

# REQUEST FOR PROPOSAL

For

## *Development of Strategic Roadmap for Translational Research and Innovative Science Through Ayurgenomics*



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## Contact Details

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## **1. Introduction**

Consultancy Development Center (CDC) is an Autonomous Institution of Department of Scientific & Industrial Research (DSIR), Ministry of Science and Technology, Government of India on behalf of Institute of Genomics & Integrative Biology (IGIB) invites proposal for “Development of a Strategic Roadmap for Translational Research And Innovative Science Through *Ayurgenomics*(TRISUTRA).”

*Ayurgenomics* is an integrated approach to develop affordable healthcare solutions based on traditional knowledge of Ayurveda and Genomics.

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

### **2.1 Objectives of the study:**

To develop a Strategic Roadmap for TRISUTRA through:

1. To benchmark with best practices by identifying and studying similar multidisciplinary systems/ translational research areas in India and global arena.
2. To assess the market landscape of opportunities that may arise from *Ayurgenomics*.
3. To define a strategy for collaborations and alliances with other institutions/ organizations.
4. To develop capacity building model(s) to achieve sustainability and multiplying factor to enhance outreach to the community.

### **2.2 Scope of Work**

The development of Strategic Roadmap will be phased out through the following major steps:

#### **i. Benchmarking for Best Practices**

The benchmarking may be done with institutions/ organizations that have successfully implemented a unique concept of business to provide a quality service/ solution to the people at an affordable price and are sustainable. The consultant should identify at least 20 institutions/ organizations for benchmarking based on the unique concept and their sustainable model. Establishment of Amul and Arvind Eye Hospital in Madurai can be considered as examples.

Best practices of such institutes/ organizations should be studied with focus on business models, critical and contributing factors of success and challenges. The consultant should come out with suggestions for implementations of these best practices in TRISUTRA.

The parameters which may be considered for benchmarking are given below. These are indicative in nature and may not be limited to the same.

- Functional modalities
- Research programs in progress
- Collaborations and Strategic Alliances

- Programmes offered & facilities provided
- Key achievements & competencies

## ii. Market Landscape Study

The study will assess the market size and growth rate, availability of wellness solutions from similar systems/ concepts. The study has to obtain industry overview to understand the market trend and synergy of the institute, requirement of skilled human resources in research organizations and industry, key indicators of the market that may impact research on *Ayurgenomics* and possible ventures from industry and other similar research organizations.

A detailed report on market landscape study shall be prepared considering all the above mentioned parameters. The study should suggest availability and scope of affordable healthcare solution on which TRISUTRA may focus based on industry overview and market trend.

## iii. Collaborations and Alliances

The Consultant will identify potential institutions/ organizations aligning with the objectives, mission and vision of **TRISUTRA**, prepare marketing and communication plan and facilities TRISUTRA to form collaborations and alliances. The consultant should also prepare standard templates of Memorandum of Understanding (MOU) for various stakeholders by studying and analyzing existing MOU formats of TRISUTRA. Inputs from TRISUTRA and critical issues like intellectual property rights, confidentiality issues, ethical and legal issues need to be suitably incorporated.

## iv. Interdisciplinary human resources and training programs

The Consultant should identify the skill gaps and develop capacity building model(s) for various stakeholders considering existing skill sets and R&D needs in the domain of *Ayurgenomics*.

Capacity building model should ensure the sustainability factor, career progression of manpower, possible future ventures for networking and multiplying factor to enhance outreach to the community. The consultant should assess the career prospects of candidates undergoing training programs and design framework for the training needs accordingly.

## 2.3 Deliverables

The following deliverables should be suitably covered in the study:

### a) Benchmarking for Best Practices

- Best practices of identified institutes/organizations.
- Challenges, critical factors and success components which were identified while implementing such concepts/ systems.
- Suggestions which can be implemented in the framework of TRISUTRA.

**b) Market Landscape Study**

- A detailed report on the learning and experience obtained from the market landscape study.
- Suggestions of affordable healthcare and wellness solutions which TRISUTRA can provide.
- Contact details of industries, research organizations and key stakeholders which may impact TRISUTRA.

**c) Collaborations and Alliances**

- List of potential institutions/ organizations for possible alliances and collaborations.
- Collaboration model(s).
- Strategy for marketing and communication.
- Standard templates of MOUs for various stakeholders.

**d) Interdisciplinary human resources and training programs**

- A report on the career prospects of people in the field of *Ayurgenomics*.
- Strategies to increase the awareness of *Ayurgenomics* in professionals.
- Capacity building and sustainability model.
- Suggestions on multiplying factor and outreach to the community based on demand.

**Note:** A list of Do's and Don'ts pertaining to each of the above 4 phases may be prepared to make the structure more effective.

**2.4 Time frame**

The Study is to be completed strictly within a time frame of 6 months from the date of the Award of Contract.

