

**Guidelines for submitting
Expression of Interest/Tender document/Proposal
by
Knowledge Partner for STUDY IN GUJARAT Campaign**

October 2019

**Knowledge Consortium of Gujarat,
Opp. PRL, Nr. L. D. College of Engineering,
Navarangpura, Ahmedabad
Email: advisor.kcg@gmail.com**

Data Sheet

SN	Particulars	Details
1	Document Reference Number	KCG/SIG-KP/02
2	Start date of issue of RFP	24.10.2019
3	Last date /time for receipt of Proposals	13.11.2019, 03.00 pm
4	Date and time for opening of:- (i) Eligibility bids (ii) Technical bids (only for bidders who qualify eligibility criteria)	08.11.2019
5	Date for presentation on technical bids	08.11.2019
6	Date for opening of Financial bid	To be announced later
7	Venue for opening of bids	Knowledge Consortium of Gujarat, Opp. Physical Research Laboratory, Nr. L. D. College of Engineering, Navarangpura, Ahmedabad
8	Cost of RFP	Rs.50,00,000=00
9	Tender Fee	Rs. 2500=00
10	Ernest Money Deposit	Rs. 1,50,000=00
11	Security Deposit	Rs. 2,50,000=00
12	Office and Correspondence Address	Knowledge Consortium of Gujarat, Opp. Physical Research Laboratory, Nr. L. D. College of Engineering, Navarangpura, Ahmedabad

1. Introduction:

1.1. About Program

The Government of Gujarat has been playing a very active role in nurturing education through various interventions.

Among several initiatives taken by vibrant Gujarat, the Knowledge Consortium of Gujarat established by the Department of Education, stands out prominently as a major response to the very theme of the current century, which is being rapidly characterized as a gateway to the future where the human world family will at last come to create the network of relationships through the harmonizing threads of knowledge. Knowledge has therefore become today the dynamic watchword, and major progressive steps of development are being measured in terms of advancing of knowledge and learning society.

The Government now proposes to organize Study in Gujarat campaign nationally and internationally via various modes like organization of road shows (nationally and internationally), hosting e-content, social media promotions and many other activities to promote Gujarat as education hub.

The Government intends to organize the Study in Gujarat on a larger scale to provide a platform to students across globe and institutions located in Gujarat.

The Government has nominated KCG as the nodal agency to undertake promotion initiatives and organize Study in Gujarat with following objectives:

- Define destinations across India and globe for promotion strategy and action plan for Gujarat State.
- Position Gujarat as the most preferred educational destination in world.
- To promote short term, medium term and long term courses conducted by various Universities of Gujarat.
- Promote specific and exclusive programs from certificate to research level.

- Organize road shows, seminars and allied activities related to Study in Gujarat campaign.

To undertake above mentioned activities in a planned manner, KCG intends to appoint consultants for a period of about twelve months.

1.2. Invitation:

- Through this RFP, Knowledge Consortium of Gujarat, Ahmedabad on behalf of Department of Higher Education, Gujarat invites responses from eligible and reputed “Bidders” for “Submitting Expression of Interest/Tender document/Proposal by Knowledge Partner for STUDY IN GUJARAT Campaign”.
- This invitation to bid is open to all bidders meeting the eligibility criteria as mentioned in this Document.
- Proposals must be received at KCG not later than time and date mentioned in the Data Sheet. Proposals will not be accepted by KCG after due date/ time.
- Interested Agencies should submit their proposal in **two separate sealed covers** containing Technical Documents and Financial quote. The Documents will not be accepted after the last day and time of the submissions.
- Eligible agencies have to send Technical Bid in one Sealed Cover marked as "**TECHNICAL BID**" The same shall contain details and documents as required. Financial Bid in another sealed cover marked as "**FINANCIAL BID**".
- All pages of the offer must be signed. It should be given proper numbers and The Detailed Index mentioning name and type of document and page numbers should be made by the bidder and should be put up at the very first page.

