

INVITATION OF PROPOSAL

for

*Contents Development for the course
'Certificate Programme in IT Consulting'*



CONSULTANCY DEVELOPMENT CENTRE

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

2nd 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, Website: www.cdc.org.in



1. Terms of Reference (TOR)

The Need

IT sector has been one of the key driving forces behind India's economic growth which has resulted in creation of significant employment opportunities in the economy. Today, India has become one of the most preferred destinations for Business Process Outsourcing (BPO), Software and ITeS due to its technical and cost competitiveness. It is also well known that Consultants play an important role in the industry as well as in the economic development of the country.

The demand for Consulting in various sectors of the economy has increased tremendously in general and Information Technology, in particular has been one of the fastest growing segments in Consulting. In order to keep up pace with the cutting edge technology solutions, there is an urgent requirement for IT consulting services by modern day enterprises to ensure that their portfolio is aligned with their business objectives.

This signifies the need for creating a pool of Information Technology Consultants who can help businesses in deciding what are the best computer tools and technologies to help them able to sustain and grow a profitable business. The right IT consulting services can help enterprises in minimizing complexity by reducing redundancy in applications, transforming software to better respond to new opportunities and business requirements, and ensuring the enterprise's portfolio is positioned to help accelerate business outcomes.

Realizing the above need, Consultancy Development Centre, an Autonomous Institution of Department of Scientific & Industrial Research (DSIR), Ministry of Science & Technology, Govt. of India has decided to develop contents for "Certificate Programme in IT (Information Technology) Consulting", after which the programme launch for this course may be initiated.

Objectives of the course

The course contents shall be developed keeping in mind the following objectives:

- To provide a comprehensive overview of the IT Consulting landscape, the market, its evolution and future challenges



- To give insights on the roles and functions of an IT consultant and impart basic understanding of the knowledge, skills and attitude desirable for a career in IT Consulting
- To familiarize professionals with the necessary Tools, Techniques & Processes for providing IT solutions that help in optimizing business requirements of client organizations which drive growth of businesses
- To prepare professionals working in industry for their internal consulting roles in addressing the IT requirements of various stakeholders i.e. Govt. sector organizations / PSUs, Private Corporates, SME (Small & Medium Enterprises) etc.

Scope of Work:

The course shall be an instructor-led course to be delivered through contact classes of 20 hours duration (i.e. 5 modules of 4 hours each).

The agency is required to execute the following tasks in connection with the contents development for the course contents:

- Develop as Pre-Read Course material, comprising of 5 modules covering all aspects as discussed in the immediate paragraph given below, supported with Practical Case Studies and Assignments, including suggested readings for the target participants
- Prepare Power Point Presentations for each of the course modules
- Prepare Guidelines for Instructors, including pedagogy for the delivery by faculty who will be delivering the course sessions

The coverage of the 5 course modules shall focus on the following broad aspects:

- Introduction to Basics: Basic understanding of IT industry and broad service areas of IT consulting, Difference between IT Managers and IT Consultants, Overview of the IT Consulting Landscape: Market and Players in IT Consulting, Types of IT Consulting Firms, IT Consulting Project Lifecycle, IT Consulting Career & Opportunities
- Project Planning, Study, Analysis & Design Phases: Defining Project Scope, Understanding of Business Requirements, Carrying out of Needs Assessment Study involving As-Is and To-Be Scenario, Analysis of Systems & Business Processes, Modelling of the Systems Requirements & Processes to Design Phase framework through means of Flowcharts / ER Diagrams / DFDs etc.,



Understanding the Design Framework Architecture involving Hardware, Software, Databases, Networking, Interfaces with GUI, etc.

- Procurement, Project Implementation, Testing and Maintenance Phases: Overview of RFP, SLAs and Bid Process Management, Role of Consultant during Development, Testing & Acceptance phases of a IT solution, Understanding basic concepts of IT Security & Application Vulnerability, Importance of Program Management and Role of Consultant during Maintenance Phase, Importance of Change Management and Knowledge Management
- Acquaintance with different IT Consulting Tools and Processes: Enterprise Resource Planning (ERP), e-business concepts & IT-enabled solutions for Customer Relationship Management (CRM), Supply Chain Management (SCM), Concepts of Business Intelligence involving usage of Decision Support Systems, Techniques like Online Analytical Processing (OLAP), Data Mining, Process Mining, Business Process Re-Engineering (BPR), Benchmarking & Business Risk Management.
- Preparing IT Consultants for Tomorrow: Understanding Latest Trends & Challenges faced as a IT Consultant during various phases, Overview of Business Skills required for IT Consulting with focus on Project Sales Cycle, Understanding the Client Problem, Preparation of a Proposal including Scoping and Contracting, Pricing & Negotiations, Project Planning, Project Delivery, Project Implementation and Impact Analysis, Assessment of future Up sell / Cross sell opportunities in IT consulting

Approach & Methodology

The agency should give an overall approach towards execution of the assignment so that it achieves the objectives and covers the entire scope for Content Development of the course. It should further indicate the delivery mechanism, including the suggested brand building required to be initiated for ensuring successful launch of the course.

Deliverables & Milestones

Deliverables

The deliverables shall be the course contents, comprising of the following documents:



- Pre-Read Material: Comprising of 5 modules covering all aspects given in the scope of work supported with 'Practical Case Studies and Assignments'. Further, each module shall also cover suggested readings for the target participants which may include References to Books, Journals, Websites, Articles, Whitepapers etc.
- Power Point Presentations for each of the 5 course modules
- Guidelines for Instructors, including pedagogy for the delivery by faculty who will be delivering the course sessions

Milestones

- A detailed Inception Plan in 2 weeks from date of award of work discussing the execution plan in minute details
- Draft Course Material within 10 weeks from date of award of work
- Final Course Material in 2 weeks from the receipt of comments on the Draft Course Material

Time frame: The development of the course contents is to be completed strictly within a time frame of **12 weeks** from the date of the Award of Contract.

2. General

Eligibility Criteria

The agencies / consultants must meet the following eligibility criteria -

- Should have minimum of 5 years' experience in the IT Consulting/Course development/Content development.
- Should have executed minimum one similar assignment in last 3 years.
- Should have minimum average turnover of Rs. 50 lakhs 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) Certificate of Incorporation of the Company / Agency
- b) Contract / Work / Engagement orders indicating the details of assignment, client, value of assignment, date of award etc.
- c) Proof of Turnover (Audited)



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, “**Contents Development for the course: Certificate Programme in IT Consulting**”. Financial proposal to 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 projects on IT Consulting / Course development / Content development executed 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 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 consulting fee should be inclusive of all expenses which consultant may incur while executing the assignment including travel, boarding and lodging within India including visits to CDC, as required for completion of the assignment but exclusion 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.



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.

S. No	Description	Break up
1	Past Experience in work of similar nature in terms of no. of assignments executed (IT Consulting / Course development / Content development) executed in last 3 years	15 Marks
1.1	No. of Assignments Executed in last 3 years <ul style="list-style-type: none">○ No. of Assignments =1○ No. of Assignments >1 and <5○ No. of Assignments = 5 & above <u>(Based on work order of assignments enclosed along with the Technical proposal, marks will be assigned.)</u>	7 10 15
2	Methodology, Work Plan and Understanding of TOR	60 Marks
2.1	Understanding of TOR	20
2.2	Approach and Methodology	30
2.3	Work Plan + Time Schedule	10
3	Suitability of Key Personnel, including skills & competencies	25 Marks
3.1	No. of Key Professionals having Relevant Experience in IT Consulting / Content Development / Course Development <ul style="list-style-type: none">○ No. of Key Professionals = 2○ No. of Key Professionals ≥ 3 and < 5○ No. of Key Professionals =5 and above <u>(Based on CVs enclosed along with the Technical proposal, marks will be assigned.)</u>	5 Marks 1 3 5
3.2	Relevant Experience in IT Consulting <ul style="list-style-type: none">○ Average No. of Yrs. of Relevant Experience ≥ 3 and < 5○ Average No. of Yrs. of Relevant Experience ≥ 5 and < 7○ Average No. of Yrs. of Relevant Experience ≥ 7 <u>(Based on CVs enclosed along with the Technical proposal, marks will be assigned.)</u>	10 Marks 5 7 10
3.3	Relevant Experience in Content Development <ul style="list-style-type: none">○ Average No. of Yrs. of Relevant Experience ≥ 3 and < 5○ Average No. of Yrs. of Relevant Experience ≥ 5 and < 7○ Average No. of Yrs. of Relevant Experience ≥ 7 <u>(Based on CVs enclosed along with the Technical proposal, marks will be assigned.)</u>	10 Marks 5 7 10
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 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 documents should be provided along with the Technical proposal

- Proof of Turnover (Audited)
- Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, date of completion etc.
- Certificate of Incorporation of the Company / Agency
- CVs of Key Personnel for the project

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 Security- Submission and Acceptance of Inception Plan
50%	On Submission and Acceptance of Draft Course Material
30%	On Submission and Acceptance of Final Course Material

Date for submission of proposal

The Proposals must be sent to CDC office on or before **18th July 2013** by **3:00 P.M.** 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 **18th July 2013** at **3:30 P.M.**

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.

Please submit your proposals to:

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