

Micro Small and Medium Enterprise (MSME) Umbrella Programme

Component: MSME Support Policies and Programme

PN: 09.2459.7-003.00



REQUEST FOR PROPOSAL

**COMMUNICATION STRATEGY AND ACTIONABLE
MEDIA PLAN FOR OFFICE OF DC MSME, Ministry of
MSME, Govt of India**

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
GIZ Office, B 5/1, First Floor, Safdarjung Enclave
New Delhi 110029, India

TITLE OF THE ASSIGNMENT	Communication Strategy And Media Plan For MSME Support Programmes
TENDER NUMBER	
CONTRACT PERIOD	6 months
DATE OF ISSUE	16 th August 2012
CLOSING DATE	3 rd Sep 2012

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Section 1 — Letter of Invitation

From:

Procurement Manager
German Development Cooperation
Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH,
GIZ Office, B 5/1, First Floor, Safdarjung Enclave
New Delhi 110029, India

To:

All Prospective Bidders

Dear Sir/Madam,

1. Office of DC MSME, Ministry of Micro Small and Medium Enterprises, Govt. of India - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are implementing the “MSME Policies and Programmes” component of the “MSME Umbrella Programme for MSME Promotion”.
2. GIZ invites bids from reputed and experienced consultancy firms for providing the following consulting services:
 - a. **“Communication Strategy And Media Plan For , Office of DC MSME, Ministry of MSME”**
3. This RFP is available to all eligible prospective consulting firms.
4. The RFP includes following documents:
 - Section 1 - Letter of Invitation
 - Section 2 - Instructions to Consultants (local)
 - Section 3 - Terms of Reference
 - Section 4 - Technical Proposal - Standard Formats
 - Section 5 - Financial Proposal – Standard Formats
5. A firm will be selected under **Single Stage- two envelop bid on Quality-cum-Cost Based Selection (QCBS)** Method and procedures described in this RFP, in accordance with the policies of GIZ.
6. GIZ reserves the rights to cancel / modify this tender without assigning any reasons.

Yours sincerely,

Section 2 — Instructions to Consultants

The Consultants are invited to submit a Technical Proposal and a Financial Proposal, as specified in the Data Sheet, for consulting services required for this assignment. The Proposal will be the basis for contract negotiations and ultimately for a signed Contract with the selected Consultant. Consultants are expected to familiarize themselves with conditions and take them into account in preparing their Proposals.

1. Address, and formal requirements

Bids are to be sent to-

Procurement Manager

GIZ Office India

B 5/1, First Floor, Safdarjung Enclave,

New Delhi 110 029

Deadline for submission of bids: 4:00 pm, 3rd Sep 2012

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

Envelope 1

**Financial Proposal for Consulting Services for “Communication Strategy and Actionable
Media Plan For Office of DC MSME, Ministry of MSME
PN: 09.2459.7-003.00**

Envelope 2

**Technical Proposal for Consulting Services for “Communication Strategy And Actionable
Media Plan For Office of DC MSME, Ministry of MSME
PN: 09.2459.7-003.00**

The Outer envelope containing these two envelopes should be marked:

**“Communication Strategy And Actionable Media Plan For
Office of DC MSME, Ministry of MSME
PN: 09.2459.7-003.00**

(Not to be opened before 3rd Sep 2012)

All copies of the bid must be submitted by courier/post/hand in letter form. The technical and financial proposal will also be presented in electronic format – on a CD duly labeled as such. The above formal requirements regarding envelopes and marking also apply to further copies of the bid.

2. The Technical Proposal

It should include detailed working concept which allows us to examine the technical aspects in the light of the project objective (only in case, a detailed concept is not already given by GIZ). Also, if applicable, special tasks requested within the scope of the terms of reference (TOR). Technical proposals should be submitted in the following format using standard forms as outlined in **Section 4**.

- 1) Executive Summary
- 2) Profile
- 3) Relevant Experience
- 4) Technical Response
- 5) Description of the Team
- 6) Matters not appropriate in any other section

There should be no price information anywhere in the technical proposal document. Failure to comply will result in disqualification of the bid.

3. The Financial Proposal

Price quotation is to be submitted in a separate envelope together with your technical proposal and should be prepared using the Standard Formats as outlined in **Section 5**. It shall list all costs associated with the assignment, including (a) remuneration for staff, and (b) reimbursable expenses indicated in the Data Sheet. If appropriate, these costs should be broken down by activity.

4. Cost of preparing the bid

No remuneration will be granted for the preparation of the bid and the documents to be attached thereto. The bids, together with the attached documents, shall become the property of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, without entitlement to remuneration. A request that the first-ranked bidder present candidate staff

members previous to the awarding of the contract does not constitute grounds for a claim for reimbursement of related costs from the GIZ.

5. Material and Equipments

Details on the materials and equipment needed, generally to be procured by the GIZ; the TORs for planned subcontracts, other measures as well as training planned for partner experts or staffs in the framework of preparation for the assignment are also to be provided, if needed.

6. Formation of consortium

Should you form a joint venture group or consortium, the bid must specify the members of this group/consortium and lead partner. Furthermore, the authorised representatives of the members are to be named. Furthermore, the members must declare that they are jointly and severally liable for the performance of the contract. The formation of joint ventures with a company, also invited by GIZ to submit a bid (in a two stage bid process), requires the prior written consent of GIZ.

7. Modification/withdrawal of the bid

Adjustments to or withdrawal of bids are to be communicated in writing by post by the deadline for submission of bids. Subsequent adjustments or modifications to the bid, which can be submitted up to the deadline for submission of bids, shall also be subject to the requirements for sending in the bid. The front of the envelope is to be clearly marked as...

**Adjustment to Financial Proposal or Technical Proposal for consulting services for
“Communication Strategy And Actionable Media Plan For Office of DC MSME, Ministry
of MSME**

PN: 09.2459.7-003.00

(as the case maybe)

8. Other requirements

Agreements with third parties in restraint of competition, which are to the disadvantage of the GIZ, are not permissible and will lead to the bid not being considered.

The documents submitted in response to the request to bid shall be treated confidentially by yourself and may only be made available to third parties in connection with potential

subcontractors in relation to your bid. Non-compliance may result in the bid not being considered.

9. Data Sheet

1.1	Name of the Client: Deutsche Gesellschaft für Internationale Zusammenarbeit / German International Cooperation (GIZ) Method of selection: Single stage- two envelop ; Quality-cum-Cost Based Selection Method (QCBS)
1.2	Financial Proposal to be submitted together with Technical Proposal: Yes Name of the assignment is: “Communication Strategy And Media Plan” for Office of DC MSME, Ministry of MSME
1.3	Proposals must remain valid 60 days after the submission date, i.e. until: 2nd Nov 2012
2.1	All Clarifications required by bidders with reference to this RFP may be sent latest by 22nd Aug 2012 on the email : gtzproc@giz.de . All such queries will be compiled and a consolidated reply will be sent to all the bidders by 24th Aug 2012 and also put on the website www.tendernews.com
3.1	Proposals shall be submitted in the following language: English
3.2	Consultants may associate with other Consultants: Yes
3.2	The estimated number of calendar-months required is 4 months from the date of contract signing
3.3	Training is a specific component of this assignment: No
3.4	Applicable Reimbursable Expenses (1)a per diem allowance in respect of Personnel of the Consultant for every day in which the Personnel shall be absent from the home office for purposes of the Services (2)cost of necessary travel, including transportation of the Personnel by the most

	<p>appropriate means of transport and the most direct practicable route</p> <p>(3) cost of investigations and surveys in field locations</p> <p>(4)cost of applicable international or local communications such as the use of telephone and facsimile required for the purpose of the Services</p> <p>(5) cost of printing and dispatching of the reports to be produced for the Services</p>																				
3.5	<p>Amounts payable by the Client to the Consultant under the contract to be subject to local taxation: Yes</p> <p>Service tax will be applicable as per prevailing tax law in India. As per Indian Tax Law, tax at source has to be deducted on payments to consultants, if such payments exceed Indian Rupees 30,000 p.a.</p>																				
4.1	<p>Consultant must submit the original and 2 copies of the Technical Proposal, and the original of the Financial Proposal</p> <p>Electronic copies of the Technical and Financial Proposal in MS Word must also be submitted on a separate CD along with the hard copy proposals</p>																				
4.2	<p>The Proposal submission address is:</p> <p>Procurement Manager, GIZ, B-5/1 (2nd floor), Safdarjung Enclave, New Delhi 110 029</p> <p>Proposals must be submitted no later than the following date and time: 4:00 pm on 3rd Sep 2012</p>																				
5.1	<p>The number of points to be assigned to each of the staff positions or disciplines shall be determined considering the following sub-criteria and relevant percentage weights:</p> <table><tr><td>1)</td><td>Experience of the company</td><td>12%</td><td></td></tr><tr><td>2)</td><td>Appropriateness of suggested concept and work plan</td><td>25%</td><td>(Points on this will be awarded taking into account the technical proposal.</td></tr><tr><td>3)</td><td>Technical backstopping</td><td>8%</td><td></td></tr><tr><td>4)</td><td>Qualification of local staff</td><td>55%</td><td></td></tr><tr><td></td><td>Total weight:</td><td>100%</td><td></td></tr></table> <p>However if desired GIZ may call technically qualified bidders for presentation before opening up of financial bids)</p>	1)	Experience of the company	12%		2)	Appropriateness of suggested concept and work plan	25%	(Points on this will be awarded taking into account the technical proposal.	3)	Technical backstopping	8%		4)	Qualification of local staff	55%			Total weight:	100%	
1)	Experience of the company	12%																			
2)	Appropriateness of suggested concept and work plan	25%	(Points on this will be awarded taking into account the technical proposal.																		
3)	Technical backstopping	8%																			
4)	Qualification of local staff	55%																			
	Total weight:	100%																			

	Please refer annex I for detailed technical assessment grid of the offer
5.2	Financial quotes to be provided in INR
5.3	The weights given to the Technical and Financial Proposals are: Technical = <u>0.7</u> and Financial = <u>0.3</u> Total score for technical proposal will be sum of technical proposal and presentation both.
6.1	Expected date for commencement of consulting services: 17th Sept 2012

Section 3: Terms of Reference

1. Background

Office of DC MSME is the nodal agency for advocacy, hand holding and facilitation for the small industries sector in India. **It runs more than 20 support programme and schemes for MSMEs mainly in the area of “Credit, Marketing, skill development, Technology upgradation and cluster development” amounting more than INR 1100 crore/annum.** Furthermore it has over 70 offices and 18 autonomous bodies under its management. These autonomous bodies include Tool Rooms, Training Institutions and Project-cum-Process Development Centre, which provides facilities for testing, tool making, and training for entrepreneurship development, preparation of project and product profiles, technical and managerial consultancy, assistance for exports, pollution and energy audits etc. Public support schemes and programmes are being implemented through field networks, banks, public service providers (National Productivity Council, National Institute of design), Training institutions, Associations , private service providers. As per the last census, **there are 26.1 million** Micro Small and Medium enterprises (MSME) in the country comprising both registered and unregistered. Medium enterprises mostly operate from industrial area and better organized. However when it comes to small and specially the micro enterprises reaching out to them in an effective and cost efficient manner is a big challenge for all including Office of DC MSME. Further details about the role of DC MSME and support programmes is available at www.dcmsme.nic.in

Office of DC MSME, Ministry of Micro Small and Medium, Govt. of India - Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH are implementing the “MSME Policies and Programmes” component of the “MSME Umbrella Programme for MSME Promotion”. The project aims at improving the effectiveness and efficiency with which MSME support policies and programmes are implemented, thus promoting increased responsible competitiveness of MSME.

2. Current Situation

Current status regarding support programmes, communication strategy, and outreach is summarized below for a quick reference and development of the understanding

Awareness and outreach

- Limited awareness about various MSME support policies and programmes
- low coverage
- funds allocated for various interventions are not being spent completely
- Awareness about many of the field agency and services offered by them are also limited

Target Audience

Main Target Group

- Prospective Entrepreneurs ,
- Existing Enterprise (MSME – owners and employee)
- Unemployed youths and student for various skill development and training programmes
- Field networks/Agencies

Secondary Target Group

- Industry Associations
- State Governments (Industry departments , enterprise support network , District industries Commission)
- Banks & Financial institutions
- Public and Private service providers , training and research institutions (IIFT , IIM , IIT, NIT , CSIR)

Communication and outreach channel

- Brochures
- Newspaper Advertisement – not very well designed and targeted. for a skill development course which wants to target 8th class pass students /school dropout – advertisement in English newspaper like TOI, ET , HT
- Workshops and conferences
- Localised information and motivation campaign
- Email marketing by some field agencies like Tool room

3. Objective

As outcomes of many of the support programme depends a lot on awareness and appropriate behavioral changes amongst the main target groups (prospective and existing entrepreneurs); DC MSME- GIZ MSME Programme plans to engage a competent agency, which would have the responsibility to **develop an effective and actionable well defined communication strategy** including media mix and outreach programme and assist in **implementing the same** on DC MSME 's flagship programme known as “National Manufacturing Competitiveness Programme”(NMCP).

This is to enable:

- **Branding exercise** for MSME support programmes

- **Availability** of “communication strategy including actionable media plan and outreach programme” for use by DC MSME on case to case basis for deciding budget and media plan
- **Enhanced awareness** of the support policies and programmes amongst the target group
- **Greater utilisation** of available funds under public support programmes and thus increased outreach

4. Scope of Services

4.1 Assessment:

Carry out the Communications Audit of existing practices and communication capacities within office of DCMSME and field agencies to evaluate all areas of the communications: formal channels, informal channels, supporting organizations and context, media and information environment. An effective and tailored audit should review these areas from the perspective of the overall mandate of the MSME support programmes, their target groups and relevant issues e.g budget and effectiveness of the current strategy in order to identify those that can be used most effectively for greater awareness and enhanced outreach. This should be done in a cost effective manner and not in a complex and expensive manner.

4.2 Analyse

Based on the above assessment, analyse how communication will help reach the programme objective and outcomes and appropriate mix of traditional and new media which will be most suited for different broad categories of target groups. This should be done while taking into account the following

- Categorization of target groups and their behavior pattern regarding information need

Primary interaction with different category (Prospective entrepreneurs/ Micro /Small/ Medium enterprise) of target group in industrial cluster will have to be carried out on a sample basis to understand and validate their existing usage behavior regarding information need.

- Importance of traditional media tools e.g newspaper , brochures, workshops /conferences and outdoor media (banner , hoardings) , communication language for a localised/ cluster based outreach
- Latest media development trends and their likely impacts on target group
- Prevalent and cost effective communication channels
- Assessment of different new communication channels e.g TV , FM radio , internet including social and professional media such as Facebook , Twitter, Linked in with reference to their pros , cons , impact , cost

- Requirement of “Information , Education and Communication”(IEC) material for different type of media
- Most importantly how DC MSME should go about it in a 4-5 year time frame

4.3 Develop

Develop effective and actionable well defined communication plan and deployment strategy. Communication strategy and Media Mix Plan should consist of/contain

- Objective and key Message requirement
- Different channels and media as per the broad target group categorization or programme objectives
- Specific directions on how to use new forms of media such as internet including social media such as facebook , Twitter, Linked in etc to reach out to the target groups and stakeholders
- **Reach:** What target audience it is likely to reach
- **Frequency :** How often these should be used for optimal impact
- **Budget:** Likely cost as per the current market price and total required budget
- **Effectiveness :** How much effect this can produce on desired outcome and indicators to measure it
- Complete implementation for the approved strategy including
 - ❖ detailed requirement of “Creative aspect of strategy” for effective deployment and likely cost thereof ,
 - ❖ Draft “request for proposal” for engagement of an creative agency by office of DC MSME , which will be required for implementation of suggested media plan

4.4 Implementation

Consultant will assist in pilot implementation of “developed media plan” for office of DC MSME’s flagship programme i.e NMCP. Details of NMCP is further available at <http://www.dcsmse.gov.in/schemes/NMCPDetail.html> and it consists of 10 different schemes and specific schemes, on which thrust has to be provided, will be decided in consultation with office of DC MSME. Task of the agencies will assist the programme in getting the creative agency on board (it can also be the same agency – if they are technically and cost wise most appropriate) to conceptualise & develop creative such as print ads, TV ads, audio-visual material and other innovative awareness material for implementation. Task of the consultant will be to define exact requirement of creatives , as per recommended media format and provide support to the programme team in development of creatives.

Cost of creative development should not be part of the financial proposal of this RFP.

5. Deliverables

1. *Deliverable D1:* Comprehensive Communication Strategy and actionable Media Mix plan including implementation and budget plan as outlined above in scope of work
2. *Deliverable D2:* Detailed Requirement of Outreach /IEC material (print , audio – visual , it based) for NMCP programme as discussed and decided by Office of DC MSME and assistance in complete life cycle of creative development.

6. Eligibility Criteria and Expertise/Skill-sets required

1. Agency must have prior experience of working with public sector agencies / Ministry in similar assignments i.e have successfully developed and implemented the communication strategy and media plan.
2. Should have basic understanding and demonstrated experience of industrial situation , cluster development programmes and challenges faced by them specifically by SMEs
3. Good knowledge of communication scenario in India with specific reference to small industry
4. To maximize cross media synergy and efficiency, Agency specializing in all modes of communication would be preferred.

7. Duration

Total duration of this will be 4 months from the date of signing of the contract

Phase	Estimated Duration
Assessment and analysis	1 month
Development	1.5 months
Implementation	1.5 months

8. Reporting

During the assignment, consultant will be required to maintain a continuous liaison with Additional Secretary and Development Commissioner or his representatives. Reporting will be on monthly or mutually agreed interval basis and should be submitted to both office of DC MSME and GIZ. During the assignment, consultant will adhere to following reporting schedule

- Assessment and Analysis Report within 30 days of start of the assignment ,
- Communication Strategy and Actionable Media Plan after 75 days of start of the assignment
- Final report – after 120 days
- Intermediate progress report as decided .

9. Payment Schedule

No	Project Milestone	Payment*	Months
P1	Contract signing , advance payment	40%	M1
P3	Submission and acceptance of all deliverables on completion of assignment	60%	M4

* % of total contract value

Feedback will be communicated to the consultant continuously at the end of several activities carried during all phases. Where necessary, consultant shall make appropriate changes to improve the deliverables and address this feedback. On the completion of a milestone and its acceptance by the respective division at office of DC-MSME, written confirmation shall be provided to the consultant who will trigger the relevant milestone payment. No payment will be processed without the acceptance of the deliverables.

10. Other Terms & Conditions

The end-deliverable and the achievement of final milestone should be approved by the Additional Secretary and Development Commissioner MSME, MoMSME as conditions for release of final payment. All the work/software/reports undertaken/developed/prepared under this assignment are the property of the Ministry of MSME and cannot be used, published, copied or otherwise disseminated without prior written approval.

Section 4: Technical Proposal – Standard Formats

With reference to brief guideline provided in section 2 of this RFP, consultants are expected to use the following recommended formats and number of pages for their technical proposals for any of the work packages.

1. Executive Summary :

Executive summary should capture important parts of your technical proposal including approach, timeline, milestones and staffing. Executive summary must be confined to maximum 5 pages.

2. Profile

2 page description of background, organisation and competencies of the consulting firms and each associate for this assignment

3. Relevant Experience

This section should contain project credentials of the bidder. This section should mention 5 most relevant experiences and must not exceed 10 pages.

FORMAT FOR RELEVANT EXPERIENCE

Name of Assignment	Client (Including Contact Detail of person in charge)	Start/ End dates	Value (INR/Euro)	Role of the firm/short description
Selected Relevant projects-National				
Selected Relevant projects-Global				

4. Qualification to Terms of reference :

This section is intended to record understanding of the assignment and interpretation of the TOR and any observations/suggestions the bidder may have on the terms of reference. Facilities and support required/expected from counterpart should also be mentioned. Maximum number of pages to be used is 3.

5. Technical response :

This section should define the approach, methodology, work plan including sub activities and deliverables and how the bidder intends to organise the project team to execute the engagement. Technical response must confine to 30 pages and in following 3 sub sections.

1) Approach and methodology

Detailing out planned approach and methodology for carrying out the assignment to achieve the expected output

2) Work Plan including sub activities and Deliverables

Detailing out Main activities, sub activities, duration, their interrelations, Milestones and linked deliverables. Work plan should be consistent with approach and methodology and should break out the TOR in feasible working plan.

3) Project Organisation

This should contain the project team organogram and brief profiles of project team personnel. Details of which tasks your home office will be undertaking within the scope of the project (backstopping) and the designation of a contact person at the Head Office who is responsible for the project, with his or her CV included. Earliest possible date for commencing the work, with alternatives where appropriate

6. Description of the proposed team**1) Staffing**

This section should contain the staffing table which indicates the name, firm, area of expertise, designation and task assigned to the professional staff as per the following format.

FORMAT FOR STAFF TASK ASSIGNMENTS

Name of Staff	Firm	Area of Expertise	Position Assigned	Task Assigned

2) Schedule

Staffing schedule (giving alternatives if necessary) with details of the personnel to be engaged in the home/field work with their person-days of involvement in the assignment as per the following format.

FORMAT FOR STAFFING SCHEDULE

No.	Name of Staff	Description	Staff input (In number of Days)					Total Staff input (days)		
			Month 1	Month 2	Month 3	Month 4	Month n	Home	Field	Total
		Home (days)								
		Field (days)								

Staffing schedule should be specifically broken into Professional staff (International, if any and Indian) and Support Staff.

3) Curricula vitae (CVs)

The CVs of the experts designated for the project are to be in tabular form and should cover the points given in the format. Each CV must confine to maximum 3 pages in the following format.

FORMAT FOR CVs FOR PROPOSED PROFESSIONAL STAFF

Name:	
Nationality:	
Designation:	
Proposed Position:	
Whether Employee of the Firm:	
Years with the Firm:	
Key Qualifications:	
Education:	
Recent Relevant Experience:	<Project Title> <i><Designation in Project Team></i> <i><Description of Role></i>

Record of Employment:		
From	To	Designation & Name of Firm

Languages Known:			
	Read	Write	Speak

4) Personnel Inputs and work plan (Required only for the Core Team)

This section should contain a GANNT chart mapping project phases, activities and sub activities, milestones and deliverables and person-days involvement of each project team member. There should be no price information in this table, only estimates of person-days of each consulting team member.

S. No.	Work-plan Activities	Team Member	Showing the completion of activities and involvement (maydays) of team member in respective cells				Remarks , If any
			Wk 1	Wk 2	Wk 3	Wk n	

7. Matters not appropriate in any other section

Section 5: Financial Proposal: Standard Formats

Financial Proposal should be submitted with a covering letter clearly mentioning the validity of the quote for minimum 60 days and as per the following format for any of the work packages.

FORM 1: TOTAL COST SUMMARY

Description	Cost in INR
Professional Fee	
Reimbursable Fee	
Applicable Tax	
Total Cost	

FORM 2: FORMAT FOR STAFF INPUTS AND FEE RATES

Name	Description	No. Of Days	Daily Fee Rate in INR	Total Fee (No. Days x Fee)
Sub Total				
Tax				
Total				

FORM 3: FORMAT FOR PROJECTED REIMBURSABLE COST

Description	Number	Rate	Cost(INR)
Vehicle hire			
Airfare			
Accommodation			
Per diem for staff			
Others(please specify)			
Total			

FORM 4: COST BREAK UP ACCORDING TO THE MAJOR DELIVERABLES (As Outlined in TOR)

