

INVITATION OF PROPOSAL

for

Study on

*“Assessment of Potential for Export of Consultancy Services
from India to South East Asian Countries –
China, Indonesia, Thailand, Nepal, Bangladesh and Myanmar”*



CONSULTANCY DEVELOPMENT CENTRE

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

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Section 1:
Invitation of Proposal Submission Form
(To be submitted on the letter head of the bidder)

To:

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XXXXXXXXXXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Address: XXXXXXXXXXXXXXXXXXXXXXXXXXXX

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**Subject: Submission of Proposal for Study on “Assessment of Potential for Export of
Consultancy Services from India to South East Asian Countries – China, Indonesia,
Thailand, Nepal, Bangladesh and Myanmar”**

Dear Sir/ Madam,

We, the undersigned, offer to provide consultancy services in accordance with your Invitation of Proposal dated

We hereby declare that all the information and statements made in this Invitation of Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification. We agree to abide by all the terms and conditions of the Invitation of Proposal document.

We understand that Consultancy Development Centre (CDC) reserves the right to reject any or all proposals (Invitation of Proposal) without assigning any reason thereof.

Yours sincerely,

Authorised Signature (in full & initials)

Name and Title of Signatory:

Name of Firm:

Address:

Location:



**Section 2:
Invitation of Proposal (7th June, 2013)**

*Study on “Assessment of Potential for Export of Consultancy Services
from India to South East Asian Countries –
China, Indonesia, Thailand, Nepal, Bangladesh and Myanmar”*

1. Terms of Reference(TOR)

Objectives of the study

The objectives of the study are as follows:

- To assess the potential for Indian consultancy export to South East Asian Countries namely: China, Indonesia, Thailand, Nepal, Bangladesh and Myanmar
- To suggest modalities of utilizing Indian consultancy expertise for export of consulting services from India to the identified South East Asian Countries
- To find out and recommend mechanism to develop linkages with government agencies, prospective client organizations, local industry associations, trade missions, consultants (individuals and firms), associations, chambers of commerce to enhance export of consulting services

Scope of the study

The study will cover South East Asian Countries viz. China, Indonesia, Thailand, Nepal, Bangladesh and Myanmar

- Prioritize consultancy sectors / areas in these countries in which Indian consulting organizations can provide their services
- Study consulting capabilities within each country
- Interaction with the prospective clients and government authorities, departments to understand their consulting requirements. Also assess the funding by bilateral/ multilateral agencies for various projects and estimated consulting requirements.
- Assess the consultancy market size as well as the present share of Indian consulting exports in each country
- Assess the status of performance of Indian consultants working in each country



- Study and examine the problems / issues faced by Indian consultants in export of consulting services in target countries, if any, and strategy to overcome the same
- Determine gaps and suggest strategies for consultancy export from India
- Study the local business environment including entry barriers, legal and regulatory requirements for establishing consulting business in these countries as well as market access requirements and issues related to consultancy import from India to these countries.
- Develop database of major local consultants
- Database and sources of consulting assignments by client organizations (Govt./ bilateral/ multilateral/ private organizations)

Approach and Methodology

Approach

The consultant should give an overall approach towards execution of the study so that it achieves the objectives stated above and covers the entire scope.

Methodology

The consultant should provide in great detail the methodology which will be adopted during execution of the study with respect to each of the points given under scope of study and shall cover both primary and secondary research.

Deliverables and Milestones

Milestones

- A detailed Inception Report in 30 days from award of work discussing the execution plan in minute details.
- Mid-term report at the end of 3 months from award of work giving details of progress made, future plan and seeking of approval for any deviation from the plan proposed in inception report.
- Draft report at the end of 7 months from award of work.
- Final report in 30 days from receipt of comments on draft report.



Deliverables

The following deliverables should be suitably covered in the reports mentioned above under Milestones.

- Consultancy market size as well as the present share of Indian consulting exports in each country
- Thrust/ priority opportunities in next 10 years
- Entry barriers / constraints / requirements for doing consulting business in the host country
- List of major local consultants, complete contact details (postal address, key officials & designation, email, phone, fax, website), areas of operation/ expertise
- List of major sources of consulting opportunities
- List of major bilateral/ multilateral/ private sector projects, Government allocation/ budget alongwith the associated programme/ project
- List of professional bodies/ including consulting associations – contact details
- Incentives provided/ schemes/ projects based on WTO, bilateral, multilateral agencies for consulting services
- Suggested mechanisms for developing joint ventures including collaboration and business partnerships and measures to promote export of Indian consultancy services in these countries
- Recommendations and Action Plan indicating the role of various stakeholders (what & how) for enhancing export of consulting services from India to these countries in short term, medium term and long term.

Time Frame

The Draft Report (separate report for each country) is to be completed within seven months from the date of award of contract. Final Report is to be submitted in 30 days from receipt of comments on Draft Report.



