

## **PROJECT SAKSHAM**



# Request For Proposal (RFP)

Invitation For Collaboration With Training Partner For 'Project-Saksham'

### **About Automotive Skills Development Council:**

ASDC, is the first Sector Skill Council of India, registered in March, 2011, promoted by the Automobile industry, through Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA) and Federation of Automobile Dealers Associations (FADA) along with the Government of India represented by Department of Heavy Industry, Ministry of Skill Development and Entrepreneurship, Ministry of Road Transport & Highways, National Skill Development Corporation (NSDC) and National Council for Vocational Education and Training (NCVET). ASDC is NCVET affiliated Awarding Body and address the skilling requirements of the entire Automotive Value Chain which includes Manufacturing, Sales & Service, Road Transportation, Research & Development etc.

ASDC defines standards for each job role which covers both technical and critical parameters related to workplace practices like 5S, Safety, Environment, Quality, Teamwork, Discipline, Communication, IT, gender sensitivity etc.

#### **Skilling of Female Candidates:**

ASDC's initiative aims to empower women by equipping them with the skills needed to excel in the automotive sector. This program focuses on skilling female candidates in diverse automotive job roles, including sales and service domain

The training emphasizes industry-relevant technical knowledge, hands-on practice, and soft skills to enhance employability. By addressing the gender gap, the initiative fosters inclusivity and enables women to build sustainable careers in the growing automotive industry.

Through collaboration with stakeholders Training Partner, NGO's and Non profit organization, this initiative aspires to create a skilled female workforce, driving gender equity and promoting economic empowerment in the sector.

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### **Notice for Inviting Proposals**

Automotive Skills Development Council is inviting proposals from potential partners who meet the requirements mentioned in this Request for Proposal for the implementation of Project 'Saksham' with the objective of training 20000 female candidates PAN India in 8 job roles under Short Term Training to address the gender gap in the automotive sector.

## **Brief Overview of Project 'SAKSHAM'**

Automotive Skills Development Council invites proposals from reputed and experienced organizations for the Selection of Training Partners (TPs) to Establish, Operate, and Maintain Skill Development Training centers for the implementation of Project- Saksham in various automotive job roles. The project aims to empower 20,000 female candidates across India with essential automotive skills and provide support in placements after completion of training.

Phase 2 of **Project Saksham**, a CSR initiative by Hero MotoCorp in collaboration with ASDC, builds on the achievements of the first phase to further empower women and foster inclusivity in the automotive sector. This phase aims to address the gender gap by upskilling women in diverse automotive job roles while extending the program's reach to more regions across India.

The focus of Phase 2 is to train 20,000 women Pan India. Training programs are designed to align with industry needs, covering roles in automotive sales, service and emerging areas like Electric Vehicle (EV) maintenance and diagnostics. The curriculum combines technical skills with soft skills, workplace readiness and financial literacy, ensuring holistic development.

By expanding its scope and impact, Phase 2 of Project Saksham aspires to not only empower women economically but also drive gender equity in the automotive sector. It underscores the commitment to creating a skilled, inclusive workforce equipped to meet the industry's evolving demands.

## List of Job Roles

Name of the QP	Code	Level	Total Training Hours
Two Wheeler Service Assistant	ASC/Q1423	3	390
Two Wheeler Service Technician	ASC/Q1411	4	480
Electric Vehicle Service Assistant (Two Wheeler)	ASC/Q1435	3	390
Electric Vehicle Service technician (Two Wheeler)	ASC/Q1429	4	480
Automotive Sales Consultant	ASC/Q1005	4	510
Automotive Service Advisor	ASC/Q1426	5	570
Automotive Telecaller	ASC/Q1105	4	390
Automotive Showroom Host	ASC/Q1103	3	330

#### • Tentative Calendar of Events:

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

S. No.	Milestone	Date
1	Release of Invitation of Request for Proposal (RFP)	20/11/2024
2	Last date for submission of written questions by the prospective Developers	22/11/2024
3	Clarifications issued by ASDC for the questions raised by prospective Training Partner selection (to be published on ASDC Website)	24/11/2024
4	Last date for submission of RFP	28/11/2024
5	Evaluation of RFPs and finalization of Training Partner	09/12/2024

Note:-

i. If any of the cut-off date identified above happens to be holiday, the next working day shall be implied.

#### **ADMINISTRITATIVE DETAILS**

#### 1. Confidentiality

All information contained in this RFP is confidential and intended solely for the recipient's use. Disclosure of any information from this document or related discussions is prohibited

#### 2. RFP procedure

While every effort has been made to ensure the completeness of this Request for Proposal (RFP) document, the Training Partner is responsible for verifying that the document meets all requirements. Any discrepancies should be reported immediately to the contact person listed below. If no discrepancies are reported by the query submission deadline, it will be assumed that the RFP document is complete and final in all respects

Contact Details For questions regarding this RFP, please contact

Mr Arun Lawaniya Automotive Skills Development Council, E-113, GF, Okhla Phase 3,

New Delhi 110001 M: 8826215368

Email: lawaniyaarun@asdc.org.in

## 3. Critical Information-

This Request for Proposal (RFP) is neither an agreement nor an offer by ASDC to the prospective training partner or any other person. The RFP contains the details regarding scope, eligibility, evaluation methodology, timelines, terms & conditions and other relevant details.

Training partner are advised to study the RFP document carefully before submitting their proposals. Submission of a proposal shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

#### 4. Contents of solicitation documents -

Proposals must offer services for the requirements as stated in the RFP. Proposals lacking the required details will be rejected. The Training partner is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Agency's risk and may affect the evaluation of the Proposal.

#### GENERAL OVERVIEW OF GUIDELINES FOR THE APPLICANTS

#### **TABLE 1**

	The proposal has to be submitted in the following manner-
1. Submission of	a. First, the proposal has to be submitted through email lawaniyaarun@asdc.org.in
Proposal	b. After submission through email, a hard copy of the proposal and other relevant documents have to be submitted to the ASDC office, Address: E-113, GF, Okhla Phase 3, New Delhi 110001
	The selected Training Partners will be responsible for:
	Training centre Infrastructure, Lab and classroom readiness as per ASDC standard list
	<ul> <li>Counselling &amp; Mobilization of Female candidates for the training program.</li> </ul>
2. Scope of Work	<ul> <li>Providing Classroom Training, Hands-on training and practical experience and OJT in industry/dealership.</li> </ul>
	Providing food/refreshment during training     Trainer medilization and partitionation
	<ul> <li>Trainer mobilization and certification</li> <li>Offering placement 80% assistance to trainees in automobile industry only.</li> </ul>
	<ul> <li>Monitoring, reporting the progress and outcomes of the training programs.</li> </ul>

3.	Eligibility Criteria	<ul> <li>Weekly and monthly reporting on all parameters of program execution along with narrative and comprehensive reports.</li> <li>Placement of the candidates within 3 months of completion of training and 3 months placement monitoring</li> <li>Interested training partners must meet the following criteria:         <ul> <li>A minimum of 3 years of experience in providing vocational training.</li> <li>Proven track record of successful skill development projects.</li> <li>Adequate infrastructure and resources to conduct training programs.</li> <li>Affiliated training centre. If not, apply for affiliation post allocation of target</li> <li>Ability to scale operations across multiple locations in India.</li> <li>Lol on Industry letter head for placement and OJT</li> </ul> </li> </ul>	
4.	Proposal Submission Guidelines	Training partners are required to submit a detailed proposal that includes the following: <ul> <li>Executive summary of the organization.</li> <li>Detailed description of the proposed training programs.</li> <li>Previous experience and success stories in similar projects.</li> <li>Infrastructure and resources available for training.</li> <li>Placement assistance strategy.</li> <li>Mobilization, Counselling, Monitoring and evaluation plan.</li> </ul>	
5.	Evaluation Criteria	Proposals will be evaluated based on the following criteria:  Relevance and comprehensiveness of the training program.  Organizational experience and expertise.  Quality, qualifications of trainers and Number of certified trainers availability.  Infrastructure and training resources.  Trained candidates in last 3 years in CSR scheme  Trained candidates in last 3 years in Govt. scheme  Placement last 3 years separately for CSR and Govt. scheme  Cost-effectiveness of the proposal.  Monitoring and evaluation mechanisms.	
6.	Submission Deadline	All proposals must be submitted by 28/11/2024	
7.	Supporting Documents	Audited financial statements for the last three years.	

<sup>\*</sup>Note- Please refer to the detailed description of the above-mentioned points from the next page onwards.

#### 1. Submission of Proposal-

#### a. Online Submission-

To streamline the submission process, all proposals must first be submitted online via the Automotive Skills Development Council (ASDC) website. Please follow the steps below to find the relevant tab and submit your documents:

#### b. Hard Copy Submission-

After completing the online submission, a hard copy of the proposal and other relevant documents must be sent to the ASDC office. Please ensure that the hard copy is an exact replica of the online submission. The address for submission is:

Automotive Skills Development Council (ASDC)

Address: E-113, GF, Okhla Phase 3, New Delhi 110001

When sending the hard copy, please include a cover letter indicating that this submission is for "Project Saksham - Training Partner RFP" and ensure that all documents are properly labelled and packaged to prevent any damage during transit.

#### Important:

- Both the online and hard copy submissions are mandatory. Failure to submit either may result in disqualification of the proposal.
- Ensure that the hard copy reaches the ASDC office within 7 days of the online submission deadline.

#### 2. Scope of Work-

The selected Training Partners for Project Saksham will be entrusted with a range of responsibilities to ensure the successful implementation of the skill development initiative. These responsibilities include:

#### **Counselling & Mobilization of Candidates:**

- Prior to initiation of training, ground-level mobilization must be done by the private partner at their own cost in areas where the project will be implemented.
- Mobilization should be accompanied by counselling wherein the training partners are
  expected to provide candidates all possible information on the nature of work in the
  sector/trade, availability of jobs, potential pay and entitlements, growth prospects and
  risks involved, to help candidates and their families make informed choices.
- Conduct awareness campaigns and outreach activities to attract suitable candidates.
- Registration of trainees must be linked to their Aadhaar identity.

#### **Training Delivery-**

- Selected Training Partners will not be allowed to provide training through a franchisee centre. Partner must conduct training at their own centre or submit rent/lease arrangement with centre. No part of training centre or training shall be sub-let to any agency/individual in any form.
- Ensure that trainees receive hands-on experience through practical exercises, workshops and OJT. Utilize industry-standard equipment and tools to facilitate high-quality training.
- On the Job Training (OJT) Provision-
  - (i) On the Job Training would be an integral part of skill trainings in Skill Development Centres. ASDC would like to associate the partners who has an agreement with industry for OJT. Such agreement must be duly executed between them on a stamp paper and should not be a mere offer letter/intent letter etc. by whatever name called.
  - (ii) OJT should be conducted in Industry Premises.

#### Offering Placement Assistance and Support:

- Provide robust placement support to trainees upon completion of the training program.
- Establish partnerships with local businesses, industries, and employment agencies to facilitate job placements.
- Assist trainees in preparing resumes, conducting job searches, and attending interviews.
- Post Placement Tracking and Support-
  - (i) To ensure sustained benefits from training, the training partner are required to track and report successfully placed candidates for a period of 6 months. The formats and periodicity of reporting shall be as per ASDC norms.
  - (ii) For candidates provided with wage employment in any industry, information like appointment letter, remuneration, etc. must be maintained and submitted to ASDC.
  - (iii) Contact details of successful trainees should be passed on to ASDC for sample checking.

#### **Monitoring and Reporting Progress and Outcomes:**

- Implement a systematic approach to monitor and evaluate the progress of trainees throughout the program.
- Maintain detailed records of attendance, assessments, and performance metrics.
- Submit regular reports on the training outcomes, including success stories, placement rates and feedback from trainees and employers.
- Under the project, all records including but not limited to those pertaining to attendance, class progress, assessment, certification, and training outcomes, it must be maintained by the training partner for at-least 2 years.

**Note:** All the above Terms and Scope of work will be subject to ASDC Process and Cost Norms, as amended time to time and exceptions, wherever required, will be permitted, at the sole discretion and decision of CEO, ASDC.

#### 3. Eligibility Criteria-

#### Minimum of 3 Years of Experience in Providing Vocational Training:

- Training partners should have at least three years of experience in delivering vocational training programs.
- Provide evidence of past projects, including details of the programs conducted, number of trainees, and outcomes achieved (e.g., job placements, certifications, etc.).
- Highlight any recognitions, awards, or certifications received for excellence in vocational training.

#### **Adequate Infrastructure and Resources to Conduct Training Programs:**

- Mention the locations where the training will be conducted and the capacity of each training center.
- Training partners must have the necessary infrastructure to support the delivery of highquality training. This includes well-equipped training centers, access to industrystandard tools and equipment, and a conducive learning environment.
- Adequate resources such as qualified trainers, administrative support and training materials must be available to ensure the smooth operation of the training programs.

Meeting these eligibility criteria is essential to ensure that the selected training partners have the capability and expertise to deliver effective and impactful skill development programs under Project Saksham.

#### 4. Proposal Submission Guidelines-

Please refer to following the points along with the one's mentioned in table no. 1-

#### a. Placement Assistance Strategy:

Describe your approach to providing placement assistance to trainees post-training. Explain how you will connect trainees with potential employers and job opportunities. Include any partnerships or collaborations with industries, businesses, or employment agencies.

#### b. Monitoring and Evaluation Plan:

Outline your strategy for monitoring the progress of trainees throughout the program. Explain how you will collect and report data on training outcomes and trainee performance.

#### c. Budget and Cost Proposal:

Provide a comprehensive budget that outlines the costs associated with delivering the training programs. Include a breakdown of expenses such as training materials, instructor fees, infrastructure costs, and any other relevant expenditures. Justify the proposed costs and demonstrate how they align with the goals and scope of Project Saksham.

#### 5. Evaluation Criteria-

Along with the points mentioned in Table 1, the proposals will be evaluated on the basis of the following criteria-

S.No.	Particulars	Marks (Out of 100)
1.	Candidate trained in last 3 years	10 Marks
Α	5000 to 4000 candidates in last 3 years	10
В	3900 to 3000 candidates in last 3 years	7
С	2900 to 2000 candidates in last 3 years	5
D	Below 2000 candidates in last 3 years	0
2.	Placed candidates in last 3 years	20 Marks
Α	3000-2500 candidates placed in last 3 years	20
В	2400-2000 candidates placed in last 3 years	15
С	1900-1000 candidates placed in last 3 years	10
D	Below 1000 candidates placed in last 3 years	0
3.	Industry connects for Placement	20 Marks
Α	10 – 8 Industry connects for Placement	20
В	7-6 Industry connects for Placement	15
С	5-4 Industry connects for Placement	10
D	Below 3 Industry connects for Placement	0
4.	Last 3 years turnover	10 Marks
Α	5-4 crore turnover in last 3 years	10
В	3-2 crore turnover in last 3 years	7
С	2-1 crore turnover in last 3 years	5
D	Below 1 crore turnover in last 3 years	0
5.	Number of Training centres across India	10 Marks
Α	More than 15 training centres across India	10
В	15 to 10 training centres across India	7
С	9 to 5 training centres across India	5
D	4 to 1 training centres across India	2
6.	Industry Project executed in last 3 years	10 Marks
Α	More than 5	10
В	5-4	7
С	3-2	5
D	Below 1	0
7.	Government Projects executed in the last 3 years	10 Marks
Α	More than 5	10
В	5-4	7
С	3-2	5
D	Below 1	0

S.No.	Particulars	Marks (Out of 100)
8.	Certified trainers in relevant job role across PAN India	10 Marks
Α	More Than 20 certified trainers across India	10
В	15 to 20 certified trainers across India	7
С	5 to 15 certified trainers across India	5
D	Below 5 certified trainers across India	2

#### 9. Submission Deadline-

 All proposals must be submitted by 28<sup>th</sup> November 2024 at 6PM to the following address:

Address: Address: E-113, GF, Okhla Phase 3, New Delhi 110001

- The soft copy of the proposal, in PDF format only, is to be mailed to the following E-mail address.-
  - Email ID- <u>lawaniyaarun@asdc.org.in</u>
- ASDC will not consider any proposal received after the mentioned due date.

#### **IMPORTANT NOTE-**

All the applicant training agencies have to submit their proposal in a PDF format along with the attached annexures. The proposals must contain all the information as clearly describe all the parameters as mentioned in the point no. 1 to point no. 8

## **Documents Required:**

S. No.	Description	Reference
1	Organization details	Annexure – 1
2	Undertaking Letter	Annexure – II
3	Cover Letter	Annexure – III
4	Affidavit on not being blacklisted	Annexure – IV
5	Technical Capability Statement- Govt Projects	Annexure – V
6	Technical Capability Statement- CSR & Donor Project	Annexure – VI
7	Financial Capability Statement	Annexure – VII

#### Annexure - I

#### **ORGANISATION DETAILS:**

S.NO	Details of the organization (Fill all, where applicable)	
1	Name of organization	
2	Nature of the legal status in India	
3	Legal status reference details	
4	Nature of business / work in India	
5	Date of Incorporation / Registration	
6	Date of Commencement of Business / Work	
7	Address of the Registered Office	
8	Permanent Account Number (PAN) & Goods and	
	Services Tax (GST) registration details	
9	Certificate of Registration	
10	Self-Declaration Affidavit by authorized person that	
	the organization has not been blacklisted	
11	URL of functional website	
12	Copy of Organogram	
13	Documentary proof for establishment of a grievance redressal cell and policy of how grievances are resolved	
14	Documentary proof for establishment of a POSH committee for the organization's staff and declaration of such committees being present.	
15	Details of members in sexual harassment committee	
16	Contact Person Name	
17	Email	
18	Number	
11	Other Relevant Information	

<u>Note</u>: Copy of appropriate registration / incorporation certificate along with a copy of PAN card should be appended as a part of this form. Copies of all documents should be appended in the same order as mentioned in the table.

## Annexure - II

## PROPOSER'S UNDERTAKING LETTER (To be on Proposer's letterhead)

To,
Mr. Arindam Lahiri,
CEO, ASDC,
Automotive Skills Development Council,
E-113,
New Delhi
<b>Subjec</b> t- RFP for Affiliation of Training Partners to Automotive Skills Development Council
Dear Sir,
We, the undersigned, as Proposer, having examined the complete RFP document (along with its annexure, forms etc), hereby agree to all the terms and conditions stipulated in the RFP and submit herewith our proposal for the said project and affiliate with ASDC as a Training Partner.
Yours faithfully,
(Authorised Signatory) In the capacity of Duly authorized to sign the proposal for and on behalf of Principal Proposer.

#### Annexure - III

#### < In the letterhead of the Organization >

To,

Chief Executive Officer, ASDC
Automotive Skills Development Council
E-113, Okhla Industrial Estate Phase- III, New Delhi110020

Subject: Proposal for empanelment as Training partner for CSR programme under "Project Saksham"

Dear Sir,

This is in response to the EOI issued by the ASDC, <dated>. <Name of the Partner> is keen to get selected as empanelled partner of ASDC, hereby express interest in being considered for the same.

<Name of the Partner> have examined in detail and have understood the terms and conditions stipulated in the EOI issued by ASDC and in any subsequent communication sent by

The information submitted in our EOI is complete and correct to the best of our knowledge and understanding. <Name of the Partner> would be solely responsible for any errors or omissions in our EOI. <Name of the Partner> acknowledge that ASDC will be relying on the information provided in the EOI and the documents accompanying such EOI for Empanelment of Training partner and <Name of the Partner> certify that all information provided in the application is true and correct; nothing has been omitted which renders such information misleading; and all documents accompanying such EOI are true copies of their respective originals.

<Name of the Partner> acknowledge the right of ASDC to reject our EOI without assigning any reason or otherwise and hereby waive, to the fullest extent permitted by applicable law, our right to challenge the same on any account whatsoever. <Name of the Partner> declare that <Name of the Partner> satisfy all legal requirements and meet all the eligibility criteria laid down in the EOI.