- KCG or The Department of Higher Education may, at its discretion, extend the date for submission of bids if any need arise.
- Cover bids are not permitted.
- Payment shall be made on submission of following documents:
 - a) Request letter clearly mentioning the amount of payment, b)
 - Bank details and GST registration Details, c) Pan Card, d)
 - certificate of satisfactory service from the designated officer.
- Subject to Ahmedabad Jurisdiction only.
- The agencies should submit affidavit duly notarized that they will accept all the terms and conditions, special notes of tender documents and the completion of the contract within prescribed time limit. They should also mention that they have not abandoned any work of Union Government / State Government / PSU's etc. During the last 2 years and they have not been blacklisted, debarred, declared non performer or expelled by Union Government / State Government / PSU's etc. during the last 2 years. The agencies also required to mention in the affidavit that the documents produced is are original and, they have not made any fraudulent practice in documents. If it is found that the agencies have wrongly produced the documents, they will be liable for disqualification and KCG may take necessary actions against him.

2. Action Plan for Study in Gujarat Campaign:

One day Road Show has been planned in ten Indian cities in which Principals of Colleges/Schools, Counsellors, Parents, Advisors are expected to participate. State and Private Universities of Gujarat will participate in the Road Shows. Education Department, Gujarat, will provide platform for the domestic events in ten cities.

Also two days events will be organized in various countries abroad for promoting the Universities of Gujarat.

- In order to facilitate students with information and on the spot explanations for their queries and to avoid confusion proper design, rules, planning, questionnaire and other modalities of the programme is to be framed. This will make the whole process run smoothly and effectively.
- Collaboration with Industry is to be done for the same.

3. Scope of Work:

- The Scope of services shall be for the period of about 12 ± 3 months.

The Scope of work includes following (but not limited to):

1. Define the road map and action plan for each of the events.
2. Devise the road show activities, preparation of structure of the same and assist in organizing various events/programs for this Campaign
3. Define appropriate strategies for Study in Gujarat Campaign
4. Strengthening of existing promotional efforts that yield results and suggest Policy Changes
5. Comparison of State policies with that of other States

6. Chalking out action plan including national and international promotional strategy to achieve the desired results
7. Deliberate branding initiatives in the targeted areas
8. Organizing various missions/delegations in designated countries with reference to focus areas
9. Suggest promotional plan for the event across the world
10. Preparation of Content for Promotional materials and marketing collaterals such as Educational Profiles of Institutions, Schemes, project profiles compilation etc.
11. Preparation and circulation of magazine (Quarterly) incorporating the promotional efforts and educational opportunities in the State.
12. Designing the seminar, scheduling the topics, preparation of background paper on each session, identification of speakers, etc
13. Identifying and approaching partner organizations, agencies and targeted audience for each of the events.
14. Documentation of meetings during the preparation stage and documentation of all seminars, meetings, conference, proceedings during the days of event
15. Help in organizing Discussion forums, Networking meetings, Panel Discussions, Conventions, meetings during the events (B2B, B2G and G2G) etc.
16. Preparation for panel discussions/discussion forums and other knowledge event related activities
17. Providing functional and technical support for website and mobile application development

18. Providing content, technical support for online promotional activities including social media, messaging and email
19. Any other work as related to Study In Gujarat (SIG) campaign as entrusted by KCG.

Proposals are solicited from the expert agencies, for above purpose on year on year basis. Contract will be given for one year extendable by another year on mutual understanding.

The total time period for completion of the assignment shall be for about twelve months from the date of award of the contract.

Deliverables:

During this period, the consultant shall submit the following reports:

- 1 Inception report
- 2 Fortnightly/Monthly Progress Reports
- 3 Presentation on Promotion strategy
- 4 Presentation on action plan for Study in Gujarat Campaign
- 5 Continuous submission of marketing Collaterals/ Information Leaflets for marketing of focus areas
- 6 Organizing international and national educational missions
- 7 Report on Planning and work plan for the Campaign
- 8 Preparatory activities for organizing the programme
- 9 Documentation and follow-up action plan after the programme

The Consultant shall hand over soft and hard copies of all the deliverables of the assignment decided by KCG and/or Education Department, Gujarat on the need basis

Such soft copies, reports and outputs will be the sole property of the KCG and/or Education Department, Gujarat and the Consultant shall treat all these information confidential and shall not share with any third party except on specific written instructions by KCG and/or Education Department, Gujarat.

