

INVITATION OF PROPOSAL

for

Preparation of Corporate Plan and
Long Range Plan for a Govt
Department



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Technology)

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Preparation of Corporate Plan and Long Range Plan for an organisation

Background

An Govt deptt established half a century ago by Govt of India with the primary responsibility of developing and exploiting inventions and patents developed by Govt and private research labs, facilitating promoting development and application of science in the country. However inspite of expanding market opportunities, deptt's growth have been somewhat thwarted by combination of strategic constraints and depleting internal organizational capabilities. There is pressing need felt to revamp the current activities, with a concrete long terms strategic road map, transforming it to become a self-sufficient, profitable fast growing leading player in technology transfer in the future. Thus the need for Corporate Plan and Long Range plan for the organization is felt.

For carrying out the project, CDC invites proposal from Consultants having rich experience in providing consultancy services in similar area.

1. Terms of Reference(TOR)

Objectives of the study

The purpose of the assignment is to examine the activities of the organization, assess its strengths and weaknesses and to prepare its Corporate Plan (Business Plan) and its Long Range Plan to make the organization grow.

The objectives of the study are as follow:

- The primary objective of Corporate and Long Range plan will aim at strengthening the on-going activities and recommend appropriate solutions with a clear work plan including appropriate structures and identify new activities to be undertaken to enhance the profits of the corporation.
- To enable Transforming the organization as a self sufficient, profitable , fast growing leading player in technology transfer for current and future demands



Scope of Work of Consultant/Firm:

The scope of Work for preparing the Corporate Plan and Long Range Plan is given below:

- 1) To prepare Corporate Plan (Business Plan) for the current plan period and Long Range Plan (10 years) with year wise implementation strategy
- 2) Restructuring plan for effectively carrying out on-going activities as well as diversify into new revenue generation activities
- 3) Analysis of external environment, competitors in India and abroad bringing out clearly the way they are carrying out the business and what can be adapted by organisation vis-à-vis the SWOT analysis, including the risk management policy for the organization.
- 4) Work flow system and financial implications for implementation (Revenue Model/Business Plan)
- 5) Necessary organizational restructuring
- 6) Road map for achieving the targets and implementation of the plan

The following points to be kept in view :

- a) Solution framework would be suggested to enable organization to be self sustainable in terms of financial arrangements and competitive in the current market scenario. The existing and future scalability to be envisioned and documented.
- b) The Corporate Plan to satisfy the General guidelines/Requirements of the organization mandate.

Deliverables

- Inception Report
- Draft Report
- Final Report incorporating suggestions and recommendations

Note: All deliverables shall be submitted in 2 copies in hardcopy + 1 softcopy in editable form.

The following deliverables should be suitably covered in the study :

- ✓ Corporate Plan (Business Plan) and Long Range Plan (10 years) with year wise implementation strategy
- ✓ Restructuring Plan
- ✓ Analysis of External environment, competitors, SWOT analysis
- ✓ Road map for targets and implementation of plan
- ✓ Suggestions and Recommendations



Time frame : The Study is to be completed strictly within a time frame of **75 days** from the date of the Award of Contract.

2. General

Eligibility Criteria

The **firm** must meet the following minimum eligibility criteria –

- Firm should have minimum of 2 years' experience in consulting.
- Should have executed minimum One (1) study projects/DPR in the area of Corporate Restructuring/ Corporate Planning / Strategic Planning/ Business Plan.

Documentary Evidence for the following must be submitted, to support your eligibility:

- a) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, ,date of award etc;
- b) Details of key personnel for the assignment , clearly indicating the details of professional experience.
- c) Certificate of registration of the Company/ Agency/Firm;

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, “Preparation of Corporate Plan and Long Range Plan”. 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 indicate clearly TECHNICAL & FINANCIAL PROPOSAL - PREPARATION OF CORPORATE PLAN AND LONG RANGE PLAN OF AN ORGANISATION “, and followed by the submission address.

Technical Proposal Content

Technical Proposal should be prepared considering Objective, 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 inclusive of all taxes.
- The lumpsum quote 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.
- Financial Proposal, should also, include a breakup of the lumpsum quote under various heads envisaged by the consultant.

Note

The area of coverage for the subject project would be New Delhi.

Evaluation of Proposals

An agency/consultant will be selected under the **Quality cum Cost Based System** method (QCBS) 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	40 Marks
1.1	Past experience of similar nature in terms of no of assignments No of Assignments No assignments =1 No assignments >1 and <5 No of Assignments = 5 & above <i>Marks will be awarded based on work order of assignments enclosed along with the Technical proposal</i>	40 30 35 40
2	Professional Experience	20 Marks
2.1	Professional Experience ○ =>2 <5 yrs ○ =>5 <10 years ○ = 10 years and above	10 15 20
3	Methodology, Work Plan and Understanding of TOR	40 Marks
3.1	Understanding of TOR	20
3.2	Approach and Methodology	10
3.3	Work Plan + Time Schedule	10
	Total	100 Marks



Evaluation as per Quality cum Cost Based System (QCBS)

- Threshold for shortlisting consultants for technical evaluation will be 75 marks (seventy five marks).
- 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.
- Evaluations will be based on documentary evidence submitted by the applicant with respect to evaluation / selection criteria.

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

Documentary Evidence for the following must be submitted, to support your eligibility:

- a) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, ,date of award etc;
- b) Details of Key Personnel for the project clearly indicating the details of professional experience.
- c) Certificate of registration of the Company/ Agency/ firm

Note*

The Bid proposals **not accompanied** by Documentary evidence in support of the Eligibility criteria, will be summarily rejected. No further correspondence will be entertained.

Payment Terms

Payment Terms	Milestones
25%	Submission & acceptance of Inception Report
50%	On Submission & acceptance of Draft Report
25%	On submission and acceptance of Final Report



Date for submission of proposal

The Proposals must be sent to CDC office on or before **24th November, 2014** by **1600 hrs.** The proposals to be sent only in hard copy by post/courier/by-hand. Emails will not be considered.

Enquiries & submission of proposals should be addressed to :

Shri S.K Sharma
Head (Business Development)
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Core 4B, 2nd Floor, India Habitat Centre, Lodhi Road
New Delhi - 110 003
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