

Notification 110/2021/KDISC

01/08/2021

Invitation for Kerala Knowledge Economy Mission (KKEM) Expression of Interest (Eoi) from prospective Individual HR Experts/Consultants and HR /Research Agencies for research, sourcing, curation and management of job/work publisher requirements 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 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 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.

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

Individual Experts or Consultants should submit proposals with detailed Resume/CV with proof of experience of 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 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 7 days of this notification. KDISC would call for a detailed discussion and presentation of the offer, at a mutually convenient date thereafter.

Terms of Reference for HR Experts and HR Agencies 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 M 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

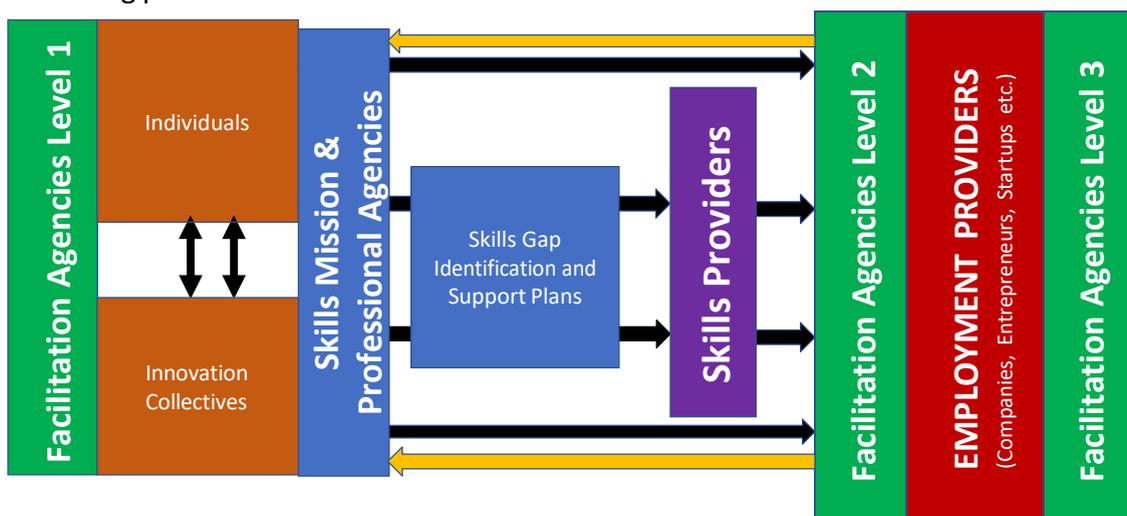


Figure: Digital Workforce Management System

The functional layers of platforms would be the as follows

- 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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4 Facilitation Agencies-2 and individuals (FA2) – Terms of Reference

KDISC is looking forward to creating a consortium of experts and agencies to provide effective research, sourcing, curation and management of the Publisher side requirements of the Kerala Knowledge Economy Mission (KKEM) Project. The following section depicts the Terms of Reference (TOR) for such an engagement.

4.1 Market Trend Analysis

Even though a high-level market analysis has been done by KDISC in the formulation of its vision and strategic intent of Kerala Knowledge Economy Mission (KKEM), an ongoing analysis of the various Job / work opportunities at Global, National and regional levels, across all the possible business domains has to be undertaken. The partners and individuals selected for the assignment is required to have the ability to conduct regular analysis on the possibilities of Remote workforce, the skillsets in demand (for long term trends and short-term demand), new job opportunities in various geo-spatial locations, sectors and domains (at permanent, part time, remote and freelancing mode), various levels of jobs (grey collar, white collar), the labor market challenges and opportunities available for the talents in the skill pool with skilling, reskilling and cross skilling, etc. Risk assessment for transient nature of specialised demands and strategies for risk mitigation shall be also done.

