

*Engagement of  
Consultant  
for  
Study on  
“Preparation of Strategic Roadmap for  
Big Data Analytics”*



**CONSULTANCY DEVELOPMENT CENTRE**

**(Autonomous Institution of DSIR, Ministry of Science & Technology)**

2<sup>nd</sup> Floor, Core IV-B,

India Habitat Centre, Lodhi Road,

New Delhi - 110003

Tel: +91-11-24602601/ 24602915/ 24601533

Fax: +91-11-24602602

Email: [sklalwani@cdc.org.in](mailto:sklalwani@cdc.org.in), Website: [www.cdc.org.in](http://www.cdc.org.in)



# *Study on*

## *“Preparation of Strategic Roadmap for Big Data Analytics”*

### **1. Terms of Reference (TOR)**

---

#### **Background**

Businesses across industries have witnessed several transformations over the past decade or so. Big data analytics has emerged as a significant enabler that possesses the power to transform businesses. Most organisations are being overwhelmed with data which arises from every interaction, transaction, process, and channel.

Big data analytics empowers organisations to transform their data into actionable intelligence, which can help drive business outcomes. Analytics is not only about improving competitiveness, embedding analytics into public service or our day to day lives will be a key trend. We can address a lot of societal topics faster and more effectively.

Decisions can no longer be made based on gut feeling or hunches. Encouraging a culture of data-driven decision making holds the key to success. While the exponential increase in information is presenting challenges for many companies, others are leveraging forward-looking insights in order to drive breakthrough business objectives.

#### Big Data-Business Analytics in Government Sector:

There are many ways in which ‘Big Data - Business Analytics’ can be leveraged by the Central and the State Governments to grow more and go for the changes and implementing the various policies and government schemes. Today departments across government functions are dealing with a lot of structured and unstructured data, right from citizen interaction channels, to sensors, to mobile and social media. Analytics can help government departments in effectively using big data across areas such as public security, elections, education, health, public participation in policy making and much more.

Some of the prominent areas are:

- i. **ADHAAR:** As majority of citizens (more than 60 crores at the last count) in the country have been provided with ADHAAR number, the government can use this facility to plan, implement & monitor their citizen related initiatives.



- ii. **Direct Benefit Transfer Scheme:** The Government can decide the funding for various schemes, ensure that the money reached the beneficiaries and keep track of improvement and the growth within the scheme and any particular region where people are benefited of this scheme.
- iii. **Impact of Election and Voting system:** Government can analyze this big data for making policies and the scheme based on those statistics which will help the people of the country as well as the growth of the country.
- iv. **Impact and conditions of Infrastructure Projects:** Analysis of the large amount of Data Periodically collected can help the government in preserving critical infrastructure all over the country.
- v. **Impact of Education:** Analysis of the large amount of Data Periodically collected about delivery, outputs, outcomes and impact of the education initiatives at primary, secondary and tertiary level can be useful in formulating the education policies.
- vi. **Impact of Health care initiatives:** Analysis of the large amount of Data Periodically collected about delivery, outputs, outcomes and impact of the healthcare initiatives at primary, secondary and tertiary level can be useful in formulating the healthcare policies.

In addition to above there are large number of areas where large data is available which can be converted to meaningful decision using Business Analytics.

In view of this, it is imperative to chalk out a strategic Road Map in this direction to reap the benefits towards the overall development of the country.

## Objectives

The main objectives of the study are:

- To assess the present status of the industry
- To evolve Strategic Road Map and action plan

## Scope of Work

The scope of work of the study shall include the following aspects:

- i) Assess the present status of the industry in terms of market size, different players providing services across sectors/ functions, opportunities, SWOT of industry, policy framework (if any), present skill levels available etc.



- ii) Market landscape survey to assess the future opportunities and demand for skill levels in next 10 years
- iii) Gap analysis in terms of skills levels and policy framework
- iv) Evolve a strategic Road Map and micro level action plan clearly defining roles of various stakeholders – Govt., Industry, Academia, Industry Associations and others with clear timelines and outcome for the next 10 years

The Consultant's involvement will also be required in the following aspects:

- a) Consultative workshops with Expert members and other invitees at Delhi and other metro
- b) Interactive meetings with stakeholders at 6 locations (Kolkata, Bangalore, Chennai, Hyderabad, Pune and Mumbai)

The activities may involve making presentations, collating and analyzing the inputs for suitably putting in the Report.

