

Expression of Interest Document (EOI)

for seeking

Knowledge Partner for

Setting up a Hartron Centre of excellence

to

Incubate Startups

&

Impart Entrepreneurial Education

in the field

of Electronics/IT/ITeS under

Hartron Electronics Accelerator Program (HEAP)

at

HARTRON MULTI-SKILL DEVELOPMENT CENTRE

GURUGRAM

Introduction:

A state of art infrastructure has been established at **Hartron Multi Skill Development Centre (HMSDC)**, Gurugram for the incubation of startups. Incubation centers operating from HMSDC have groomed around 85+ Startups in the last three years. These Startups developed noteworthy solutions in different sectors such as education, water, health, agriculture, transportation and energy to build Smart cities, smart manufacturing, smart agriculture, security etc. through the use of disruptive technologies like AI, Machine Learning, AR/VR, Big Data, Robotics, Block chain etc.

To further build upon the above initiative Hartron wishes to join hands with a noteworthy knowledge partner for ***“Setting up a Centre of Excellence to Incubate Startups & Impart Entrepreneurial Education in the field of Electronics/IT/ITeS under Hartron Electronics Accelerator Program (HEAP) at Hartron Multi Skill Development Centre (HMSDC), Plot No.1, Udyog Vihar, Phase-1, Gurugram”***

Hartron apart from its know-how and repute built over the years will provision a shared working space, facilities, administrative support, etc. and expects the knowledge partner to come up with a plan that offers networking and mentoring opportunities with seasoned entrepreneurs, venture capitalists, industry veterans, alumni from other incubators etc.

Industrial associations/Companies/ Agencies/ Organizations are invited for the same to act as knowledge partner’s for undertaking the establishment of Hartron Centre of Excellence (CoE) under **Hartron Electronics Accelerator Program (HEAP)** which will not only act as a incubator for talented startups but also as a as a skill development platform to build entrepreneurial spirit & talent in the state through entrepreneurial education.

Applicants will be shortlisted on the basis online presentation/proposal before the selection committee of HARTRON.

A brief overview of the objective; scope of work; qualification criteria; submission requirements; method of evaluation etc. is detailed in the document that follows:

About Hartron:

Haryana State Electronics Development Corporation Limited (HARTRON), a Public Sector Undertaking of Haryana Government is constantly striving to present the right tools, methods, and strategies that take the state of Haryana to a global level of excellence when it comes to technology. Being a pioneer in Information Technology, HARTRON has numerous prestigious projects to its credit: ICT solutions; Telecom and Data Services; Skill Development; Scanning and Digitization; Resourcing of Hardware, Software and IT manpower; Startup Incubation Centre etc.

Under the of ***Startup India*** mission of GoI, HARTRON with an aim to boost entrepreneurship at the grassroots level has also established a State of art HARTRON Innovation and Start-up Hub at Hartron Multi Skill Development Centre (HMSDC), Gurugram under the aegis of Govt. of Haryana & Govt. of India to boost the skill to startup eco-system in the state

Brief objective:

Entrepreneurship in India is on the verge of explosive growth specifically in millennium cities like Gurugram. This throws new opportunities for the eco-system to take shape. Angel investors, venture capital, media, startup clubs, service providers, mentors and training companies are going to grow in the near future. An incubator (the place where startups are born) established with an aim to develop an ecosystem which aids such a growth can do wonders specifically in a city like Gurugram.

With this in mind a HARTRON center of Excellence which gives access to young entrepreneurs as well as to academia and Government agencies in the field of Electronics/ IT/ITeS is being considered for establishment at HMSDC, Gurugram.

The purpose for establishing such an center of Excellence is to help entrepreneurs with state of art facilities such as Plug and play space, power backup, 24x7 security, high speed internet connectivity, conference space, event space etc. and do it's bit to generate revenue as well as employment in the state.

The centre will further be developed to support Government initiatives in social areas like agriculture, health, energy, online education etc. Additionally, the centre will support skilling initiatives to improve the quality of computer education specifically at the Hartron skill centres.

The centre is being envisaged to act as the Innovation hub in the state through democratization of Innovation leading to increased employment and per capita income from the State. Key mandate of the centre will be to trigger, and develop an ecosystem for start-ups, SMEs; to convert innovative ideas into viable and competitive products for the market.

