

**Notification 276/2021/KDISC**

**06/10/2021**

**Invitation of Expression of Interest (EoI) from prospective Individual Experts/Consultants and Reputed Agencies for Kerala Knowledge Economy Mission (KKEM) in providing curation and career counselling for its Digital Workforce Management System (DWMS)**

The Kerala Development and Innovation Strategic Council (K-DISC) is a strategic think tank and advisory body of the Government of Kerala. K-DISC started function on 24<sup>th</sup> March 2018 and has been given the mandate of promoting innovation in the state. Government has recently decided to restructure K-DISC as a society under the Travancore Cochin Literary Scientific and Charitable Societies Act 1955.

In the State budget 2021, the Government of Kerala, has embarked upon a major initiative to take Kerala towards the Knowledge Economy. A series of steps for promoting innovation; for strengthening higher education institutions; for enhancing skill development of students, youth and women; for digital transformation of existing enterprises in the state; and for translation of research in R&D Centres and academic institutions have been proposed as closely coupled initiatives. It has been decided to launch the Kerala Knowledge Economy Mission and to entrust K-DISC to drive this initiative forward.

K-DISC along with its partners the Kerala University of Digital Sciences, Innovation and Technology, Kerala Academy for Skills and Excellence, Additional Skill Acquisition Programme and the ICT Academy, Kerala and several other academic research and training partners have initiated an effort to develop a platform for competency development and for matching the skills and capabilities of knowledge workers in Kerala with the job and work demands in the global market. As a first step K-DISC through the Digital Workforce Management System (DWMS), Kerala has established a facility for registering Knowledge Workers having different competency profiles.

The functional layers of platforms would be the as follows

- Supply side (Subscriber): capabilities such registration, curating and counselling of the registered candidates to meet the demand (skill profile, experience profile, capabilities, interests etc) are managed
- Demand side (Publisher): Capabilities such as Publisher registration, Publisher job / work/ assignment details, cataloguing of demand etc. In an aggregated model, all the functions wouldn't be directly available

in the platform, but as exposed services from the platforms connected to DWMS

- Subscriber preparation & Matching: Based on the Demand and Supply availability, Subscribers are appropriately prepared for meeting the demand and matched for taking up suitable Job / work / Assignments. Appropriate agencies are identified, and candidates are routed to the agencies for Skills upgrades / Skills development. The technology and process relating to the modules are to be leveraged using existing platform players
- Facilitation Agencies Level-1: These are Processes and Organisations that will be involved in Subscriber identification, Mobilisation and Onboarding onto DWMS.
- Facilitation Agencies Level-2: These are Processes and Organisations that will engage in curation and counselling of subscriber and liaison with Publishers.
- Facilitation Agencies Level-3: These are Organisations and processes that will facilitate the smooth distribution of Govt. benefits to the Subscribers.

The terms of reference and the non-disclosure agreement to be signed by the agencies and consultants are attached as Appendix.

Individual Experts or Consultants should submit proposals with detailed Resume/CV with proof of experience of curation and counselling skill areas, proof of qualification, certificate experience, certificate of positions held from competent authority, details of certifications, proposal for engagement and delivery and terms of engagement, contractual terms.

HR Agencies or Research Agencies or Consultant Agencies or Career Service Organisations should submit detailed institutional profile with particulars of registration, proof of inception and functioning since inception, financial performance, locational presence, manpower strength with detailed profiles covering capabilities and experience, certifications, CV of personnel to be positioned, confirmation on their joining in the event of award, proposal for engagement covering methodology, quality of services, tools products sought to be used, aspects of commercials and contracts etc.

Those who are interested may forward the required documents cited in the TOR along with the response to **pe07@kdisc.kerala.gov.in** , within 14 days of this notification. KDISC would call for a detailed discussion and presentation of the offer, at a mutually convenient date thereafter.

## Appendix 1

## Terms of Reference for Facilitation Agency-2 process

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## **1 Introduction**

The socially conscious Kerala model of inclusive development has been a matter of immense interest globally and that has yielded its results in many ways. However, the model needs to be re-calibrated to take it to the next level of growth, consolidating its areas of strength and adapting to the various changes that are happening in the world including the recent impacts created by Covid-19 . In order to arrive at the next stage of Inclusive Kerala Growth model there is a need to evolve solution approaches that would take advantage of the Digital economy trends across the world. Kerala Knowledge Economy Mission is setup with this intent

## **2 Vision & Strategic intent**

One of the key elements of the Kerala Knowledge Economy Mission is the creation of a technology enabled workforce engagement model for enabling educated youth with job / career market expectations and connecting them to new opportunities emerging in different parts of the globe. The scope of the workforce model is that of capturing the new generation opportunities of knowledge work including contingent work, by leveraging the educated manpower, which otherwise would not have been meaningfully employed or productively engaged in economic activities fully leveraging their potential. In summary the following are the key tenants of the proposed Digital Work Force Management System (DWMS), which will be the Technology platform developed for bridging the Demand (Publisher) and Supply (Subscriber) side of the Knowledge Economy Mission activities

- Leverage Technology to deliver services remotely (or from home)
- Attract Global Digital demand to get delivered from Kerala and thus contributing to the state GDP
- Provide meaningful earning opportunities to those who otherwise would remain unemployed for long time - Women professionals who had career break, People who lost jobs at their mid-career, returning NRI population, Young graduates who wish to earn while studying / looking for long-term career
- Create opportunities for knowledge worker collectives who would look forward to integrating with the global demand working jointly in a local and regional innovation ecosystem

- Structure a skill curation, counselling, training, assessment and capacitation of talents for fast tracking the process of knowledge society building in the state.

### **Vision & Focus**

To develop Kerala as the leading state in promoting De-centralized Model of employment, Capturing 0.1% of Global Market and target 2 Million people by 2026. This vision is to be achieved through a structured approach and following broad tenets of strategy are adopted

- Build a Platform-of-Platforms (DWMS) to aggregate demands from multiple sources of engagement – this will enable the candidates registering in DWMS with a view of all the opportunities available globally
- Leverage on the expertise and the Assets that are already built by other similar platform providers, to fulfil the needs of DWMS
- Create uniqueness by building enablers such as Skills development dynamically modelled to demand, Curation, Counselling, Assessment, Creating Opportunities for collectives, Benefits management and Complete de-risking for employers through candidate retention mechanism
- Three dimensional opportunity potential : (a) Focus on all domains of Business that can be serviced through remote work assignment / Jobs (b) Focus on international Work opportunities (c) Focus on Full time Jobs, part-time jobs, Projects, Work or assignments on temporary basis
- Developing new skill programmes with partner organisations, universities and other academic institutions and create cluster level synergies in niche areas of knowledge workforce development

### **3 Operating Model**

The DWMS programme is carefully drafted to take advantage of all the existing assets, resources and expertise and reduce as much as possible, any re-inventions. This approach is believed to help in quickly switching on the platform and also help achieve the vision with the best-in-class technology and processes in place. At a contextual level, the operating model of the programme that DWMS would be supporting, is depicted in the following picture

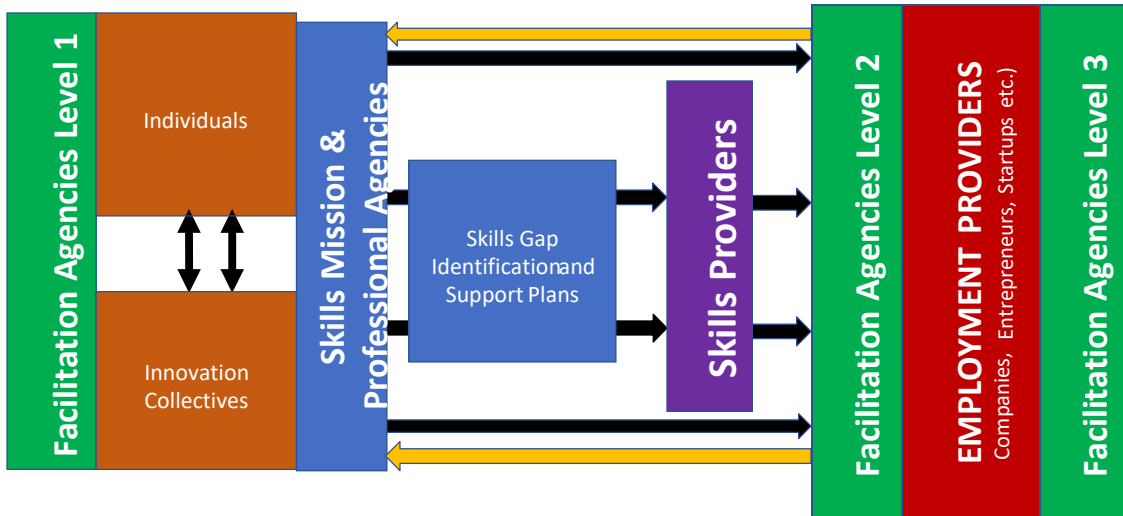


Figure: Digital Workforce Management System

The functional layers of platforms would be the as follows

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- Demand side (Publisher): Capabilities such as Publisher registration, Publisher job / work/ assignment details, cataloguing of demand etc. In an aggregated model, all the functions wouldn't be directly available in the platform, but as exposed services from the platforms connected to DWMS
- Subscriber preparation & Matching: Based on the Demand and Supply availability, Subscribers are appropriately prepared for meeting the demand and matched for taking up suitable Job / work / Assignments. Appropriate agencies are identified, and candidates are routed to the agencies for Skills upgrades / Skills development. The technology and process relating to the modules are to be leveraged using existing platform players
- Facilitation Agencies Level-1: These are Processes and Organisations that will be involved in Subscriber identification, Mobilisation and Onboarding onto DWMS.
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#### **4 Facilitation Agencies-2 and individuals (FA2) – Terms of Reference (TOR)**

KDISC is looking forward to creating a consortium of experts and agencies to provide effective research on Employer requirements and provide curation&career counselling services to candidates registered with Kerala Knowledge Economy Mission. The following section depicts the Terms of Reference (TOR) for such an engagement.

#### **4.1 Support for Curation Services**

- a. To understand the changing needs of various Industries and job market and provide input to Kerala Knowledge Economy Mission
- b. To support Kerala Knowledge Economy Mission to establish a curation protocol for its registered candidates based on their aspiration, skills, experience and the new opportunities
- c. To develop Industry and Job specific Curation metrics and standards and also job seeker segment wise curation metrics and standards
- d. Identification of critical factors that can impact candidates'employability and performance in the world of work. To integrate the counseling process with other tiers of curation done and to create an integrated fabric of the entire gamut of curation.
- e. To Identify and deploy Technology tools to optimize the curation process
- f. To develop analytic dashboards for consolidated performance reporting.

Activities: Curation service on a short term, medium and long term basis.

Deliverable: Timely completion of curated candidates as per targets fixed based on the activity plan.

KPI: Accuracy in predicting the future Job demand, Job Specific Curation Standards, Job seeker segmentation, Job seeker segment matrices and standards, Effectiveness of Technology solution and Time Taken for Curation

#### **4.2 Career Counselling Services**

- a. Design and develop a comprehensive career counselling and guidance protocols for Kerala Knowledge Economy Mission.
- b. Conduct an initial counselling to understand aspirations and identify

behavioral traits of candidates, to profile and segment the Job seekers

- c. Create a planned career counseling path for each candidate in equipping him/her for optimum job matching meeting the aspirations.
- d. Identify and deploy technology solutions for Career Counselling process.
- e. To benchmark the career path created with the achievements of the candidate through DWMS and to evaluate the success.
- f. To develop an integrated dashboard for the career counseling process.
- g. Conduct Aptitude Assessments and help the candidates to understand their true potential and interests
- h. Instill a sense of confidence and positive spirit towards life among the candidates.

Activities: Career Counseling services with a short term, medium term and long term plan.

Deliverables: Timely and result oriented completion of career counseling as per the activity plan targets.

KPI: Effective Mechanism for Career Counselling, Time Taken for Career Counselling and No of Candidates taken career Counselling, Assessment of the level of match of career plans and career accomplishments.

### **4.3 Guidance Services**

- a. To develop an aptitude assessment framework for KKEM and refine it further for improving assessment.
- b. Create guidance protocols based on short term, medium and long term demand trends.
- c. Provide insights and inputs related to changing nature of world of work in general and jobs in particular.
- d. Assist candidates to identify the right set of job with the support of Technology
- e. Provide Guidance Support to candidates to choose most appropriate skill development programmes based on the candidates aptitude and skill level
- f. Facilitate general skill assessments and identify the skill and competency level of candidates in the chosen field.



- g. Extend support to Career exploration and Job search assistance
- h. Help candidates to build career pathways
- i. Extend guidance support to candidates to obtain financial support to pursue skill development programme
- j. Provide guidance related to placement pathways to the needy candidates
- k. Integrate the guidance process with virtual tools.
- l. Refine the guidance process regularly with market transition.

Activities: Put in place a virtual tool linked guidance function and improve it periodically as per the activity plan.

Deliverable: Timely guidance support of candidates

KPI: Improvement in guidance service as demanded by DWMS

#### **4.4 Conduct training on universal grooming requirements of candidates for improving employability and placement**

- a. Undertake detailed assessment of the job seekers and arrive at universal grooming requirements for improved employability and placement.
- b. Conduct pilot Job readiness workshops for Candidates based on profiling
- c. Conduct pilot Interview preparation programmes based on profiling
- d. Competency based interview and career developments sessions in both Malayalam and English based on profiling.
- e. Conduct pilot Workshops on “how to use Social media for career development”
- f. Conduct mock interview preparation POC s.
- g. Conduct pilot Career development sessions for students in colleges and other Higher Educational Institution.

Activities: Develop a virtual / blended platform to administer the above activities. Develop a Virtual/ blended platform for universal grooming and employability improvement.

Deliverable: Capacity Development Plans, Industry Feedback collection process, and implementation measures on various components of career development activities as per the activity plan.

KPI: The retention rate of candidates in the employment and the percentage of placement offer obtained based on the intervention.

#### **4.5 Post Placement Support**

- a. Extend support to an employee in settling in new work location
- b. Help the candidates to complete all the legal procedures related to work
- c. Post placement Support must extend for a minimum of six months to all candidates
- d. Develop mechanism for integrating post placement creation with skill tracking programmes and integrate it to a virtual tool / blended process.
- e. Developing a dash board for reporting.

Activities: Continuous feedback administration, and followup of candidates

Deliverable: Feedback administration plans to achieve the target

KPI: Assessment based on feedback mechanism

## **5 Facilitation Agencies-2 and individuals (FA2) – selection criteria**

### **5.1 Response format and selection criteria for the FA-2**

Following are the list of potential areas that can be looked up as responses to the EOI from potential partners

<b>Selection Areas</b>	<b>What is being evaluated</b>
(A) Organisational Capability	20% marks
A.1 Longevity of	How long are they in Business by detailing of

company	inception records as revealed in the balance sheets and/ or inception records
A.2 Financial stability	How sustainable are their finances
A.3 Locations	More locations are an indication of their spread and reach which reflects in the official websites of the establishment

A.4 No of People & their experience	More people with the right experience for such responsibilities (Business development experience) will make the agency successful with proof of engagements. Proof of engagement of the persons to be provided
A.5 Client Experience	Have they done similar work in the past and do they have large no of people being supported through such initiatives with details of project orders for government and reputed companies
<b>(B) Service Alignment</b>	20% marks
B.1 Aligned Services	Services that are directly aligned to the needs of FA2 (as explained in the TOR)
B.2 Indirect Services	Services that may be of use for the programme in future, which are not listed in TOR
B.3 Additional Value Adds	What additional proposition they have offered in the proposal (will they bring in domain expertise to help in our skills programme, for e.g)
<b>(C) Quality of Services</b>	10% Marks
C.1 Deliverables	Have they clearly articulated the deliverables in the proposal, in alignment to the KPIs
C.2 Process Understanding	Have they clearly articulated the process flow they will be following in delivering the services requested
C.3 Quality outcome	Have they articulated the Quality control mechanisms they would put in place to ensure right levels of deliverables are produced; right insights are provided

