



INDIAN INSTITUTE OF CORPORATE AFFAIRS

(Ministry of Corporate Affairs)

INVITATION FOR EXPRESSION OF INTEREST

IICA invites Expression of Interest from the interested institutions for

**IICA Certification Professional (institutional program) in
Entrepreneurial Innovation**

“Capacity Building for Start-up India”

Indian Institute of Corporate Affairs

Ministry of Corporate Affairs

Plot No. – P 6, 7, 8, Sector-5, IMT Manesar

Gurgaon, Haryana



CAPACITY BUILDING FOR START-UP INDIA PROGRAM

TITLE OF THE ASSIGNMENT	Roll out of ICP (institutional program) in Entrepreneurial Innovation
FILE NUMBER	IICA/45-03 /2014/EOI-002
ASSIGNMENT PERIOD	April 2016 - July 2016
DATE OF ISSUE	13-05-2016
CLOSING DATE	10-06-2016; 3:00 p.m.
Date of Technical Presentation	To be informed Later
Nature of Process	Expression of Interest

Section 1 – Instructions to Institutions

The Institutions are invited to submit a Technical Proposal and financial proposal as specified in the Data Sheet, for delivering services required for this assignment. The EOI will be the basis for a signed agreement with the selected Partner institutions. The institutions are expected to familiarize themselves with the terms and conditions of the Expression of Interest (EOI) and take these into account in preparing their Proposals.

1. Address, and formal requirements

Centre for Business Innovation
Indian Institute of Corporate Affairs
Ministry of Corporate Affairs
Plot No- P 6,7,8, Sector-5, IMT Manesar
Gurgaon, Haryana

Deadline for submission of bids: 3:00 pm, 10th June, 2016

The proposals are to be sent in double envelopes. The inner envelope must be sealed and bear the following inscription:

Envelope 1: Financial Proposal (Intake) for “Roll-out of ICP (institutional program) in Entrepreneurial Innovation”

Envelope 2: Technical Proposal for “Roll-out of ICP (institutional program) in Entrepreneurial Innovation”

The Outer envelope containing these two envelopes should be marked:

“Roll-out of ICP (institutional program) in Entrepreneurial Innovation”; Not to be opened before (10th June, 2016)

All copies of the bid must be submitted by courier/post/hand in letter form. The above formal requirements regarding envelopes and marking will also apply to further copies of the bid.

SECTION 2: THE FINANCIAL PROPOSAL

An estimated budget is to be submitted in a separate envelope together with the technical proposal and should be prepared using the Standard Formats as outlined in **Section 4**. It shall include the following details:

- (a) Feasibility of the Program: The financial proposal must suggest the feasibility of the program. Institutions must look at a minimum batch size of 40 candidates to ensure viability without diluting the standards of the program.
- (a) Under any circumstances, the net certification fees to be paid to IICA must not fall below Rs 7.5k per candidate.
- (b) The proposal should clearly mention the means to pay IICA fees (students/ Corpus/ Grants/ Endowments).

SECTION 3: TECHNICAL PROPOSAL

It should include detailed working concept which allows **Indian Institute of Corporate Affairs** (IICA) to examine the technical aspects in the light of the project objective. Also, if applicable, special tasks requested within the scope of the terms of reference (TOR).

Eligibility Criteria

1. At least 03 years of experience in providing Technology, Business and/or management education.
2. Approved by a statutory body (AICTE/ UGC/ MoHRD/ MoSD&E etc)
3. A strong team of professionals/resource persons capable of providing high quality services as per requirements of the IICA.
4. Prior experience of generating employability. Prior experience of working with entrepreneurs would be an added qualification.

Selection Criteria

The eligible firms/agencies will be evaluated on the basis of their Technical Proposals (relevant experience and expertise of providing similar services in India and abroad) and also their Financial Proposals (Net profitability and revenue sharing). In Technical Proposals, the institutions may provide the details of assignment undertaken by them in the form of website links, power point presentations, printed literature viz. profile, brochures etc. The shortlisted firm/agencies will also be required to make a presentation before the Expert Committee. Technical proposal will carry 80% weightage and financial proposal will carry 20% weightage for selection. Financial bids shall be opened after technical selection.

2. Cost of preparing the Proposal

No remuneration will be paid for preparation of the proposal and the documents to be attached thereto. The proposals, together with the attached documents, shall become the property of the Indian Institute of Corporate Affairs, without entitlement to remuneration. A request for the first-ranked proposer does not constitute grounds for a claim for reimbursement of related costs from the IICA.

3. Data Sheet

1.1	Name of the Client: Indian Institute of Corporate Affairs Method of Selection: Double stage-two envelop; Quality-cum-Cost Based Selection Method(QCBS)
1.2	Performance guarantee (at the time of signing the agreement): Rs 1.0 Lac (refundable on expiry/ termination of the agreement)
1.3	Proposals must remain valid for 60 days after the submission date
2.1	Proposals shall be submitted in the following language: English
2.2	Institutions may associate with other Consultants: Yes
2.3	The agreement will be signed for a minimum of 03 years.
2.4	Training is a specific component of this assignment: Yes
2.5	Amounts payable by the Client to the Consultant under the contract to be subject to local taxation: Yes Service tax will be applicable as per prevailing tax law in India. As per Indian tax Law, income tax at source has to be deducted on payments to agencies, if such payments exceed Indian Rupees 30,000 p.a.
3.1	Institutions must submit the original and two copies of the Technical Proposal, and the original of the Financial Proposal. Financial Proposal to be submitted together with Technical Proposal: Yes
3.2	The Proposal submission address is: Centre for Business Innovation Indian Institute of Corporate Affairs Ministry of Corporate Affairs Plot No.-P 6, 7, 8, Sector-5, IMT Manesar Gurgaon, Haryana Proposals must be submitted not later than the following date and time: 10th June 2016
4.1	Financial quotes to be provided in INR
4.2	The weightage given to the Technical and Financial Proposals are: Technical = 0.8 and Financial = 0.2 Total score for technical proposal will be sum of technical proposal and presentation both.

SECTION 4: TERMS OF REFERENCE

1. Background

The Indian Institute of Corporate Affairs (IICA) was registered as a Society on September 12, 2008 under the Societies Registration Act, 1860. An autonomous institute, IICA works under the aegis of the Ministry of Corporate Affairs to deliver opportunities for research, education and advocacy. It is also a think tank that curates a repository of data and knowledge for policy makers, regulators, as well as other stakeholders working in the domain of corporate affairs.

Set up as the premier organization that aims at providing astute and credible intellectual leadership in corporate regulation, governance and running sustainable business, IICA is a think-tank, capacity building and service delivery institute. Its work enables corporate growth, reforms and regulation through synergized knowledge management, and global partnerships thus offering real-time solutions. IIC propels knowledge and training through its network of schools and centers. It has six schools and six centers carrying this vision forward.

2. SCOPE OF SERVICES AND DELIVERABLES

In its attempt to nurture the Entrepreneurial ecosystem in the Country in the wake of "**START-UP INDIA**" and develop capacities of aspiring entrepreneurs, IICA has developed a program to be delivered in a full time/ part-time mode through like-minded partner institutions. The institutional program will be delivered over 80 hours to existing undergraduate/ postgraduate students who aspire to become entrepreneurs. The program shall be delivered liberally but with lay

core focus on quality delivery, assessment and outcome of the modules.

Responsibility of IICA:

- a) To provide content and assimilate case studies for smooth delivery of the program.
- b) To create a pool of Master trainers (02 nos from each partner institution through online and classroom training) to train and mentor aspiring Entrepreneurs.
- c) To facilitate admission process through application forms, brochures etc.
- d) To assess the candidates and award certification to qualified candidates.
- e) To create a corporate mentoring pool and facilitation desk for corporate services and growth advisory of aspiring entrepreneurs.
- f) To maintain the Alumni pool and facilitate their growth.

Responsibility of Partner institutions:

- a) To allocate domain experts as faculty (drawn from industry) to train the candidates and make payment to those resource persons basis the norms of the institute.
- b) To conduct counseling, marketing and facilitate admission of candidates
- c) To ensure smooth delivery of the course, administration of classes, seating arrangement, assessment as per laid norms and fulfill certification norms.
- d) To transfer records of selected candidates from time to time to IICA.
- e) To provide library, online subscriptions and knowledge resource facility to candidates as need may be.

- f) To ensure all IPR related to IICA content is maintained intact and protected.
- g) To organize pitch events, business plan competition and other relevant sessions as required for the growth of entrepreneurs.
- h) To maintain fee account for transparent accounting procedures and follow process as laid down in the agreement.

3. Deliverables and Time schedule (May'16 - July 2016)

- a) Shortlisted Institutions which fulfill all eligibility criteria will be called for a presentation on the Technical aspects of the proposal. No TA/DA is admissible for making presentation before the expert committee.
- b) Post screening, financial bid will be opened the same day and selected institutions will be notified in a week's time.
- c) The partner institution shall sign an agreement with the IICA in July 2016, offer the program to its students and enroll candidates. The first batch of the course will be rolled out in August 2016, followed by another batch in January 2017. All institutions will add up to institutional members of IICA Innovation Community.
- d) IICA will organize one classroom training program for Master trainers (partner organization to nominate 02 faculties) in its campus in Manesar in the month of July 2016. The travel charges and accommodation cost (if any) of those trainers shall be borne by institutions themselves. IICA will organize regular online interactions and training for trainers.
- d) The minimum contact hours for this program is expected to be 80 hours; however, institutions are free to propose longer timeline. An electronic copy of each curriculum shall also be provided on a CD.
- e) The institutions are free to decide their weekly schedules.

4.1 Pedagogy

The ICP in Entrepreneurial Innovation focuses on developing creativity, understanding processes, developing skills in communication and understanding how to assess risks and costs of ideas for any new venture. The delivery will be duly assisted by supplemental reading, outlined methods, practical frameworks and models, discussion, and development of a strategic business portfolio. The program aims to enrich the learning curve of an aspiring entrepreneur.

Module 1: Developing the Entrepreneurial Mindset

- (i) Entrepreneurship & Entrepreneurial Mindset,
- (ii) Personal and Leadership Development Workshop
- (iii) The Generation of New Venture Ideas,
- (iv) The feasibility of New Venture Ideas
- (v) Structuring a new venture
- (vi) Resource Planning
- (vii) Understanding of Legal, regulatory, taxation and Compliance issues
- (viii) Enterprise Life cycle

Module 2: Business Models and Strategic Planning

- (i) Business environment analysis
- (ii) Market Research,
- (iii) Business Models,
- (iv) Competitive Analysis,
- (v) Strategic Planning,
- (vi) Building a new venture team,
- (vii) Project management

Module 3: Taking to market and Fund raising

- i) Market planning,
- ii) Taking to the Market,

- iii) Positioning for a new venture,
- iv) Workshop on negotiation skills,
- v) Start-up financing,
- vi) Debt vs Equity Funding,
- vii) Growth options
- viii) Exit options

Module 4: Business Innovation and sustainability concepts

- Development of a strategic business portfolio using Innovation and sustainability models, approach and methodologies

Module 5: Business Plan and Financial Modeling

- (i) Creation and writing of a Business Plan,
- (ii) Creation of Financial Modeling and Valuation Opinion,
- (iii) Connecting Business Plan with Financial Modeling,
- (iv) Creation and Writing of a Confidential Information Memorandum and Teaser,
- (v) Viability of the Venture

Project 1: Every candidate will undergo a 2 months internship with a start-up or practicing entrepreneur and submit a dissertation towards partial fulfillment of certification.

4.2 Payment Schedule

The successful partner institution is free to decide their fee structure for the said program. The same must be reflected in their financial proposal. The table below shows the sequence of payments against project milestones.

No	Project Milestone	Payment	Months
P1	Performance security to be paid to IICA at the time of signing the agreement. (refundable upon expiry or termination of contract)	INR 1,00,000/-	M1
P2	One time registration fee (administrative charges, due diligence, Master training etc)	Rs 30,000/-	M1
P3	Student enrolment (towards curriculum, trainer's development, assessment and certification) to be reimbursed to IICA.	Rs 7,500/- + applicable taxes per student	M3
P4	Student assessment - Questionnaire to be provided by IICA to be commissioned and evaluated by institutions		M6
P5	Award of Certificates		M9

The institution is free to charge the fees from enrolled students or pay from its own corpus.

4.3. Management of accounts:

It is proposed that the fee is charged by the partner institution and reimbursed to IICA atleast 15 days before commencement of the

program. If the institution does not conduct program within 30 days of scheduled date, the fees shall be refunded to the candidates.

However, this is just an illustrative mode; exact modalities of transfer of funds between partners will be agreed upon between partners before signing the agreement/contract.

4.4. Other terms & conditions

- Only proposers who satisfy the eligibility condition may apply. Sealed EOI, clearly marked are to be delivered by hand/post at IICA, Manesar by the last date & time as mentioned. EOI received after due date will not be entertained.
- Proposer should sign at the bottom space of all pages of tender document. The proposal shall be opened at IICA, Manesar.
- Performance security shall be retained with IICA till successful completion of program and shall be refunded thereafter upon expiry or termination of the contract. No interest will be paid by IICA.
- Performance security shall be forfeited in case of termination of agreement before completion of the course.
- Any effort by a proposer to influence the IICA staff in the IICA's proposal evaluation, bid comparison or contract award decisions may result in rejection of the proposal.
- The notification of award will constitute the formation of an agreement.
- Any postal delay or loss in transit will not be binding on IICA.
- Indian Institute of Corporate Affairs, reserves the right either to accept or reject any or all the EOIs at any time prior to signing the agreement.

- The IICA, in order to satisfy itself can get a spot enquiry to verify soundness, capability and viability of the institution.
- All disputes are subject to the jurisdiction of courts in the National Capital Territory of Delhi.
- In case of any differences, the institution can be called for discussions. A third party counselor as appointed by DG & CEO, IICA will be the Sole Arbitrator on all matters and his decision will be binding on the parties.
- In case of breach of any clause of the agreement, the institution can also be black listed.