The Consultant should commence the assignment within a week from the date of issuance of Letter of Award by KCG and/or Education Department, Gujarat.

4. Payment Schedule:

The payment of fee quoted and accepted shall be made as under:

<p style="text-align: center;">Payment schedule</p> <p style="text-align: center;">Monthly payment of Total agreed fees in Indian Rupees (TDS & Service Tax to be specified)</p>

5. Eligibility Criteria:

5.1. Qualification Criteria:

The Consulting firm or the Bidder (Consortium will not be allowed), shall fulfil the following qualification criteria:

1. Should have undertaken educational promotion activities for at least one international client and one domestic client in last three years.

2. Consultant should have provided services as knowledge partner to any State Government preferably Gujarat in last three years.
 3. Must have global presence in countries across the world through its branch offices, group companies or associates.
- The technical proposals of only qualified consulting firms will be considered.

5.2. Evaluation of Technical Proposals

- Points will be assigned for each submission of the Technical Proposals for the purpose of evaluation:
Weightage of Technical Proposal- 60%
Weightage of Financial Proposal- 40%

SN	Technical Proposal Evaluation Parameter	Marks
A	A PROJECT EXPERIENCE (Weightage - 10 out of 60)	
1	Bidder's experience as a Lead Consultant /Project Advisor in education related promotional activities in India in the past three years	2.5
2	Educational promotion services to international clients in last three years	2.5
3	Bidder's experience as a Knowledge Partner services for Global promotional Meet	5
B	APPROACH & METHODOLOGY (Weightage - 10 out of 60)	
	Conceptual Clarity and Understanding of the project and its objectives.	
	Proposed Approach and Methodology for the undertaking the Assignment and Work Plan	

C	PRESENTATION ON TECHNICAL PROPOSAL (Weightage - 20 out of 60)
D	TEAM COMPOSITION and Experience of Key Professionals (Weightage - 20 out of 60)

- There will be a minimum technical score as decided by the Selection Committee required to become eligible for opening of the Financial Proposal.
- Evaluation methodology for each of the above criterion shall be based on the following:

5.3. Experience of the Firm

1. Bidder's experience as a Lead Consultant / Project Advisor in educational promotion in India in the past three years
 2. Educational promotion services to international clients in last three years
 3. Bidder's experience as a Knowledge Partner services to Global Investors' Meet
- Bidder's experience in respect of this criterion should be supported by documentary evidence in the form of certificate from the Client or Engagement Letter, clearly stipulating the services rendered, completion date, etc.

5.4. Approach and Methodology:

- The Points should be assigned based on the following:
 - Conceptual Clarity and Understanding of the project and its objectives.

- Proposed Approach and Methodology for the undertaking the Assignment and Work Plan
- The final decision would be taken by Selection Committee based upon the final presentation and the documents submitted by the agencies.

5.5. Qualifications and relevant Experience of Key staff proposed

- The various activities of this campaign is scheduled between November 2019 to October 2020. The tentative schedule will be decided later.
- At any point of time, there can be additional requirement of manpower. The knowledge partner should provide the same in accordance with agreed rates.
- Agency is required to submit the name of project/team leaders and the persons associated with this assignment at each moment with their credentials and related experience. All the involved persons must possess related experience.
- The bidder may propose key staff with different skill set and proficiency as per the requirement of assignment. The possible key staff profile might be the following:
 - A. Team Leader
 - B. Educational Expert
 - C. Marketing/Promotion expert
- All the above personnel may not be required to be put separately. However, the areas indicated must be covered in the suggested manpower as possible.

- The Consultant / firm must open a project office in KCG / Gandhinagar and a dedicated team shall be stationed at KCG / Gandhinagar.

5.6. Total Technical Score:

- The total Technical Score (scoring pattern will be decided by Selection Committee) of any bidder would be an arithmetic sum of scores obtained by the bidder for each of the parameter indicated above viz. project experience, approach & methodology, presentation on technical proposal and team composition.

5.7. Financial Proposal

- In the Financial proposal, the bidders are required to quote their lump sum professional fee inclusive of out-of-pocket expenses for undertaking the assignment. The tax applicable (TDS & Service tax) should be specified. The lump sum professional fee shall be quoted in Indian Rupee only.

Actual expenses incurred for conducting international and domestic road shows, attending conferences, foreign travel, stay, communication expenses during delegation visits and towards making delegation arrangements (international calls, faxes, and couriers), etc. undertaken on instruction of KCG would be reimbursed separately on actual, as per Government norms and policy.

5. 8 Selection of Consultant

- The final evaluation of proposals shall be on the principle of Quality Cum Cost Based Selection (QCBS) based on the final weighted score. A weightage will be assigned by the selection committee to the marks / points scored in the Technical Proposal and marks / points scored in the Financial Proposal. The assignment shall be awarded to the bidder scoring the highest final weighted score as decided by selection committee.
- KCG however reserves the right to reject any or all the bids received without assigning any reasons and any liability to KCG.

6. Technical Proposal – Submission Form: (See Annexure)

TP-1 Technical Proposal Submission Form

TP-2 Consultant's Organization and Qualification Criteria

A. Consultant's Organization

B. Details about fulfilling Qualification Criteria

TP-3 Consultant's Experience

TP-4 Conceptual Clarity and Understanding of the Assignment

TP-5 Approach, Methodology and Work Plan for Performing the Assignment

TP-6 Team Composition

TP-7 Curriculum Vitae (CV) for Key Staff

7. Penalty:

In case the work is not completed by the specified date or any extension thereof, Penalty of 01% of the order value per week will be deducted. The same will be increased by 05% for each calendar week of delay. In case the penalty exceeds 10%, the order/contract will be liable to be cancelled along with forfeiture of bank guarantee and recovery of liquidated damages.

8. Performance Guarantee with Security Deposit:

The selected bidder has to deposit a security deposit of Rs.2,50,000=00 within 07 (seven days) of receiving the work order. The bidder may give Security Deposit in the form of Bank draft/Bank Guarantee drawn from any Nationalized Bank.

9. Termination of the Contract:

The KCG and/or Education Department will have the right to cancel the contract if the agency commits breach of any or all conditions of the contract. Breach of Contract includes, but not limited to, the following:

- a) It is found that the services provided by the agency are irregular and/or unsatisfactory.
- b) The agency stops providing services and such stoppage have not been authorized by the KCG and/or Education Department.
- c) The agency may become bankrupt or goes in liquidation other than for the said project.

- d) The KCG and/or Education Department gives notice to correct a particular irregularity/defect and the agency fails to correct such irregularity/defects within a reasonable period of time determined by the KCG and/or Education Department.
- e) If the agency fails to prove the quality work or competence and ability in work completion and fails to complete the assigned work within time limit.

TP-1: Technical Proposal Submission Form*

To:

[Reference No. & *Date*]

Chief Executive Officer
Knowledge Consortium of Gujarat (KCG),
Opp. PRL,

Nr. L. D. College of Engineering,

Navarangpura, Ahmedabad

Dear Sirs,

We, the undersigned, offer to provide the consulting services for assisting KCG in defining Study In Gujarat promotion and providing advisory services as Knowledge Partner for organizing Study In Gujarat road shows and other events in accordance with your Guidelines for Proposal. We are hereby submitting our Proposal. We are submitting Envelopes **by Hand Delivery only** which super-scribed as follows:

- (i) First Sealed Envelope - "The Technical Proposal"
- (ii) Second Sealed Envelope – "Earnest Money Draft" and
- (iii) Third Sealed Envelope – "The Financial Proposal".
- (iv) The Fourth Sealed Main Envelope clearly marked - "PROPOSAL FOR KNOWLEDGE PARTNER- STUDY IN GUJARAT". and Containing **above 3 sealed envelopes**.