C.4 People positioned for the role	Have they clearly articulated the people who will be delivering the services, their experience / CV and proof of their engagement
C.5 Tools / Product/Utilities	Will their services be enabled with strong Technology / tools / product backbone with proof of availability of the tools as evident from demonstration
<b>(D) Governance</b>	10% Marks
D.1 Organisation structure	Have they given the details of organisation structure that helps in delivering the services effectively
D.2 POC & Escalation	Have they articulated the Points of Contacts and Escalation Matrix as part of the proposal
D.3 Regular reviews and reports	Have they proposed system for regular reporting and consolidating KPIs and linking KPIs with payment
<b>(E) Commercials and Contracts</b>	20% Marks
E.1 Financial Viability	Is their offer financially viable for us
E.2 Value adds	Do they offer discounts for volume or any other discount model
E.3 Contract terms	How flexible are their contractual terms on payments, credits and tiered discounts based on volume etc
<b>(F) Virtualisation</b>	20% Marks
	Is there a clear plan for migrating the services to a virtual/ blended mode for superior control and consistency

## 5.2 Profile of candidates applying for FA-2 individual role

Following are the potential areas on which candidates applying for the role could be evaluated

Profile / Skill areas	Expectations
Profile details	

Educational Qualification	Master's in HRD/ Social Work /Psychology or equivalent
Experience	Experience in Industry (7 years or above) – in HR development, recruitment, academia related Interfaces, business development or Placement officers with 7 years or above experience, of which 3 years min in placement office, career counselling jobs with documentary records to substantiate
Positions held	Should have held key positions for the Organisation that enabled either onboarding of new talent or enabling students for placements with documentary records to substantiate
Organisations worked	Technical Education / Management/Social science Education institutes/ Universities/ Govt Organisations or reputed Corporate houses with relevant reference certificate from the organisation connected
Additional Capabilities acquired	In the field of new tech / domain areas, which would help in understanding of the Industry demands, profile the job seekers and segment the job seeker based on clearly discernible profile characteristics . Capabilities in career counselling and exposure to IT tools and its usage relevant reference certificate from the organisation connected
Knowledge in Skills development, Industrial trends	Candidates should possess good understanding of Industry trends globally and should also have an understanding of various Skills development programme, standards etc with documentary proof from the respective supervising agency. Exposure of talent profiles in Kerala and/ or South India would be additional attribute.
<b>Skill Areas</b>	
Network	Candidate should have good network of Companies, industry houses so that the network can be leveraged for the job
Communication	Candidate should possess excellent written, Oral communication skills, presentation skills

Skills	
Interpersonal skills	Ability to make cold calls, negotiate, influence and to align stakeholders to common cause
Result orientation	Candidate should have proven record of producing strong results in the area of domain assigned

Appendix 2

**6 Appendix – Sample Non-Disclosure Agreement structure**

**NON-DISCLOSURE AGREEMENT**

This Non-Disclosure Agreement (“Agreement”) is entered into on.....

Between

.....(Company)

And

\_\_\_\_\_ (Consultant)

WHEREAS, Company (including its subsidiaries and affiliates) has developed or owns intellectual property (including, but not limited to, software, databases, data and systems), financial, technical, operational, marketing, administrative, HR and/or business information, process and procedures that it deems confidential and/or proprietary, the unauthorized usage or disclosure of which could be detrimental to its business interests;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, both parties agrees as follows:

As used herein, “Information” means intellectual property (including trade secrets, software and source code), Information or data existing and/or communicated in any form, including, but not limited to, oral, written, graphic, electronic, or electromagnetic forms, and “Proprietary Information” means that Information, not limited to employee data and points arising out of discussions with employees for which Company imposes restrictions regarding use and/or disclosure or which is clearly marked as confidential or, if disclosed orally, Consultant is provided notice at the time disclosed that such disclosure is confidential.

