

**REQUEST FOR EXPRESSIONS OF INTEREST**  
**(CONSULTING SERVICES)**

For

**Selection of an Advocacy, Media and Event Management Agency under  
“Skill Acquisition and Knowledge Awareness for Livelihood Promotion  
(SANKALP)”**

**Key dates and information**

<b>REOI ref. no.</b>	SD-22/50/2019-IC
<b>REOI issuance date</b>	4 <sup>th</sup> February, 2020
<b>Last Date and Time for receipt of request for clarifications</b>	<b>10<sup>th</sup> February, 2020 by 1700 hours</b>  <i>E-mail ID:</i> <a href="mailto:sankalp-msde@gov.in">sankalp-msde@gov.in</a> <a href="mailto:lendup.sherpa@nic.in">lendup.sherpa@nic.in</a>
<b>Deadline for uploading of clarifications by MSDE</b>	<b>20<sup>th</sup> February, 2020</b>
<b>URL for online tender submission</b>	<a href="https://eprocure.gov.in/eprocure/app">https://eprocure.gov.in/eprocure/app</a>
<b>Last Date and Time for online submission of EOI</b>	<b>24<sup>th</sup> February, 2020 till 1500 hours</b>
<b>Date and Time for online opening of EOI</b>	<b>25<sup>th</sup> February, 2020 at 1530 hours</b>
<b>Contact Persons for Queries</b>	1. Under Secretary, MSDE- 011-23465892 2. Jyoti Singh, Procurement Expert, SANKALP-9990175966

**REQUEST FOR EXPRESSIONS OF INTEREST**  
**(CONSULTING SERVICES)**

**Project** : Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP)  
**Project ID** : P158435  
**Date** : 3<sup>rd</sup> February, 2020  
**Reference No.** : SD-22/50/2019-IC

**Assignment Title:** Request for Expression of Interest (REOI) for the Selection of an Advocacy, Media and Event Management Agency under Skill Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) programme of MSDE.

## 1. BACKGROUND

Ministry of Skill Development & Entrepreneurship (MSDE), Government of India (GOI) has launched a World Bank loan assisted programme viz. Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP), which is an outcome-oriented project. SANKALP aims to implement the mandate of the National Skill Development Mission (NSDM). The project will be implemented in mission mode and is aligned with the overall objectives of the NSDM.

SANKALP aims at achieving the following:

- (i) increase in access, equity and quality of skilling programs in the country with special emphasis on improving women and disadvantaged segments (e.g. for persons with disabilities) participation in the skill programs;
- (ii) alignment of employer/industry demand and workforce productivity with trainees' aspirations through greater engagement with employers for placement;
- (iii) enhance the quality of skills training programs by building a pool of qualified instructors and assessors for skill training programs;
- (iv) leverage existing public infrastructure, industry facilities and resources to scale up skill training quality and capacity;
- (v) create and maintain a national database and aggregator platform for demand-supply matching of the skilled workforce and robust monitoring and evaluation of skill training program.

The project will focus on the overall skilling ecosystem covering both Central agencies including MSDE, National Skill Development Corporation (NSDC) and State agencies, and outcomes will be measured through Results framework and Disbursement Linked Indicators

(DLIs) agreed between MSDE and the Bank and verification protocol to measure DLIs on a periodic basis.

## **2. OBJECTIVE(S) OF THE ASSIGNMENT:**

The main objective of this assignment is to select and hire an Advocacy, Media and Event Management Agency which is able to effectively and efficiently, cater to the wide array of predicted needs arising under SANKALP, as specified under scope of services

Given the wide gamut of activities to be undertaken to meet the project objectives of SANKALP, it is envisaged that IEC/BCC activities would be required at National, State and Districts levels. Besides, conferences, workshops, multiple stakeholder consultative meetings etc. will be required to be undertaken across the country as and when required by the project. . Since each of these planned activities would play a key role in achieving the project objectives, these activities should be conducted, monitored and managed efficiently.

