Request for Proposal (RFP)

For

Engagement of Consultancy firm/Organization for organizing a global Investment meet for the Shipping Sector in India



Ministry of Shipping

(Government of India)
Transport Bhawan, 1, Parliament Street
New Delhi – 110001
PhNo: 011-23321672

LETTER FOR ISSUE OF RFQ FOR THE

Engagement of Consultancy firm/Organization for organizing a global Investment meet for the Shipping Sector in India .

The set of RFP document is issued to:	
Name :	
Address :	
	Ministry of Shipping
Signature of the Officer	
Issuing the RFP Document :	

Ministry of Shipping

No SR-22014/3/2015-SA

18/02/2015

NOTICE INVITING REQUEST FOR PROPOSAL (RFP) ENGAGEMENT OF CONSULTANCY FIRM/ORGANIZATION FOR ORGANIZING A GLOBAL INVESTMENT MEET FOR THE SHIPPING SECTOR IN INDIA

Ministry of Shipping, GOI, invites RFP forengagement of Consultancy firm/Organization for organizing a global Investment meet for the Shipping Sector in India

The RFP document providing the Terms of Reference (ToR), pre-qualification criteria, terms and conditions including evaluation criteria are available in the web site http://shipping.nic.in/.

The schedule for receipt of the application is as follows:-

- 1. Pre Bid meeting on 23/02/2015 at 1500 Hrs in the Ministry of Shipping
- 2. Receipt of offers on or before 3.00 pm(1500 Hrs) on 04/03/2015
- 3. Opening of Technical offers at 1530 Hrs on 04/03/2015

Reputed and interested consultants/consulting firms/consortia may download the RFP from the above website and send in their response to

Shri Abhinav Gupta,
Deputy Secretary to Government of India,
Ministry of Shipping,
Room no: 413,
Transport Bhawan,
1, Parliament Street,
New Delhi – 110 001,
Phone/Fax: 011-2331672;

E-mail: abhinav.gupta@nic.in

Ministry of Shipping

Engagement of Consultancy firm/Organization for organizing a global Investment meet for the Shipping Sector in India.

1.0 Background:

- 1.1keeping in view the various initiatives taken by the Ministry of Shipping recently on development of inland waterways, coastal shipping, goods and passenger movements, transportation using waterways etc., it has been decided to organize a MARITIME-INVEST – Global Maritime Investment Promotion Meet, 2015.
- 1.2 To assist Ministry of Shipping during the pre and post event phases of the MARITIME-INVEST event, an external consultancy support is required. The consulting firm engaged for the purpose, would carry out a focused study on
 - identifying sub-sectors and areas in the maritime sector having potential for private sector investment;
 - development of an eco system and framing of necessary guidelines and policies (including fiscal and other incentives) to promote private sector investment in the identified areas;
 - development of special packages (financial and fiscal incentives) for operating passenger traffic services through catamarans, sea planes, hovercrafts and cargo movement through specialized vessels such as Ro-Ro vessels and development of maritime clusters etc.;
 - identification of action necessary to develop a favourable business environment for investment promotion, including setting up of a Special Cell within/single window approval system and easy process for environmental and other clearances and promotion of the Investment Promotion Meet through road-shows, audio-visual publicity, press meets etc. including identification of key stake holders and reaching out to them.
 - 1.3 The entire period of consultancy engagement shall be one year inclusive of the study period and shall be subject to review at various mutually agreed milestones

2.0 SCOPE OF CONSULTANCY SERVICES:

The scope of consultancy services shall include but not necessarily limited to the following activities:

2.1 PREPARATORY PHASE

Situation analysis

A. Assess status of maritime sector in India across the entire capability chain

- 1. Infrastructure: Ports
 - Capacity and utilization across Major and key non -Major ports
 - Investments attracted in the sector (domestic and foreign) in past 5 years
 - Expansion plans of key ports