Consultant will treat Proprietary Information disclosed by Company as confidential and will safeguard it in the same manner that Consultant treats its own Proprietary Information of like kind, but will use no less than a reasonable degree of care. Consultant will only use such Proprietary Information solely in connection with the purposes for which it was disclosed hereunder, and will not disclose, distribute, or disseminate Proprietary Information in any way, to anyone except as provided in this Agreement. Upon discovery by Consultant of any unauthorized use or disclosure, said party shall notify Company and shall endeavour to prevent further unauthorized use or disclosure.

Consultant further agrees that: (I) only Consultant's employees with a clear and defined need to know shall be granted access to Company's Proprietary Information;(ii) Company's Proprietary Information shall not be disclosed to any third parties without the prior written approval of Company; (iii) permitted disclosures to third parties shall be subject to all of the provisions of this Agreement; (iv) no copies shall be made of Company's Proprietary Information (whether oral, written, graphic, electronic, or electromagnetic) without the prior written approval of Company; (v) all approved copies shall bear appropriate legends indicating that such information is Company's Proprietary Information; and (vi) Consultant shall not make use of any of Company's Proprietary Information for any purpose except that which is expressly contemplated by this Agreement and any consultancy agreement between the parties.

Proprietary Information of Company shall be treated as confidential and safeguarded by Consultant for a period of five (5) years after disclosure, unless Proprietary Information is:

- (a) generally available to the public, through no fault of Consultant or its employees and without breach of this Agreement; or
- (b) already in the possession of Consultant without restriction and prior to any disclosure hereunder; or
- (c) developed independently by employees of Consultant without breach of this Agreement; or



(d) approved in writing for release or disclosure without restriction by Company.

Consultant specifically acknowledges and agrees that it may be exposed to Proprietary Information, whether Company's or a third party's, that Company did not intend to disclose and/or that Company did not intend to receive, merely as a result of Consultant's contact with Company's premises or employees. If, in the course and scope of its contact with Company, Consultant inadvertently receives any such Proprietary Information, Consultant will protect such Proprietary Information from any further disclosure and will not use such Proprietary Information in any way and will return such Information to Company immediately upon its discovery.

Consultant will maintain in force policies that require its employees to treat and maintain Company's Proprietary Information in a confidential manner.

This Agreement shall remain in effect for two (2) years, except that the confidentiality obligations and all enforcement rights of Company shall survive any expiration or other termination of this Agreement.

Consultant will return to Company, or at Company's request, destroy any and all Proprietary Information immediately upon Company's written request, except for one copy may be retained by the Consultant's legal department for the sole purpose of responding to any claims hereunder.

Except as specifically provided in this Agreement, neither party shall disclose the existence or the nature of the discussions between the parties relating to any Proprietary Information without the prior written authorization of the other party.

Each party acknowledges and agrees that a breach of this Agreement by Consultant will cause Company irreparable harm, and further acknowledges and agrees that Company is entitled to injunctive relief in any court of competent jurisdiction to prevent breach or to halt a further or continuing breach. Each party also acknowledges and agrees that such remedy is cumulative and in addition to any other remedy Company may have at law or in equity.

This Agreement and all obligations and rights arising hereunder shall be binding upon and inure to the benefit of the parties hereto and their respective successors and permitted assigns and its provisions may be modified, amended or waived only by written agreement of the parties.

This Agreement shall be governed by and construed in accordance with the laws of the... without regard to its choice of law rules.

Both parties acknowledge that they have read this Agreement, understand it and agree to be bound by its terms and further agree that this Agreement is the complete and exclusive statement of the agreement between the parties with respect to the subject matter hereof, which supersedes all proposals, and all other communications, regardless of the form thereof, between the parties relating to the subject matter of this Agreement.

**IN WITNESS WHEREOF**, the undersigned have executed this Agreement as of the day first written above.

**XXX (COMPANY)**

**XXX (CONSULTANT)**

By: \_\_\_\_\_

By:

\_\_\_\_\_

Name: \_\_\_\_\_ Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_