**2.5 Document and deliverables**

1. A detailed Inception Report within one month from the date of award of the contract comprising detailed approach and methodology for execution of the project.
2. A Midterm Report to be submitted within 2 months from the date of award of the contract.
3. Draft Study Report to be submitted within four months from the date of award of the contract.
4. Final Study Report to be submitted with one month after approval of the draft report.

The Study is to be completed strictly within a time frame of 6 months from the date of the award of contract.

### **3. General**

#### **3.1 Eligibility Criteria:**

The consultant must meet the following minimum eligibility criteria

1. The consultant should have minimum of 5 years of experience in the consulting field.
2. The consultant should have executed minimum one similar assignment in last 3 years, preferably in the Research and Development Sector.
3. The agency should have minimum average general turnover of Rs.10 crore in the last three financial years (2009-10, 2010-11, 2011-12).

Following documentary evidence for the eligibility criteria must be submitted without which the proposal will be considered rejected:

- a) Certificate of registration of the Company
- b) Contract/Work/Engagement orders/completion certificate indicating the details of assignment, client, value of assignment, date of award of contract, completion date etc.
- c) Proof of turn over

#### **3.2 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, ‘Development of a Strategic Roadmap for Translational Research And Innovative Science Through *Ayurgenomics*(TRISUTRA)’.

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.

#### **3.3 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 agency
- b) Consultancy experience

In addition to overall experience of the agency, details of specific consultancy projects/studies undertaken may be provided including Assignment/job name, description of services provided, approx. value of the assignment(s), country & location, duration of assignment(s), 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 time schedule

g) Detailed profile and CV of manpower proposed to be associated with this assignment.

### **3.4 Financial Proposal Content:**

Financial proposal should be in the form of a lump sum fee (excluding service tax).

The lump sum fee should be exclusive of service tax but inclusive of all expenses which consultant may incur while executing the assignment. The service tax shall be paid as applicable. The Financial Proposal must indicate the present rate and amount.

Financial Proposal, should also, include a breakup of the lump sum fee( excluding service tax) heads envisaged by the consultant.

### **3.5 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
<b>1</b>	<b>Past Experience in work of similar nature</b>	<b>25 Marks</b>
1.1	Past experience in terms of no of assignments(studies) <ul style="list-style-type: none"> <li>• <math>\geq 3</math> and <math>&lt; 6</math></li> <li>• <math>\geq 6</math> and <math>&lt; 10</math></li> <li>• <math>= 10</math> &amp; above</li> </ul> Marks will be awarded based on work order of assignments enclosed along with the Technical proposal	10 15 20
1.2	Assignments(studies) of similar nature in R&D Sector	5
<b>2</b>	<b>Methodology, Work Plan and Understanding of TOR</b>	<b>55 Marks</b>
2.1	Understanding of TOR	15
2.2	Approach and Methodology	30
2.3	Work Plan + Time Schedule	10

<b>3</b>	<b>Average turnover during last three years ( 2009-10, 2010-11, 2011-12)</b>	<b>10 Marks</b>
3.1	Value of assignments/ turn over =>10 and < 15 crore =>15 and < 20 crores 20 crores and above	5 Marks 7 Marks 10 Marks
<b>4</b>	<b>Resources &amp; Other details</b>	<b>10 Marks</b>
4.1	Personnel including skills & competencies	10
	<b>Total</b>	<b>100 Marks</b>

Threshold for shortlisting consultants in technical evaluation will be 70 marks (seventy 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 consultant 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 (H1) 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 consultant and presentation before Selection Committee with respect to evaluation / selection criteria.

Note: The following documents/documentary evidence for technical evaluation should be provided along with the proposal without which the proposal will be considered rejected:

- a) Proof of turnover
- b) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award etc.
- c) Methodology, work plan and understanding of TOR
- d) Details of Key Personnel for the project

### **3.6 Payment Terms:**



Payment Terms	Milestones
20%	<ul style="list-style-type: none"> <li>- On acceptance of proposal &amp; Signing of Contract Agreement</li> <li>- Submission of Performance Bank Security(20% of the total cost of the project, excluding service tax)</li> <li>- Submission of Inception Report and its acceptance</li> </ul>
40%	On Submission of Draft Report and its acceptance
40%	On submission and acceptance of Final Report

### **3.7 Date for submission of proposal**

The Proposals must be sent to CDC office on or before 7<sup>th</sup> January, 2013 by 15.00 hrs. The proposals to be sent only in hard copy by post/courier/by-hand. The proposals will be opened on 7<sup>th</sup> January, 2013 at 15.30 hrs. Proposals by emails will not be considered.

Consultancy Development Centre(CDC) reserves the right to accept or reject any or proposals without assigning any reasons.

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

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Note: Responses to RFP, not accompanied with documentary evidence requested above, may be summarily rejected.