

# CONSULTANCY DEVELOPMENT CENTRE

## Invitation of Proposal for

### Study on “Assessment of Potential for Export of Consultancy Services from India to four Middle East Countries viz. Saudi Arabia, Bahrain, UAE, Kuwait

#### 1. Terms of Reference

##### Objectives of the study

The objectives of the study are -

- To assess the potential for Indian consultancy export to four Middle East countries namely Saudi Arabia, Bahrain, UAE, Kuwait
- To suggest modalities of utilizing Indian consultancy expertise for export of consulting services from India to four identified Middle East 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, etc.

##### Scope of Study

The study will cover four Middle East Countries viz Saudi Arabia, Bahrain, UAE, Kuwait

- Prioritize consultancy sector/ area 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 and local consulting capabilities
- 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.

## **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 6 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.

- Thrust/ priority opportunities in next 10 years
- Entry barriers/ 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.

## **Time Frame**

The Draft Report is to be completed within six 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 one study assignment in the last 3 years preferably assignment of similar nature or in the related sector.
- Should have average turnover of Rs.1 crore in consulting in the last three years.

**Note : Consultant must submit documentary evidence in respect of above eligibility criteria in the proposal.**

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

### **Proposal Submission**

Each proposal should be submitted in two parts, viz.

- Technical
- Financial

Technical Proposal & Financial Proposal should be in separate sealed envelopes. Each envelope should be superscribed “CDC Study on Consultancy Export Potential in four Middle East Countries viz. Saudi Arabia, Bahrain, UAE, Kuwait” followed by Technical Proposal or Financial Proposal as the case may be :

#### *Technical Proposal Contents*

Technical Proposal should be prepared considering Objective, Scope, Approach & Methodology, Milestone & 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 may be called for, if required.

- 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 inclusive of all taxes.

The lumpsum quote should be inclusive of all expenses which consultant may incur while executing the assignment including travel, boarding, lodging in other countries and travel, boarding lodging within India including visits to CDC, as required.

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

## Evaluation of Proposals

### Technical Evaluation

The following evaluation criteria shall be used for technical evaluation.

S.No.	Details	Marks Max.
1.	Experience of the firm	20
2.	Methodology, work plan and understanding of TOR	35
3.	Suitability of the key personnel for the assignment	45
<b>Total</b>		<b>100 Marks</b>

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

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

- For S.No. 1 - Work Order Copies**
- For S.No. 3 - Details of Key Personnel for the project**

### Financial Evaluation

The financial proposals of only technically shortlisted consultants will be opened and will be ranked in terms of their total evaluated cost. The least cost proposal will be ranked as L-1 and the next higher and so on will be ranked as L-2, L-3, etc. The least cost proposal (L-1) will be considered for award of contract.

### Date for submission of proposal

The last date for submission of detailed proposal is **19<sup>th</sup> August, 2011 by 1700 hrs. in CDC office.**

### Respond to:

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