The enclosed technical proposal includes the authorization document in the name of the Authorized Signatory and Consent letters from directors/authorities of your firm, in Original.

We confirm that we are qualified as per the Qualification Criteria specified in your document. We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it would lead to our disqualification.

If negotiations are held during the period of validity of the Proposal,

i.e., 90 calendar days from the last date of proposal submission, we undertake to negotiate without any alteration in the staff proposed for the assignment. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We have fully understood that KCG reserves the right to reject any or all the bids received, without assigning any reasons and any liability to KCG. We understand that KCG are not bound to accept all or any Proposal received by KCG.

We undertake, if our Proposal is accepted, to initiate the consulting services related to the assignment not later than **a week from** the date of issue of letter of award.

Thanking

You, Yours

Sincerely,

Authorized Signature [*In full and initials*]: Name and Title of Signatory:

Name of

Firm:

Address:

Note: Appropriately modify the contents of text in italics.

**** Technical Proposal should be submitted on the official letter head of the company.***

**TP-2: Consultant's Organization &
Qualification Criteria A - Consultant's
Organization**

[Provide here a brief (two pages) description of the organization, business activities and profile of your firm/entity proposed for this assignment.]

**B – Details about fulfilling Qualification
Criteria**

1	Name and Address of the Organization:				
2	Telephone No.:		Fax No :	Website:	
3	Contact Person and E-mail ID:				
4	Year of Establishment:				
5	Worldwide presence through its branch offices, group companies or associates (Mention details Separately)				
6	Details of projects for which you have provided investment promotion services in India as a Lead Consultant/ Project Advisors:				
	Sl. No.	Client	Region	Focus Sector	Duration of Appointment

7	Details of Global Investors Meet/similar activities for which you have provided Knowledge Partner services in the past five years					
	Sr. No.	Name of Investors Meet	Place & Venue	Duration & Dates	Organizer	No. of Delegates
8	Details of international clients to whom you have provided promotion services in the past 5 years:					
	Sr. No.	Client Name	Country	Sector/Region	Duration	Role/Scope of Work
9	Details of projects for which you have provided advisory services in the past 5 years in Gujarat:					
	Sr. No.	Project Name	Client	Project Cost	Role/ Scope of services	
10	Financial Strength (as per the audited statements): Rs. (INR)					
	Year					
	Total Turnover					

	Rs. (INR)				
11	Total No. of Employees:				
12	PAN Number of the Agency(Attested copy Proof may be attached Separately)				
13	Any other details in support of your fulfilling Eligibility Criteria:				

Authorized Signature [*In full and initials*]: Name and Title of

Signatory:

Name of

Firm:

Address:

TP3: Consultant's Experience

1 Projects:

S.No	Name of Assignment	Name of Client	Amount of Investment facilitated Rs. (INR)	Area/ Location of investment promotion	Focus Sector
1					
2					
3					
4					

2 Projects: Focus

S.No	Client Name	Country	Sector/ Region	Duration	Role/ Scope of Work
1					
2					
3					
4					

3 Projects:

S.No	Name of the Global Investors' Meet	Place & Venue of the Meet	Duration & dates of the Meet	Organizers
1				
2				
3				
4				

4 Projects:

S.No	Name of Assignme nt	Name of Client	Project Cost	Area/ Locatio n of Project	Category*
1					
2					
3					
4					

* Category such as policy advisory, feasibility study, market assessment, financial advisory, state growth & development

[Consultants can attach their experiences in PPT format or in MS-Word Format covering the recent similar assignments executed in relevance to this assignment during past 5 years. In addition, Consultants to attach client's certificate/ engagement letter towards satisfactory completion of the assignment indicated in their experience record as having been completed]

Authorized Signature [*In full and*

initials]: Name and Title of

Signatory:

Name of

Firm:

Address:

TP-4: Conceptual Clarity and Understanding of Assignment

[Write-up on how Consulting Firm conceives and visualizes the proposed assignment including their understanding of the objectives, purpose, scope, expectations and requirements of the study. The Consultant shall highlight their approach to the assignment; identify potential challenges in carrying out the assignment and the firm's approach to resolve them.]

