

**Request for Proposal  
for Selection of Agency for  
Knowledge Partner for Investment Promotion &  
Facilitation and Marketing & Branding of Madhya  
Pradesh**



**Instructions, Evaluation, ToR& Formats**

**MP Trade & Investment Facilitation Corporation Limited  
(A Govt. of M.P. Undertaking)**

"CEDMAP BHAWAN" 16-A, Arera Hills Bhopal - 462001, M.P (India)

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# 1. Definitions

- 1.1 "Affiliate (s)" means an individual entity that directly or indirectly controls, is controlled by, or is under common control with the agency/Agencies/firm.
- 1.2 "Applicable Guidelines" means the policies of the State and Government of India governing the selection and Contract award process as set forth in this RFP.
- 1.3 "Applicable Law" means the laws and any other instruments having the force of law in the country.
- 1.4 "Agency" means a legally-established professional firm or an entity that may provide or provides the Services to MP Trade & Investment Facilitation Corporation Ltd. under the Contract. "Contract" means a legally binding written agreement signed between the Client ("hereinafter referred to MP Trade & Investment Facilitation Corporation Ltd.") and the Agency and includes all the attached documents listed in its Clause 1 [the General Conditions of Contract (GCC), the Special Conditions of Contract (SCC), and the Appendices].
- 1.5 "Data Sheet" means an integral part of the Instructions to Agency (ITC) that is used to reflect assignment conditions to supplement, but not to over-write, the provisions of the ITC.
- 1.6 "Day" means a calendar day.
- 1.7 "Experts" means, collectively, Key Experts, Non-Key Experts, or any other personnel of the Agency.
- 1.8 "Government" means the State Government of Madhya Pradesh.
- 1.9 "Key Expert(s)" means an individual professional whose skills, qualifications, knowledge and experience are critical to the performance of the Services under the Contract and whose CV is taken into account in the technical evaluation of the agency's proposal.
- 1.10 "ITA" (this Section of the RFP) means the Instructions to Agency that provides the shortlisted Agency with all information needed to prepare their Proposals.
- 1.11 "Non-Key Expert(s)" means an individual professional provided by the Agency who is assigned to perform the Services or any part thereof under the Contract and whose CVs are not evaluated individually.
- 1.12 "Proposal" means the Technical Proposal and the Financial Proposal of the Agency.
- 1.13 "RFP" means this Request for Proposals prepared by the Client for the selection of Agency.
- 1.14 "Services" means the work to be performed by the agency pursuant to the Contract.
- 1.15 "TORs" (the Section 7 of the RFP) means the Terms of Reference that explain the objectives, scope of work, activities, and tasks to be performed, respective responsibilities of the Client and the Agency, and expected results and deliverables of the assignment.

## **2. Introduction and General Conditions**

### **2.1 Introduction**

- 2.1.1 The client named in the Data Sheet intends to select an Agency, in accordance with the method of selection specified in the Data Sheet.
- 2.1.2 Interested Firms/ Consultants / Agencies involved in the similar activities are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet, for services required for the assignment named in the Data Sheet. The Proposal will be the basis for negotiating and ultimately signing the Contract with the selected Agency.
- 2.1.3 The Agency should familiarize themselves with the local conditions and take them into account in preparing their Proposals, including attending a pre-proposal conference as specified in the Data Sheet. Attending any such pre-proposal conference is optional and is at the Agency's expense.
- 2.1.4 The Client will timely provide, at no cost to the Agency, the inputs, relevant project data, and reports required for the preparation of the Agency's Proposal as specified in the Data Sheet.

### **2.2 Conflict of Interests**

- 2.2.1 The Agency is required to provide professional, objective, and impartial advice, at all times holding the Client's interests paramount, strictly avoiding conflicts with other assignments or its own corporate interests, and acting without any consideration for future work.
- 2.2.2 The Agency has an obligation to disclose to the Client any situation of actual or potential conflict that impacts its capacity to serve the best interest of its Client. Failure to disclose such situations may lead to the disqualification of the Agency or the termination of its Contract and/or sanctions by the MPTRIFAC.
- 2.2.3 Without limitation on the generality of the foregoing, and unless stated otherwise in the Data Sheet, the Agency shall not be hired under the circumstances set forth below:

#### **2.2.3.1 Conflicting Activities**

Conflict between consulting activities and procurement of goods, works or non-consulting services: a firm that has been engaged by the Client to provide goods, works, or non-consulting services for a project, or any of its Affiliates, shall be disqualified from providing consulting services resulting from or directly related to those goods, works, or non-consulting services. Conversely, a firm hired to provide consulting services for the preparation or implementation of a project, or any of its Affiliates, shall be disqualified from subsequently providing goods or works or non-consulting services resulting from or directly related to the consulting services for such preparation and implementation.

#### **2.2.3.2 Conflicting Assignments**

Conflict among consulting assignments: An Agency (including its Experts and Sub-Agency) or any of its Affiliates shall not be hired for any assignment that, by its nature, may be in conflict with another assignment of the Agency for the same or for another Client.

#### **2.2.3.3 Conflicting relationships**

Relationship with the Client's staff: An Agency (including its Experts and Sub-Agency) that has a

close business or family relationship with a professional staff of the Borrower (or of the Client, or of implementing agency, or of a recipient of a part of the MPTRIFAC) who are directly or indirectly involved in any part of (i) the preparation of the Terms of Reference for the assignment, (ii) the selection process for the Contract, or (iii) the supervision of the Contract, may not be awarded a Contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the MPTRIFAC throughout the selection process and the execution of the Contract.

### **2.3 Unfair Competitive Advantage**

Fairness and transparency in the selection process require that the Agency or their Affiliates competing for a specific assignment do not derive a competitive advantage from having provided services related to the assignment in question. Kindly refer the data sheet for the information on assignments. Agency is requested to contact MPTRIFAC office for any kind of clarification related to this RFP.

### **2.4 Corrupt and Fraudulent Services**

The MPTRIFAC requires compliance with its policy in regard to corrupt and fraudulent practices.

### **2.5 Eligibility**

It is the Agency's responsibility to ensure that its Experts, meet the eligibility requirements as established by the MPTRIFAC in the applicable guidelines.

- 2.5.1 Government-owned enterprises or institutions shall be eligible only if they can establish that they (i) are legally and financially autonomous, (ii) operate under commercial law, and (iii) that they are not dependent agencies of the Client.

To establish eligibility, the government-owned enterprise or institution should provide all relevant documents (including its charter) sufficient to demonstrate that it is a legal entity separate from the government; it does not currently receive any substantial subsidies or budget support; it is not obligated to pass on its surplus to the government; it can acquire rights and liabilities, borrow fund, and can be liable for repayment of debts and be declared bankrupt; and it is not competing for a contract to be awarded by the government department or agency which, under the applicable laws or regulations, is its reporting or supervisory authority or has the ability to exercise influence or control over it.

- 2.5.1.1 Government officials and civil servants of the country are not eligible to be included as Experts in the Agency's Proposal unless such engagement does not conflict with any employment or other laws, regulations, or policies, and they

- 2.5.1.2 Are on leave of absence without pay, or have resigned or (in case of resignation or retirement, for a period of at least 6 (six) months, or the period established by statutory provisions applying to civil servants or government employees in the Borrower's country, whichever is longer. Experts who are employed by the government-owned universities, educational or research institutions are not eligible unless they have been full time employees of their institutions for a year or more prior to being included in Agency's proposal; and

- 2.5.1.3 Their hiring would not create a conflict of interest.

### **3. Preparation of Proposals**

#### **3.1 General Considerations**

In preparing the Proposal, the Agency is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposal.

#### **3.2 Cost of Preparing Proposals**

The Agency shall bear all costs associated with the preparation and submission of its Proposal, and the Client shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The Client is not bound to accept any proposal, and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability to the Agency.

#### **3.3 Language**

The Proposal, as well as all correspondence and documents relating to the Proposal exchanged between the Agency and the Client, shall be written in the language(s) specified in the Data Sheet.

#### **3.4 Documents Comprising Proposals**

3.4.1 The Proposal shall comprise the documents and forms listed in the Data Sheet.

3.4.2 If specified in the Data Sheet, the Agency shall include a statement of an undertaking of the Agency to observe, in competing for and executing a contract, laws against fraud and corruption (including bribery).

#### **3.5 One Proposal Only**

The Agency shall submit only one Proposal. If an Agency, including any member firm, submits or participates in more than one proposal, all such proposals shall be disqualified and rejected.

#### **3.6 Proposal Validity**

3.6.1 The Data Sheet indicates the period during which the Agency's Proposal must remain valid after the Proposal submission deadline.

3.6.2 During this period, the Agency shall maintain its original Proposal without any change, including the availability of the Key Experts, the proposed rates and the total price.

3.6.3 If it is established that any Key Expert nominated in the Agency's Proposal was not available at the time of Proposal submission or was included in the Proposal without his/her confirmation, such Proposal shall be disqualified and rejected for further evaluation.

##### **3.6.4 Extension of Validity Period**

3.6.4.1 The Client will make its best effort to complete the negotiations within the proposal's validity period. However, should the need arise, the Client may request, by notifying all agencies who submitted Proposals prior to the submission deadline to extend the Proposals' validity. Mode of notifications is specified in the Data Sheet.

3.6.4.2 If the Agency agrees to extend the validity of its Proposal, it shall be done without any change in the original Proposal and with the confirmation of the availability of the Key Experts.

3.6.4.3 The Agency has the right to refuse to extend the validity of its Proposal in which case such Proposal will not be further evaluated.

##### **3.6.5 Substitution of Key Experts at Validity Extension**

If any of the Key Experts become unavailable for the extended validity period, the Agency shall provide a written adequate justification and evidence satisfactory to the Client together with the substitution request. In such case, a replacement Key Expert shall have equal or better qualifications and experience than those of

the originally proposed Key Expert. The technical evaluation score, however, will remain to be based on the evaluation of the CV of the original Key Expert.

### 3.6.6 **Subcontracting/ Subletting/ Outsourcing**

- 3.6.6.1 If the Agency fails to provide a replacement of core/ key resource with equal or better qualifications, or if the provided reasons for the replacement or justification are unacceptable to the Client, such Proposal will be rejected.
- 3.6.6.2 The Agency shall not Sub-Contract/Sub-let/Outsource the whole/ part of the Services mentioned in the ToR.
- 3.6.6.3 Core/ key resources should be on payroll of the Agency.

### 3.7 **Clarification and Amendment of RFP**

- 3.7.1 The Agency may request an online clarification of any part of the RFP during the period and in accordance with the procedure indicated in the Data Sheet before the Proposals' submission deadline. The Client will respond online by uploading the response on the portal (including an explanation of the query but without identifying its source) for information of all shortlisted Agency. Should the Client deem it necessary to amend the RFP as a result of a Clarification, it shall do so following the procedure described below:
  - 3.7.1.1 At any time before the proposal submission deadline, the Client may amend the RFP by issuing an amendment online in accordance with procedure described in Data Sheet. The amendment shall be binding to all agencies.
  - 3.7.1.2 If the amendment is substantial, the Client may extend the proposal submission deadline to give the reasonable time to take an amendment into account in their Proposal
- 3.7.2 The Agency may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline, online, in accordance with the procedure described in the Data Sheet. No modifications to the Technical or Financial Proposal shall be accepted after the deadline.

### 3.8 **Technical Proposal Format and Content**

- 3.8.1 The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.
  - 3.8.1.1 Agency shall not propose alternative Key Experts. Only one CV shall be submitted for each Key Expert position. Failure to comply with this requirement will make the Proposal non-responsive.

### 3.9 **Financial Proposal**

- 3.9.1 The Financial Proposal shall be prepared using the Standard Forms provided in Section 6 of the RFP. It shall list all costs associated with the assignment, including (a) remuneration for Key Experts and Non-Key Experts, (b) reimbursable expenses indicated in the Data Sheet.
- 3.9.2 **Price Adjustment:** For this assignment, a price adjustment provision does not apply. That said, for further extension (over 24 months) of the assignment 10% Contract Value escalation will be applicable.
- 3.9.3 **Taxes:** The agency is responsible for meeting all tax liabilities arising out of the Contract unless stated otherwise in the Data Sheet.
- 3.9.4 **Currency of Proposal:** The Agency should express the price for its Services in the currency as stated in the Data Sheet.
- 3.9.5 **Currency of Payment:** Payment under the contract shall be made in the currency as stated in the Data Sheet.

## **4. Submission, Opening and Evaluation**

### **4.1 Submission of Proposals**

- 4.1.1 The Agency shall submit a digitally signed, encrypted and complete Proposal comprising of the documents and forms in accordance with the Procurement Portal guidelines. The submission can be done electronically through the website and in accordance with the procedures specified in the **Data Sheet**. Proposals submitted by any other means will be rejected.
- 4.1.2 An authorized representative of the agency shall digitally sign the submission letters in the required format for both the Technical Proposal and, if applicable, the Financial Proposal. The authorization shall be in the form of a written power of attorney scanned and uploaded together with the Technical Proposal.
- 4.1.3 Agency should be aware that the electronic procurement system does not allow for any interlineations, erasures, or overwriting. Any modifications or revisions to the Proposal shall be done in accordance with eProcurement portal guidelines.
- 4.1.4 The Proposal or its modifications must be uploaded on the portal no later than the deadline indicated in the Data Sheet, or any extension to this deadline. The electronic system will not accept any Proposal or its modification for uploading after the deadline.
- 4.1.5 Once the Proposal is uploaded on the portal, the system will generate a unique identification number with the stamped submission time. The unique identification number with the time stamp represents an acknowledgement of the Proposal submission. Any other system's functionality requirements are specified in the Data Sheet.

### **4.2 Confidentiality**

- 4.2.1 From the time the proposals are opened to the time the Contract is awarded, the Agency should not contact the Client on any matter related to its Technical and/or Financial Proposal. Information relating to the evaluation of Proposals and award recommendations shall not be disclosed to any agency who submitted the Proposals or to any other party not officially concerned with the process, until the publication of the Contract award information.
- 4.2.2 Any attempt by Agency's personnel or anyone on behalf of the Agency to influence improperly the Client in the evaluation of the Proposals or Contract award decisions may result in the rejection of its Proposal, and may be subject to the application of prevailing MPTRIFAC's sanctions procedures.
- 4.2.3 Notwithstanding the above provisions, from the time of the Proposals' opening to the time of Contract award publication, if an Agency wishes to contact the Client or the MPTRIFAC on any matter related to the selection process, it should do so only in writing.

### **4.3 Online Opening of Proposals**

- 4.3.1 The Client's evaluation committee shall conduct the opening of the Technical Proposals online immediately after the Proposals' submission deadline and following the procedure described in the Data Sheet. The folder with the Financial Proposal shall remain unopened, encrypted and shall be securely stored on the portal.
- 4.3.2 At the opening of the Technical Proposals the following shall be read out and recorded online simultaneously: (i) the Agency's name, whose proposal has been received.

### **4.4 Proposals Evaluations**

- 4.4.1 The Agency is not permitted to alter or modify its Proposal in any way after the proposal submission deadline. While evaluating the Proposals, the Client will conduct the evaluation solely on the basis of the submitted Technical and Financial Proposals.
- 4.4.2 The Client's evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of Reference and the RFP, applying the evaluation criteria, sub-criteria, and point system specified in the Data Sheet.



4.4.3 Each responsive Proposal will be given a technical score. A Proposal shall be rejected at this stage if it does not respond to important aspects of the RFP or if it fails to achieve the minimum technical score indicated in the Data Sheet.

#### **4.5 Online Opening of Financial Proposals (For QCBS)**

4.5.1 After the technical evaluation is completed, the Client shall notify those Agencies whose Proposals were considered non-responsive to the RFP and TOR or did not meet the minimum qualifying technical score by sending a notification through the means indicated in the Data Sheet. The notification shall also include information relating to the Agency's overall technical score, as well as scores obtained for each criterion and sub-criterion. Financial Proposals of those Agencies whose Technical Proposals did not meet the minimum qualifying score shall not be opened. In such case, a notification to that effect will be sent to the Agency. The Client shall simultaneously notify those Agency that have achieved the minimum overall technical score and inform them of the date, time and, if indicated in the Data Sheet, location for online opening of the Financial Proposals. The Agency's attendance at the opening of the Financial Proposals (online, or in person, if such option is indicated in the Data Sheet) is optional and is at the Agency's choice. If the Data Sheet provides an option of attending in person, the opening date shall allow the Agencies sufficient time to make arrangements for attending the opening.

4.5.2 The Financial Proposals shall be opened online by the Client's evaluation committee as described in the Data Sheet. At the opening, the names of the Agencies, and the overall technical scores, including the break-down by criterion, shall be read aloud first and recorded online simultaneously. The Financial Proposals shall be then opened, the total prices read aloud and recorded online simultaneously. The records of the opening shall remain on the portal for the information of the Agencies who submitted Proposals and the MPTRIFAC, unless the Data Sheet provides for other means of sending notifications and the results of the financial opening.

#### **4.6 Corrections of Errors**

4.6.1 Activities and items described in the Technical Proposal but not priced in the Financial Proposal, shall be assumed to be included in the prices of other activities or items, and no corrections are made to the Financial Proposal.

##### **4.6.1.1 Lump-sum Contracts**

The Agency is deemed to have included all prices in the Financial Proposal, so neither arithmetical corrections nor price adjustments shall be made. The total price, net of taxes understood as per Clause ITA 25 below, specified in the Financial Proposal shall be considered as the offered price.

#### **4.7 Taxes**

The Client's evaluation of the Agency's Financial Proposal shall exclude taxes and duties in the country in accordance with the instructions in the Data Sheet.

#### **4.8 Conversion to Single Currency**

4.8.1 For the evaluation purposes, prices shall be converted to a single currency using the selling rates of exchange, source and date indicated in the Data Sheet.

4.8.2 Combined Quality and Cost Evaluation

4.8.2.1 **Quality and Cost based Selection (QCBS):** The total score is calculated by weighing the technical and financial scores and adding them as per the formula and instructions in the Data Sheet. The Agency achieving the highest combined technical and financial score will be invited for negotiations

#### **4.9 Award of Contract**

4.9.1 After completing the negotiations, if applicable; client and selected agency shall sign the Contract. The Agency is expected to commence the assignment on the date and at the location specified in the Data Sheet.

## 5. Data Sheet

1.	<b>Name of the client:</b> MP Trade & Investment Facilitation Corporation Limited <b>Method of selection:</b> Quality & Cost Based Selection																			
2.	<b>Financial proposal to be submitted together with Technical Proposal:</b> Yes <b>Name of the assignment:</b> Knowledge Partner for Investment Promotion & Facilitation and Marketing & Branding of Madhya Pradesh																			
3.	<b>Start date for Purchase of RFP:</b> 10 <sup>th</sup> May 2018 at 12.00 Hours																			
4.	<p><b>A pre-proposal conference will be held:</b> Yes</p> <p><b>Date of pre-proposal conference:</b> 18<sup>th</sup> May 2018 Time: 15:00 Hours Address: Conference Room, Second Floor, MP Trade &amp; Investment Facilitation Corporation Limited (A Govt. of M.P. Undertaking) "CEDMAP BHAWAN" 16-A, Arera Hills Bhopal - 462001, M.P (India) Tel.: +91-755-2575618, 2571830 <a href="http://www.invest.mp.gov.in/">http://www.invest.mp.gov.in/</a> Contact person: Managing Director MPTRIFAC Telephone: 0755-2575618, 2571830</p>																			
5.	<p>1. Agencies are requested to visit the following URL for more information. <a href="http://www.invest.mp.gov.in/">http://www.invest.mp.gov.in/</a></p> <p>2. Details of project can be found in the ToR.</p> <p>3. Agencies are requested to contact MPTRIFAC office for any kind of clarification, information on the project.</p>																			
6.	<p>This RFP has been issued in the English language. Proposals shall be submitted in English language. All correspondence exchange shall be in English language.</p>																			
7.	Statement of Undertaking is required: Yes; as per the covering letter of Technical Proposal																			
8.	Participation of Sub-Agency, Key Experts and Non-Key Experts in more than one Proposal is permissible: No																			
9.	<p>Important Dates :</p> <table border="1"> <thead> <tr> <th>S.No</th> <th>Activity</th> <th>Date/Time</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Last date for Purchase of RFP</td> <td>11<sup>th</sup> June 2018; 14:30 Hours</td> </tr> <tr> <td>2.</td> <td>Last date of submission of Proposal</td> <td>11<sup>th</sup> June 2018; 15:00 Hours</td> </tr> <tr> <td>3.</td> <td>Date of opening of Pre-Qualification Bid</td> <td>11<sup>th</sup> June 2018; 15:00 Hours</td> </tr> <tr> <td>4.</td> <td>Date of opening of Technical Bid<sub>1</sub></td> <td>15<sup>th</sup> June 2018; 15:00 Hours</td> </tr> <tr> <td>5.</td> <td>Date of opening of Financial Bid</td> <td>20<sup>th</sup> June 2018; 15:00 Hours</td> </tr> </tbody> </table>		S.No	Activity	Date/Time	1.	Last date for Purchase of RFP	11 <sup>th</sup> June 2018; 14:30 Hours	2.	Last date of submission of Proposal	11 <sup>th</sup> June 2018; 15:00 Hours	3.	Date of opening of Pre-Qualification Bid	11 <sup>th</sup> June 2018; 15:00 Hours	4.	Date of opening of Technical Bid <sub>1</sub>	15 <sup>th</sup> June 2018; 15:00 Hours	5.	Date of opening of Financial Bid	20 <sup>th</sup> June 2018; 15:00 Hours
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	6.	Expected date of Signing of Contract	6 <sup>th</sup> July 2018									
10.	Proposals must remain valid for 120 calendar days after the proposal submission deadline (i.e., until: 9 <sup>th</sup> October, 2018).											
11.	<p>In case client feels that the proposal validity should be extended in order to get formal approval and go-ahead. Client will send a confirmation mail to all Agencies.</p> <p>All Agencies may send their consent via email to extend the validity of proposal for another 90 days.</p>											
12.	<p>Clarifications may be requested no later than 10 days prior to the submission deadline.</p> <p>All requests for clarifications shall be made via email (facilitation@mptrifac.org), as per the format below and in excel file only.</p> <table border="1" data-bbox="315 655 1154 810"> <thead> <tr> <th>S #</th> <th>RFP Ref/Page No</th> <th>RFP Clause</th> <th>Clarification Sought/Query</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>				S #	RFP Ref/Page No	RFP Clause	Clarification Sought/Query				
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13.	Online submission of proposals are as per the process defined in <a href="https://www.mpeproc.gov.in">https://www.mpeproc.gov.in</a> .											
14.	<b>Project Duration:</b> 24 months from the date of signing of contract with a provision for further extension of 24 months with 10% Contract Value escalation.											
15.	<b>Method of Selection:</b> QCBS – 80:20											
16.	Submission of the Pre-Qualification Proposal, Technical Proposal and Financial Proposal in a wrong format may lead to the Proposal being deemed non-responsive to the RFP requirements.											
17.	<ul style="list-style-type: none"> <li>Agencies shall submit their Proposals electronically on the portal: <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a></li> <li>For participation in e-tendering, it is mandatory for prospective Agency to get registered on website <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a>. Therefore, it is advised to all prospective agencies to get registration by making on line registration fees payment at the earliest.</li> <li>Tender documents can be downloaded from website <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a> and <a href="http://www.invest.mp.gov.in">http://www.invest.mp.gov.in</a>. However, a tender documents fee of Rs10,000/- (Rs Ten Thousand only) + processing fee (Rs 250 + GST; non-refundable) is to be paid through DD (in the name of 'Madhya Pradesh Trade and Investment Corporation Ltd.')</li> <li>at the time of bid submission. Without tender document fee bid will not be accepted.</li> <li>Service and gateway charges (including taxes) shall be borne by the Agency.</li> </ul>											
18.	<p><b>EMD</b></p> <ul style="list-style-type: none"> <li>Agency shall submit an EMD of Rs, 10 Lakh online through the eProcurement portal (website <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a>).</li> <li>The bid will be disqualified if the EMD is not submitted within the stipulated timeline. Unsuccessful Agency's EMD will be released as promptly as possible, but not later than 90 days after the award of the contract to the successful Agency.</li> <li>The EMD may be forfeited in following cases – If an Agency withdraws its bid or</li> </ul>											

	<p>increases its quoted prices during the period of bid validity or its extended period, if any; or In the case of a successful Agency, if it fails within the specified time limit to sign the Agreement.</p>
<p>19.</p>	<p><b>Performance Bank Guarantee</b></p> <ul style="list-style-type: none"> <li>• The Agency shall at its own expense, deposit with MPTRIFAC, within Thirty (30) working days of the; date of notice of award (LOI) or prior to signing of the contract, whichever is earlier, an unconditional and irrevocable Performance Bank Guarantee (PBG) from a Scheduled/ nationalized Bank of a value equivalent to 10% of the Contract Value, acceptable to MPTRIFAC, for the due performance and fulfilment of the contract by the successful Agency.</li> <li>• Performance Guarantee should be valid up to 3 Months beyond the contract period.</li> <li>• Performance Guarantee may be forfeited by the MPTRIFAC, if the Successful agency fails to perform within the period(s) specified in the Contract, or within any extension thereof granted by the MPTRIFAC pursuant to conditions of contract clause or if the Successful Agency fails to perform any other obligation(s) under the Contract.</li> <li>• Except as provided above, a delay by the successful Agency in the performance of its delivery obligations shall render the successful Agency liable to the imposition of liquidated damages pursuant to conditions of Contract. The Agency shall indemnify MPTRIFAC in case any of the resources deployed by them damages the equipment, assets etc. owned by Government of Madhya Pradesh. Further, without prejudice to its other remedies under the Contract, the contract can be terminated by MPTRIFAC and the Performance Bank Guarantee can be forfeited.</li> </ul>

20.	<p>The Proposals must be submitted online no later than:</p> <p>Date: 11<sup>th</sup> June, 2018</p> <p>Time: 15.00 Hours India Standard Time (i.e. 3.00 PM)</p>				
21.	<p>For participation in e-tendering, it is mandatory for prospective bidders to get registration on website <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a>. Therefore, it is advised to all prospective bidders to get registration by making on line registration fees payment at the earliest.</p> <ul style="list-style-type: none"> <li>• Tender documents can be purchased only online and downloaded from website <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a> by making online payment for the tender documents fee.</li> <li>• Service and gateway charges shall be borne by the bidders.</li> <li>• Since the bidders are required to sign their bids online using class – III Digital Signature Certificate, they are advised to obtain the same at the earliest.</li> <li>• For further information regarding issue of Digital Signature Certificate, the bidders are requested to visit website <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a>. Please note that it may take up to 7 to 10 working days for issue of Digital Signature Certificate. Department will not be responsible for delay in issue of Digital Signature Certificate.</li> <li>• If bidder is going first time for e-tendering, then it is obligatory on the part of bidder to fulfil all formalities such as registration, obtaining Digital Signature Certificate etc. well in advance.</li> <li>• Bidders are requested to visit our e-tendering website regularly for any clarification and / or due date extension.</li> <li>• Bidder must positively complete online e-tendering procedure at <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a></li> <li>• Department shall not be responsible in any way for delay /difficulties /inaccessibility of the downloading facility from the website for any reason whatever.</li> <li>• For any type of clarification bidders can visit <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a> and connect with Help Desk at contract no. 18002588684 and e-mail id: <a href="mailto:eproc_helpdesk@mpsdc.gov.in">eproc_helpdesk@mpsdc.gov.in</a>. Support timings are from Monday to Saturday from 10:00 AM to 7:00 PM.</li> <li>• Interested bidders may attend the free training programme in Bhopal at their own cost. For further query please contact help desk.</li> <li>• The bidder whosoever is submitting the tender by his Digital Signature Certificate shall invariably upload the scanned copy of the authority letter as well as submit the copy of same in physical form with the offer of particular tender.</li> </ul>				
22.	<p>Agencies are requested to upload the relevant documents in the space provided at MP eProcurement Portal.</p> <ol style="list-style-type: none"> <li>1. Pre-qualification Proposal.</li> <li>2. Technical Proposal.</li> <li>3. Financial Proposal.</li> </ol> <table border="1" data-bbox="284 1885 1433 2047"> <tr> <td data-bbox="284 1885 963 1927">Pre-Qualification Criteria</td> <td data-bbox="963 1885 1433 1927">Documents to be submitted</td> </tr> <tr> <td data-bbox="284 1927 963 2047">For the purpose of this RFP document, a Business Entity shall mean a company registered in India under the Companies Act, 2013 or a partnership firm registered</td> <td data-bbox="963 1927 1433 2047">Certificate of Incorporation, Memorandum, Articles of Associations, Registration with</td> </tr> </table>	Pre-Qualification Criteria	Documents to be submitted	For the purpose of this RFP document, a Business Entity shall mean a company registered in India under the Companies Act, 2013 or a partnership firm registered	Certificate of Incorporation, Memorandum, Articles of Associations, Registration with
Pre-Qualification Criteria	Documents to be submitted				
For the purpose of this RFP document, a Business Entity shall mean a company registered in India under the Companies Act, 2013 or a partnership firm registered	Certificate of Incorporation, Memorandum, Articles of Associations, Registration with				

	<p>under the Limited Liability Partnership Act of 2008, and operating for the last 10 years as of March 31, 2018. Please Note: No consortium is allowed.</p>	<p>sales tax/ service tax authorities</p>
<ol style="list-style-type: none"> <li>1. The agency should have positive net worth of more than INR 20 crores for the last three Financial Years (FY 15-16, FY16-17, and FY17-18)</li> <li>2. The agency should have Avg. Annual turnover from Consulting Business in India of more than INR 500 crores for the last three Financial Years (FY 15-16, FY16-17, and FY17-18).</li> <li>3. The agency should have positive PAT (Profit after Tax) during the last 3 financial year (15-16, 16-17 and 17-18).</li> </ol>	<p>Chartered Accountant certificate for Net-worth, Turnover and PAT should be attached. Copy of the audited profit and loss account/ balance sheet/ annual report of last three financial years mentioning required figures</p>	
<p>The agency must have on its payroll at least 50 professionally qualified professionals working in the area of Investment promotion/ Investor handling &amp; facilitation/ MoU Follow up.</p>	<p>Declaration from HR as per Annexure. Certificates from HR for Point (a) as per the Annexure. The copy of relevant certifications to be attached.</p>	
<p>Experience of conducting at least two Global Investment Summits in India in last 3 years as Lead Consultant/ Knowledge Partner involving Investment Promotion Program for a State Government/ Central Government</p>	<p>Letter of Award and Completion Certificate</p>	
<p>The agency shall not be under a declaration of ineligibility for corrupt or fraudulent practices or blacklisted with any of the Government agencies as on the date of submission of bid.</p>	<p>Declaration in this regard by the authorized signatory of the agency should be attached</p>	
<p>There should not be any non-tax pending litigation against the firm, including any of its member firms or associate firms (using the same brand name to carry out business in India) in any courts across India</p>	<p>Declaration in this regard by the authorized signatory of the agency should be attached</p>	
<p>An online opening of the Pre-Qualification, Technical and Financial Proposals will be conducted. The procedure for online opening can be seen at MPTRIFAC Request for Proposal for 'Knowledge Partner for Investment Promotion &amp; Facilitation and Marketing &amp; Branding of Madhya Pradesh' at <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a>. All Agencies have an option to attend the opening of the Pre-Qualification, Technical and Financial Proposals in person. All Proposal opening shall take place online at/ from MPTRIFAC office.</p> <p>Address:- "CEDMAP BHAWAN" 16-A, Arera Hills Bhopal - 462001, M.P. (India)</p>		

	<p>Tel. :+91-755-2575618, 2571830</p> <p>Date: same as the submission deadline : 11<sup>th</sup> June, 2018</p> <p>Time: 15:00 Hours, IST (i.e. 3.00 PM)</p>
23.	<p>Contact Person : Managing Director, MPTRIFAC</p> <p>Address of Communication : Managing Director</p> <p>M. P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC), CEDMAP Bhavan, Arera Hills, Bhopal, Madhya Pradesh – 462011</p> <p>E-Mail ID : <a href="mailto:facilitation@mptrifac.org">facilitation@mptrifac.org</a> and <a href="mailto:md@mptrifac.org">md@mptrifac.org</a></p>
24.	<p>Pre-Qualification (Mandatory) Criteria for compliance :</p> <p>All agencies should comply the following Pre-qualification criteria. Agencies are requested to upload the relevant forms and supporting documents against each criteria. The Agency as well as the proposed solution must possess the requisite experience, strength and capabilities to meet the requirements as described in the Bidding document. Keeping in view the complexity &amp; volume of the work involved, the following criteria are prescribed as pre-qualification criteria for agencies interested in undertaking the project.</p>
25.	<p>a. Technical Proposal for only those Agencies who have been found to be in compliance with the Pre-Qualification Criteria and submitted the EMD would be taken up by the MPTRIFAC for further evaluation. The Agencies who do not meet the pre-qualification criteria will not be taken up for further evaluation.</p> <p>b. Only those Technical Proposal, wherein proposed solution complies with all the mandatory elements of the Functional and Non-Functional specification, shall be considered as responsive. Any agency whose solution fails to meet the mandatory specification shall be termed as non-responsive. The agency needs to provide compliance to all the mandatory requirements as per format of Pre-Qualification, Technical and Financial.</p> <p>c. Agencies are expected to utilize the existing solution developed by MPTRIFAC as part of their proposed solution to the extent possible.</p> <p>d. The Evaluation Committee based on technical evaluation framework mentioned in the table below shall evaluate each proposal and allot technical score as per the Technical criteria.</p> <p>e. MPTRIFAC may invite each agency to make a presentation at a date, time and locations determined by it. The purpose of such presentations and demonstration would be to allow the Agencies to present their proposed solutions, approach, implementation plan, etc. to the MPTRIFAC along with the key points and strengths of their proposals. The MPTRIFAC would also be able to establish the capacity and capability of the solution proposed, previous experience and the verification of claims made in response to SOR by the agency.</p> <p>f. In the technical evaluation, it is mandatory for the agency to score at least 70% of the marks to be qualified to be considered for Financial Evaluation. Those Agencies who fail to attain this minimum score shall be technically disqualified and shall not be considered for further evaluation.</p>



26.

**Evaluation Criteria:**

S. No.	Description (Evaluation Criteria)	Maximum Score / Requirements
A.	Organization`s Experience	30
1.	<p>Experience of conducting flagship investment promotion summits (Global Investment/ Investors Summit) in India in the last 10 years as Lead Consultant/ Knowledge Partner involving Investment Promotion Program State/ Centre.</p> <ol style="list-style-type: none"> <li>1. 0 to 2 Summits: 0 Marks</li> <li>2. 3to 6 Summits: 2 Marks</li> <li>3. 7 to 9 Summits: 5 Marks</li> <li>4. 10 to 12 Summits:7Marks</li> <li>5. 1 mark per Summit in addition to 12 Summits, subjected to ceiling of 10 marks</li> </ol> <p><b>Note:</b> Summits wherein the client was state / central government or department will only be considered. Any Summit done through any association, chamber of commerce, multilateral agency, etc. will not be considered for evaluation</p>	10
2.	<p>Experience of handling projects with duration of minimum 2 years and value of minimum INR 3 crore (exclusive of taxes), in India, in last 10 years, as Lead Consultant/ Knowledge Partner for Central/State Governments or their agencies, or donor agencies involving Investment Life Cycle Management/ Investment Promotion Program Management.</p> <ol style="list-style-type: none"> <li>1. 0 to 2 States: 0 Marks</li> <li>2. 3to 4 States: 2 Marks</li> <li>3. 5States: 4 Marks</li> <li>4. More than 5 states: 2 Marks per State, subjected to ceiling of 8 marks</li> </ol>	8
3.	<p>Ease of Doing Business Experience with the States that are ranked among Top 10 as per DIPP/World Bank Rankings 2016, as below:</p> <ol style="list-style-type: none"> <li>1. One mark for each state up to 4 Marks</li> </ol>	4
5.	<p>Experience of working in Madhya Pradesh on large (Contract Value of minimum INR 3 crores) government consultancy/ advisory projects, in the last five years:</p> <ol style="list-style-type: none"> <li>1. 2 marks for every project; subjected to ceiling of 8 marks</li> </ol>	8
B	Approach Methodology & Technical Presentation	20 (10 for A&M 10 for technical presentation)
C	EXPERIENCE OF ON-SITE TEAM	50

**Evaluation of CVs**

Position	Min. Requirements	Scoring	Maximum Marks
<b>Core/ Key Team</b>			
Project Director – 1 in number	1. MBA/ equivalent management qualification with minimum 14	<b>Experience:</b> a. 8 relevant projects	14 marks

	(FullTime; 10% deployment) 14 Marks	<ul style="list-style-type: none"> <li>years of experience in strategy/consulting /advisory</li> <li>2. Minimum 5 years of experience in Investment Promotion/ EoDB/ Business Reforms with State/Central Governments</li> <li>3. Must have experience of conducting 3 Investment Summits</li> <li>4. Should be on company's roll for a minimum of 5 years at the time of bid submission</li> </ul>	<ul style="list-style-type: none"> <li>(IP/EoDB/ Business reforms) – 8 Marks</li> <li><b>b.</b> 3 Investor Summits – 3 Marks</li> <li><b>c.</b> Experience of working on 3 large scale (Contract Value of minimum 3 crores) Government Projects – 3 Marks</li> </ul>	
	Team Lead – 1 in number (Full time) 10 Marks	<ul style="list-style-type: none"> <li>1. MBA/ equivalent management qualification with minimum 8 years of experience in strategy/consulting /advisory</li> <li>2. Minimum 4 years of experience in Investment Promotion/ EoDB/ Business Reforms with State/ Central Governments</li> <li>3. Should have experience of conducting 2 Investor Summits</li> <li>4. Should be on company's roll for the last 3 years</li> <li>5. Proficiency in Hindi and English</li> </ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>a. 4 relevant projects (IP/EoDB/ Business reforms) – 4 Marks</li> <li>b. Experience of conducting 2 Investor Summits – 4 Marks</li> <li>c. Prior experience of working with Madhya Pradesh Government for a minimum of 1 year – 2 Marks</li> </ul>	10 marks
	Senior Strategic Advisor – 1 in number (Full time) 7 Marks	<ul style="list-style-type: none"> <li>1. MBA/ equivalent management qualification with minimum 8 years of experience in strategy/consulting /advisory</li> <li>2. Should have experience of working with Government/ Funding Organizations/ CEO or Strategy office of Corporates</li> <li>3. Proficiency in Hindi and English</li> </ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>1. Experience of minimum 8 years: 2 Marks</li> <li>2. Experience of working with Government/ Funding Organizations/ CEO or Strategy office of Corporates: 1 Mark for each employer, subjected to ceiling of 3 Marks</li> <li>3. Experience of working on government project: 2 Marks</li> </ul>	7 marks
	Strategic Advisor – 1 in number (Full time) 6 marks	<ul style="list-style-type: none"> <li>1. MBA/ equivalent management qualification with minimum 6 years of experience in strategy/consulting /advisory</li> <li>2. Should have experience of advising Government/ Corporates on strategic projects</li> <li>3. Proficiency in Hindi and English</li> </ul>	<p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>1. Experience of minimum 6 years: 1 Marks</li> <li>2. Experience of advising Government/ Corporates on strategic projects: 1 Mark for each employer, subjected to ceiling of 3 Marks</li> <li>3. Experience of working on government project : 2 marks</li> </ul>	6 marks
	Infrastructure Advisory – 1 in	<ul style="list-style-type: none"> <li>1. Postgraduate in Civil/ Urban Planning/ Infrastructure</li> </ul>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>1. 5 or more relevant</li> </ul>	7 marks