- 2. Manufacturing: Shipbuilding, Ship-repair and Ship-breaking
 - Position of sector vis a vis global competitors- Market share, order book etc
 - Capacity and order book position of key private and public sector yards
 - Investments attracted in the sector (domestic and foreign) in past 5 years
 - Expansion plans of key yards
- 3. Service: Shipping Fleet
 - Share of Indian built Indian flag, foreign built Indian flag and foreign flag vessels in India's EXIM trade
 - Status of Indian shipping fleet- vessel type, DWT, age profile
 - Key private investments in sector

B. Potential Opportunity

- 0. Assess potential investment opportunity across the key sectors based on high level assessment of future market drivers
 - Ports: Projected traffic profile and infrastructure investments required
 - Shipbuilding, ship repair and ship breaking: Global and domestic orders market share
 - Shipping: Addition of new fleet for growth in trade and replacement of aging fleet with special focus on coastal fleet potential
- 1. Develop five year projection of market size and investment required based on scenario analysis
- 2. In addition to above, identify investment opportunities triggered by growth in above mentioned three core sectors including but not limited to Inland Water Terminals, Port Cities and Port based SEZ, Marine Shipbuilding parks, marinas etc.

Identification of quick wins

- Stakeholder interactions to identify key issues and challenges being faced in various sectors
- 2. Identification of fiscal/policy challenges and process/operational issues plaguing the sector
 - Highlighting lessons to be learned from cases where the India is already highly competitive;
 - Ways in which Government and industry can together better promote India as a place to do maritime business and as a leading world maritime centre.
- 3. Recommendation on "quick win" initiatives across procedural challenges and policy measures that can be implemented in near term in order to build investor confidence in the sector

Support development of investment enabling environment and policy formulation

- Take full account of the position of the India's maritime sector in the global market compared with that of other countries deemed successful at attracting international maritime business and those which have seen growth in this area.
- 2. Support development of investment enabling environment and policy formulation:
 - Review the existing promotional efforts by the relevant departments of the Ministry of Shipping;
 - As an extension of analysis done in section 2, recommend policy, institutional and regulatory level changes to enhance maritime sector competitiveness and attract investments in the sector in India;
 - Support Government in development of investment policy for maritime sector and its sub-sectors listing out, amongst other measures

Various investments routes; Incentives and packages (direct financial assistance and fiscal incentives (region specific, sector specific, investment size specific), duties, etc.); Marketing assistance;

Business environment (single window clearances, grievance redressal, structured approval processes)

Preparation of strategic framework for MoS on investment promotion

- Define appropriate strategies and prepare a roadmap for undertaking investment promotion activities
- Define strategy and roadmap for organizing Investment Conferences including goals and targets, action plan, focus sectors, target market, work plan and approach.

Implementation assistance for investment promotion - plan a reach out phase

- 1. Identify and analyse key stakeholders to be met:
 - Gather market intelligence on global / national market trends in each subsector;
 - Prepare stakeholder profiles (company / institution);
 - Analyse expansion plans of companies looking for relocation/expansion of operations;
 - Generate leads for the identified sectors and create database
 - Top Fortune Global 500 companies
 - Top domestic companies with 3 consecutive years net profit positive
 - Based on market intelligence
 - Reach out to different "category" of stakeholders national, domestic, government and private
- 2. Carry out statistical analysis, publish relevant annual and periodic reports, and provide support to MoS for economic trend analysis and prognosis.

- 3. Suggest investor after-care strategy for investor follow-up and monitoring investment realization
- 4. Marketing support
 - Identify target investor segments and branding initiatives.
 - Identify key outside business and industry (annual) events for participation

 prominent domestic & international events, symposiums, trade fairs,
 expos etc.
 - Create a database of such events with sector focus
 - Content development for participation flyers, brochures, teasers
 - Emails to identified prospects/stakeholders
- 5. Plan a reach out phase:
 - Shortlist key companies to pursue;

Identify key geographies and institutional investors to meet (database to be created);

Suggest investment promotional and branding plan such as execution of business missions to international locations and road shows in domestic regions;

Create travel and reach out plan in concurrence with respective government departments;

Provide assistance in organizing national and international business missions;

Define Strategies and follow up mechanism to attract investors from specific countries for designated investment regions

- 6. Preparation of Marketing collaterals and Investment Profiles
 - Develop relevant marketing collaterals to highlight investment attractiveness of maritime sector in India (sub-sectors, key locations, capacities, key players, current policies);
 - Create investment profile(s) of maritime sector in India (investment opportunities in each sub-sector, project details, scope for private sector participation, etc.);

Preparation and circulation of investment magazine/newsletter (monthly) incorporating the promotional efforts and investment opportunities

Support in development of the content to the investors facilitation portal as a tool for marketing and staying connected with prospective investors:

- Proposing best practices for website content and management, for ex:
 - a. Information about MoS and key departments responsible for investments grounding
 - b. Information on investing in maritime sector key policies and processes
 - c. View on key sub-sectors and their current performance
 - d. Key business news on maritime sector in India
 - e. Mobile Apps and reach out to investors using social media

- Content management regular project updates, and reach out to registered users
- Advise the department responsible for website to improve the viewership of the website amongst key stakeholders
- Handling investor queries and management of database of users

2.2 REACH OUT PHASE

 Assist the Ministry of Shipping in reaching out to key stakeholders and companies;

Assist in delegation planning:

- Prepare pitch presentations;
- Develop agenda documents for travel;
- Support in communicating/follow-up with prospective investors.

Support for preparation for interactions

- Facilitate interaction with identified investors
- Facilitate participation of the respective MoS departments in identified international and domestic events
- Respond to investors / stakeholders gueries

Assist in formulating MoUs with investors / stakeholders / strategic partners (institutions, companies, government entities);

Prepare outcome and way forward report for each delegation;

Assist the Ministry in follow up on leads with potential investors.

3.0 Deliverables and project timeline

- The total time period of the assignment shall be for 12 months from the date of signing of the contract
- The consultant should commence the assignment within **one week** from the date of issuance of Letter of Award by the Ministry of Shipping.
- The main deliverables of the assignment will be:

a.	Deliverable	Timelines
b.	Project kick-off	Т
c.	Inception report	T + 2 weeks
d.	Monthly progress reports	Every first 3 rd day of subsequent month

e.	Reports on maritime sector (infrastructure, manufacturing, services) AS-IS assessment and potential opportunities	T + 1 month
f.	Investment magazine/newsletter	T + 1 month and every subsequent months
g.	Presentation on investment promotion strategy and action plan	T + 2 months
h.	Presentation on action plan for investor outreach programme	T + 3 months
i.	Content for investment facilitation portal	T + 4 months
j.	Database of prospective investment leads	T + 5 months
k.	Continuous submission of marketing Collaterals/ Information Leaflets for marketing of focus sub- sectors	T + 6 months (further depending on finalised outreach dates)
I.	Organizing international and national business missions	T + 7 months
m.	Documentation and follow-up action plan after each delegation visit	T + 9 months (in line with finalised delegation visits)
n.	Status report on investments leads	T + 11 months

4.0 PRESENTATION BY CONSULTANT

- 4.1 The consultant would be asked to present the findings to various stakeholders as part of this TOR; the final deliverable would include a detailed presentation and associated financial models.
- 4.2 The venue of the presentations will be Delhi/ Mumbai or any other location specified by the Ministry.