A Physical space including Incubation space of around 100 seats, event room, conference room created at HMSDC, Gurugram is proposed to be earmarked to incubate Startups/ entrepreneurs who have an idea to execute.

Scope of work:

- a. Roping in incubatees with potential
- b. Imbibing entrepreneurial spirit and creating an environment of working along with fellow entrepreneurs, meeting investors etc
- c. Identifying the real pain points of the entrepreneurs and address their needs effectively
- d. Connecting the entrepreneurs, investors, mentors, trainers, students and faculty (One-on-One Mentoring physically as well as virtually)
- e. Identifying a set of advisors - preferably a mix of industry veterans, faculty and investors, who can guide on strategic issues

- f. Organizing non-stop activities, which keeps the incubator always charged such as conducting training programs, mentor meets, talks from experts, job fairs, workshops, Start up /product showcases, Investor connect, technology demonstrations, Hackethones etc. from time to time to help the community to grow and brings in a great network effect
- g. Attract, select, retain and manage startups
- h. Developing milestones and review mechanisms
- i. Marketing the CoE nationally & globally
- j. Regularly coming up with a continuously evolving approach & methodology to improve upon the existing.
- k. Create awareness about tech-entrepreneurship, a preferred career option by effectively using media and other outreach activities.
- l. Connecting the potential startups/ entrepreneurs with best accelerators and angle/venture investors for raising the funds.

Expected Roles:

Role of Hartron:

- To provide infrastructure in the form of Plug and play space, power backup, 24x7 security, high speed internet connectivity, conference space, event space etc
- Participate in the overall Governance and monitoring of the Centre
- Linkages with Hartron skill centres, Academia, universities, colleges, State Govt. Departments etc to spread awareness about virtual & physical incubation and to support the growth of the centre into a noteworthy entity.
- To work with the knowledge partner to develop albeit upgrade appropriate curriculum and courseware to be institutionalized across Hartron skill centres.
- Day to day support and management of the centre.
- Overall Governance and monitoring of the centre

Role of knowledge partner:

- To prepare a roadmap of activities on year to year basis in consultation with Hartron. The activities will however be improved upon & augmented through mutual discussions on a monthly a basis.
- To develop training modules, networking platforms for Industry, academia, students and entrepreneurs in consultation with Hartron.
- To screen & select the startups for the incubator in consultation with Hartron/Steering Committee.
- The knowledge partner is expected to identify alternate sources of funds to generate revenue for the expansion of the Centre and to continuously work towards making the centre viable.
- The knowledge partner in consultation with HARTRON is expected to evolve a mechanism for dissemination and sharing of knowledge that is bound to be accumulated

at the centre. The centre may thus also function as a skill development platform to build entrepreneurial spirit and talent through entrepreneurial education.

The centre will be continuously evolved to cover any discrepancies that crop during the functioning through internal discussions by the officers of the committee; through the respective members of the steering committee and in consultation with the respective industrial associations who are chosen to act as knowledge partner. This is imperative as the start up/innovation activity is a live one with a evolving scenario which needs to be catered to through a active rather than a passive approach.

Tentative Criterion that may be followed for short listing/selection of Startups:

The knowledge partner is expected to observe a rigorous selection procedure to select the start-ups-in consultation with Hartron so that selected start-ups can scale up innovation, create employment-and have a productive impact on society. Thus it is important to select start-ups that have a viable business idea and are serious.

The key short listing/selection criteria/parameters for the Physical and virtual incubation of the Startups may be as follows:

- Innovative technology company with high potential
- Sustainability and Scalability
- Innovation
- Founders profile (knowledge and experience)
- Team strength/ size
- Product/Technology
- Competitive Strategy/ Go to Market
- Customer Acquisition Strategy
- Profitability matrix of envisaged business
- Quality of Pitching

Final Selection to be based upon merit list/waiting list and no. of seats to be filled/occupied/vacant.

Steering committee:

A steering committee will be formulated under the chairmanship of MD Hartron having senior officers of Hartron, members of advisory council set up under the Hartron electronic acceleration program (HEAP) and Industry veterans including experienced industry leaders, founders and investors nominated by Knowledge partner.

The steering committee will look after the overall governance of Hartron CoE, draw action plan for the implementation of the MoU, decide selection methodology, evaluate and approve selection of startups for allocation of seats/space, review the performance/progress of incubators, startups and other stakeholders.

Number of seats to be allocated to each Start-up:

Steering committee will be empowered to take a final call on the number of seats to be allocated to each start up based upon the potential of the product/innovation, scalability factor, Go to market etc. subject to a maximum of ten seats to each such Start-up.

Incubation period of Start-ups:

Initially the selected startups will be offered seats for a period of one year. The performance of the Start-up will be reviewed by the steering committee which is empowered to offer extension of incubation period of 3 to 6 months depending upon the availability of seats. A maximum of two such extensions may be provisioned.

Agreement to be signed with Start-ups.

Knowledge partner will sign an agreement with every selected Startup before physical incubation.

Memorandum of Understanding (MOU):

A MOU will be signed between Hartron and Knowledge partner based upon mutual discussions, understanding and agreement

What is expected of the knowledge partner:

The knowledge partner should be a legal entity in India and should demonstrate the capacity for undertaking, organizing and executing the desirables, as well as a proven track record in conducting Startup related activities in India. The management teams should have experience in running Startup incubators.

The knowledge partner is expected to create an inclusive ecosystem for budding entrepreneurs and organizations to leverage new age technologies and provide awareness and access to industry and other stake holders to explore product ideas and establish high end technologies and startups in upcoming fields.

Submission requirements:

A detailed presentation may be submitted indicating the following:

1. Modus operandi of physical and virtual incubation (The physical incubation has its limits thus virtual incubation strategies may be worked out to spread the reach far & wide)
2. Achieving desired outputs and outcomes
3. Strategies for continuous improvement based upon the learning's to make the model dynamic and evolutionary
4. A model for provisioning entrepreneurial education with special attention to tier-II, tier-III cities and rural entrepreneurship along with methodology to be used for the

purpose. Innovative & efficient methods may be suggested as against the existing practice.

Based upon the presentation and profile of the knowledge partner the method of evaluation will be as follows:

Method of evaluation:

The committee will judge the knowledge partner on the following parameters:

A. Profile of the knowledge partner in relevance to the work to be executed: 50 marks

S.No	Parameter	Max. Marks
1.	Past Experience (of organization / leadership team) in work of similar nature. Should have incubated at least 50 startups in the last three years pan India >/= 50 --- 10 marks >/= 40 & <50 --- 8 marks >/= 30 & <40 --- 6 marks >/= 20 & <30 --- 4 marks >/= 10 & <20 --- 2 marks <10 --- No marks	10
2.	Manpower, Skill Set, Team Composition & Deployment	8
3.	Network of Mentors / Experts / Angel/VC Investors and partners (Minimum 10 reputed individual/Institution) >/= 10 --- 10 marks >/= 7 & <10 --- 8 marks >/= 5 & <8 --- 6 marks >/= 2 & <5 --- 4 marks < 2 --- No marks	10
4.	Network of Angel/VC Investors and partners Should have at least 15 successful cases of Angel/VC funding in Startups in the last three years pan India >/= 15 --- 7 marks >/= 10 & <15 --- 5 marks >/= 5 & <10 --- 3 marks < 5 --- No marks	7
5.	Capacity within the organization to host events	5
6.	Capability to deliver the program virtually in Tier-II, Tier-III cities and in the field of IT/ITeS skilling activities.	10

**B. Understanding of the Scope of Work and the proposed Methodology:
50 Marks**

S.No	Parameter	Max. Marks
1.	Prowess & Methodology to create an ecosystem for the center's optimum utilization by academia, industry, students and citizens of the state	10
2.	Business expertise	10
3.	Capability of drawing financial support from industry	10
4.	Provision of ample community support	10
5.	Capability of imparting entrepreneurial education	10

SUBMISSION OF OFFER:

Sealed offers shall be submitted in the manner as mentioned below:

Sealed Envelope superscribed as Expression of Interest for *“Knowledge partner for Setting up a Centre of Excellence to Incubate Startups & Impart Entrepreneurial Education in the field of Electronics/IT/IITeS under Hartron Electronics Accelerator Program (HEAP)”*

Sealed proposal addressed to:

Additional Managing Director,
Hartron Multi Skill Development Centre (HMSDC)
Plot No.1, Udyog Vihar, Phase-1,
Gurugram 122016

Last date for the Submission of Eol: 31.08.2021 up to 15:00 Hours

CONFLICT OF INTEREST:

- a. Where there is any indication that a conflict of interest exists or may arise, it shall be the responsibility of the company to inform HARTRON, detailing the conflict in writing as an attachment to this Eol response.
- b. HARTRON will be the final arbitrator in cases of potential conflicts of interest. Failure to notify HARTRON of any potential conflict of interest will invalidate any verbal or written agreement.

