

INVITATION OF PROPOSAL

for

*Study on Consultancy as a Professional
activity of faculty members in Management
Institutions”*



CONSULTANCY DEVELOPMENT CENTRE

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Study on Consultancy as a Professional activity of faculty members in Management Institutions

1. Terms of Reference

Objectives of the Study

Consulting besides being a premier career choice of management, offers opportunity to the management faculty in application of management principles to real life problems/issues and to gain insights into various aspects of consulting activity enriching their teaching as well as research. In view of this, it has been considered timely and appropriately to study this with respect to its present status in management institutions in India alongwith the related issues which favour or hinder the growth of consulting as a professional activity in management institutions. The study also aims:

- To establish & enhance the strong links between faculty on one hand & industry, government & social scientists on other, so as to nurture the best academic capabilities in professional consulting.
- To lay a good foundation for consultancy training & capacity building in the management institution through academic excellence.
- To highlight relevant issues and provide suitable recommendations for promoting consulting as a professional activity by faculty of management institutions.

Scope of the Study

- Include primary interaction with 20 Indian management institutions (atleast 12 from the top 20 from any reputed latest ranking released), 1 US B School, 1 UK B School and 10 client organizations.
- Include (but not be limited to) quantitative as well as qualitative details with respect to activities/services categorized as consulting services. Some examples of qualitative information being nature and scope of client



requirements and deliverables from specific consulting engagements, consulting process followed in the execution of assignments, monitoring and feedback mechanisms designed/followed in consulting engagements, client feedback/rating details, factors affecting timely execution and quality issues etc.

- Detailing of the skills required in execution of the consulting activities carried out/to be carried out in management institutions, assessment of the skills possessed by the faculty members & the skill gap analysis.
- Identification and analysis of the problems/issues faced by the faculty members which affect the process of adopting consultancy as a professional activity by the faculty.
- Benchmarking consultancy as a professional activity of faculty members in overseas B Schools with those in Indian management institutions.
- Provide comparative view of various aspects including pre & post engagement activities related to consulting assignment in selected Indian management institutes, overseas management institutes and professional consulting firms.
- In-depth analysis of the facts and findings of the secondary research and primary interactions to arrive at the conclusions/recommendations emerging from the study.

Approach and Methodology

Approach

The consultant should give an overall approach towards the assignment 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 in execution of the assignment.



Deliverables and Milestones

- A detailed Inception Report in 15 days from award of work.
- Mid term report at the end of 3 months from award of work
- Draft Project Report at the end of 5 months from award of work.
- Final Project Report in 30 days from receipt of comments on draft report.
- Presentations on each of the above deliverables at CDC

Time frame:

The Draft Project Report is to be completed within five 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 -

- The entity submitting the proposal should have minimum of 5 years experience in the consulting.
(Copy of letter of award/contract/agreement for consulting assignments spread over five years substantiating the above)
- Should have executed minimum three study assignment in the last 3 years.
(Copy of letter of award/contract/agreement for consulting assignments initiated not earlier than 30th August, 2010)
- Should have minimum average turnover of Rs. 10 crores in the last three years.

Documentary Evidence for the following must be submitted:

- a) Proof of Turnover (Audited P&L statement for years 2009-10, 2010-11 & 2011-12)
- b) Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, date of completion etc. to substantiate information provided in this proposal.
- c) Certificate of incorporation of the Company/Organization/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,



“Study on Consultancy as a Professional activity of faculty members in Management Institutions”. 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 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 and scope of work covered, 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 Consulting Fee +Service Tax as applicable.

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 and abroad 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

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
1	Past Experience in work of similar nature executed in last 5 years as on 30.07.2013	20 Marks
1.1	Past experience of similar nature in terms of no. of assignments No. of assignments =>3 and =<5 No. of assignments >5 and =<9 No. of assignments =10 and above <i>Marks will be awarded on the basis of documentary evidence like letter of award/Agreement providing details of scope of work, methodology & deliverables enclosed along with the Technical proposal.</i>	15 7 10 15
1.2	Experience of similar projects of research study nature involving secondary research, primary interactions with management institutions and consultancy organizations and analysis of facts & findings to arrive at conclusions.	5 Marks



2	Methodology, Work Plan and Understanding of TOR	50 Marks
2.1	Understanding of TOR	10
2.2	Approach and Methodology	30
2.3	Work Plan +Time Schedule	10
3	Infrastructure & Other details	20 Marks
3.1	Office Details/Branch offices (If any)	10
3.2	Personnel including skills & competencies	10
4	Average Turnover of the Agency in last three financial years (2009-10, 2010-11, 2011-12)	10 Marks
4.1	Turnover <ul style="list-style-type: none">○ =>10<15 crores○ =>15 <25 crores○ 25 crores and above	5 Marks 7 Marks 10 Marks
Total		100 Marks

Threshold for shortlisting consultants for technical evaluation will be 70 marks (seventy marks). CDC shall shortlist all the Agencies who secure the minimum cut off of 70% (Seventy Percent).

Evaluation as per Combines 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 evaluates 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 combines 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)

Evaluation 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

- Proof of Turnover (Audited P&L statement for years 2009-10, 2010-11 & 2011-12)
- Contract/Work/Engagement orders indicating the details of assignment, client, value of assignment, date of award, date of completion etc. to substantiate information provided in this proposal.
- Certificate of incorporation of the Company/Organization/Firm.
- Details & CVs of Key Personnel for the Project

(Responses to 'Invitation of Proposal', not accompanied with documents required above, may be summarily rejected)

Payment Terms

Payment Terms	Milestones
25%	<ul style="list-style-type: none">- On acceptance of proposal & Signing of Contract Agreement- Submission of Performance Bank Guarantee- Submission of Inception Report & acceptance by CDC/Project Review Committee (PRC)
50%	On Submission of Draft Report and acceptance by CDC/PRC
25%	On Submission and acceptance of Final Report by CDC/PRC



Date for submission of proposal

The Proposals must be sent to CDC office on or before **30th August, 2013** by 1500 hrs.
The proposals to be sent only in hard copy by post/courier/by-hand. Emails will not be considered. The proposals will be opened on **30th August, 2013** at 1530 hrs.

(Note: CDC reserves the right to accept or reject any or all proposals without assigning any reasons thereof)

Enquiries & submission of proposals should be addressed to:

Head (Knowledge Management & Publications)
Consultancy Development Centre
India Habitat Centre
Core-IV B, 2nd Floor, Lodhi Road, New Delhi-110003

Tel-011- 24603424(D), 24602601, 24602915, 24601533, Fax: 011-24602602

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