MSDE intends to hire an Agency, having requisite experience and capabilities to provide advocacy, media planning & implementation and event management services envisaged to be held in various districts across the country. The duration of the contract is for 36 months. Further extension of the contract shall be considered at mutual agreement of both the parties, depending upon need for the assignment & performance of the agency.

The required services would specifically be under following categories of activities as listed in the scope of services below.

## **3. SCOPE OF SERVICES, TASKS (COMPONENTS) AND EXPECTED DELIVERABLES:**

The Scope of Services/ Terms of Reference of the agency to be hired is detailed out below in following two Categories:

### **I. Advocacy, Media Planning and Implementation**

To achieve the objectives of the project there is a need to create awareness about various strategies, policies and skilling programs by MSDE across states and districts. MSDE seeks an agency to create awareness through media, advocacy at the system levels and mobilization and counselling at the district and community levels.

Agency would be responsible for enhancing awareness on skill development programs of the government as well as income generation and livelihood issues among the youth, their families and community members in rural and low-income urban areas. The agency is expected to conduct these awareness enhancement activities in mass media, mid-media, social media and community media- like folk shows, rural haats and melas etc. in Hindi, English and vernacular language, keeping in view the socio-cultural aspects of the region. The success of the awareness generation would be measured through the increased interest generated amongst the youth for participating in the skill training courses (increase in the number of registrations and admissions at the training institute).

The scope of this component is divided into two parts:

- i. Developing a robust communication strategy & IEC / BCC material addressing all relevant programs of skill development among the key stakeholders;
- ii. Implementation, Management and Documentation of Communication and Outreach activities;

The details of the same are given as under:

- i. Developing a robust communication strategy & IEC / BCC material addressing all relevant programs of skill development among the key stakeholders;

The agency is expected to

- a. Undertake Need Assessment and Situational Study in program areas,
  - b. Organize consultative workshops to consolidate findings and evidences,
  - c. Develop Communication Framework at national level, State Specific Communication Strategies and District Level Communication Plans for various activities,
  - d. Thorough review of existing communication material developed by MSDE, NSDC and other skilling partners and stakeholders,
  - e. Development of appropriate Media mix, Content guideline and realignment of content and/or new content as per developed framework and strategy,
  - f. Define the specific type and quantity of materials to be developed for the target audience,
  - g. Develop SOP for social mobilization, counselling and outreach teams at state and district levels,
  - h. Develop IEC and BCC materials to be used in the rural and urban communities of the states,
  - i. Identify input, output and impact indicators and monitor all communication activities and report to MSDE in regular intervals,
  - j. Document best practices and processes that evolved over a period of 36 months and contribute to knowledge bank of MSDE.
- ii. Implementation, Management and Documentation of Communication and Outreach activities;
    - a. Mass Media: Engagement with TV, Newspaper, Radio and other mass media as per details given below:
      - Understanding of viewership/readership survey of mass media from national to state level
      - Content generation, editing and rewriting of skill centric contents that include, TV commercials and advertorials etc.
      - Media Buying, Airtime hiring and Activation mass media options,

- Monitoring and quality assurance of mass media exposure of skill focused content, suggested by SANKALP
  - Documentation
- b. Mid-Media:
- Content development for mid-media option,
  - Design, Production, installation and maintenance of Hoardings, Wall Paintings, Banners, Backdrops, Signage etc.
  - Designing & Printing of Promotional Materials that includes; Guidelines, manuals, brochure, booklet, any other print materials proposed by SANKALP
  - Printing to be done according to the graphical design / artwork approved by SANKALP, lettering or colour scheme, approved dimensions and pages and other specifications as approved mutually
  - Develop and implement out-of-home (OOH) advertising programs that use digital screens and sensors to attract youth and general public,
  - Video Van & Mobile Counselling Units and interactive media platforms like wifi/internet enabled tablets, Mobile apps etc.
- c. Social Media: Engagement of social media on skilling campaigns:
- Twitter, Facebook, YouTube, Instagram etc. The agency should deploy social media.
  - Day to day management of Social Media platform of SANKALP and supporting content with MSDE, NSDC, SSCs and other agencies
  - Following content protocol in consistence with MSDE and other central and state government agencies
  - Documentation and reporting
- d. Management of Folk Media Troupes / Haats / Melas in different socio-cultural regions in states and districts
- Selection of artiste, musicals, support hands and crew members for Folk Troupe, Haats and Melas,
  - Appropriate training and orientation of personnel involved in deployment of communication plan for identified state's requirement
  - Development of media plan
  - Identification a right mix of language and culturally sensitive activities suited to requirements for each state and district
  - Facilitation development of an activity calendar in close consultation with MSDE, SSDM and DSC
  - Finalization content for scripts, lyrics, visuals, prototype, banners etc.
  - Monitoring and quality assurance of folk performances in deployed states/districts
  - Documentation of activities/shows i.e. maintain records and database of events
  - Gaining feedback from community members, grassroot officials and other involved stakeholders

- Development of prototype of demonstration and counselling center to be used at Haats & Melas.

## **II. Event Management**

The small, medium and large-scale events that MSDE is seeking to organize and execute are listed below:

- Seminars, Conferences, Trainings and Workshops by various stakeholders
- Exhibitions at National, State and District Level and Special Exhibition
- Inauguration/ Award ceremonies
- Press Conferences and Media Interaction events including social media
- Promotional Events/ Job Fairs/ Campaign
- Any other special Event as required in the programme

The Agency will, inter alia, be responsible for organizing Conferences/Trainings/ other events whose scope shall include Event Management, Conceptualizing, Designing, Branding, Logistics, execution of works at the site, including exterior and interior decoration, development of site infrastructure, services, collaterals, general ambience etc. details of which are broadly as follows:

### **i. Workshop management:**

- a. Logistic arrangements for Workshops and Conferences for requested numbers of participants. Booking of venue and boarding lodging facilities would be done after due approval with SANKALP team. The agency would be expected to maintain correspondence with invitees while making their travel arrangements, local pick up and drop facility and stay
- b. Provide required audio-video material - LCD projector and screen, or display panels RF mikes for the participants, wireless equipment, food/catering facility along with required manpower.
- c. Design, make layouts and execute temporary structures such as Hangar(s) / Standee(s) of desired dimensions and types, special structures such as Dome(s), tentage and covering/ceilings, Stage, Seating & Dining areas along with related infrastructure including table and chairs of various types/categories, as required. Arranging food/catering facility at venue of Workshop/ training.
- d. Providing computers, printers/photocopiers, scanners, laptops for Power Point presentations, projector, screens in the halls, LED/plasma screen in the Venue, public address system, meeting display, telephones, internet facility, scanners, power back etc.
- e. Maintain workshop calendar, track attendance and digitization of attendance at each workshop.

- f. Set up and manage help Desks with English/ regional language speaking trained receptionists (as required), registration desk with laptops etc.
  - g. Reporting unresolved issues. Perform other duties as required.
- ii. Printing**
- a. Manage workshop stationary requirements & printing materials required for workshops/ training. These may include printing of invites, conference note pads, name tags, files/folder covers, background materials, agenda, letterhead, delegate's bags/folders, access badges etc.
  - b. Preparation of documents from information generated before, during and after the conference/training. Maintain workshop records and minutes/ report of conference.
  - c. Kits/bags for delegates/participants comprising notepad, conference labeled pen/ conference labeled pen drive/ souvenirs/ conference booklets etc. as appropriate.
  - d. Creating backdrops and signages at the Conference venue, airports, various points in the city, flags, welcome arches on approach roads (if required).
- iii. Financial Management**
- a. Prepare and track workshop budgets and expenses.
  - b. Prepare workshop budget and seek approval at appropriate level. Management of vendors and other service providers including the service level agreements and payments etc.
  - c. Timely submission of SOEs with supporting documents.
- iv. Inventory Management**
- a. Gather workshop requirements, control stock/inventory / source and order listed items.
  - b. Ensure all items are in working condition- Projector, Laptop etc.
- v. Other requirements**
- a. Photography and videography of the Conferences.
  - b. Setting up Wi-Fi system for the entire or part of venue during the period of event with all required equipment.

The list is indicative, and the agency may be required to provide more services as required for the program, as per agreed terms and conditions. In addition, it may be noted that the activities will have to be done at different levels including national, state and district levels. Agency must have capacity and flexibility to work at those levels as specified by the scope of work and as determined by MSDE. The project shall be implemented in a multi-stakeholder environment, with stakeholders such as Central ministries, State governments, NSDC, Sector Skills Councils (SSCs), Training Providers, Industry etc.

#### 4. ELIGIBILITY CRITERIA

MSDE now invites eligible consulting firms/ Companies/ Societies/ Trust (“Agency”) registered and based in India to indicate their interest in providing above mentioned Advocacy, Media and Event Management services under SANKALP for three (3) years, with provision of extension by one more year or as per project requirement at the discretion of MSDE on satisfactory performance by the Agency.

Interested Agency should provide information demonstrating that they have the required qualifications and relevant experience to perform the above-mentioned Services. The shortlisting criteria and supporting documents to be submitted along with EOI are as follows:

Sl. No.	Eligibility Criteria	Documents Required to be Submitted with EoI
1.	The Agency along with Consortium partner (if any) should be a legal Indian Entity (Proprietorship firm, Partnership, LLP, Company, Society, and Trust) incorporated/ registered/ recognized, as the case may be under the respective applicable laws eligible to enter into an agreement/contract with MSDE to undertake the work.	Copy of certificate of Incorporation/ Registration of lead along with consortium partner/s (as applicable)
2.	The Agency along with Consortium partner (if any) must be registered in India with appropriate tax and other administrative authorities. The Agency must have PAN and registered with GST	Copy of PAN and GST registration no.
3.	The said legal entity/ Agency along with Consortium partner should have been in existence for a period of at least 3 years as on 31st December 2019.	Certificate of Incorporation
4.	The Agency must have presence across the country and be able to provide PAN India Services	Details of offices (Head office, regional office, state wise office/ representation, as applicable) and services offered across the country
5.	The Agency along with Consortium partner (if any) should have relevant experience of successfully completing/ managing at least three (03) similar projects/ Contracts of each of following activities or together under one contract on Turn key basis, for Government/ public bodies during last 5 years:	Details of Work Experience and Similar Assignments undertaken accompanied by copies of contracts and completion or acceptance certificate by the clients



	<p>1. Development of Advocacy/Media/ Communication strategy and implementation for national programme of Govt. of India.</p> <p>2. Event Management including IEC activities, workshops, training, promotional events etc.</p>	
6.	The Agency along with Consortium partner (if any) should not be blacklisted by any Central Government / State Government / Government bodies/ World Bank.	Undertaking Certificate signed by the Authorized signatory on the letter head of the organization
7.	The Agency (Lead Partner, in case of Consortium) should have a minimum average turnover of Rupees ten (10) crores during last three financial years.	Certificate from the statutory auditor/ Audited balance sheet/CA Certificate
8.	The Agency along with Consortium partner (if any) should have in-house capacity/ experts in the team required to carry out the activities, preferably having experience of working with Government/social sector projects.	Brief CVs of in-house Core Technical Experts having similar experience to establish capability of executing the project
9.	Apart from the above documents, the Agency is required to submit the Power of Attorney /authorization letter in the name of the Authorized Signatory.	

5. **PROCUREMENT METHOD:** Consulting firms will be selected in accordance with the Quality and Cost Based Selection (QCBS) method as set out in the GFR, 2017 and Manual for procurement of consultancy and other services 2017 issued by Department of Expenditure, Ministry of Finance, Govt. of India. Request for Proposal (RFP) will be issued only to shortlisted qualified agencies after evaluation of EOI to submit their detailed technical and financial proposals for the required services.

6. The attention of interested Agency is drawn to paragraph 1.9, 1.23 and 1.24 of the World Bank's [Guidelines: Selection and Employment of Consultants \[under IBRD Loans and IDA Credits & Grants\] by World Bank Borrowers issued on January 2011, revised July 2014](#) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest and Fraud & Corruption respectively.

7. Bidding Firms may associate with other firms to form consortium to enhance their technical qualifications. The submission should clearly state the same with the names of Lead Partner and partner(s).

Lead Partner shall be fully responsible for all contractual obligations against required services under this REOI

8. There is no up-front commitment by MSDE in terms of volumes to be contracted under this REOI (specifically under Event Management Services) during its duration as this will depend on forth coming needs of the project.

## 9. **EOI PROPOSAL PREPARATION COSTS & RELATED ISSUES**

9.1 The Agency will be responsible for all costs incurred in connection with the participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/presentations, and preparation of EOI along with providing any additional information required by MSDE.

9.2 MSDE will in no case be responsible or liable for those costs, regardless of the conduct or outcome of this REOI.

9.3 This REOI does not commit MSDE to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this EOI.

9.4 All materials submitted by the Agency will become the property of MSDE and may be returned to the Agency completely at its sole discretion.

## 10. **EOI ONLINE SUBMISSION PROCESS AND TIMELINES:**

10.1 The EOI containing the Technical Proposal along with supporting documents as per Qualification criteria mentioned above under Section- Eligibility Criteria as per format given at Annexure 1 and 2 of the document should be submitted online (only) on the Portal <https://eprocure.gov.in/eprocure/app>. Manual submission of EOI is not permissible. The Agency shall submit a digitally signed, encrypted and complete EOI.

10.2 **Deadline for online EOI submission is 24<sup>th</sup> February, 2020 till 3.00 PM.**

- 10.3 An authorized representative of the Agency shall digitally sign the EOI submission letter in the required formats and supporting documents. The authorization shall be in the form of a written power of attorney scanned and uploaded together EOI. The digitally signed and encrypted EOI shall be uploaded in the Procurement Portal as mentioned below, using valid DSC.
- 10.4 The EOI or its modifications must be uploaded on the portal no later than the deadline indicated for submission, or any extension to this deadline. The electronic system will not allow any EOI or its modification being uploaded after the due date & time as per server. Once the Proposal is uploaded on the Portal, the system will generate a unique identification number with the stamped submission time. The unique identification number with the time stamp represents an acknowledgement of the EOI submission.

**Other requirements are specified below:**

- i. The Agency must have Class III Digital Signature Certificate (DSC) with signing, and User-id of the e-Procurement website before participating in the selection process. The Agency may use their DSC if they already have. They can also obtain DSC from any of the Government of India's authorized Certifying Authorities. For user-id they have to get registered themselves on e-procurement website <https://eprocure.gov.in/eprocure/app> and submit their EOI online on the same. Offline bids shall not be entertained by the MSDE.
- ii. For support related to submission of EOI on the Procurement Portal, Agency may contact the 24x7 CPP Portal Helpdesk (Help Desk Number 0120-4001005) at the Portal <https://eprocure.gov.in/eprocure/app>.
- iii. EOI document can be downloaded from <https://www.msde.gov.in/> and <https://eprocure.gov.in/cppp/>

**11. CLARIFICATIONS ON REOI**

The Agency may request a clarification of any part of the REOI to MSDE **by 10<sup>th</sup> February, 2020**. Any request for clarification must be sent in writing through email at [sankalp-msde@gov.in](mailto:sankalp-msde@gov.in). MSDE will compile and respond to all the clarifications/ queries in writing to all prospective Agencies **latest by 20<sup>th</sup> February, 2020**.