5.0 PAYMENT SCHEDULE (to be finalized)

5.1 The payment will be released by the Ministry of Shipping to the Consultant on a quarterly basis.

6.0 RIGHT FOR TERMINATION

6.1 Ministry reserves right to terminate this consultancy assignment after completion of any task/stage.

7.0 ELIGIBILITY & QUALIFICATION CRITERIA

A. Qualification Criteria

- The Company/Firm should be registered under relevant Acts in India
- Should have global network offices / group company offices / branch offices across minimum five countries with at least one in each of the zones, viz., Euro zone, North America, APAC with access to knowledge networks and sourcing information on potential investors

- Should have undertaken investment promotion services for at least TWO international clients in last five years (i.e. 2009-10 to 2013-14)
- Should have successfully completed provision of investment promotional services to at least TWO of the leading state governments in last five years
- Should have minimum average annual turnover of Rs. 100 crores (rupees one hundred crores only) (with not less than Rs. 80 crore in each financialyear) during 2011-12, 2012-13 & 2013-14

8.0 CRITERIA FOR SELECTION

8.1 The criteria for selection of the Consultancy firm and weightage accorded are as follows:

a.	Technical score	80 points
b.	Financial score	20 points
	Total	100 points

8.1.1 Evaluation of Technical Proposals

Points assigned for each submission of the Technical Proposals for the purpose of evaluation shall be as under:

Sr. No.	Technical Proposal Evaluation Parameters	Max Marks	Criteria
A	PROJECT EXPERIENCE	50	
1	Developing port/maritime policy (or sub segments of maritime sector) for state/central government in last 3 years	5	
2	Experience in identification of investor locations and assist state/central agencies in attracting investment	25	5 projects 25 marks 3 projects 15 marks 1 project 5 marks
3	Organizing road shows/ investor meets in various countries as part of investment promotion initiatives for state/central government in last 5 years	20	Road 20 marks shows/investor meets across 15 or more countries Road 10 marks shows/investor meets atleast 10 countries Road 5 marks shows/investor meets in atleast 5
4	Investment promotion seminars in maritime sector in last 5 years	5	One mark for each investment seminar conducting in maritime (or sub maritime subsector) for state/central government

В	APPROACH AND METHODOLOGY	15		
1	Understanding and Conceptualisation of the project (Defining the framework for the engagement)	5		
2	Strategy for mobilization of investments (Detailed Approach & Methodology outlining various activities to be carried out in preevent, during event, and post-event stages)	10		
С	PROFESSIONAL TEAM	35		
1	Team Leader	15	responsibility The team leader should have appro experience in advisory/policy formula in Maritime sector and investing promotion for Central/state agencies and promotion for Central/state agencies appromotion for State/central government & 5 projects in policy/advisory in maritime sector (ports, shipping /shipbuilding) 2 projects in Investment promotion for state/central government & 3 projects in policy/advisory in maritime sector (ports, shipping /shipbuilding) 1 project in Investment 5	as nics / , and years' ls of priate lation tment s arks
2	Investment Promotion	10	Should be an MBA and must posses	ss a
_	& Marketing Expert –		minimum of 12 years' experience, w increasing levels of responsibility wit experience in investment promotion investment marketing strategies for	ith th

			Investment promotion p	projects for state
			5 projects in Investment promotion* for state/central government of which atleast 3 projects should involve investment promotion activity in various sub segments of maritime sector 3 projects in	10 marks 5 marks
			Investment promotion* for state/central government of which atleast 1 project should involve investment promotion activity in various sub segments of maritime sector	5 marks
			1 project in Investment promotion* for state/central government *Minimum contract value	
3	Maritime sector Expert	5	promotion projects to b Should have Masters in planning/ MBA and must minimum of 15 years' e increasing levels of rest advising leading global port authorities, logistic other users on over 20 transactions / projects a bulk (both dry and liquid cargo facilities.	n Transport st possess a experience, with ponsibility in port operators, s players and ports and logistics across containers,
4	Manufacturing & Industry Expert	5	Should have MBA/MA I equivalent and must po of 12 years' experience levels of responsibility i maritime manufacturing having experience in in gap assessment.	essess a minimum e, with increasing n market / g sector analysis

8.1.2. FINANCIAL CRITERIA (20 POINTS).

- (a) The consulting firm should have minimum average annual turnover from Indian operations of Rs. 100 Crores during 2011-12, 2012-13 & 2013-14 (Score: 5 points) (> 500 Crores 5 points, 100-500 4 points, 100 3 points).
- (b) The financial bid shall be inclusive of all applicable taxes. Based on the bid amount, the following criterion is to be followed:
 - (i) L1 gets full 15 points.
 - (ii) Other participants score calculated as (L1/ Bid of other participant) X 15.
- 9. The consulting firm shall be selected by the Ministry on the basis of recommendations of a technical Evaluation Committee constituted by the Ministry for the purpose.
- 9.1 The Technical Evaluation Committee will be constitution by Ministry of Shipping and the committee shall submit the recommendations within 20 days of evaluation of consultants.

10.0 SCHEDULE OF RFP PROCESS:

10.1 The following scheduled has been fixed for the bidding process:.

Sr. No	Events	Date
1.	Notice inviting RFP	18/02/2015
2.	Last date for receiving queries	23/02/2015 by 1200 Hrs
3.	Pre-bid meeting	23/02/2015 at 1500 Hrs
4.	Last date for responding to RFP	04/03/2015 by 1500 Hrs
5.	Opening of Technical bid	04/03/2015 by 1530 Hrs

11.0 WHAT TO SUBMIT

- 11.1 Application letter as per **Annex-1**.
- 11.2 Power of Attorney in the name of person(s) who will initial/ sign the Bid Documents.
- 11.3 Form of Particular as per <u>Annex-II</u>, which illustrate the background, organization and experience of the Participant and of the persons/firm/body corporate with which the Participant would be associated for the purpose of providing the services for this project.
- 11.4 A list of major assignments for fulfilling the criteria for Technical Score (refer Para 7.2 above) in the format placed at **Annex III.**

- 11.5 Bio-data of the Team Members proposed to work on the project as per **Annex IV**
- 11.6 Financial bidfor entire scope of Services to be rendered in the format as illustrated in the **Annex-V**.

12.0 HOW TO SUBMIT

- 12.1 Interested parties may visit website http://shipping.nic.in/. The document will be available for download from 18/02/2015 (0900 hrs IST).
- 12.2 **A pre-bid conference** may be held. If so, the time and venue will be informed subsequently to the participants.
- 12.3 The original and all copies of the Technical Proposal shall be placed in a sealed envelope clearly marked "TECHNICAL PROPOSAL". Similarly, the original Financial proposal shall be placed in a sealed envelope clearly marked "FINANCIAL PROPOSAL" followed by the name of the assignment/ job. The envelope containing the Technical Proposal, Financial Proposal, shall be placed into an outer envelope and sealed. This outer envelope shall bear the submission address, reference number be clearly marked "DO NOT OPEN, BEFORE 27-02-2015, 3.00 PM". And also cover shall be super-scribing "Engagement of Consultancy firm / Organization for organizing a global Investment meet for the Shipping Sector in India No. SR-22014/3/2015-SA"
- 12.4 The above documents shall be submitted to following:

Shri Abhinav Gupta,
Deputy Secretary to Government of India,
Ministry of Shipping,
Room no: 413,
Transport Bhawan,
1, Parliament Street,
New Delhi – 110 001,

Phone/Fax: 011-2331672; E-mail: abhinav.gupta@nic.in

12.5 The Ministry reserves the right to deal with the proposal in any manner without assigning any reason for the same. The decision of the Ministry of Shipping in this regard shall be final.

LETTER OF APPLICATION

(On the Letter head of the Participant)

Date:	
То,	
Sub: NOTICE INVITING REQUEST FOR PROPOSE OF CONSULTANCY FIRM/ORGANIZATION INVESTMENT MEET FOR THE SHIPPING SE	FOR ORGANIZING A GLOBAL
Sir,	
Being duly authorized to represent and act on behoreferred to as "the Participant") and having revieworequirements of the Tender Document and undersigned hereby submits bid for the assignment the validity of this bid for 120 days from the date of	ed and fully understood all of the differmation provided, the nent referred above. We confirm
We are enclosing our Bids including Technical Bid plus copy, for your evaluation.	and Financial Bid in one origina one
	Signature (Authorized Signatory) Name: Designation: Company:

Annex-II

FORM OF PARTICULARS

- 1. Name and Address of the applicant with Telephone No., Fax No., Email address and Website
- 2. Date & Year of establishment and commencement of operations
- 3. Legal status of the applicant (attach copies of original document defining the legal status)
 - a. A proprietary firm
 - b. A firm in partnership
 - c. A limited company or Corporation/ Joint Venture/ Consortia
- 4. Brief Background of the Bidder
- 5. Brief Profile of Associate (if any)
- 6. Annual Turnover
- 7. Service Tax no.
- 8. PAN no.

Date:	Signature (Authorized Signatory)
	Name: Designation: Company:

Annex-III

FORMAT FOR SUBMITTING DETAILS OF ELIGIBLE PROJECTS.

The following information should be provided in the format indicated for each reference project for which your company, either individually as a corporate entity or as one of the major companies within a consortium was legally contracted to perform.

Sr.	Particulars	No. of Projects
No.	i di tiodici 3	
1	Project Name	
2	Project Location	
3	Name & Address of the client with Tel No. & Fax No.	
4	Do you have any objection if the clients are contacted for reference? Yes / No	
5	Detailed narrative description of the work including project components, Please mention, interalia, nature of the work performed.	
6	a) Were the services provided exclusively by your firm? Yes / No.	
	b) Were Services provided by your firm in association with other firms? Yes / No.	
	 c) Exact description of the division of Responsibility for items listed at (5) above as between you & your Associates. 	
7	Detailed description of the actual services	
8	Assignment period (Months / Years)	

(Note: The information should be specific and to the point to facilitate a quick and objective decision.)

Date:			
		Authorized Signatory	/

BIO-DATA FORMAT

1. PROPOSED POSITION FOR PRESENT ASSIGNMENT

2.	NAME				
3.	DATE OF BIRTH				
4.	NATIONALITY				
5.	QUALIFICATIONS				
6.	WORKING IN THE FIRM SINCE				
7.	COUNTRIES OF WORK EXPERIENCE				
8.	EMPLOYMENT RECORD (STARTING WITH PRESENT POSITION, PERIOD, ALLIANCE - POSITION HELD AND DESCRIPTION OF DUTIES)				
9.	DETAILED TASKS ASSIGNED : Work undertaken best illustrates,				
	capacity to handle the tasks assigned.				
	(List the tasks one by one giving list of project name and component, year, position held, exact duties rendered with time spent on each project).				
10.	CERTIFICATE				
	I, the undersigned, certify that, to my knowledge and belief this bio-data correctly describes myself, my qualifications and experience.				
Date:					
	Signature of Personnel / Associate				
	Name: Designation:				
14.1	Company:				
It IS C	ertified that the information as above is true.				
Authorised Signatory					
Name Desig Comp	gnation:				

FINANCIAL BID FORMAT

From:						
Sub: NOTICE INVITING REQUEST FOR PROPOSA OF CONSULTANCY FIRM/ORGANIZATION INVESTMENT MEET FOR THE SHIPPING SE	FOR ORGANIZING A GLOBAL					
INVESTMENT MEET FOR THE SHIPPING SEC I/We have perused the RFP Document for subject ass am / we are willing to undertake and complete the conditions stipulated in the RFP Document.	signment and other details and I					
Our total price offer inclusive of all local levies, duties and taxes as applicable, incidentals, overheads, travelling expenses, printing and binding of reports, expenditure related to presentation to be made during the execution of the assignment, sundries, all other items involving expenditure for execution of this assignment covering scope of work as stipulated in RFP is Rs (in Words Rupees						
The offer shall remain valid till						
I/We also agree to accept the payments on quarte	rly basis.					
Date:	Signature (Authorized Signatory) Name: Designation: Company:					
	company.					