<Name of the Partner> understand that any work sanctioned in pursuance to the bidding process detailed in this EOI shall be on the terms and conditions specified in the Letter of Award / Work Order / Agreement pertaining to such work, which shall be thoroughly reviewed <Name of the Partner> and accepted by us before undertaking such work.

<Name of the Partner> have not directly or indirectly or through an agent engaged or indulged in any corrupt practice, fraudulent practice, coercive practice, undesirable practice or restrictive practice.

For and on behalf of:
Signature:
Name:
Designation:
Note: The Covering Letter is to be submitted by Authorized Signatory on the organisation'

### Annexure - IV

< On INR 100 non-judiciary stamp paper only, due notarized>

(Affidavit on non-judicial stamp paper by Authorized Signatory of the Bidder / Applicant with his/her signature and company seal)

### **AFFIDAVIT**

I/< Training Partner/ Applicant>, on behalf of
with its registered office at
For and on behalf of: Signature: Name: Designation: Date
(Company Seal) (Authorized Signatory)

#### Annexure – V

# Govt. Projects - Technical Capability Statement <On the letterhead of the organization, duly signed and sealed>

Skill Development Training & Placement in past 3 financial years:

Seal

S. No.	Financial Year	Number of Candidates Trained	Number of Candidates Assessed	Number of Candidates Certified/Pass	Number of Candidates Placed
1.	2021-22				
2.	2022-23				
3.	2023-24				
	Total				

That the <name of the Training Partner/ applicant> has received the second instalment pertaining certification and the same has been recorded in the books of records of the <name of the Training partner/ applicant>

For and on behalf of:
Head of the Organization
Signature
Name
Designation

#### Annexure - VI

# CSR & Donor Projects - Technical Capability Statement <On the letterhead of the organization, duly signed and sealed>

Skill Development Training & Placement in past 3 financial years:

Seal

S. No.	Financial Year	Number of Candidates Trained	Number of Candidates Assessed	Number of Candidates Certified/Pass	Number of Candidates Placed
1.	2021-22				
2.	2022-23				
3.	2023-24				
	Total				

That the <name of the Training Partner/ applicant> has received the second instalment pertaining certification and the same has been recorded in the books of records of the <name of the Training partner/ applicant>

For and on behalf of:
Head of the Organization
Signature
Name
Designation

#### Annexure - VII

## <On the letterhead of Chartered Accountant, duly signed and sealed>

#### **Financial Capability Statement**

(Duly certified by a Chartered Accountant)

On the basis of audited financial statements, I <Name of the Chartered Account> hereby submit that the <Name of Bidder / Applicant>, is having registered office at <Name of the State>, and is registered under <Name of the registering authority> on the <date> bearing the <registration number> has the following annual turnover and net worth in any of three financial years starting from FY 2020-21 to FY 2023-24, as follows:

S. No.	Financial Year	Annual Turnover (INR in Lakhs)	Net worth (INR in Lakhs)
1.	FY 2020-21		
2.	FY 2021-22		
3.	FY 2022-23		
4.	FY 2023-24		
TOTAL			
AVERAGE			

IOIAL	
AVERAGE	
For and on behalf of:	
Chartered Accountant	

Name Designation Seal

Signature

## **Project Cost Bifurcation:**

Training details				Training Partner Cost						
Name of the QP	Code	NSQ F Level	Total Trainin g Hours	Trainin g Cost per hours	Mobilis ation Cost (A)	Training Infrastruc ture usage cost (B)	Refre shme nt Cost (C)	Trainer Cost (D)	Placem ent Cost (E)	Training Cost/ Candidate (A+B+C+D+ E)
Two Wheeler Service Assistant	ASC/Q142 3	3	390							
Two Wheeler Service Technician	ASC/Q141 1	4	480							
Electric Vehicle Service Assistant (Two wheeler)	ASC/Q143 5	3	390							
Electric Vehicle Service technician	ASC/Q142 9	4	480							
Automotive Sales Consultant	ASC/Q100 5	4	510							
Automotive Service Advisor	ASC/Q142 6	5	570							
Automotive Telecaller	ASC/Q110 5	4	390							
Automotive Showroom Host	ASC/Q110 3	3	330							
Sub Total										

Please provide the per-candidate training cost breakdown in the table above