

Notification 189/2021/KDISC

05/10/2021

Invitation for Kerala Knowledge Economy Mission (KKEM) Expression of Interest (Eoi) from Training Service Providers 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 24th 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 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 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 liaison with Publishers and enabling the onboarding of such Publishers and their job/work/assignments onto the platform
- Facilitation Agencies Level-3: These are Organisations and processes that will facilitate the smooth distribution of Govt. benefits to the Subscribers.

KDISC is looking forward to creating a repository of Skills providing agencies from recognized training agencies, Corporates, Business Houses, Innovative clusters, technology communities, Industrial organizations to provide the market required skills in various Industry Domains, Technologies, language Skills etc. both on short-term and long-term model to support the objectives of Kerala Knowledge Economy Mission (KKEM) Project. The following section depicts the Terms of Reference (TOR) for such an engagement.

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

Those who are interested may forward the required documents cited in the Terms of Reference along with the response to pe07@kdisc.kerala.gov.in ,before **15.10.2021**. KDISC would call for a detailed discussion and presentation of the offer, at a mutually convenient date thereafter.

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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. Knowledge Economy Mission aims to provide job opportunities to 20 lakh educated youths in various sectors of Knowledge Economy over a period of five years.

The scope of the workforce model is that of capturing the 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.

Kerala Knowledge Economy Mission has designed a distinct Technology Platform titled “ Digital Work Force Management System (DWMS) for bridging the demand and supply side of the Knowledge Economy. The Mission would carry out following 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.

Mission & Focus

To develop Kerala as the leading state in promoting De-centralized Model of employment, Capturing 0.1% of Global Market and target 20 lakh people by 2026.

This necessitates a comprehensive skill development programmes for the youths of Kerala.

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

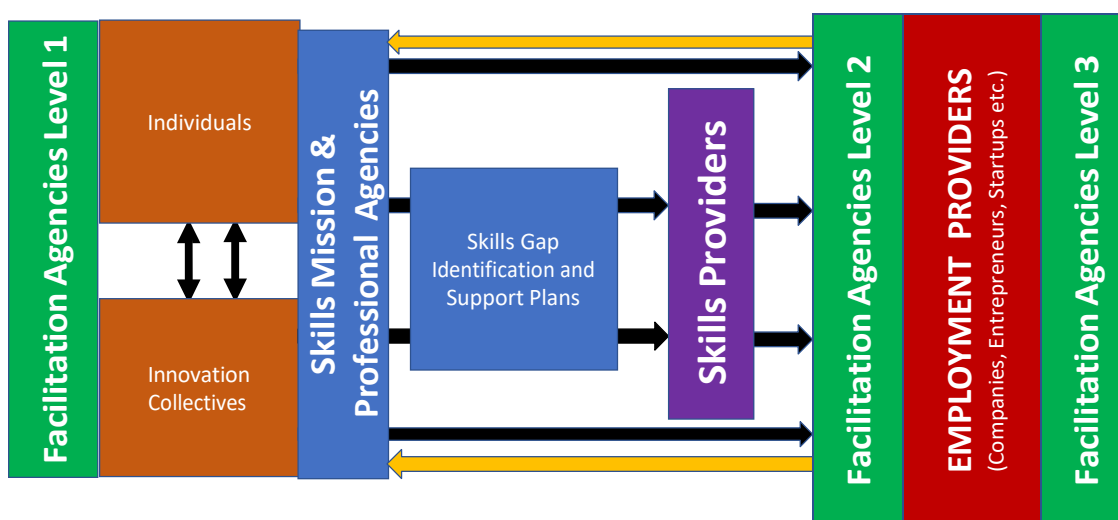


Figure: Digital Workforce Management System

The functional layers of platforms would be the as follows

- 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
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- 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 Skills Providing Agencies – Terms of Reference

KDISC is looking forward to creating a repository of Skills providing agencies from recognized training agencies, Corporates, Business Houses, Innovative clusters, technology communities, Industrial organizations to provide the market required skills in various Industry Domains, Technologies, language Skills etc. both on short-term and long-term model to support the objectives of Kerala Knowledge Economy Mission (KKEM) Project. The following section depicts the Terms of Reference (TOR) for such an engagement.

4.1 On Skills Domains required for KKEM

KKEM has listed a broad range of skills required for the overall programme. Training partners are free to suggest new programmes and sectors as well. The skills providers should be able to provide long-term or short-term or both, in one or multiple domains (not a comprehensive list) as listed below

Sl. No.	Skill Domains	Skills areas (Not exclusive)
1.	Industry 4.0 Skills	Data Analytics, ML/AI, Blockchain, IOT Full Stack Development (MEAN, LAMP, JAVA full stack, AWS stack, MS stack etc.) Cyber Security (Offence and Defense) Robotic Process Automation ,BIM etc.
2.	Business Skills	Business Analysis, Product Development, Project Management, Business Process, Re-engineering etc.
3.	Fintech Skills	Banking, Financial Services, Insurance, Peer to Peer finance etc.