Activities: Market Analysis on a regular basis

Deliverable: Reporting of the priority opportunities, forecasting of medium term and long-term opportunities and challenges

KPI: Accuracy in predicting the future demand

Volume of demands matching the available skill profile

Agility of DWMS to reduce coping time with market trends

4.2 Support for Demand Aggregation

The key outcome of KKEM is for the enrolled subscribers to get meaningful engagement from publishers as work, projects or jobs. It is therefore important for KKEM programme to aggregate global demands in the form of jobs, projects or work packets. The FA-2 agencies and individuals engaged, should create a network of global demand generators, aggregators and platforms to which KKEM could propose its subscriber base for fulfilment. The partner should also create service catalogues and assist demand creators to align to remote workforce engagement models, in the long-term. A strategy of bucketing the demand generators for preferential targeting by KKEM based on potential barriers to the available shall be also done. Medium term and long-term forecasting of demands and strategies for supply side improvements shall be also attempted.

Activities: Interactions and relationships with Publishing organisations and aligning them for potential job / work roles with a clear strategy of prioritization

Deliverables: Create quality job / work packets for DWMS registered subscribers based on profiling. Create periodic benchmarks for the DWMS subscribers based on the market trends.

KPI: Improvements in targeting of published demands by DWMS Skill force Volume of matching demands

4.3 Support for Skills development plans

Skills development for meeting the short-term and long-term demand is amongst the core of the activities involved as part of KKEM Program. While several few skills development activities need to be structured pro-actively that would create new demands, it is important to identify the catalogue of skills against the short-term and long-term demands of the industry. The Facilitation agency-2 will have to play a key role in supporting the Project management Unit, in the skills development and management plan, on a regular basis. The agency shall look at the profile of the talents, their pre skill assessments, post skill assessments and help finetuning of the skilling progress and structuring internship programmes for improving offtake of the talents by job and work providers.

Activities: Based on the understanding of the demand side requirements, FA-2 to Support the Skills development and management plan regularly

Deliverable: Skills requirement / Demand pipeline plan

KPI: Improving the ratio of skilled job seekers and work seekers getting positioned
Improving the per-capita value of job and work engagements

4.4 Support for Quality improvements

Having a feedback loop for both demand fulfillment side and Skills development side will be essential for the continuous improvement of processes, activities and outcome for various teams involved. The FA-2 Agencies and individuals involved should create a continuous feedback mechanism from Demand providers and the Job/Work seekers and analyze areas of improvement that would be provided to Skills providers as well as Demand providers

Activities: Continuous feedback administration, analysis of feedback and areas of improvement suggestions to Skills providers, Job seekers and Work/Job providers, ongoing review of the improvements implemented by the stakeholders and strategies for improved delivery

Deliverable: Feedback administration plans, feedback collection utilities / tools, feedback analysis process and feedback implementation measures

KPI: Greater value of money spent for the skilling, curation, benefits management programme manifested by value of assignments, jobs created.

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

Selection Areas	What is being evaluated
(A) Organisational Capability	20% marks
A.1 Longevity of company	How long are they in Business
A.2 Financial stability	How sustainable are their finances
A.3 Locations	More locations are an indication of their spread and reach

A.4 No of People & their experience	More people with the right experience for such responsibilities (Business development experience) will make the agency successful
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
(B) Service Alignment	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, that is 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)
(C) Quality of Services	20% 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 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
C.5 Tools / Product/Utilities	Will their services be enabled with strong Technology / tools / product backbone
(D) Governance	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 regular reporting (specifics to be there) and review mechanism to look at the progress and quality
(E) Commercials and Contracts	30% 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

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 Management/Tech or equivalent
Experience	Experience in Industry (7 years or above) – in recruitment, academia related Interfaces, business development or Placement officers with 7 years or above experience, of which 3 years min in placement office jobs
Positions held	Should have held key positions for the Organisation that enabled either onboarding of new talent or enabling students for placements
Organisations worked	Technical Education / Management Education institutes/ Universities/ Govt Organisations or reputed Corporate houses
Additional Capabilities acquired	In the field of new tech / domain areas, which would help in understanding of the Industry demands
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
Skill Areas	
Network	Candidate should have good network of Companies, industry houses so that the network can be leveraged for the job
Communication Skills	Candidate should possess excellent written, Oral communication skills, presentation 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

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 (3) 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: _____