**12. SUMMARY REJECTION:**

- 12.1 It is expressly made clear that mere submission of EOI, eligible or not eligible, shall not confer any right whatsoever on any such entity/ Agency. Any EOI submitted by an Agency, which fails to satisfy the eligibility requirements set out in the Clause No 4 above, is liable to be rejected summarily.
- 12.2 The MSDE reserves the right to accept or reject any proposal and to annul the procurement process and reject any or all proposals at any time prior to award of contract, without thereby incurring any liability to the affected Agency or Agencies or any obligations to inform the Agencies of the grounds for the MSDE's action.

**Form – 1: Covering letter of EoI**

(To be submitted on the Letter head of the Agency/ Applicant)

To

**Director**

**Ministry of Skill Development & Entrepreneurship**

3rd Floor, Shram Shakti Bhawan,

Rafi Marg, New Delhi-110001

Ref: EoI Notification dated .....

**Subject: EOI for the Selection of an Advocacy, Media and Event Management Agency for SANKALP project of MSDE**

Dear Sir/Maam,

1. Having examined the EoI document, we, the undersigned, herewith submit our response to your EoI Notification dated ..... for selection of an **Advocacy, Media and Event Management Agency for SANKALP project of MSDE**, in full conformity with the said EoI document.
2. We have read the provisions of the EoI document and confirm that these are acceptable to us. We further declare that additional conditions, variations, deviations, if any, found in our EoI shall not be given effect to.
3. We agree to abide by this EoI, consisting of this letter, the detailed response to the EoI and all attachments, for a period of 60 days from the closing date fixed for submission of proposal as stipulated in the EoI document.
4. We would like to declare that we are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment and we are not under a declaration of ineligibility for corrupt or fraudulent practices.
5. We hereby declare that all the information and statements made in this EoI are true and accept that any misrepresentation contained in it may lead to our disqualification.
6. We understand that MSDE is not bound to shortlist / accept any proposal received in response to this EoI.

Our correspondence details with regard to this EoI are:

No.	Information	Details
1.	Name of the applicant/ Agency (Lead Partner)	
2.	Name and Details of Consortium including Lead Partner (if any)	
3.	Address of the applicant	
4.	Name, designation and contact address of the person to whom all references shall be made regarding this EoI	
5.	Telephone number of the contact person	
6.	Mobile number of the contact person	
7.	Fax number of the contact person	
8.	Email ID of the contact person	

We hereby declare that our proposal submitted in response to this EoI is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

[Applicant's Name with seal]

Name:

Title: Signature

Date:

## Form-2: Details of the applicant's / Agency Operations

S. No.	Information Sought	Details to be furnished	
1	<b>Contact Details of the Applicant along with consortium (If any)</b>		
	Name of the applicant		
	Address		
	Telephone, Mobile No		
	Email		
	Fax		
	Website		
2	<b>Business Information about the Applicant's Operations along with consortium (if any)</b>		
2.1	<b>Incorporation/registration Information of Applicant along with consortium (if any)</b>		
	Incorporation status of the firm (public limited / private limited, etc.)		
	Details of company registration (Attach the photocopy of the registration)	Date of registration	
		Registration Reference No.	
Details of registration with appropriate authorities for service tax/GST, PAN and other statutory taxes/duties (for each provide date of registration, registration reference/number and photocopies and any other relevant detail)			

2.2	<b>Turnover/Budget outlay (as specified at para 4):</b> as revealed in Audited Annual Financial Statements	
	<b>Financial Year</b>	<b>(Amount in rupees crores)</b>
	FY 2018-19 (Audited)	
	FY 2017-18 (Audited)	
	FY 2016-17 (Certified if audited not available)	
	Average (rupees crores) for the last 3 FY	
2.3	Certificate from the statutory auditors/ Chartered Accountant certifying the turnover/ profits/ revenue for last three (3) financial years, as above.	
2.3	Details of three (3) major and similar assignments undertaken to support the short-listing criteria accompanied by copies of contracts/completion or acceptance certificate(s) as specified at para 4.	
2.5	Brief CVs of in-house Core Technical Experts having similar experience to establish capability of executing the project as specified at para 4	

**Please attach other / all relevant supporting documents as mentioned in the shortlisting criteria above at point 4 of the REOI document.**