



# CONSULTANCY DEVELOPMENT CENTRE

## Study for Export Potential in Asia Pacific Countries

### **Preface**

#### Consulting Opportunities in Asia Pacific Region

All over the world, the service sector has gained importance in world economy. In developing countries, service sectors are contributing more than 50 per of GDP. Interestingly, the fastest growth in developing countries is being driven by exports of “other services” , growing at an average annual rate of 14.3 % since 1995.

India has a sizable value of trade and shares and is emerging as important competitor in the international market in service sector.

Considering India’s dynamic economic growth and overall growth in consulting services, and in the Global scenario, huge opportunities would be available for Indian consultancy services in the Asia Pacific region.

In view of above, a study needs to be conducted to assess the Export Potential and tap the consultancy export markets in the Asia Pacific region.

#### **Objective of Study**

- Promote international cooperation in the area of consultancy.
- Assessment of potential and consultancy needs in the countries in Asia Pacific region.
- To tap the consultancy export market in these countries.

#### **Scope of Study**

- Entry Barrier in Asia Pacific countries
- Priority Sectors
- Database of Consultant & Areas of Operation in the Priority Sector
- Major Client Organisations in Priority Sector
- Bilateral/Multilateral/World Bank Priority areas or Agreements

#### **Focus Countries**

- China
- Malaysia
- Indonesia
- Iran



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### **Methodology**

- Study of the Secondary data
- Preparing Questionnaire and collecting data from various stakeholders
- Visits to Asia Pacific countries
- Interaction with various Govt. agencies, multilatera/bilateral funding agencies
- Compilation of Report
- Preparation of Draft Report
- Presentation to the stakeholders/Govt
- Incorporation of comments/suggestions
- Submission of Final Report

### **Deliverables**

- List of Priority Sectors
- Database of Consultants in Priority Sector
- List of client organisations
- Report

**Time Frame:** The report to be completed in 6 months

### **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. 50 lakhs in consulting in the last three years.

#### **Submission of Proposal**

The Proposals must be sent to CDC office on or before 30/05/2010 at 1600 hrs.

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, and with 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.



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### EVALUATION

#### Technical Proposal

The following evaluation criteria shall be used for Technical Evaluation.

Sr.No	Criteria	Maximum Marks
1	Past Experience of the Applicant/firm in similar work	20
2	Methodology, Work Plan and Understanding of Scope of Work	35
3	Suitability of Key personnel for the project	45
	<b>Total Marks</b>	<b>100</b>

CDC shall short list all the Applicants/firms who secure the minimum required marks. The minimum cut off will be 75 % (Seventy five Percent).

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

For Sl.No - 1 – Work order copies

For Sl No – 3 - Details of Key Personnel for the project

#### Financial Proposal

The Financial proposal must give the cost break-up under various heads. All commercial implications and all applicable taxes and duties should also be included in the Financial Proposal.

Financial Proposals of only technically qualified applicants will be opened and will be marked in terms of their total evaluated cost. The least cost proposal (L1) will be considered for award of Study.



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### **CONTRACT AGREEMENT**

The format of the Contract Agreement between CDC and the successful applicant shall be as per the standard form of contract available on Ministry of finance website for Selection of Consultants).

### **Please submit your proposals to:**

Shri S.K Sharma  
Head (Business Development)  
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: [sksharma@cdc.org.in](mailto:sksharma@cdc.org.in)