CONDITION UNDER WHICH EOI IS ISSUED:

The EOI is not an offer and is issued with no commitment. HARTRON reserves the right to withdraw EOI and or vary any part thereof at any stage. HARTRON further reserves the right to disqualify any applicant, should it be so necessary at any stage.

TERMINATION:

Under exceptional circumstances or if services provided by the selected organization is not satisfactory, HARTRON will be free to end the engagement without assigning any reason with one month of prior notice.

ARBITRATION:

In case the dispute cannot be resolved by amicable settlement then the matter shall be referred to the sole arbitrator who shall be Additional Managing Director, Hartron and the verdict of the Arbitrator shall be final and binding on both the parties. The proceedings to this effect shall be governed by the Arbitration and Conciliation Act, 1996.

The organization is expected to examine all, instructions, forms, terms and conditions in the application documents. Failure to furnish all information required as per the application documents or submission of a proposal not substantially responsive to the application documents in every respect will be at the company's risk and shall result in rejection of the offer. Confirm acceptance of all terms and conditions without any reservation.

Conditional offers are liable for rejection.

Supporting documentation:

All relevant supporting documents wherever required, including self certification should be attached along with the proposal.

All proposals must be accompanied by a detailed proposal as stated above. The format for submitting the proposal is attached at Annex. 1

Format for Submitting the Proposal (Annex. 1)

1. About the Organization:

- a. Name of Organization:
- b. Address:
- c. Telephone No:
- d. Email:
- e. Website:
- f. Legal status of the entity:

2. Head of the Organization

- a. Name:
- b. Brief Profile and Resume
- c. Contact Number:
- d. Email:

3. Contact Person

- a. Name:
- b. Designation and Brief Profile
- c. Contact Number:
- d. Email:

4. Track Record (Attachment to include the following details)

- a. Organizational Strengths
- b. List of start-ups groomed in the last 3 years
- c. List of startups who received Angel/VC funding
- d. Management teams experience, like Details of previous startup programs

5. List of Mentors (Minimum 10 reputed individual/Institution)

Mention the nature of engagement

6. List of Partners (Minimum 5 reputed Organizations)

Mention the nature of partnership

7. National / International Press coverage links

8. Proposal

- a. Executive summary
- b. Proposed Accelerator Model, Methodology, and Activity plan
- c. Team deployment. List the main disciplines of the assignment/ job, the key expert responsible, and proposed team.
- d. Stages of grooming the Startups with support provided at each stage, and entry and exit criteria for each stage

f. Action plan for entrepreneurial education that not only builds entrepreneurial spirit & talent in the state but also educates budding entrepreneurs about the nitty-gritty's of starting a business.

Attach hard copy of the presentation and additional information if any.

Organization EXPRESSION OF INTEREST

To,

Additional Managing Director,
Hartron Multi Skill Development Centre (HMSDC)
Plot No.1, Udyog Vihar, Phase-1,
Gurugram 122016
Haryana

Sub: Submission of Expression of Interest for ***“Knowledge partner for Setting up a Centre of Excellence to Incubate Startups & Impart Entrepreneurial Education in the field of Electronics/IT/ITeS under Hartron Electronics Accelerator Program (HEAP) at Hartron Multi Skill Development Centre (HMSDC),Plot No.1, Udyog Vihar, Phase-1,Gurugram”***

Dear Sir,

In response to the Invitation for Expressions of Interest (EOI) dated 20.08.2021 published on HARTRON's website (www.hartron.org.in) for the above purpose, we would like to express our interest to engage with HARTRON

Sincerely Yours,

Signature
(Full Name)
Stamp.....

Encl.:

