

Request for Proposal (RFP) for Impact study report development for Automotive Skills Development Council (ASDC)

Automotive Skills Development Council (ASDC) invites Developers to develop impact study report for the automotive sector to understand feedback and learning of Industries, TPAs, Candidates undergoing impact study report scheme/Act.

Prospective Content publishers who meet the pre-qualification criteria may furnish their Request for Proposal (RFP) with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory on or before 10/05/2025 by 18:00 hours to the following address:

Ms. Meenu Sarawgi

Automotive Skills Development Council

E 113 GF,

Okhla Phase III, Okhla Industrial Estate, New Delhi, Delhi 110020 meenu@asdc.org.in- Kindly send soft copy on mentioned email with the hard copy of the document couriered to registered address.

ASDC reserves the right to extend the last date indicated above for which the RFP is invited.

Chief Executive Officer

Automotive Skills Development Council

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Part I – General Terms

1. Objective of RFP

- The Objective of this RFP is to develop impact study report and related documents for ASDC which is training 20000 female candidates in various pre-determined job roles in automotive sector.
- The impact study report and related document shall be developed for Industry, Ministry, candidates, Training Partners along with associated stakeholders for the selected Job Roles.
- The selected Developer would be responsible for the development of the required for development and production of the same as per the Terms and Conditions laid down by ASDC
- This invitation of RFP intends to share the details of the scope of work entailed as part of this proposed partnership between the Content Developer and ASDC

2. Authority Issuing the RFP

- This RFP is issued by the Automotive Skills Development Council (ASDC)

The contact person for this RFP is: Ms. Meenu Sarawgi

The decision of ASDC with regard to the short listing of developers through this RFP will be final and ASDC reserves the right to reject any or all the RFPs received without assigning any reason.

3. Tentative Calendar of Events

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

<i>S. No.</i>	<i>Milestone</i>	<i>Date</i>
1	Release of Invitation of Request for Proposal (RFP)	22 nd May 25
2	Last date for submission of written questions by the prospective Developers	25 th May 25
3	Clarifications issued by ASDC for the questions raised by prospective Content Developers (to be published on ASDC Website)	29 th May 25
4	Last date for submission of RFP	4 th June 25
5	Opening of RFPs	6 th June 25
6	Evaluation of RFPs and finalization of Applicants for Presentation to ASDC	10 th June 25
7	Presentation to ASDC by shortlisted Applicants	17 th June 25
8	Declaration of shortlisted Developer	20 th June 25

Note: Kindly share your queries over email at meenu@asdc.org.in

4. Availability of RFP Document

Invitation for RFP can be downloaded from the ASDC website (www.asdc.org.in). All prospective Developers are expected to read carefully all instructions, forms, terms, requirements and other details in the RFP documents. Failure to furnish the complete information sought for in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Developers' risk and may result in the rejection of the RFP.

5. Venue and Deadline of Submission of RFP

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

Ms. Meenu Sarawgi

Automotive Skills Development Council

E 113 GF,

Okhla Phase III, Okhla Industrial Estate, New Delhi, Delhi 110020 meenu@asdc.org.in- Kindly send soft copy on mentioned email with the hard copy of the document couriered to registered address.

ASDC may at its discretion extend the deadline for submission of proposal by issuing an addendum to be made available on the website www.asdc.org.in

Part 2 – Background and Scope of Services

- About ASDC: Automotive Skills Development Council is an industry body promoted by SIAM, ACMA & FADA & involved in monitoring the impact study report scheme for Automotive Industry. The Domain covered are manufacturing and R & D, Sales, service & Road Transportation. ASDC Partner with Training Providers and Assessment bodies for imparting training, certification & constantly upgrading the skilling eco-system.
- ASDC intends to partner with agency to develop and to understand feedback and learning of Candidates undergoing short term skilling programs at various locations across India.
- The scope of work would include collection of data from a minimum sample size to determine the understanding, feedback and learning of candidates in specified short term training programs across specified locations as given below: -
 1. Candidate- 2000
 2. Trainer- 80
 3. Employer- 60
 4. Family- 100
- The data to be collected will be done from a set of training partner locations determined and informed by ASDC.
- The prospective content developer will provide validation in the form of letters from the determined training partners stating the authenticity of data collected. This validation is mandatory.