4.	Functional Skills	H R process, Finance and Accounting, Audits, Procurement, Operations etc.
5.	Creative Skills	Digital designs, Digital content creation and delivery, Digital Marketing and associated usage of tools utilities etc
6.	Skills in Special Domain	Synthetic Biology, Genetic Engineering, Renewable Energy storage, E-mobility, Smart device management, Predictive maintenance Smart grid, Energy Advance Communication Technology, Electric and Additive Manufacturing, Precision Agriculture, Precision Aquaculture, Agricultural Consulting, Drone based Agriculture, Smart Livestock farming, Precision feeding, Animal health monitoring, Smart beverage and food processing, 3D food printing Pet care, Medical coding in Paramedical domain, Fashion and Apparel design etc.
7.	Digital Media	Digital Media Technologies, Audio Fx, Animation, AR/VR/MR etc.
8.	Life Skills	Oral - written Return communication, Negotiation skills, financial management, Legal and labor law awareness, Ethics in business etc.
9	Foreign language skills	German, Arabic, English, French, Japanese, Russian etc
10	STEM Skills	Urban planning, Smart habitat, Structural designs, remote network administration, Building Information Modelling, Design for Manufacture and Assembly technique (DFMA), Structural Health Monitoring, 3D

		component printing, Robotic waste segregation, Smart Waste management, Integrated water control and warning system
11	Computer Science	Networking, Application Programming Operating system programming, Database programming etc
12	General	Customer Service, back-office support, Helpdesk services, remote services such as online tutoring, training, invigilation, Malayalam Computing etc

Training Service Providers are encouraged to suggest Industry relevant programmes from all sectors. Partners interested in joining the KEM programme, should, time to time be able to update their catalogue with skills aligned to the latest industry trends and also keep the currency of their existing skill courses to ensure it will be current and relevant to Industry

Activities: Create / Design / Align Courses and contents that meet KEM partner's publisher demand

Deliverable: Course list and curriculum aligned to industry / market needs

4.2 Delivery Model

Kerala Knowledge Economy Mission is looking for partners and Training providers who can programme in multiple models, directly to youths or through extended University / Institution arrangements.

Multiple training offerings that are planned by KEM are

- (a) Micro Skills training programme: These are specialized training program that last 4 – 6 weeks and around 60 - 90 hours duration, to help a candidate augment their existing skills, or to specialize on a particular skill. This is applicable to candidates who are experienced but with career break, or professionals who would have lost jobs, or executives who are looking for job changes.
- (b) Long-Term training programme: These are programme that are suited for Graduates or professionals who are completely shifting to new domains. These programs will be conducted for 4 – 6 months duration with approximately 350 - 500 Hours of

duration, with immense practice sessions, industry immersions and projects to help candidate gain substantial skills at various levels.

The requirements of KEM are multifold and the candidates joining the programme are also from diverse backgrounds. Depending on the type of training, and the needs of the candidates, KEM is enabling multiple levels of training

- (a) Physical training: There are courses that could be only done using physical training model – for e.g. training involving heavy compute power, or lab based training that need physical equipment , physical training model would be ideal
- (b) Virtual training: Training programme that could be done using virtual training model, where there will be live learning from experts, self-learning contents etc. Most of the IR 4.0 Technologies and IT training can be conducted in this mode
- (c) Hybrid Training: Training program that would be managed partially through virtual and physical modes, depending on the nature of the subject and pedagogy. For e.g training that has both theory component and practical component, the theory portions could be conducted using virtual mode, and the lab sessions could be conducted physically
- (d) Self-learning: There could be training programme where the contents are delivered to the candidate and the candidates have the complete freedom to learn from such programme (NASSCOM future skills prime, LinkedIn learning, Coursera etc.)
- (e) Training through Universities and educational institutions: There are 400+ higher education institutions that would be interested to offer their infrastructure and teachers to provide skills training on various domains. The specialization of the institutions and their faculty members could be leveraged for such training. Partners may collaborate with such training institutions and provide appropriate model of training as a consortium partner

Activities: Based on a chosen model, the training partner to create a detailed plan for delivering skill courses

Deliverable: Detailed Quality framework depicting the plan, delivery model, duration and tools / utilities used for such training

4.3 Quality Management Program

KEM will have its own standards on quality benchmarks based on the understanding it derives from International and National standards. The training partners will have to align its activities to ensure that the expected quality of training and outcome is achieved from the training partners. The Key aspects that KEM expects from the partners are

- (a) To be able to deliver training programme meeting with schedules agreed with KEM or its operating partner
- (b) To be able to deliver training meeting the quality feedback rating of 4.5 (out of 5-point scale) or above, from the feedback collected and analysed from across the participants
- (c) To be able to deliver training programme such that the dropout rate from training will be less than or equal to 5 %
- (d) Ensuring the participate attendance at 80 %
- (e) Assessment pass percentage for the candidates undergoing training should be 75 % or above

Activities: Plan the training activities in accordance with the quality requirements of KEM

Deliverables: Regular reporting of the course progress on the various quality requirements

4.4 Internship and Placement

Knowledge Economy Mission expects that the skill provider would ensure placement to all eligible candidates from the training programmes. It is expected that Skills providers would design programmes in such a way that candidates get industry exposure and immersion, good understanding of industry environment, its work culture, nature of work etc. It is expected that Skill partners offers Free internships for the interested candidates participating in its long-term training programme.