While preparing Strategic Roadmap, the following aspects (but not limited to same) must be taken into consideration:

- a) Support for R&D Projects
- b) Support for Establishment of Centre for Excellence in Big Data Analytics, Predictive technologies, Cyber Security etc.
- c) Support for national level Conferences / Workshops / Seminars / Brainstorming sessions etc.
- d) Support for Training programmes: In-house training programmes for Faculty / UG / PG / Doctoral students

## **Deliverables and Milestones**

### ***Deliverables***

The deliverable shall be a Report on Strategic Road Map for the Big Data Analytics covering the complete scope of work.

### ***Milestones***

- A detailed Inception Report in 2 weeks from award of work discussing the execution plan in minute details and 1<sup>st</sup> Consultative Workshop within 4 weeks from award of work
- Mid-Term Report at the end of 8 weeks from award of work
- Draft Report at the end of 18 weeks from award of work



- 2<sup>nd</sup> Consultative Workshop within 22 weeks from award of work
- Final Report in 2 weeks from receipt of comments on Draft Report

### Timeframe and Payment Terms

The Study shall be completed within 24 weeks from the date of award.

S.No	Tasks / Activities	Milestone	Timeline <sup>1</sup>	Payment Terms <sup>2</sup>
1	<ul style="list-style-type: none"><li>• Award of work and acceptance of work order</li><li>• Preparation and submission of Detailed Inception Report and its acceptance</li><li>• 1<sup>st</sup> Consultative Workshop at Delhi</li></ul>	Inception Report and Consultative Workshop	T+4 weeks	10%
2	Submission of the Mid-Term Report and its acceptance	Mid-Term Report	T+8 weeks	-
3	<ul style="list-style-type: none"><li>• Interaction meetings with stakeholders at 6 locations as indicated in the scope of work</li><li>• Submission of Draft Report and its acceptance</li></ul>	Draft Report	T+18 weeks	50%
4	2 <sup>nd</sup> Consultative Workshop for validation of the Draft Report findings	Inputs of workshop on the Draft Report	T+22 weeks	10%
5	Submission of Final Report (within 2 weeks from receipt of comments captured during the workshop) and its acceptance	Final Report		30%

Note:

1. 'T' refers to the date of award.
2. The percentage fees payable on completion of each milestone as indicated above shall be calculated on the lumpsum value of work order (exclusive of service tax). The service tax shall be paid as applicable.



## **2. Mechanism for Engagement of Consultant**

---

### **Eligibility Criteria**

The consultants must meet the following minimum eligibility criteria

- Should have minimum of 5 years' experience in consulting, preferably in the area of IT /Data Analytics.
- Should have executed minimum one (1) study assignment in the last 3 years preferably assignment of similar nature or in the related sector (2011-12, 2012-13, 2013-14).

(Note: The term 'Consultant' here refers to the Individual Consultant).

Documentary Evidence for the following must be submitted in respect of the eligibility criteria:

- a) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, time for completion, etc.
- b) Detailed Resume of the Consultant.

### **Proposal Submission**

Each proposal should be submitted in two parts, viz.

- Technical
- Financial

The technical and financial proposal must be submitted in two separate sealed envelopes indicating clearly on envelopes as "TECHNICAL PROPOSAL" and "FINANCIAL PROPOSAL", followed by the nomenclature of the assignment, "Engagement of Consultant for Preparation of Strategic Roadmap on Big Data Analytics". Financial proposal should include a warning "DO NOT OPEN WITH THE TECHNICAL PROPOSAL." The envelopes containing the Technical and Financial Proposals shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address.



### ***Technical Proposal Content***

Technical Proposal should be prepared considering Objective, Scope, Approach & Methodology, Milestones & Deliverables as well as other information given in this document.

Technical Proposal must include:

a. Brief description about the Consultant

b. **Consultant's experience**

In addition to overall experience of the consultant, details of specific consultancy projects/studies undertaken may be provided including Assignment/job name, description of services provided, approx. value of assignment, country & location, duration of assignment, name of client, starting & completion dates, names of associates (other than employees), if any. (*Documentary evidence in support of above facts to be provided*)

c. Comments and suggestions on understanding of Terms of Reference.

d. Approach

e. Methodology

f. Work Plan and Schedule

g. Detailed Resume of the consultant.