2. General

Eligibility Criteria

The consultants must meet the following minimum eligibility criteria -

- Should have minimum of 5 years' experience in the consulting
- Should have executed minimum five (5) study assignments in the last 3 years as on last date of submission of proposal i.e. 6th July, 2013 preferably assignments of similar nature or in the related sector
- Should have minimum average consultancy turnover of Rs.10 crore in the last three financial years (2009-10, 2010-11, 2011-12)

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

- a) Proof of Turnover (Audited)
- b) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, ,date of award etc;
- c) Certificate of registration of the Company/Agency.

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, "Study on Assessment of Export Potential of Consultancy Services from India to South East Asian Countries viz. China, Indonesia, Thailand, Nepal, Bangladesh and Myanmar". 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 Objectives, Scope, Approach & Methodology, Milestones & Deliverables as well as other information given in this document.

Technical Proposal must include:

a. Brief description about the Consultant/Consulting firm

b. **Consultants 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, appx. 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 profile and CV of manpower proposed to be associated with this assignment.

Financial Proposal Contents

Financial proposal should be in the form of a lumpsum amount exclusive of Service Tax.

The lumpsum quote should be inclusive of all expenses which consultant may incur while executing the assignment including travel, boarding and lodging, travel to target countries including visits to CDC, as required for the completion of the assignment but exclusive of Service Tax. The Service Tax shall be paid as applicable. (Present rate of Service tax is 12.36%).



Financial Proposal, should also, include a breakup of the lumpsum quote under various heads envisaged by the consultant/ agency.

Evaluation of Proposals

An agency/consultant will be selected under the **Combined Quality cum Cost Based System** method (CQCCBS) with weightages of 70:30 (70% for technical proposal and 30% for financial proposal) and procedures described in this Proposal.

The following evaluation criteria shall be used for technical evaluation.

Sr. No	Description	Break up
1	Past Experience in work of similar nature	20 Marks
1.1	Past experience of similar nature in terms of no of assignments (Conducting studies) No of assignments =5 No of assignments >5 and =<9 No of Assignments = 10 & above <i>Marks will be awarded based on work order of assignments enclosed along with the Technical proposal</i>	15 7 10 15
1.2	Assignments done in focused South East Asian Countries	5
2	Methodology, Work Plan and Understanding of TOR	50 Marks
2.1	Understanding of TOR	10
2.2	Approach and Methodology	30
2.3	Work Plan + Time Schedule	10
3	Infrastructure & Other details	20 Marks
3.1	Office Details /Branch offices (if any) in South East Asian Countries	10
3.2	Personnel including skills & competencies	10
4	Average Consulting Turnover of the Agency in last three years (2009-10, 2010-11, 2011-12)	10 Marks
4.1	Turnover <ul style="list-style-type: none">○ =>10 and <15 crores○ =>15 and <25 crores○ 25 crores and above	5 Marks 7 Marks 10 Marks
Total		100 Marks

Threshold for shortlisting consultants for technical evaluation will be 70 marks (seventy marks). CDC shall short list all the Agencies who secure the minimum cut off of 70 % (Seventy Percent).

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 × 0.70 + Financial Score × 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

- Proof of Turnover
- Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award etc;
- Certificate of registration of the Company/ Agency;
- Details of Key Personnel for the project (supported by CVs)



Amendment to Invitation of Proposal

- a. At any time prior to the deadline for submission of proposals, CDC may, for any reason whether its own modify the Invitation of Proposal document by issuance of an Addendum/ Corrigendum.
- b. Any Addendum/ Corrigendum will be uploaded in the website of CDC www.cdc.org.in under Announcement Section one week prior to last date of submission and bidders are advised to see the website. The addendum/ corrigendum then issued will be a part of the Invitation of Proposal and any Proposal without Addendum/ Corrigendum, if any, will not be considered.

Payment Terms

Payment Terms	Milestones
20%	<ul style="list-style-type: none">- On acceptance of proposal & Signing of Contract Agreement- Submission of Performance Bank Guarantee- Submission of Inception Report and its acceptance
50%	On Submission of Draft Report and its acceptance
30%	On Submission and acceptance of Final Report

Date for submission of proposal

The Proposals must be sent to CDC office on or before **8th July, 2013 by 1500 hrs.**

The proposals have to be sent only in hard copy by post/courier/by-hand. Emails will not be considered. The proposals will be opened on **8th July, 2013 at 1530 hrs.**



Notes

- 1) Consultancy Development Centre (CDC) reserves the right to accept or reject any or all proposals without assigning any reason thereof.
- 2) Responses to Invitation of Proposal 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 2nd Floor, India Habitat Centre, Lodhi Road
New Delhi - 110 003
Tel: 91 11 24603425; 24602601
Fax: 91 11 24602602
Email: sklalwani@cdc.org.in
Website: www.cdc.org.in