Activities: Connect with industry partners , plan the internship programme, mobilize students for internship arrangements , facilitate placements etc

Deliverable: Internship arrangement for interested candidate (for long-term training) and placements to eligible candidates. K-DISC is interested in higher percentage of mandatory

placement. The commercials will have to be therefore indicated with the % placements provided.

5 Skills Providers – selection criteria

5.1 Response format and selection criteria for the Skills Providers

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

<Name of the Provider>

<Official Address>

<Contact Person, Role>

<Contact number & Email>

<Website>

I. Introduction

<A short profile of the organization (250 words max)>

II. Organisational Capability

- Domain Expertise
- Clients & Training Competency
- Longevity of Company
- Financial Stability
- Locations for training
- No. of People trained & No of batches conducted

III. Service Capability

- List of Skills programme
- Models of training
- Training approach and Pedagogy
- Quality Measures
- People Placed (students training)
- Companies in which students are placed
- Trainers' qualification and experience (industry and training)
- Tools / Product / Utilities

IV. Commercials & Contracts

- Financials details (split on each course, model, and duration)
- Value adds
- Contract terms

V. Governance

- Organisation Structure
- PoC & Escalation
- Regular Reviews and Reports

VI. Service Alignment

- National or International Accreditation / Alignment to Standards
- Commitment to Service level expectations (Time commitments, Feedback rating, dropouts, assessment pass percentages)

VII. Concluding Remarks

<Any additional details you want to share may be entered here>

VIII. Reference Content

<Links to any reference video course content, portal access, or other resources.>

5.2 Selection scoring and wights

The scoring criteria that will be used for evaluation of the partners is depicted as below

	Criteria	% distribution
A	Organisational Capability	20%
B	Service Capability	20%
C	Commercials & Contracts	30%
D	Governance	10%
E	Service Alignment	20%
F	Innovative models for industry driven training	10%
G	Placement arrangement	10%

Appendix I - Long-term Programs

1. <Name of the Course>

Duration (in hours):

Period (in months):

Course Fee:

Competency Level (Beginner / Intermediate / Advanced): Course Accreditation (National / International) / Alignment to Standards (Eg. NSQF):

Modules: **Module #1** - <include the contents of this module>; **Module #2** - <include the contents of this module>; **Module #3** - <include the contents of this module>

Note: More courses to be added as appropriate

Appendix II - Micro-skills Programs

1. <Name of the Course>

Duration (in hours):

Period (in weeks):

Course Fee:

Competency Level (Beginner / Intermediate / Advanced):

Course Accreditation (National / International) / Alignment to Standards (Eg. NSQF):

Modules:

Note: More courses to be added as appropriate

6 Appendix – Sample Non-Disclosure Agreement structure

NON-DISCLOSURE AGREEMENT

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

Between

.....(Company)And

.....(Service Provider)

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, Service Provider is provided notice at the time disclosed that such disclosure is confidential.

Service Provider will treat Proprietary Information disclosed by Company as confidential and will safeguard it in the same manner that Service Provider treats its own Proprietary Information of like kind, but will use no less than a reasonable degree of care. Service Provider 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 Service Provider of any unauthorized use or disclosure, said party shall notify Company and shall endeavour to prevent further unauthorized use or disclosure.

Service Provider further agrees that: (i) only Service Provider'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) Service Provider 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 Service Provider for a period of five (5) years after disclosure, unless Proprietary Information is:

- (a) generally available to the public, through no fault of Service Provider or its employees and without breach of this Agreement; or
- (b) already in the possession of Service Provider without restriction and prior to any disclosure hereunder; or
- (c) developed independently by employees of Service Provider without breach of this Agreement; or
- (d) approved in writing for release or disclosure without restriction by Company.

Service Provider 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 Service Provider's contact with Company's premises or employees. If, in the course and scope of its contact

with Company, Service Provider inadvertently receives any such Proprietary Information, Service Provider 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.

Service Provider 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 (3) years, except that the confidentiality obligations and all enforcement rights of Company shall survive any expiration or other termination of this Agreement.

Service Provider 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 Service Provider'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 Service Provider 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 inequity.

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 (SERVICE PROVIDER)

By.....

By.....

Name.....

Name.....

Title.....

Title.....

Date.....

Date.....