number (Full time) 7 Marks	<ul style="list-style-type: none"> <li>planning, with minimum 10 years of experience in infrastructure related advisory</li> <li>2. Minimum 3 years of experience in Government sector</li> <li>3. Proficiency in Hindi and English</li> </ul>	<ul style="list-style-type: none"> <li>projects in infrastructure advisory: 4 marks</li> <li>2. Over 3 years of experience in government infrastructure related advisory: 3 Marks</li> </ul>	
Policy Advisory – 1 in number (Full time) 6 Marks	<ul style="list-style-type: none"> <li>1. MBA/ equivalent management qualification with minimum 5 years of experience in strategy/consulting /advisory</li> <li>2. Should have experience of business climate reforms/ policy reforms projects/ governance reforms/ institutional capacity building with State Governments / Central Government</li> <li>3. Proficiency in Hindi and English</li> </ul>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>1. 3 or more relevant projects in policy formulation or advocacy: 3 marks</li> <li>2. Over 3 years of experience in business climate reforms/ policy reforms projects/ governance reforms/ institutional capacity building with State Governments / Central Government: 3 Marks</li> </ul>	6 marks
<b>Support Functions (No Marking)</b>			
Lead Generation and Conversion – 2 in number	<ul style="list-style-type: none"> <li>1. MBA or equivalent with minimum 3 years of consulting /advisory experience</li> <li>2. Should have experience of handling investment promotion/ facilitation projects with the State Governments/ Central Government in India</li> <li>3. Proficiency in Hindi and English</li> </ul>		
After Care Cell – 2 in number (Investment MOU/ 'Intention to Invest' Follow-ups)	<ul style="list-style-type: none"> <li>1. MBA or equivalent with minimum 3 years of consulting /advisory experience</li> <li>2. Should have experience of handling investment promotion/ facilitation projects/ project management with the State Governments/ Central Government in India</li> <li>3. Proficiency in Hindi and English</li> </ul>		
Marketing and Branding – 2 in number	<ul style="list-style-type: none"> <li>1. MBA or equivalent in Branding/ Marketing with minimum 3 years of experience in branding/advertising/digital marketing</li> <li>2. Experience of undertaking marketing and branding for government</li> <li>3. Proficiency in Hindi and English</li> </ul>		
"Ease of Doing Business" reforms Implementation – 6 in number	<ul style="list-style-type: none"> <li>1. MBA or equivalent with minimum 3 years of experience in strategy/consulting /advisory</li> <li>2. Proficiency in Hindi and English</li> </ul>		
'Friends of MP' – 1 in number	<ul style="list-style-type: none"> <li>1. MBA or equivalent with minimum 3 years of consulting /advisory experience</li> <li>2. Should have experience of handling investment promotion/ facilitation projects/ project management with the State Governments/ Central Government in India</li> <li>3. Proficiency in Hindi and English</li> </ul>		
<b>Total Marks</b>			<b>50</b>

	<p>Note:</p> <ol style="list-style-type: none"> <li>1. Provided resources should be fungible i.e. can be moved from one function/ work to other, based on client (MPTRIFAC) requirement.</li> <li>2. The invited consultants shall confirm the availability of all the core/ key resources included in the Proposal as a pre-requisite to the negotiations. Failure to confirm the core/ key Personnel's availability may result in the rejection of the Consultant's Proposal and the client proceeding to negotiate the Contract with the next-ranked Consultant</li> <li>3. Notwithstanding the above, the substitution of core/ key resources at the negotiations may be considered if due solely to circumstances outside the reasonable control of and not foreseeable by the Consultant, including but not limited to death or medical incapacity. In such case, the Consultant shall offer a suitable core/ key resource within the period of time specified in the letter of invitation to negotiate the Contract, who shall have equivalent or better qualifications and experience than the Original candidate.</li> <li>4. No resource mentioned under core team would be allowed to be replaced before 1 Year, unless the person has resigned from the firm or met with circumstances outside the reasonable control of the firm including but not limited to death or medical incapacity. In such case, suitable replacement has to be provided within 15 days of his/her resignation or any other reason. In case of any negligence, bidder would be levied penalty of INR 2,50,000 per core/ key resources per month in proportionate to the absence of the resource. Resignation from the deployed team member should be immediately reported to the client (copy of resignation letter should be submitted to the client within 10 days of resignation of the resource)</li> <li>5. Sub-Contracting is not allowed for any of the resources/ position and core/ key resources should be on payroll of the Agency.</li> <li>6. All resources (except Project Director) should be available full time at client location.</li> </ol>
27.	<p><b>Notifications to the Agency will be sent as following:</b></p> <p>(a) Agency whose Proposals were considered non-responsive or did not meet the minimum qualifying technical score (70%) will be informed via email.</p> <p>(b) Agency who have passed the minimum technical score will be invited to the opening of the Financial Proposal via email.</p> <p>Agency can participate in the Financial Proposal opening in person. The address, date and time of opening of Financial Proposal will be send on email.</p>
28.	<p>The online opening procedure shall be as following: The procedure for online opening of Technical Proposals can be seen at <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a></p> <p>The procedure for notifying the Agency on the results of the Financial opening shall be send via email.</p>
29.	<p>For the purpose of the evaluation, the Client will exclude service tax as per prevailing rates, levied on the contract's invoices.</p>

30.	The single currency for all prices expressed is: Indian Rupee (INR)
31.	<p><b>The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100.</b></p> <p><b>The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:</b></p> <p>Sf = 100 x Fm/ F, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the proposal under consideration.</p> <p><b>The weights given to the Technical (T) and Financial (P) Proposals are:</b>  <b>T = 80, and</b>  <b>P = 20</b></p> <p>Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: S = St x T% + Sfx P%.</p>
32.	<p><b>Expected date and address for contract signing:</b></p> <p><b>Date:</b> 6<sup>th</sup> July, 2018</p> <p><b>Address:</b>  MP Trade &amp; Investment Facilitation Corporation Limited  “CEDMAP BHAWAN” 16-A, Arera Hills Bhopal – 462001, M.P.(India)  Tel. :+91-755-2575618, 2571830</p>
33.	<p><b>Procedure for notifying unsuccessful Agency and for publishing the contract award information is as following:</b></p> <p>(a) Following the award, completion of the contract negotiations and contract signing, other Agency will be notified through email.</p> <p><b>(b) Contract award information will be published <a href="http://www.mpeproc.gov.in">www.mpeproc.gov.in</a></b></p>
34.	<p><b>Negotiations shall be done on technical approach and methodology only. No financial negotiation shall be done at the time of negotiation.</b></p>
35.	<p><b>Expected date for the commencement of the Services:</b></p> <p><b>Date:</b> The date of signing of contract 6<sup>th</sup> July, 2018 at: MPTRIFAC Office, Bhopal</p>

## **6. Formats of Pre-Qualification, Technical and Financial Proposal**

### **6.1 Formats for Pre-Qualification Proposal**

#### **6.1.1 Checklist for Pre-qualification proposal**

<b>S.No.</b>	<b>Items</b>	<b>Submitted (Yes/No)</b>	<b>Documentary Proof (Page No.)</b>
1.	Pre-qualification cover letter		
2.	Agency's Particulars		
3.	PoA authorizing the Signatory		
4.	Certificate of Incorporation		
5.	Copy of registration with sales tax / service tax authorities		
6.	Chartered Accountant certificate for Net-worth, Turnover and PAT for last three years		
7.	Copy of the audited profit and loss account / balance sheet/ annual report of last three financial		
8.	Declaration from HR		
9.	Self-Declaration for not being blacklisted by any Government Entity		
10.	Pre-qualification Compliance Sheet		
11.	Form for Statement of No Deviation from the RFP Requirements		

**6.1.2 Format for Pre-qualification Proposal Cover letter(On Agency Letterhead)**

To,

The Managing Director,

M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),

CEDMAP Bhavan, Arera Hills, Bhopal,

Madhya Pradesh – 462011

Date: DD/MM/YYYY

Sub: Letter for Submission of Pre-Qualification Proposal by <<firm name>>

Ref: <<RFP Title>> (Bidding Document No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Sir,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to product and services as required and outlined in the RFP. We attach hereto our responses to pre-qualification criteria.

We confirm that the information contained in these responses or any part thereof, including the exhibits, and other documents and instruments delivered or to be delivered to MPTRIFAC is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the selection process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

We agree for unconditional acceptance of all the terms and conditions set out in the RFP document and also agree to abide by this tender response for a period of 120 days from the date fixed for bid opening. We hereby declare that in case we are chosen as successful agency, we shall submit the PBG in the form prescribed in the RFP. We do hereby undertake, that until a contract is prepared and executed, this bid together with your written acceptance thereof, the Bidding Document and placement of letter of intent awarding the contract, shall constitute a binding contract between us.

We agree that you are not bound to accept any tender response you may receive. We also agree that you reserve the right in absolute sense to reject all or any of the products/ services specified in the tender response with or without assigning any reason whatsoever.

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

**6.1.3 Format for particulars of the Agency:**

Details of the Agency		
A.	Name of the Agency	
B.	Address of the Agency	
C.	Year of Incorporation	
D.	Registration Number & Registration Authority	
E.	Legal Status (Public/Private/ LLP)	
F.	Name & Designation of the Authorized person to whom all references shall be made regarding this Bidding Document	
G.	Telephone No. (with STD Code)	
H.	E-Mail of the Contact person:	
I.	Fax No. (with STD Code)	
K.	Website	
L.	Financial Detail (Organization's turnover of last three financial years)	FY 15-16
		FY 16-17
		FY 17-18
M.	Service Tax Number	
N.	PAN	
O.	EMD	Date
		Amount
		Reference Number

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:



#### 6.1.4 Format for Pre-Qualification Compliance Sheet

S. No.	Items	Submitted (Yes/No)	Documentary Proof (Page No.)
1.	For the purpose of this RFP document, a Business Entity shall mean a company registered in India under the Companies Act, 2013 or a partnership firm registered under the Limited Liability Partnership Act of 2008, and operating for the last 10 years as of March 31, 2018. Please Note: No consortium is allowed.		
2.	The agency should have positive net worth of more than INR 20 crores for the last three Financial Years (FY 15-16, FY16-17, and FY17-18)  The agency should have Avg. Annual turnover from Consulting Business in India of more than INR 500 crores for the last three Financial Years (FY 15-16, FY16-17, and FY17-18).  The agency should have positive PAT (Profit After Tax) during the last 3 financial year (15-16, 16-17 and 17-18).		
3.	The agency must have on its payroll at least 50 professionally qualified professionals working in the area of Investment promotion/ Investor handling & facilitation/ MoU Follow up.		
4.	Experience of conducting at least two Global Investment Summits in India in last 3 years as Lead Consultant/ Knowledge Partner involving Investment Promotion Program for a State Government/ Central Document		
5.	The agency shall not be under a declaration of ineligibility for corrupt or fraudulent practices or blacklisted with any of the Government agencies as on the date of submission of bid.		
6.	There should not be any non-tax pending litigation against the firm, including any of its member firms or associate firms (using the same brand name to carry out business in India) in any courts across India		

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

**6.1.5 Format for Declaration by Agency's HR  
(On Agency Letterhead)**

To,

The Managing Director,  
M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),  
CEDMAP Bhavan, Arera Hills, Bhopal, Madhya Pradesh – 462011

**Date:** DD/MM/YYYY

**Sub:** Details of the staff as part of Pre-Qualification Bid for the Bidding Document

**Ref:**<<RFP Title>> (Bidding Document No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Sir,

We hereby declare that there are more 50 qualified professionals in the area of investment promotion and investor lifecycle management combined, as full-time employee and are on our payrolls. Further, we hereby declare we have sufficient number of resources who are professionally qualified, and are experienced in the field of investment promotion, investor facilitation, ease of doing business, marketing and branding of States as investment destination.

