



Government of India
Ministry of Skill Development & Entrepreneurship
Directorate General of Training (DGT)
Invites

Expression of Interest

For selection of a consultancy firm for ‘Development and Implementation of Communications Strategy and it’s Support” for a period of 2 years, with a view to promote apprenticeship training under innovation sub-component Vocational Training Improvement Project (VTIP) assisted by World Bank.

1. DGT in the Ministry of Skill Development & Entrepreneurship (MSDE) has received a Credit from IDA (International Development Association) under the Vocational Training Improvement Project.
2. The Apprenticeship training provides an industry-led, practice oriented, effective and efficient mode of formal training and is crucial for skilling the workforce. The apprenticeship training has been implemented since 1961 but so far it has not been able to penetrate through the social strata and reach the grass-root level. By keeping the same in view and to popularize the apprentice training a new scheme National Apprenticeship promotion Scheme (NAPS) has been launched on 19 August 2016 under Apprenticeship Act 1961.
3. Therefore, DGT intends to engage a professionally qualified consultant to develop and implement an effective communication strategy. The overall objective of the proposed engagement is to promote NAPS under apprenticeship training in order to significantly enhance the number of apprentices in India (15 lakhs in next 2 years). This shall be enabled through an effective communication campaign to enhance public’s understanding about apprenticeship training and its intended benefits; secure on-going public support; manage stakeholder perceptions; and address the concerns of stakeholder groups on an on-going basis. The consultant would need to identify the possible creative routes and strategic platforms for strengthening the positioning of apprenticeship training in India.
4. Since communication campaign is the most effective way to reach out to the masses, therefore, sustained efforts will be required to popularize apprenticeship training in the country. Hence, the consultant is expected to: a) carry out communication needs assessment to get a better understanding of how the apprenticeship training is perceived by various stakeholder groups, b) draw communication strategy with the key messages and appropriate communication medium (print, electronic and online media) to communicate with/influence each stakeholder group, and c) implement the communication strategy.
5. The consultant is initially proposed to be engaged for a period of 02 (two) years.
6. DGT now invites Expression of Interest (EOI) from the eligible interested consultants to indicate their interest in providing the services on following minimum eligibility criteria:

- a) The bidder should have been in operation for a minimum of 5 years as on the date of the issue of this EOI in communication/advertising business.
 - b) The bidder as a single entity (not a consortium of various group companies) must have an average annual revenue (turnover) of INR 10 crore (minimum) from business operations in India, over the last three completed financial years. i.e. FY 2013-14, 2014-15 and 2015-16.
 - c) The bidder should have delivered at least 03 similar projects of Central / State Govt. programs/schemes in last 5 years with annual revenue of INR 1.0 crore (minimum) in each of the said project.
 - d) Preference will be given to bidders who have strong credentials/experience of working on outreach program and advocacy in social development sector.
 - e) The bidder should be able to provide a well-qualified, dedicated servicing and creative team, for undertaking the creative work and campaign work of DGT for promoting apprenticeship training. Such team would work closely with DGT.
 - f) The bidder should have Technical Support Office at National Capital Region (NCR).
 - g) The bidder has not been blacklisted / barred / disqualified by any Central / State Govt.
 - h) The bidder must not have been declared ineligible for corrupt or fraudulent practices with any Government department(s)/agency(ies)/ministry(ies) or PSU(s) and must not be blacklisted as on 31.12.2016 (a declaration by the authorized representative of the bidding agency to be submitted).
 - i) Relevant certificates/documents in support of fulfillment of each of the eligibility criteria must be submitted, otherwise bids will not be considered.
7. Consultants will be selected in accordance with the procedures set out in the World Bank Guidelines: Selection and Employment of Consultants by World Bank Borrowers, May 2004 as amended in October 2006 based on Quality and Cost Based selection (QCBS).
 8. Interested consultants may obtain further information at the address below during working hours from 10:00 hours and 16:00 hours.
 9. Letter of interest (hard & soft copies) should be delivered within **21 days** from the date of advertisement of this EoI to:

Ms. Sandhya Salwan
Director (Apprenticeship Training),
DGT, Ministry of Skill Development & Entrepreneurship
Room No. 31, Shram Shakti Bhawan, Rafi Marg, New Delhi - 110001
Phone No.011- 23720792, Email – dirat.dget@nic.in.

Other Instructions:

- I. The EOI, along with the supporting document, should be placed in a sealed envelope and super-scribed “Expression of Interest for engagement of Communication Agency for Development and Implementation of Communications Strategy and its Support”. The bottom left corner of the envelope should carry the full name, address, telephone nos., mobile numbers, e-mail ID etc. of the bidder submitting the Proposal.
- II. An authorized representative of the bidder shall authenticate all pages of the EOI.
- III. Communication agency submitting proposals will not be permitted to alter or modify their proposals at any time post submission to DGT.
- IV. If DGT finds it necessary to revise any part of this EOI or correct any errors, an addendum will be provided in the same manner as the original EOI, on DGT website - <http://dgt.gov.in>

- V. DGT reserves its right to reject EOI received from any bidder, without any intimation to the bidder.
- VI. The EOI must be submitted section wise along with their section specific supporting documents:
- a) General information – name of the agency, full address, contact details (Tel. No./Fax/Email), name & designation of the head of organization, name of contact person
 - b) Eligibility criteria – as per point 6 of this document
 - c) Profile and track record of agency – profile of key members of team (name, designation, work handled, qualification, total experience incl. in social sector, experience in the agency), brief profile of the agency, description of similar projects handled, number of offices with locations (in India), number of employees (in India), in-house facilities including different units /divisions within the agency.
 - d) Documents to be submitted in support
 - i. chartered accountant certificate, certifying annual revenue (turnover) and 03 similar projects of Central / State Govt. programs/schemes in last 5 years with annual revenue of INR 1.0 crore (minimum) in each of the said project;
 - ii. a confirmation letter from the bidder for having technical support office in NCR;
 - iii. a declaration that the bidder has never been blacklisted ever by any department of Government of India or any State Government till the date of issue of this EOI;
 - iv. a confirmation letter from the Communication Agency for being able to provide the required servicing and creative Team.
- VII. The EOI will be examined by DGT to ascertain fulfillment of eligibility criteria and submission of required documents. Based on this, agencies will be shortlisted for the issuance of RFP. DGT's decision in this regards will be final and binding to all.
- VIII. The bidder shall be responsible for any cost incurred in the preparation and submission of proposal, presentations in support of such proposal, performance of any tests, and a services agreement.
- IX. DGT may, any time, cancel this EOI process, in whole or in part, at any time without assigning any reason.
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