does the cost for quality certifications (if any) for the SHG products will be borne by Mission Shakti?</b>
A31	All the foreseen costs of the program should be accounted for in the proposed budget by the applicant. In case, if there is any cost which the applicant is not able to manage through their proposed revenue structure, for such cost applicant can either identify a social investor/donor to cover those costs or should mention them as a footnote in the proposed budget and shall also mention it in the required support in response to questions 2.5 of the technical proposal template. The proposed financial budget will be evaluated based on the financial scoring criteria mentioned in the EOI. The applicant should provide their revenue model, through which they should specify who will be paying (buyer, sellers, other stakeholders etc.) for what items from the perspective of the sustainability of the proposed model in the long run.

Q32	<b>Will Mission Shakti support the applicant with working capital requirements / short terms debt?</b>
A32	The applicant should provide a detailed budget and should mention the support they require in response to question no. 2.5 of the technical proposal template. The applicant should consider this as a long-term engagement with the communities in Odisha and should propose a sustainable business model.
Q33	<b>Can the period be extended to 36 months?</b>
A33	The applicant should view this program as a starting point for a long-term business interaction with the communities on the platform and this engagement can be viewed beyond the program period.
Q34	<b>Question 2.6 of Technical Proposal (Annex II) seems to have overlap with Question 3- both questions seem to be essentially asking about the proposed team structure and roles. How should the applicant differentiate the response for one from the other?</b>
A34	Question 2.6 requisites the team structure that will be working as a part of applicant's proposed technical proposal and the CVs of each member are required to be shared in the format provided. Question 3.1 should provide the approach of the management in planning and implementation of this EOI. In the case of a consortium, the key details of the relationship between parties should be provided. Any key details of existing or future partnerships seen in the programme duration should also be provided. This organization chart should mention all partners and future partnerships identified along with where possible details on positions/ designations, their roles and responsibilities, and their functional and institutional relationships as the case may be.
Q35	<b>Is there a page limit to question 2.6?</b>
A35	There is no page limit for question 2.6. However, the format of the CV template should be followed. A CV should not be longer than 3 pages.