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

**6.1.6 Format for Self-declaration by Agency for not being Blacklisted  
(On Agency Letterhead)**

To,

The Managing Director,  
M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),  
CEDMAP Bhavan, Arera Hills, Bhopal,  
Madhya Pradesh – 462011

**Date:** DD/MM/YYYY

**Sub:** Declaration of no valid ineligibility for corrupt or fraudulent practices or blacklisted with any of the Government agencies in India as on DD/MM/YYYY.

**Ref:** <<RFP Title >>(Bidding Document No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Sir,

In response to the above mentioned RFPI, \_\_\_\_\_, as \_\_\_\_\_ <Designation> \_\_\_\_\_ of M/s \_\_\_\_\_, hereby declare that our Company/Firm \_\_\_\_\_ has not been blacklisted/barred by any Central/State Government or statutory authority or Public Sector Undertaking (PSU) or regulator as on the date of this declaration.

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

**6.1.7 Format for Statement of No Deviation from the Bidding Document  
(On Agency Letterhead)**

To,

The Managing Director,  
M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),  
CEDMAP Bhavan, Arera Hills, Bhopal,  
Madhya Pradesh – 462011

Date: DD/MM/YYYY

Sub: Undertaking of no deviation from RFP terms and condition

Ref:<<RFP Title>>Bidding Document No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Sir,

This is to confirm that the proposal submitted by << Agency name>>, is in complete agreement with the RFP and the corrigendum(s) issued thereof and there is no deviation what so ever.

Date:

Signature of Authorized Representative

Name of Agency:

Full Address:

Telephone No.:

## 6.2 Formats for the Technical Proposal

### 6.2.1 Checklist for Technical Proposal

S.No.	Items	Submitted (Yes/No)	Documentary Proof (Page No.)
1	Technical Cover Letter		
2	Technical Compliance Sheet		
3	Relevant Project Experience – 1. 2. 3. 4.		
4	Proposed Team Structure, Deployment Plan and CVs of key proposed resources		
5	Approach and Methodology		
6	Project Plan		

### 6.2.2 Format for Technical proposal covering letter

To,

The Managing Director,

M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),  
CEDMAP Bhavan, Arera Hills, Bhopal,  
Madhya Pradesh – 462011  
Date: DD/MM/YYYY

Sub: Covering letter for Technical Proposal for referred Bidding Document

Ref :<< RFP Title>> (Bidding Document No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Sir,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to be the Agency and carry out the work as and outlined in the RFP. We  
6. attach hereto the technical response required by the RFP.

We confirm that the information contained in these responses or any part thereof, including the exhibits, and other documents and instruments delivered or to be delivered to MPTRIFAC is true, accurate, verifiable and complete. This response includes all information necessary to ensure that the statements therein do not in whole or in part mislead the department in its short-listing process.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading the selection process, we are liable to be dismissed from the selection process or termination of the contract during the project, if selected to do so.

We agree for unconditional acceptance of all the terms and conditions set out in the RFP document and also agree to abide by this Bidding Document response for a period of 120 days from the date fixed for bid opening.

We hereby declare that in case the contract is awarded to us, we shall submit the contract performance guarantee bond in the form prescribed in the RFP. We agree that you are not bound to accept any Bidding Document response you may receive. We also agree that you reserve the right in absolute sense to reject the solution completely

It is hereby confirmed that I/We are entitled to act on behalf of our company/ corporation/ firm organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Date:

Signature of Authorized Representative:  
Name of Agency:  
Full Address:  
Telephone No.:

†  
or Technical proposal

S. NO.	Description (Evaluation criteria)	Submission status (Yes/No)	Page No.
I	Proposed response should be in compliance with all the Mandatory items		
<b>A</b>	<b>Organization's Experience</b>		
1.	Experience as per of clause 26 of Data Sheet.		
<b>B</b>	<b>Proposed Team Deployment</b>		
1.	<p>Agency's proposed resources for the project shall be considered for evaluation of the proposal:</p> <ol style="list-style-type: none"> <li>1. Project Director – 1 in number</li> <li>2. Team Lead – 1 in number</li> <li>3. Policy Advisory – 1 in number</li> <li>4. Lead Generation and Conversion – 2 in number</li> <li>5. After Care Cell ((Investment MOU/ 'Intention to Invest' Follow-ups) – 2 in number</li> <li>6. Infrastructure Advisory – 1 in number</li> <li>7. Marketing and Branding – 2 in number</li> <li>8. "Ease of Doing Business" reforms Implementation – 6 in number</li> <li>9. Strategic Advisory – 2 in number</li> <li>10. 'Friends of MP' Support – 1 in number</li> </ol>		
<b>C</b>	<b>Proposed Solution</b>		
1.	<p><b>Technical presentation</b>            Technical presentation establishing the understanding of the requirements, approach and methodology, implementation plan, resource planning &amp; deployment, etc. by the Agency            At least one resource from each work module and over 10 resources overall, including the proposed team leader, should be present during the presentation</p>		

#### 6.2.4 Format for Relevant Experience

##### Summary Table for Project Experience

Sl. No.	Name of Project	Year of Project	Page Number
1			
2			
3			
4			
5			

Detailed Project Experience (please provide separate table for each project)

Project Information	
Name of the project	
Client for which the project was executed	
Name and contact details of the client	
Project Details	
Description of the project	
Scope of services	
Start date	
Completion date	
Duration of the project	
Other Relevant Information (if any)	
Supporting Documents enclosed (v):	
Work Order received from Client/ Copy of Contract signed between Implementation Partner and client	
Scope of Work highlighted(Y/N)	
Period of Contract Highlighted(Y/N)	
Other (if any)	

### 6.2.5 Format for List of Resources and Detailed Resume

#### Summary of Resources

Sl. No.	Proposed Position	Name of Resource	Qualification	Total Experience	Relevant Experience
1					
2					
3					
4					
5					



1.	<b>Proposed Profile</b>					
2.	<b>Name of staff:</b>					
3.	<b>Date of birth:</b>					
4.	<b>Nationality:</b>					
5.	<b>Qualification:</b>	<b>S. No.</b>	<b>Degree</b>	<b>Institution</b>	<b>Year</b>	
		1.				
		2.				
6.	<b>Membership of professional associations:</b>					
7.	<b>Certification:</b>					
8	Languages	<b>S. No.</b>	<b>Language</b>	<b>Read</b>	<b>Write</b>	<b>Speak</b>
9	Employment	<b>From (Year)</b>	<b>To (Year)</b>	<b>Employer</b>	<b>Position Held</b>	
10	Description of Services on Relevant Project					

Detailed Resume of Resources (please provide separately for each resource)

#### 6.2.6 Format for Project Plan

S.No	Activity Head	Activity	Weeks										
			1	2	3	4	5	6	7	8	N		
1													
2													
3													
4													
5													

6												
7												
8												
9												
10												
11												
12												

**6.3 Format– Financial Proposal**

**6.3.1 Format for Financial Proposal Cover Letter**

(On Agency Letterhead)

To,

The Managing Director,

M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),

CEDMAP Bhavan, Arera Hills, Bhopal,

Madhya Pradesh – 462011

Date: DD/MM/YYYY

Sub: Covering letter for Financial Proposal for referred Bidding Document

Ref: <<RFP Title >>(Bidding Document No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Sir,

Having examined the RFP, the receipt of which is hereby duly acknowledged, we, the undersigned, offer to be the Agency and carry out the work as and outlined in the RFP. We have carefully read and understood the terms and conditions of the contract applicable to the Bidding Document and we do hereby undertake Services as per these terms and conditions. We declare that our prices are as per the technical specifications and bid documents. We do hereby undertake that, in the event of acceptance of our bid, the Services shall be completed as stipulated in the Bidding Document.

We, hereby, confirm that the solution proposed is complete in all respects and shall be sufficient to fulfil all the requirements and services levels as mentioned in the RFP. In case, the solution is found to be incomplete / insufficient, we shall take necessary measures at no additional cost to the MPTRIFAC.

We hereby confirm that all the prices mentioned in the financial proposal are in Indian National Rupee (INR) only and shall remain valid for period of 2 years. We also confirm that all prices provided above are inclusive of all taxes and levies.

We understand that in case our bid is not in compliance with this, the bid shall be rejected. We agree for unconditional acceptance of all the terms and conditions set out in the RFP document and also agree to abide by this Bidding Document response for a period of 120 days from the date fixed for bid opening.

Our attached Financial Proposal is for the amount of {Indicate the corresponding to the amount(s) {Insert amount(s) in words and figures}, “excluding” of all indirect local taxes. The estimated amount of local indirect taxes is {Insert amount in words and figures} which shall be confirmed or adjusted during payment of our invoices. {Please note that all amounts shall be the same as in the financial cost mentioned in the Excel Sheet “Total Cost of the Financial Proposal” during the upload of financial price excel sheet}. We hereby declare that in case the contract is awarded to us, we shall submit the contract Performance Security in the form prescribed in the RFP. We agree that you are

not bound to accept any proposal you may receive. We also agree that you reserve the right in absolute sense to reject the solution completely with or without assigning any reason whatsoever.

It is hereby confirmed that I am entitled to act on behalf of our company/ corporation/ firm/ organization and empowered to sign this document as well as such other documents, which may be required in this connection.

Date: Signature of Authorized Representative

Name of SI:

Full Address:

Telephone No.:

**6.3.2 Format for Price Bid: Summary of Cost**

S. No.	Details	Cost in INR (Indian Rupees)
	Cost of Providing Resources to MPTRIFAC (Should match the amount in Covering Letter)	
	GST	
	Grand Total of cost	

[Date]

To,

The Managing Director,

M.P. Trade and Investment Facilitation Corporation Limited (MPTRIFAC),

CEDMAP Bhavan, Arera Hills, Bhopal,

Madhya Pradesh – 462011

**Sub:** Performance Bank Guarantee

**Ref:** <<RFP Title >>(Tender No: \_\_\_\_\_ Dated: \_\_/\_\_/\_\_\_\_)

Dear Sir,

M/s. (name of Agency), a company registered under the Companies Act, 1956, having its registered

office at (address of the Agency), (hereinafter referred to as "our constituent", which expression, unless excluded or repugnant to the context or meaning thereof, includes its successors and assignees), agreed to enter into a contract dated ..... (Herein after, referred to as "Contract") with you (Madhya Pradesh Electronic Development Corporation (MPTRIFAC)) for referred RFP.

We are aware of the fact that as per the terms of the contract, M/s. (name of Agency) is required to furnish an unconditional and irrevocable bank guarantee of amount 10% of purchase order in favour of MPTRIFAC for an amount <<....>> and guarantee the due performance by your constituent as per the contract and do hereby agree and undertake to pay the amount due and payable under this bank guarantee, as security against breach/ default of the said contract by our constituent.

In consideration of the fact that our constituent is our valued customer and the fact that he has entered into the said contract with you, we, (name and address of the bank), have agreed to issue this Performance Bank Guarantee. Therefore, we (name and address of the bank) hereby unconditionally and irrevocably guarantee you as under:

In the event of our constituent committing any breach/default of the said contract, and which has not been rectified by him, we hereby agree to pay you forthwith on demand such sum/s not exceeding the sum of amount <<....>>, without any demur.

Notwithstanding anything to the contrary, as contained in the said contract, we agree that your decision as to whether our constituent has made any such default(s)/breach(es), as aforesaid and the amount or amounts to which you are entitled by reasons thereof, subject to the terms and conditions

of the said contract, will be binding on us and we shall not be entitled to ask you to establish your claim or claims under this Performance Bank Guarantee, but will pay the same forthwith on your demand without any protest or demur. This PBG will remain valid for 4 Years.

We further agree that the termination of the said agreement, for reasons solely attributable to our constituent, virtually empowers you to demand for the payment of the above said amount under this guarantee and we would honour the same without demur.

We hereby expressly waive all our rights to pursue legal remedies against MPTRIFAC and other Concerned Government Departments of Madhya Pradesh.

We the guarantor, as primary obligor and not merely surety or guarantor of collection, do hereby irrevocably and unconditionally give our guarantee and undertake to pay any amount you may claim (by one or more claims) up to but not exceeding the amount mentioned aforesaid during the period from and including the date of issue of this guarantee through the period.

We specifically confirm that no proof of any amount due to you under the contract is required to be provided to us in connection with any demand by you for payment under this guarantee other than your written demand.

Any notice by way of demand or otherwise hereunder may be sent by special courier, telex, fax, registered post or other electronic media to our address, as aforesaid and if sent by post, it shall be deemed to have been provided to us after the expiry of 48 hours from the time it is posted.

If it is necessary to extend this guarantee on account of any reason whatsoever, we undertake to extend the period of this guarantee on the request of our constituent upon intimation to you.

This Performance Bank Guarantee shall not be affected by any change in the constitution of our constituent nor shall it be affected by any change in our constitution or by any amalgamation or absorption thereof or therewith or reconstruction or winding up, but will ensure to your benefit and be available to and be enforceable by you during the period from and including the date of issue of this guarantee through the period.

Notwithstanding anything contained hereinabove, our liability under this Performance Guarantee is restricted to amount <<....>>), and shall continue to exist, subject to the terms and conditions contained herein, unless a written claim is lodged on us on or before the aforesaid date of expiry of this guarantee.

We hereby confirm that we have the power/authority to issue this Guarantee in your favour under the Memorandum and Articles of Association/ Constitution of our bank and the undersigned is/are the recipient of authority by express delegation of power/and has/have full power/authority to execute this guarantee under the Power of Attorney issued by the bank in your favour.

We further agree that the exercise of any of your rights against our constituent to enforce or forbear to enforce or any other indulgence or facility, extended to our constituent to carry out the contractual obligations as per the said Contract, would not release our liability under this guarantee and that your right against us shall remain in full force and effect, notwithstanding any arrangement that may be entered into between you and our constituent, during the entire currency of this guarantee. Notwithstanding anything contained herein, our liability under this Performance Bank Guarantee shall all not exceed amount INR <<....>>.

The PBG shall remain valid during the entire warranty period (2 Years); and We are liable to pay the guaranteed amount or part thereof under this Performance Bank Guarantee only if we receive a written claim or demand on or before .... (Date) i.e. 2 years from start of project. Any payment made hereunder shall be free and clear of and without deduction for or on account of taxes, levies, imports, charges, duties, fees, deductions or withholding of any nature imposts.

This Performance Bank Guarantee must be returned to the bank upon its expiry. If the bank does not receive the Performance Bank Guarantee within the above mentioned period, subject to the terms and conditions contained herein, it shall be deemed to be automatically cancelled.

This guarantee shall be governed by and construed in accordance with the Indian Laws and we hereby submit to the exclusive jurisdiction of courts of Justice in Bhopal (M.P) for the purpose of any suit or action or other proceedings arising out of this guarantee or the subject matter hereof brought by you may not be enforced in or by such court.

Dated .....this ..... Day .....2018

Yours faithfully,

For and on behalf of the ..... Bank,

(Signature)

Designation (Address of the Bank)

Note:

This guarantee will attract stamp duty as security bond. A duly certified copy of the requisite authority conferred on the official/s to execute the guarantee on behalf of the bank should be annexed to this guarantee for verification and retention thereof as documentary evidence.



## **7. Terms of Reference (TOR)**

Madhya Pradesh Trade and Investment Facilitation Corporation (MPTRIFAC) is a Government of Madhya Pradesh (GoMP) organization under the aegis of Department of Industrial Policy & Investment Promotion (DIPIP). The prime objective of creation of this organization is to have a Government agency which is able to deliver one stop solution to the needs and queries of the potential investors. MPTRIFAC is the Single Window Secretariat for Investment Facilitation and has been designated as nodal agency to work for the Investment Promotion of the state. Investment promotion is one of the important objectives of the MPTRIFAC. It conducts various investment promotion events including national and international roadshows and flagship investor summit – Global Investors Summit.

MPTRIFAC proposes to invite proposals from consultancy firms with experience of working as Knowledge Partners/ Lead Consultants in flagship investment promotion events of state governments/ central government in India. During the course of their engagement with state governments/ central government they must have advised/ assisted the governments on investment promotion, investor facilitation, and marketing and branding of state as the foremost investment destination, nationally and internationally.

Madhya Pradesh has an economy with a strong industrial base both in public and private sector and a vibrant entrepreneurial culture that thrives on creativity, nimbleness and strong business acumen. Industries remain an integral component of the State's economy, with capabilities in the entire manufacturing value chain, from R&D and design to marketing and sales. The state is building successful partnerships with foreign firms, strengthening domestic capabilities and forging strategic linkages. State government has been proactively working to create a conducive investment climate through infrastructure creation, reduced regulations, investment promotion, general facilitation and evolving such policies so as to induce investments in the state. Through the appointment of Knowledge Partner, the State Government intends to further bolster investment inflow and thereby accelerate industrial progress of Madhya Pradesh.

### **7.1 Policy Advisory: Provide Policy Advocacy to improve investment climate and enhance business competitiveness in Madhya Pradesh**

- 7.1.1 Policy benchmarking (with respect to new/ amended domestic and international policies) of Industrial Policy and other policies under the ambit of MPTRIFAC on quarterly basis. The exercise should yield quality recommendations in terms of new incentives, emerging needs and best practices that could form part of MP's policy environment.
- 7.1.2 Drafting new policies for the state as per the requirement (focus sector specific, upcoming sectors/ industries etc.) or as and when asked by MPTRIFAC.
- 7.1.3 Define a broad based action plan for implementation of policy procedures – structures, guidelines and rules etc.
- 7.1.4 Provide policy implementation advocacy and creating policy awareness among the industries in the state and globally.
- 7.1.5 Devise methodology for investor feedback and surveys

### **7.2 'Ease of Doing Business' Reforms Implementation**

- 7.2.1 Assist the departments identified by MPTRIFAC in implementing EoDB reforms and integrate with Single Window Platform created by MPTRIFAC.
  - 7.2.1.1 Coordinating with the identified departments for implementing technical and functional changes required to be done at their end to achieve integrated Single Window System.

- 7.2.1.2 Assist in implementing the changes required to be done as part of annual BRAP ranking organized by DIPP, GoI.

### **7.3 Lead Generation and Conversion**

- 7.3.1 Assist MPTRIFAC in lead generation through:
  - 7.3.1.1 Helpdesk/ Facilitation Inquiries – the Knowledge Partner shall assist MPTRIFAC in running investor helpdesk
  - 7.3.1.2 Roadshow/ Events Interactions
  - 7.3.1.3 Targeted Touch-base Programmes
  - 7.3.1.4 Other innovative methods/ routes
  - 7.3.1.5 The Knowledge Partner shall arrange at least one meeting per month with the prospective investor.
- 7.3.2 The Knowledge Partner shall devise Country and Sector specific lead generation strategies. The exercise shall yield country and sector specific recommendation reports which should be implemented, as per the decision taken by MPTRIFAC. The Knowledge Partner should assist MPTRIFAC in implementation of recommendation reports.
- 7.3.3 Assist in investment intention follow-up and grounding through:
  - 7.3.3.1 One to one meetings/ mails/ phone calls etc.
  - 7.3.3.2 Guiding and handholding – the Knowledge Partner shall coordinate with the potential investors and MPTRIFAC in order to facilitate required approvals for the investment proposals/projects
- 7.3.4 Create and maintain a database of potential investors/ leads and carry out a contact program to reach out to them.

### **7.4 Investment MOU/ 'Intention to Invest' Follow-ups**

- 7.4.1 Assist in following up with investors and track progress of 'Intention to Invest' and investment MOUs.
- 7.4.2 Assist in synchronizing investment data across various departments.
- 7.4.3 Facilitating and handholding investors who have finalized sites in the state through various government approvals and permissions – establishing Investor Aftercare Cell that will answer investor inquiries and track investment intentions and MoUs.
  - 7.4.3.1 The Knowledge Partner should handhold the investors throughout the investor lifecycle.
- 7.4.4 Facilitating one-to-one meeting with the investors and Government Officials to resolve issues, if any.
- 7.4.5 Guiding and facilitating dormant investors, who have filed Intentions to Invest/ signed MoUs with GoMP, towards implementing/ grounding their projects in MP.
- 7.4.6 Survey Industries (Madhya Pradesh) on Biannually basis to ascertain sentiments, knowledge of facilities in TRIFAC and suggestions for improvements

### **7.5 Infrastructure Advisory**

- 7.5.1 Improving/ upgrading Geographical Information System based online industrial land bank.
- 7.5.2 Assist MPTRIFAC in creating a system for keeping the online industrial land bank updated.
- 7.5.3 Coordinating with central government agencies like National Centre for Geo-Informatics and keeping the MP industrial land bank details updated on the portal.
- 7.5.4 Preparation and updation of industrial area profiles.
- 7.5.5 Advising MPTRIFAC in conceptualizing new industrial areas from the existing land bank available with the corporation/ Department of Industrial Policy and Investment Promotion. The Knowledge Partner shall make a feasibility report for the same, which would include:
  - 7.5.5.1 Recommendations on type of development (sector specific/ multisector/ others).
  - 7.5.5.2 Recommendations on mode of development (PPP/ EPC/ Govt. Grants/ Others).
  - 7.5.5.3 Marketing strategy.
- 7.5.6 Identifying, preparing documents and availing GoI grants for industrial infrastructure in MP,

under various GoI schemes.

## **7.6 Investment Promotion, Marketing and Branding Advisory**

- 7.6.1 Assist MPTRIFAC is creating/ formulating a roadmap for investment facilitation:
  - 7.6.1.1 Develop investment promotion, marketing and branding strategy for promoting Madhya Pradesh at national and international levels. Assist in designing and implementing country connect program:
    - 7.6.1.1.1 Preparing a database of focus country contacts.
    - 7.6.1.1.2 Customized investment knowledge sharing module for focus countries.
    - 7.6.1.1.3 Regular follow-ups and investment related query handling
    - 7.6.1.1.4 Assist in organising contact/ promotional program with focus countries
  - 7.6.1.2 Review existing strategies and benchmark it with strategies of other states and countries and recommend best and new practices.
  - 7.6.1.3 Based on the above mentioned study, identify and strategize the promotional, marketing and branding initiatives that are to be undertaken by GoMP.
  - 7.6.1.4 Provide competitive market intelligence on investment plans of prospective investors.
  - 7.6.1.5 Identify international and national conferences/ promotional events wherein brand MP can be promoted and assist GoMP in participating in these events.
  - 7.6.1.6 Advice GoMP in promoting brand Madhya Pradesh via new age mediums like online portal and social media platforms
  - 7.6.1.7 Identification of the GoI schemes which can be dovetailed with respect to the Investment Promotion activities.
- 7.6.2 Provide all the necessary assistance to MPTRIFAC in organizing and participating in investment promotion events/ related conferences and missions/delegations:
  - 7.6.2.1 Assisting MPTRIFAC in participating in national and international investor promotion events.
  - 7.6.2.2 Assisting MPTRIFAC in organising investment promotion events nationally as well as internationally.
  - 7.6.2.3 Creating presentations, background papers/research notes, talking points/speeches, brochures, sector profiles etc. required for events.
  - 7.6.2.4 Provide advisory assistance in organizing/handling inward delegations from foreign countries by way of research work, presentations, talking points/speeches etc.
  - 7.6.2.5 Assisting GoMP in sending or receiving delegations nationally and internationally.
- 7.6.3 Work with MPTRIFAC to create an investor/ company focused contact strategy and action plan to reach the targeted investors and to promote Madhya Pradesh as a business location:
  - 7.6.3.1 Prepare company/ sub-sector specific SWOTS and benchmarking to identify key factors against the competitor locations.
  - 7.6.3.2 Prepare investor/ company specific presentation for potential investors highlighting advantages Madhya Pradesh provides over competitor locations.
  - 7.6.3.3 Identify key threats and weaknesses for the state in each sub-sector that render us relatively unattractive.
  - 7.6.3.4 Propose action plans to GOMP to address the identified threats and weaknesses.
- 7.6.4 Creating awareness about investment policies, incentives and overall development scenario in Madhya Pradesh
  - 7.6.4.1 Assist MPTRIFAC in creating awareness about specific policies, incentives and overall development scenario in Madhya Pradesh through online and offline awareness initiatives and programmes.
  - 7.6.4.2 Publishing online Quarterly newsletter to create constant visibility among the investor community. The newsletter may include:
    - 7.6.4.2.1 Cover Article – Sector / District / Project update

- 7.6.4.2.2 Investments fructified
- 7.6.4.2.3 MoUs Signed
- 7.6.4.2.4 Industrial Infrastructure Developed
- 7.6.4.2.5 Policy / Regulatory reform implemented
- 7.6.4.2.6 Events Organized
- 7.6.4.2.7 Events Participated
- 7.6.4.2.8 Investor Testimonials
- 7.6.5 Assisting MPTRIFAC with content for Social Media Channels (Twitter, Facebook, YouTube and blogs)

## **7.7 Content/ Collateral/ Knowledge Creation and Management**

- 7.7.1 Creating marketing collateral
  - 7.7.1.1 Create the state, select district/regional and sector profiles that will provide important statistics about the resources of the state, growth, favorable conditions for investment and other key information that will act as a guide to investors.
  - 7.7.1.2 Keeping the content updated; review should be done every quarter or as per the requirement.
  - 7.7.1.3 Preparing various marketing tools and other publicity material including InvestMP presentations, brochures, among others.
  - 7.7.1.4 Prepare promotional content for digital media.
  - 7.7.1.5 Assist the Media and PR partner of MPTRIFAC with relevant content for publicity.
- 7.7.2 Preparing event specific content
  - 7.7.2.1 Prepare draft speeches for Honorable Ministers, Officers and VIPs at the event.
  - 7.7.2.2 Contribute overall intellectual input which would best showcase the event.
  - 7.7.2.3 Preparation of knowledge content for event specific material including collaterals, invitation letters, event flyer/ brochures, among others.
- 7.7.3 Assist in creating/ revamping and updating MPTRIFAC/ Department of Industrial Policy and Investment Promotion Websites and Social Media pages
  - 7.7.3.1 Support in Website content updation on a continuous basis during the project period.
  - 7.7.3.2 Coordination with website developer for developing and keeping user friendly interactive platform.
  - 7.7.3.3 Assist MPTRIFAC/ Department of Industrial Policy and Investment Promotion in creating and managing online tools including APPs, Facebook Page, LinkedIn and Twitter, among others.
- 7.7.4 Assist MPTRIFAC/ Department of Industrial Policy and Investment Promotion in Knowledge Management
  - 7.7.4.1 Assist MPTRIFAC/ Department of Industrial Policy and Investment Promotion in keeping updated investor related information on their websites and social media platforms.

## **7.8 Assist MPTRIC in organising Global Investors Summit 2019**

- 7.8.1 Pre and during the event activities
  - 7.8.1.1 Assist MPTRIFAC in preparation of action plan for Global Investor Summit 2019 and roadshows before it.
    - 7.8.1.1.1 Advise MPTRIFAC on event format, venue, guest to be invited in various categories and target audience.
    - 7.8.1.1.2 Assist MPTRIFAC in planning sessions and seminars, scheduling the topics, preparation of background papers, identification of speakers/ panel members, inviting and approaching the speakers etc.
    - 7.8.1.1.3 Assist MPTRIFAC in identifying and approaching partner organizations and

agencies.

- 7.8.1.1.4 Advise input on pre-event activities and roadshows, including formats and locations, among others.
- 7.8.1.1.5 Assist MPTRIFAC in implementing the approved action plan.
- 7.8.1.1.6 Coordinating with the Guest of Honors (prominent industrialists, ministers from state and GoI, senior officers of state and GoI, foreign delegates and head of states) to ensure their participation in the event. Assist GoMP officials participating in Global Investors Summit and related events and roadshows with possible questions and answers during various interaction points.
- 7.8.1.1.7 Assist the national partner in coordinating with event partners and prominent business associations to ensure healthy participation in the event. Primary responsibility of ensuring the healthy participation in the event lies with national partner. Resultantly national partner will approach potential partner organizations and agencies.

7.8.1.2 Preparation of marketing collaterals such as event website, sector profiles, project profiles, district profiles, pitch presentation, leaflets, booklets and reports that are to be circulated during the Summit and related roadshows:

- 7.8.1.2.1 Prepare fact file and compendium of industries for Madhya Pradesh.
- 7.8.1.2.2 Assist design partner/ IT vendor appointed by MPTRIFAC in developing the event website for Global Investors Summit 2019.
- 7.8.1.2.3 Preparing presentation, background notes and talking points for GoMP and GoI ministers and officials, participating in Global Investors Summit 2019 and GoMP roadshows and events.
- 7.8.1.2.4 Preparing a database of the investment interest registered on the Single Window Platform of MPTRIFAC.

7.8.1.3 Assist MPTRIFAC in organizing B2G, G2G and B2B meetings on the side-lines Global Investors Summit and related events and roadshows. Primary responsibility of organising such meetings will lie with national partner. Knowledge Partner will assist in suggesting candidates for G2G and B2G meetings, matchmaking in case of B2B meetings, documentation of minutes of G2G and B2G meetings and collection of materials circulated by various industrial groups, agencies and government representatives.

## 7.8.2 Post event activities

- 7.8.2.1 Documenting main highlights and features of the Summit from investment point of view and suggesting follow-up action plan.
  - 7.8.2.1.1 Provide assistance in documenting the Summit and related roadshows, and suggesting follow-up action plan.
- 7.8.2.2 Documenting minutes of the meeting and action points of G2G and B2G meetings.
- 7.8.2.3 Prepare letters of gratitude to different participants on behalf of GoMP.
- 7.8.2.4 Assist MPTRIFAC in grounding of investment after the event.
- 7.8.2.5 Doing follow-up with investors and respective Government agencies/Departments to ensure progress of the projects.
- 7.8.2.6 Assisting MPTRIFAC in identifying bottlenecks in implementation of MoUs signed during the Summit. Advising on probable solutions to fast track implementation.

## 7.9 Assist GoMP in 'Friends of MP' programme/ project aimed at tapping NRIs/ People of Indian origin for development of Madhya Pradesh

- 7.9.1 Assist in creating/ updating and managing 'Friends of MP' portal for GoMP.
  - 7.9.1.1 Participation of knowledge partner will be limited to providing knowledge content for the platform, including keeping it updated, replying to queries originated through the

platform or forwarding them to the relevant department, among others. IT/  
development part will be managed by other selected/ authorized agency.

7.9.2 Assist in organization of 'Friends of MP' events nationally and internationally.

7.9.3 Creating knowledge and promotional content for 'Friends of MP' programme/ project.