- Development of an impact report based on the above collected data for the duration of the program.
- Analysis of the data collected across various parameters as set out by ASDC.
- Current impact report in line with the parameters as set out by ASDC.
- The reports shall be developed in English language.
- The scope of work is to determine the following effectiveness of the Impact of the project
 1. **Effectiveness of Training:** Evaluate the overall effectiveness of the training provided under the initiative.
 2. **Pre- and Post-Assessment Analysis:** Measure the improvement in knowledge or skills by comparing pre- and post-assessment scores.
 3. **Community and Family Impact:** Assess the broader impacts of the program on communities and families, including increased economic activity and reduced unemployment rates.
 4. **Retention and Dropout Analysis:** Examine retention and dropout rates, identify reasons for dropout and recommend measures to reduce dropout rates in the future.
 5. **Program Replication Success:** Evaluate the success of the program in new locations and its ability to be effectively replicated in existing locations.
 6. **Gender Balance Improvement:** Assess improvements in gender balance within the targeted sectors or communities because of the program.
 7. **Environmental Benefits:** Evaluate the sustained environmental benefits achieved through program activities.
 8. **Case Studies and Success Stories:** Develop detailed case studies or success stories in regional language that highlight the impacts on individuals and communities.
 9. **Risk and Challenge Identification:** Identify potential risks and challenges encountered during program implementation.
 10. **Mitigation Strategies:** Propose mitigation strategies and contingency plans to address identified risks and challenges.
 11. **Program Improvement Recommendations:** Provide recommendations for program improvement and adaptation based on the assessment findings.
 12. **Stakeholder Feedback:** Gather feedback from stakeholders, including trainers, participants, employers and Families, to understand their perspectives on the program's effectiveness and areas for improvement
 13. **Partnership Impact:** Evaluate the impact of partnerships with industry players, educational institutions and communities/families on program outcomes and sustainability.

14. **Social Inclusion and Diversity Impact:** Evaluate the program's overall contribution to fostering social inclusion and promoting diversity, with particular emphasis on its outreach to marginalized communities and underrepresented groups. Assess the outcomes of the Diversity & Inclusion Learning Initiative in cultivating an inclusive organizational culture, its alignment with compliance requirements and broader organizational goals, and the extent to which its intended targets have been achieved.
15. **Impact & ROI:** Evaluate the measurable outcomes and organizational benefits of the initiative. Describe how ROI and impact were assessed and outline the key priorities that guided success metrics.
16. **Beneficiary Alignment:** how the initiative continues to align with the evolving needs of its beneficiaries. Gather feedback and adapt the program accordingly.
17. **Community Engagement & Sustainability:** Evaluate the role of local communities in sustaining the initiative. Discuss whether a structured sustainability plan is in place and how it supports long-term impact.
18. **Innovation and Differentiation:** Highlight the unique and innovative strategies, approaches, or methodologies that set the initiative apart within the sector. Include any creative or non-traditional practices adopted to enhance program outcomes, effectiveness, and overall impact.
19. **Community Impact:** Analyze the tangible and intangible impacts of the initiative on the target community or beneficiary group.

Part 3 – Bidding Terms and Pre-Qualification Criteria

1. Conditions of the Issue of RFP

- RFP is not an offer and does not carry any commitment to engage with the Developers who submit the same or any other commitment related there to.
- ASDC reserves the right to withdraw this RFP and change or vary any part thereof at any stage if ASDC feels that such action is in the best interest of the ASDC.
- Timing and sequence of events resulting from this RFP shall ultimately be determined by ASDC.
- Each applicant shall submit only one RFP.

2. IPR of the Content Developed as part of this RFP

- The IPR of the Developed Study as part of this RFP shall be solely owned by ASDC.

3. Language of RFP

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

4. Pre-Qualification Criteria

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

- a) 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 three years on the date of application.
- b) The prospective Developer should have a minimum 3 years of experience in making of Report and related document development.
- c) The prospective Content Developer should preferably have report related partnership with some sector skill councils in India.
- d) The prospective Developer should preferably have operational experience and report development for the Automotive Sector.
- e) Prospective Developer should have a valid GST number.
- f) The Developer should not have been blacklisted by any donor agency/State Government / Central Government or its agencies.

5. Evaluation of RFP and Selection of Content Developer

Evaluation of RFP shall be done on the Quality and Cost Basis with the following details:

Selection Criteria 1 – Quality Criteria/ Experience of Publishing

S. NO	Descriptions	Weightage
1	Experience in Content/report Developer	10 Marks
A	5 years and above of experience in Content/Report Developer	10
B	4 years of experience in Content/Report Developer	8
C	3 years of experience in Content/Report Developer	6
D	Less than 3 years of experience in Content/Report Developer	0
2	Years of experience in Report making /Content creation/Publishing	20 Marks
A	5 years and above of experience in Report making /Content creation/Publishing	20
B	4 years of experience in Report making /Content creation/Publishing	15
C	3 years of experience in Report making /Content creation/Publishing	10
D	Less than 3 years of experience in Report making /Content creation/Publishing	0
3	Years of Experience of working in the Automotive Sector for Report making	20 Marks
A	3 years and above of experience in the Report making for Automotive Sector	20
B	2 years of experience in the Report making for Automotive Sector	15
C	1 years of experience in the Report making for Automotive Sector	10
D	Less than 1 year of experience in the Report making for Automotive Sector	0
4	Existing Partnership with Sector Skill Councils (SSC) for Report making/ Content creation (Please mentioned the SSC name and No of report developed)	20 Marks
A	Existing Partnership with SSC for Report making/Content creation	20
B	No existing partnership with SSC for Report making/Content creation	0
5	Inhouse Technical Expert for Report making / Content Developer	30 Marks
A	5 Technical Experts for Report making / Content Developer	30
B	4 Technical Experts for Report making / Content Developer	20
C	3 Technical Experts for Report making / Content Developer	10
D	2 Technical Experts for Report making / Content Developer	5
E	Less than 2 Technical Experts for Report making / Content Developer	0

Selection Criteria 2 – Presentation by prospective Content Developer

Selection Criteria 3 – Value of the Quotation

- Top five prospective Developers shall be called for Presentation to the ASDC Team provided they meet the pre-selection norms set by ASDC.
- Selection of final Developer shall be made as per the highest total marks received, adding all the five selection criteria among the top Five shortlisted applicants after the presentation.
- ASDC may finally shortlist more than one Content Developers as part of this partnership.

6. Check List for RFP Submission

Applicants should ensure that the following documents are submitted with documentary evidence, while submitting the completed RFP:

- i. Letter of Submission of RFP (Form 1 in Formats)
- ii. Application Form of RFP (Form 2 in Formats)
- iii. Copy of the Registration Certificate of the Content Developer
- iv. Copy of Audited Balance Sheet for the last 3 years.
- v. Minimum turnover of Rs. 1 Crore (Rs. One Crore)

7. Selection Process

Initial Selection was to be made on the basis of the following:

1. Technical Expertise- 60%
2. Financial Viability- 40%

Part IV – Formats

FORM-1

Letter for Submission of RFP

Date:

Place:

Mr. Arindam Lahiri
Automotive Skills Development Council
E 113 GF,
Okhla Phase III, Okhla Industrial Estate,
New Delhi, Delhi 110020

Subject: Submission of RFP for Impact study report in Partnership with ASDC

We hereby submit our RFP in response to the application for RFP for Impact study report and related Development issued by ASDC and we hereby confirm the following:

1. The RFP submitted by _____ (Name of the company) is as per the Terms and Conditions of the RFP issued by ASDC
2. We have examined in detail and have understood and abide by all the terms and conditions stipulated in the RFP Document issued by ASDC. Our application is consistent with all the requirements stated in the RFP Document.
3. The information submitted in our application is complete, is strictly as per the requirements as stipulated in the RFP 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.
4. We understand that ASDC reserves the right to cancel this RFP at any time without assigning any reason whatsoever.
5. This RFP is valid for a period of 90 days from the time of submission

Signature of Authorized Representative of the Company
(along with Company Stamp)

Designation:

Part IV – Formats

FORM- 2

1. Application Form for Submission of RFP

1.1 Applicant Details

Name of Organization	
Address	
Email	
Contact Person	
Contact Mobile/ Landline	
Website	
Company Registration Type and Registration Number (Copy Required)	
Total Number of Employees	
Year of Incorporation	
Total Experience of Report/Content Development	
Education qualification and total Experience of Subject Matter Expert (SME)	
MSME (Registration No.)	
PAN (Copy Required/ No.)	
GST (Copy Required/ No.)	
Annual Turnover of Company (attached audited financial statements)	2024-25 2023-24 2022-23
Annual Turnover from Report/Content Development	2024-25 2023-24 2022-23

1.2 Project Details (Details of Report/Content Development Projects executed in the last three years)

S. No.	Name of Client	Details of Industry Manuals and Candidates Manuals Developed

1.3 List of Sector Skill Councils with whom the applicant has a report/content development partnership
MOU

<i>S.No.</i>	<i>Name of Sector Skill Council</i>	<i>Nature of Report/Content Development work done</i>

1.4 Experience of working in the Automotive Sector

<i>Total Number of Automotive Skilling Report/Content developed till date</i>	
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1.5 Proposed quotation for Development

	<i>Type of Report/Content to be developed</i>	<i>Quote in Rupees for Development</i>
(A)	Study formatting (Language correction, Design, Secondary research, Additional details to be incorporated)	

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

Signature of Authorized Representative of the Company
(along with Company Stamp)
Designation: