



INVITATION OF EXPRESSION OF INTEREST (EOI) FOR DEVELOPING AND CONDUCTING TRAINING PROGRAMMES IN ORGANIZED RETAIL SECTOR UNDER ADDITIONAL SKILL ACQUISITION PROGRAMME (ASAP) TO IMPROVE THE EMPLOYABILITY OF THE STUDENTS IN KERALA

Government of Kerala invites Expression of Interest from reputed institutions to develop and conduct training programmes in Organized Retail under the Additional Skills Acquisition Programme (hereinafter referred to as 'ASAP').

ASAP is a programme that aims to provide skills in various sectors to Higher Secondary and Undergraduate students in the State to thereby increase their employability and enhance the worth of each student as a valuable human resource.

The preliminary project report of ASAP may be seen at [www.ssdp.kerala.gov.in](http://www.ssdp.kerala.gov.in).

Prospective Training Providers (PTPs) who meet the pre-qualification criteria may furnish their Expression of Interest (EOI) with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory on or before 07<sup>th</sup> January, 2013 by 16:00 hours to the following address and obtain acknowledgement of submission for the same.

Sri. George Thomas.K  
Joint secretary , Additional Skills Acquisition Programme  
Office of Principal Secretary ,Higher Education Department  
Secretariat (Annexe)  
Thiruvananthapuram 695001  
Tel: 9249749535

Government reserves the right to extend the last date indicated above for which the EOI is invited.





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## Part I: General Terms

### 1. OBJECTIVES OF THIS INVITATION FOR EXPRESSION OF INTEREST(EOI)

The objective of this EOI is to solicit proposals from PTPs for conducting skill courses in the Organized Retail sector for a period of three academic years. It will serve as a Pre-Qualification document for selecting Training Providers (TPs) in Organized Retail as a part of the ASAP to increase the employability of Higher Secondary and College students in Kerala.

The selected TPs will be responsible for the development and conduct of the training, assessment, certification, internship and placement (if part of the agreement between the TP and Government) of the students.

The development of the syllabi, the training content and the training methodology should meet or be aligned with the requirements set by the Sector Council created in the respective sector by National Sector Skill Council/Government of India or the Industry Association or representative body in that sector.

This Invitation for EOI intends to provide details with respect to scope of services that are deemed necessary for the PTPs to formulate.

### 2. AUTHORITY ISSUING INVITATION FOR EOI

The invitation for EOI is issued jointly by the Department of Higher Education and Department of General Education, Government of Kerala and is intended to shortlist potential and reputed agencies who will be Training Providers (TPs) for ASAP. The PTPs will thereafter be invited to submit complete bids with details of course to be conducted, logistics for the same and other details as mandated as well as financial bids.

The decision of Government with regard to the short listing of TPs through this EOI will be final and the Government of Kerala reserves the right to reject any or all the EOIs received without assigning any reason.

Contact Person:

Sri. George Thomas.K

Joint secretary , Additional Skills Acquisition Programme

Office of Principal Secretary, Higher Education Department

Secretariat (Annexe)

Thiruvananthapuram 695001

Tel: [9249749535](tel:9249749535)



asapkerala@gmail.com

### 3. TENTATIVE CALENDAR OF EVENTS

The following table indicates important milestones and timelines for completion of bidding activities:

Sl. No	Mile stone	Date / Time
1	Release of Invitation of Expression of Interest (EOI)	17 <sup>th</sup> December 2012
2	PTPs conference	22 <sup>nd</sup> December 2012
3	Last date for submission of written questions by the PTPs	27 <sup>th</sup> December 2012
4	Response Sessions for answering queries of PTPs	3 <sup>rd</sup> January 2013
5	Last date and time for submission of EOI responses	7 <sup>th</sup> January 2013
6	Opening of EOIs	7 <sup>th</sup> January 2013
7	Evaluation of EOIs	14 <sup>th</sup> January 2013
8	Declaration of short list of PTPs.	16 <sup>th</sup> January 2013

### 4. AVAILABILITY OF THE EOI DOCUMENTS

Invitation for EOI can be downloaded from the website ([www.ssdp.kerala.gov.in](http://www.ssdp.kerala.gov.in)). All PTPs are expected to read carefully all instructions, forms, terms, project requirements and other details in the EOI documents. Failure to furnish the complete information sought for in the EOI documents or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the PTP's risk and may result in the rejection of the proposal.

### 5. PTP CONFERENCE

The Government of Kerala will host a meeting of all PTPs who intend to submit their



EOIs, in Thiruvananthapuram at the Conference Hall, Science and Technology Museum, PMG, Thiruvananthapuram.

The representatives of the PTPs may attend the PTP Meet at their own cost. The purpose of the conference is to provide PTPs with any clarification regarding this invitation of EOI. It will also provide each PTP with an opportunity to seek clarifications regarding any aspect of the EOI and about ASAP.

## 6. VENUE & DEADLINE FOR SUBMISSION OF PROPOSALS

The EOI in its complete form in all respects as specified in this invitation of EOI must be submitted to Government of Kerala at the address given below.

:

Sri. George Thomas.K

Joint secretary , Additional Skills Acquisition Programme

Office of Principal Secretary, Higher Education Department

Secretariat (Annexe)

Thiruvananthapuram 695001

[Tel: 9249749535](tel:9249749535)

[asapkerala@gmail.com](mailto:asapkerala@gmail.com)

Government of Kerala may at its discretion extend the deadline for submission of proposal by issuing an addendum to be made available on the website [www.ssdp.kerala.gov.in](http://www.ssdp.kerala.gov.in).



## Part II: Scope of Services

### 1. BACKGROUND

ASAP is a part of the Government of Kerala's State Skill Development Project (SSDP). ASAP is designed to equip students to acquire skills along with their studies that ensure employability in the sector in which they are trained and to become useful employable human resource at the end of their higher secondary or undergraduate study streams. ASAP also aims to create employment opportunities for youth besides enhancing skill sets through industry linkages. Government will play a pivotal role in engaging with industry associations like FICCI, CII etc in ASAP to upscale the skill development programme in the State.

Programme Manager (PM) of ASAP appointed by Government for the purpose ASAP will manage and administer ASAP in the selected Schools and Colleges along with the Faculty Coordinators designated in the institution.

The overarching principles on which all Training courses under ASAP have to be designed are:

1. The ASAP Training consists of Foundation Course and Skill Course and it is conducted outside the school/college hours.
2. Students joining any sector course in ASAP will be required to be enrolled in the Foundation Course of 180 hours (100 hours of English Communication skills and 80 hours of Basic IT skills). The Foundation Module will be conducted fully by Government.
3. Skill Course offered by the TP should be to industry standards and wherever such facilities are available should be endorsed by the concerned Industry Body, Sector Skill Council or recognized expert bodies in that sector.
4. Skill course offered by the TP will have to be integrated into the Foundation Course referred to above and should be around 120-150 hours.
5. Skill course should have an internship for all students AND/OR (preferably) placement facilities for students who successfully complete their course. However, placement facilities are not insisted on as a pre-requisite criterion for selecting a TP.
6. Skill course should have (desirably at least 55% of practical content) inclusive of internship in work places.





## 2. SCOPE OF WORK

Government may at its discretion engage one or more TPs to undertake the course. In cases where more than one TP has been identified, Government at its discretion assign institutions district wise or region wise to each TP.

Every training programme under ASAP will involve the following phases of activities:

- a. Syllabi, Course and content development with industry/sector endorsement to meet or be aligned with the requirements set by the Sector Council created in the respective sector by National Sector Skill Council/Government of India or the Industry Association or representative body in that sector.
  - b. Placing Skill Development Executives (Trainers) in identified institutions.
  - c. Conduct of training classes at times fixed by institutions and taking attendance of students
  - d. Arrange practical training to the students in suitable centres and laboratories either created by the Training Provider or locally arranged by other agencies/institutions
  - e. Arranging Internship for students
  - f. Continuous evaluation of student's performance
  - g. Conduct of examination, its evaluation and joint certification with State Government
  - h. Placement (*where such services is in the scope of the agreement entered into by Government*)
- a. Syllabi, Course and Content Development
    1. The TP has to develop course content to equip students to be employable in the Organized Retail Sector.
    2. The course content should be made to meet requirements set, where applicable, under the National Vocational Educational Qualification Framework, National Occupational Standards by the Sector Council and recommendations of Industry Bodies/Associations.
    3. The course content and study material should be vetted by an industry group of at least three experts identified by the TP with verifiable track record of high credentials and repute.
    4. Government may at its discretion, refer the syllabi, course content and study material to an Industry Group for further verification for such relevance as mentioned in Sub Para 2 above.



5. There should be verifiable arrangements for monitoring and assessing the preparation of study/instructional material and providing it to the students in print, digital media and also to upload it to the sites provided by Government.
- b. Trainer selection and deployment
1. The TP shall maintain a list/database of Skill Development Executives (trainers) qualified and experienced with their qualifications and experience.
  2. The TP has to submit the list of Skill Development Executives (trainers) to Government before their placement for reference and verification.
  3. The training protocol administered to train the Skill Development Executives (trainers) including duration of training, content, qualification of the Master Trainers will have to be submitted by the TP who is selected. A format prescribing this protocol will be given to the shortlisted PTPs.
  4. The manner of training provided to the Skill Development Executives (trainers) identified by the TP, its adequacy in terms of quality and duration should be detailed to the satisfaction of Government. A format prescribing this protocol will be given to the shortlisted PTPs.
  5. Government will have the discretion to direct the removal of any trainer provided by the TP on grounds of incompetence, inability to adjust to the educational environment or indiscipline in the campus or any reason that may not be communicated to the TP.
  6. The TP shall deploy the trainers in the selected institutions in consultation with the Programme Manager(s) of ASAP in charge of the educational institution.
- c. Selection of students and Conduct of training classes
1. The students opting for the course offered by a TP in an institution will be identified by a Committee consisting of Principal of the institution, the ASAP Faculty Coordinator and ASAP PM.
  2. Training will be generally for a batch size of thirty (30). However, if the technical requirements of a specific course require a smaller batch size, the size will be curtailed accordingly.
  3. If sufficient number of students do not opt for the course offered by a TP, then meetings in the institution for the TP to interact with prospective students and present the features of the courses offered by a TP, may be arranged by the ASAP PM on the request of the TP.



4. The TP should conduct the training for the specified hours both theory and practical as envisaged in the agreement between the TP and Government.
  5. The TP shall ensure that the trainees are evaluated continuously and of the progress of the each student individually assessed.
  6. The TP shall be responsible for maintaining the daily attendance of students, details of academic progress, performance in practical/laboratory work, internships and upload the same to the website facility provided by Government.
  7. In the delivery of courses, where the TP has agreed to set up the practical and laboratory facilities, the TP should arrange/provide required hardware/software wherever necessary, consumables, stationery, etc.
  8. Where, however, the Government is expected to provide facilities as envisaged in the agreement between the TP and Government, the TP shall use the facilities in consultation with the PM.
- d. Practical / Laboratory training
1. The TP shall arrange facilities for practical/laboratory, if agreed to in the agreement entered into by Government for practical work of students.
  2. In case, the laboratory and facilities for practical training are provided by Government as agreed to, the TP shall render all assistance, teaching and tutorship for the conduct of such training.
  3. The TP shall facilitate and report on the evaluation of the trainees individually.
- e. Arranging Internships
1. With the previous approval of Programme Manager, the TP shall arrange reputed and appropriate institution for the students' internship for specified hours as agreed to with Government.
  2. The TP shall arrange all necessary facilities to the students to undergo internship in the selected industries
  3. The TP shall facilitate and report on the evaluation of the trainees individually.
- f. Certification
1. The TP shall coordinate with Certifying bodies for the award of certificates to the students on successful completion of the course to individual students
  2. The TP shall arrange with Government to get the programme accredited



by national and international institutions of excellence in the sector.

g. Placements

1. Where the Agreement entered into between Government and the TP provides so, the TP specify the kinds of placement to the students on successful completion of their training.
2. The TP shall provide requisite information on job opportunities to the students who have completed the course



### Part III: Bidding Terms and Pre-Qualification Criteria

#### 1. CONDITIONS OF ISSUE OF INVITATION OF EOI

1. EOI is not an offer and does not carry any commitment to engage the PTP who submits the same or any other commitment related thereto.
2. Government reserves the right to withdraw this EOI and change or vary any part thereof at any stage if Government feels that such action is in the best interest of the Government of Kerala. Short-listed PTPs would be issued formal tender enquiry/Request For Proposal inviting their technical and commercial bids at a later date.
3. Timing and sequence of events resulting from this EOI shall ultimately be determined by Government.
4. Each applicant shall submit only one EOI.

#### 2. RIGHTS TO THE CONTENT OF THE PROPOSAL

For all the bids received before the last date and time prescribed for bid submission, the proposals and accompanying documentation of the Pre-Qualification proposal will become the property of Government and will not be returned after opening of the pre-qualification proposals. Government is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so without compensation to the PTPs who have submitted their EOIs.

Government shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

#### 3. ACKNOWLEDGEMENT OF UNDERSTANDING OF TERMS

By submitting an EOI, each PTP who shall be deemed to acknowledge that it has carefully read all sections of this EOI, including all forms, schedules and annexure(s) hereto and has fully informed itself as to all existing conditions and limitations.

#### 4. LANGUAGE OF PROPOSALS

The proposal and all correspondence and documents shall be written in English.



## 5. PRE-QUALIFICATION CRITERIA

The invitation for bids is open to all entities in India who fulfill pre-qualification criteria as specified below:

1. Corporate/Organizations registered under Companies Act or Societies Registration Act or registered as a Trust and is active and operational continuously anywhere in the country for the last five years on the date of application.
2. The PTP should have a total annual turnover of Rs.5 cr. and should have earned profit in the last three financial years.
3. The PTP shall have at least 5 operational Skill Training Institutions/Centres in more than 2 States in India and have experience of organizing hands-on skill training in trades/courses in the sector mentioned in the invitation for EOI.
4. The PTP should be willing to set up or arrange dedicated Skill Development Centres (SDCs) with required infrastructure in terms of space, equipments, tools and trainer for organizing skill training in the sectors for which it has submitted an EOI.
5. Certified documentary proof of conducting skill training programmes, details of available infrastructure created in different locations in the country with addresses should be produced.
6. The PTP should indicate the number, area, geographical location of its Trainers and Master Trainers.
7. The PTP should not have been blacklisted by any donor agency/State Government/Central Government or its agencies.

## 6. RESPONSE REQUIREMENTS

1. The EOI shall be in accordance with the requirements specified in this EOI and in the format prescribed in this document for each of the above mentioned qualifying criteria as proof of having the minimum requirements.
2. Proposals must be direct, concise, and complete. Any information not directly relevant to this EOI should not be included.
3. The EOI should contain a project proposal for the courses proposed by the PTP with special emphasis to
  - a. Relevance of the course to the sector
  - b. Scope for employability
  - c. Course and curriculum design with laboratory support needed
  - d. Training delivery including sourcing of faculty
  - e. Proposed scheme for assessment and certification



- f. Internship arrangements
- g. Placement arrangements if any.
4. The EOI shall be sealed and super scribed “Response to Invitation for EOI – Training in ORGANISED RETAIL FOR ASAP” on the top right hand corner and addressed to the address specified in this document. The address of the PTP shall be inscribed on the envelope.
5. The EOI should be submitted with two printed copies of the entire proposal, one marked ORIGINAL and the second one as DUPLICATE and a soft copy on non-rewriteable compact discs (CDs) with all the contents of the EOI.
6. In case of discrepancies between the information in the printed version and the contents of the CDs, the printed version of the pre-qualification proposal will prevail and will be considered as the proposal for the purpose of evaluation.
7. The proposal should contain the copies of references and other documents as specified in the EOI.
8. Department will not accept delivery of proposal in any manner other than that specified in this EOI. Proposal delivered in any other manner shall be treated as defective, invalid and rejected.
7. EVALUATION OF EOI

A Technical Committee of Experts to be appointed by Government of Kerala shall evaluate the proposals based on the Project Proposal submitted as per the EOI criteria and shortlist the PTPs.

#### 8. CHECK LIST FOR SUBMISSION OF EXPRESSION OF INTEREST

Applicants should ensure that the following documents are submitted with documentary evidences, while submitting the completed application form:-

- i. Letter of submission of EOI ( Form I in Annexure)
- ii. Details as in Format ( Form II in Annexure)
- iii. Copy of the Registration Certificate of the PTP .
- iv. List of Activities of the PTP .
- v. List of Industry/PSUs/ Government clients
- vi. List of similar projects handled during last 3 years with details
- vii. Project Completion Certificates from the customers for at least three projects similar to those being requested in this proposal.
- viii. Application Fee(Non-returnable)
- ix. ; A crossed demand draft for Rs.1000/- drawn on ‘ADDITIONAL SKILL ACQUISITION PROGRAMME’ payable at THIRUVANATHAPURAM.
- x. Self Affidavit that the PTP has not been blacklisted by any State Government or Central Government or public sector body.







## Part IV: Annexure (Formats)

### FORM I- LETTER FOR SUBMISSION OF EOI

Date:

Place:

Sri. George Thomas.K  
Joint Secretary Additional Skill Acquisition Programme  
Office of Principal Secretary, Higher Education  
Secretariat (Annexe)  
Government of Kerala  
Thiruvananthapuram 695001

Sub: – DEVELOPING AND CONDUCTING TRAINING PROGRAMME IN ORGANISED RETAIL SECTOR for ASAP – regarding.

Sir,

We express our interest to work with this project and we hereby confirm the following:

1. The EOI is being submitted by (name of the Bidding Company) for selection as the TP which provides training to Higher Secondary/UG students of Kerala as stipulated in the EOI Document.
2. We have examined in detail and have understood, and abide by all the terms and conditions stipulated in the EOI Document issued by the Additional Skill Acquisition Programme. Our application is consistent with all the requirements stated in the EOI Document.
3. The information submitted in our Application is complete, is strictly as per the requirements as stipulated in the EOI Document, and is correct to the best of our knowledge and understanding. We shall be solely responsible for any errors or omissions or misrepresentations in our Bid.

Signature with Name & Seal



## FORM II - APPLICATION FORM

- | Sl. No. | Particulars  |
|---------|--|
| 1       | Name of the Organization<br>Address (Regd. Office) :<br>email :<br>Telephone No. & Fax:<br>Website:  |
| 2       | Name of the contact person:<br>Telephone:<br>Email ID :  |
| 3       | Type of the Organization (Public Sector /Limited/Private limited/Partnership, Proprietary /Society/Any other.) :   |
| 4       | Head of the Organization :<br>Email Id :<br>Telephone:   |
| 5       | Registration details: (enclose certificates):<br>Company/Society/Partnership etc. Registration   |
| 6       | Activities of the Company/ Organisation:<br>(List the activities)  |
| 7       | List of Industry/PSUs/ Government clients (with contact details like Address, Contact person, Telephone number and e-mail id) :  |
| 8       | Total No. of Employees:<br>Technical Staff<br>Non-Technical Staff  |
| 9       | No. of Offices/Centers (enclose the list):   |
| 10      | List of similar projects handled (provide the details in the following format) during the last 3 years: <ol style="list-style-type: none"> <li>1. Name of the client,</li> <li>2. Contact person</li> <li>3. Address and telephone no.</li> <li>4. Title of the project</li> <li>5. Cost of the project</li> <li>6. Duration of the project</li> <li>7. Training services provided.</li> <li>8. Brief statement about how their requirements are similar to those in this proposal</li> <li>9. Date of completion</li> </ol> |
| 11      | Project Completion certificates from the customers for at least three projects similar to those being requested in this proposal   |



- 12      (Enclose certificates)  
          Any other relevant information the PTP wants to furnish. :

I hereby declare that the information furnished is true to the best of my knowledge

Signature with Name & Seal

Place

Date:

## ROUGH COST SHEET

ROUGH COST SHEET				REMARKS			
NAME OF THE SECTOR				Here enter name of t			
NAME OF THE COURSE				Here enter name of t			
Number of students/batch	30	OR	25	30 is the normal batc			
Number of batches per school	1	OR	2	1 is the normal numb			
Number of trainers required per institution	1			No. of trainers per ins			
No of backup trainers for every	2	institutions::	3	Back up trainers indic			
<b>Total Number of trainers per institution</b>	1.67			COMPUTED AUTOM			
Number of master trainers for every	12	trainers::	1	No. of Master trainers			
LABORATORY/PRACTICAL TRAINING CENTER MODEL I (SETUP AND MANAGED BY TP)				Two Laboratory/Prac			
Number of Laboratories/Practical Training Centres for every MODEL II (ATTACHMENT TO INDUSTRY)	5	institutions::	1	No. of laboratories/Pr			

ITEM	Total Cost (including margins)	PTP may enter remarks in the space below					
<b>LABORATORY/PRACTICAL TRAINING CENTRE</b>							
If Model I is adopted, please enter							
Fixed Cost per laboratory	200000						
Variable Cost per batch							
If Model II is adopted, please enter							
Industry Cost (if any) per batch	100000						
<b>MASTER TRAINERS</b>							
Master Trainer Costs	30000						
<b>TRAINING OF TRAINERS</b>	20000						
<b>SALARY PER TRAINER</b>	15000						
<b>VARIABLE COSTS PER BATCH</b>							
Study material	500						
Stationary to students	600						
Materials for marketing, contacting students/parents	700						
Evaluation and Internal assessments	800						
Expenses for conducting examinations	900						
Monthly running expenses - phones, courier, stationery	1000						
<b>INTERNSHIP - FACILITATION AND CONDUCT</b>	12000						
<b>INDUSTRY CERTIFICATION FOR EACH STUDENT</b>							
Certification by National Industry Associations (if any)	500						
Certification by International Industry Bodies (if any)	1500						
<b>QUALITY AUDITS (if proposed by TP) for a batch</b>	25000						
<b>AVERAGE TRAVEL COSTS INCURRED BY TP FOR A BATCH</b>	10000						

<b>OTHER OVERHEAD COSTS PER BATCH (Please list items)</b>							
1							
2							
3							
4							
5							
6							
7							
8							
9							
<b><u>COST PER STUDENT</u></b>							
LABORATORY/PRACTICAL TRAINING CENTRES	4000.00						
MASTER TRAINERS	166.67						
TRAINING OF TRAINERS	800.00						
TRAINER SALARY	1000.00						
OTHER VARIABLE COSTS	180.00						
INTERNSHIP	480.00						
NATIONAL CERTIFICATION	500.00						
INTERNATIONAL CERTIFICATION	1500.00						
QUALITY AUDITS	1000.00						
TRAVEL COSTS OF TP	400.00						
OTHER OVERHEAD COSTS	0.00						
<b>TOTAL COST PER STUDENT</b>	<b>10026.67</b>						