Authorized Signature [*In full and
initials*]: Name and Title of

Signatory:

Name of

Firm:

Address:

TP-5: Description of Approach and Methodology for

Performing the Assignment and Work Plan

[Technical approach, methodology and work plan are key components of the Technical Proposal. Consultants are suggested to present the Technical Proposal in brief divided into the following submissions:

- (A) Approach and Methodology,*
- (B) Work Plan]*

(A) Approach and Methodology: In this submission, Consultant should explain understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. Consultant should highlight the constraints that are expected and their importance and explain the technical approach Consultant would adopt to address them. Consultant should also explain the methodologies propose to adopt and highlight the compatibility of those methodologies with the proposed approach.

(B) Work Plan: In this submission, the firm should propose timeline for proposed activities and deliverables.

Authorized Signature [*In full&*

initials]: Name and Title of

Signatory:

Name of Firm:

Address:

TP-6: Team Composition

The Consultant shall propose team consisting of staff / experts to take care of all aspects of the assignment as prescribed in Chapter 2 and 3 of this document.

Key Staff			
Name of Key Expert	Educational Qualification	Area of Expertise	Post qualification relevant experience in number of years

Authorized Signature [*In full and initials*]: Name and Title of

Signatory:

Name of

Firm:

Address:

TP-7: Curriculum Vitae (CV) for Key Staff

- 1. Name of Firm** *[Insert name of firm proposing the staff]:*
- 2. Name of Staff** *[Insert full name]:*
- 3. Date of Birth: Nationality:**
- 4. Education** *[Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment]:*
- 5. Membership of Professional Associations:**
- 6. Other Training** *[Indicate significant training since degrees under 5 - Education were obtained]:*
- 7. Countries of Work Experience:** *[List countries where staff has worked in the last ten years]:*
- 8. Languages** *[For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing]:*
- 9. Employment Record** *[Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment dates of employment, name of employing organization, positions held.]:*
- 10. Work Undertaken that Best Illustrates Relevant Experience and Capability to Handle the Tasks Assigned**
- 11. Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to disqualification or dismissal of the firm. If selected my services shall be available for the assignment till completion.

Date:

[Signature of staff member or authorized representative of the staff] Day/Month/Year

Full name of authorized representative:

V Financial Proposal – Submission Form

FIN-1 Financial Proposal Submission Form

FIN-1: Financial Proposal Submission Form*

Chief Executive Officer
Knowledge Consortium of Gujarat (KCG),
Opp. PRL,

Nr. L. D. College of Engineering,
Navarangpura, Ahmedabad

Dear Sir,

[Date]

We, the undersigned, offer to provide the consulting services for assisting KCG in Study In Gujarat in defining promotion strategy and other activities/ promotion and providing advisory services as Knowledge Partner for organizing Study In Gujarat campaign and their road shows in accordance with your document of October 2019 and our Technical Proposal. Our quoted fee, inclusive of Consultancy Charges/Professional Fees, Out of Pocket Expenses and Travelling, Service tax, etc. will be as under:

Rs. (INR) (Rupees only)

Monthly retention fee for additional manpower each

The Tax Deducted at Source (TDS) on the above quoted fees will be applicable as per Government Rules & Regulations. Our Financial Proposal shall be binding upon us subject to the modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal, i.e. 90 calendar days from the last date of submission of this Proposal.

We have fully understood that KCG reserves the right to reject any or all the bids received, without assigning any reasons and any liability to KCG. We understand that KCG is not bound to accept all or any Proposal received by KCG.

Thanking You,

Yours Sincerely,

Authorized Signature [In full and initials]: Name and Title of Signatory:

Name of Firm:

Address: *Financial proposal Submission Form should be on the company official letter head.