Deliverables (As Outlined In TOR)	Consulting Fee	Reimbursable Fee	Total Amount in INR

Annex I: Technical Evaluation Grid

Technical Assessment Grid of Offers (AURA)

Section	MSME Support Policies and Programme	Project Short Title	MSME Umbrella Programme			Date	Aug 09, 2012					
AV	Manfred Haebig					PN	PN: 09.2459.7-003.0					
Assessor	Amit Kumar/Neha Nagpal					VN	VN					
Version	Individual assessment/Overall assessment											
			Company 1		Company 2		Company 3		Company 4		Company 5	
(1) Criteria		(2) Weighting in %	(3) points (max.10)	(4) assessment (2)x(3)	(3) points (max.10)	(4) assessment (2)x(3)	(3) points (max.10)	(4) assessment (2)x(3)	(3) points (max.10)	(4) assessment (2)x(3)	(3) points (max.10)	(4) Assessment (2)x(3)
1. Experience of the Company												
1.1 Technical Experience (state relevant sectors)												
<ul style="list-style-type: none">Analysis and formulation of communication strategy and media plan preferably for Government bodies/Public Sector			5									
<ul style="list-style-type: none">Implementation of communication strategy and media plan preferably for Government bodies/Public Sector			4									
<ul style="list-style-type: none">Specialization in all modes of communication			3									
1.2 Regional Experience (state country/region)												
Total 1			12									
2. Appropriateness of suggested concept and work plan												
2.1 Interpretation of objectives			4									
2.2 Strategy (technical concept/alternative concepts)			7									
2.3 Implementation methods: Management of cooperations, Steering structure, Processes, Learning and Innovation			8									
2.4 Work schedule and time schedule			3									
2.5 Monitoring and evaluation concept			3									
Total 2			25									

3. Technical backstopping / Knowledge Management											
3.1 Staff and backstopping conception (incl. Capacity Works)	4										
3.2 Knowledge and information management	4										
Total 3	8										
4. Consideration of local resources											
5. Qualification of proposed staff											
5.1 Expert 1: Team Lead											
5.1.1 General qualification											
• Edu. qualification/training in areas related to communication strategy and media plan	4										
• Professional experience (min. 10 yrs) in project management, strategy design, field implementation involving multiple stakeholders and policymakers	2										
5.1.2 Specific qualification											
- special field											
• Advisory and implementation related experience in areas related to communication strategy and media plan with Public Sector Agencies / Ministry	7										
- management experience	3										
- ability to work in a team											
5.1.3 Regional experience / Knowledge of country											
• India, EU, US	2										
5.1.4 Language skills											
Subtotal 5.1	18										
5.2 Expert 2: Team Member Senior											
5.2.1 General qualification											
• Edu. qualification/training in areas related to communication strategy and media plan	3										
• Professional experience (min 6 years) in strategy design and implementation	2										
5.2.2 Specific qualification											
- special field											
• Designing and deployment of communication strategy and media plan	4										
• Strong understanding of industrial situation , cluster development programmes and	3										

	challenges faced by them specifically by SMEs, communication scenario in India with specific reference to small industry										
	• Exp. in variety of modes of communication	4									
	- management experience	2									
	- ability to work in a team										
5.2.3	Regional experience / Knowledge of country										
	•										
5.2.4	Language skills										
Subtotal 5.2		18									
5.3	Expert 3: Team Member Junior										
5.3.1	General qualification										
	• Edu. qualification/training in areas related to communication strategy and media plan	2									
	• Professional experience (min 4 years) in strategy design and implementation	2									
5.3.2	Specific qualification										
	- special field										
	• Experience with variety of modes of communication	3									
	• Designing and deployment of communication strategy and media plan	4									
	• Strong understanding of MSMEs and communication scenario in India	3									
	- ability to work in a team										
5.3.3	Regional experience / Knowledge of country										
	India										
5.3.4	Language skills										
Subtotal 5.3		14									
5.4	Composition of the team	5									
Total 5.		55									
Grand Total		100	100								
Assessment in % place											
6.	Special advantages / risks (see extra page)										
place											