### ***Financial Proposal Contents***

Financial proposal should be in the form of a lumpsum amount (exclusive of service tax) for the entire scope of services. The service tax shall be paid as applicable.

The lumpsum quote should be inclusive of all expenses which consultant may incur while executing the assignment, including local travel, as required.\*

Note:

**\* In case of travel outside Delhi, the travel boarding and lodging expenses for consultant (one person) shall be borne by CDC as per CDC norms.**



## Evaluation of Proposals

### Technical Evaluation

The following evaluation criteria shall be used for technical evaluation.

S. No	Description	Break up
1	Past Experience in work of similar nature	30 Marks
1.1	Past Experience of similar nature in terms of no. of assignments (Conducting studies) executed in last 3 yrs. (FYs 2011-12, 2012-13 and 2013-14)  <b>No. of Assignments</b> No. of Assignments $\geq 1$ and $< 3$ No. of Assignments $\geq 3$ and $< 6$ No. of Assignments $\geq 6$	20  10 15 20
1.2	Work carried out (such as studies / relevant Training programmes etc.) in the area of Data Analytics	10
<i>Marks will be awarded based on work order of assignments enclosed along with the Technical proposal</i>		
2	Methodology, Work Plan and Understanding of TOR	40 Marks
2.1	Understanding of TOR	10
2.2	Approach and Methodology	25
2.3	Work Plan + Time Schedule	5
3	Skills and Competencies	30 Marks
3.1	Consulting Experience ○ $\geq 5$ yrs and $< 8$ yrs. ○ $\geq 8$ yrs. and $< 10$ yrs. ○ $\geq 10$ yrs. and $< 15$ yrs. ○ 15 yrs. and above	15 20 25 30
<b>Total</b>		<b>100 Marks</b>

**Threshold** for shortlisting consultants for technical evaluation will be 75 marks (seventy five marks).

### Evaluation as per Combined Quality cum Cost Based System (CQCCBS)

- The financial proposals of only technically shortlisted consultants will be opened and will be ranked in terms of their total evaluated cost.
- Based on the criteria and the total score, the Technical Scores will have a weightage of 70%. The Financial Proposals will be allotted a weightage of 30%.





- The proposal with the lowest cost shall be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. The total score shall be obtained by weighing the quality and cost scores and adding them up.
- On the basis of combined weighted score for quality and cost, the agency shall be ranked in terms of total score obtained. The proposal obtaining the highest total combined score in evaluation of quality and cost will be ranked as H-1 followed by the proposals securing lesser marks as H2, H3, etc. The firm securing the highest combined marks will be considered for award of the contract. Total Score = (Technical Score x 0.70 + Financial Score x 0.30)

*Evaluations will be based on documentary evidence submitted by the applicant with respect to evaluation / selection criteria.*

**Note:** The following documentary evidence should be provided along with the proposal

- Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, time for completion, etc.
- Detailed Resume of the Consultant

### **Last Date for submission of proposal**

The Proposals must be sent to CDC office on or before **26<sup>th</sup> September 2014 by 15:00 Hours**. The proposals have to be sent only in hard copy by post/courier/by-hand. Proposals sent by E-mails will not be considered. The proposals will be opened on **26<sup>th</sup> September 2014, 15:30 Hours**.

Notes: -

- 1) Consultancy Development Centre (CDC) reserves the right to accept or reject any or all proposals without assigning any reason thereof.
- 2) Proposals not accompanied with documentary evidence requested above, may be summarily rejected.

**Enquiries & submission of proposals should be addressed to:**

Shri S.K Lalwani  
Head (Projects)  
Consultancy Development Centre  
Core 4B 2<sup>nd</sup> Floor, India Habitat Centre, Lodhi Road  
New Delhi - 110 003  
Tel: 91 11 24603425; 24602601  
Fax: 91 11 24602602  
Email: [sklalwani@cdc.org.in](mailto:sklalwani@cdc.org.in)  
Website: [www.cdc.org.in](http://www.cdc.org.in)