

Invitation of Expression of Interest (EOI) to empanel Personality Development Professionals (hereinafter termed as "PDP") from prospective Individual Experts for Kerala Knowledge Economy Mission (KKEM)

The Kerala Development and Innovation Strategic Council (K-DISC) a society under the Travancore Cochin Literary Scientific and Charitable Societies Act 1955 is a strategic think tank and advisory body of the Government of Kerala.

In the State budget 2021, the Government of Kerala, has embarked on a major initiative to make Kerala a premier hub for the Knowledge Economy. K-DISC has been entrusted with coordinating the activities of the Kerala Knowledge Economy Mission (KKEM).

One of the most important aspects of the Knowledge Economy Mission project is to give counselling and mentoring to job seekers through several interventions, tailored to their unique needs, in order to provide job seekers with the communication skills needed to succeed in their careers.

- **Personality Development Professionals (hereinafter termed as "PDP"):** These are Individual Experts who would be on boarded by KKEM entrusted with the responsibility of **providing basic communication skills which will provide confidence, motivate and prepare the candidate to attend a job interview.**

This EOI is invited for empanelling Individual Experts as **PDP** for communication training.

The Terms of Reference ("ToR") and the Non-Disclosure Agreement ("NDA") to be signed by the selected PDP are part of this EOI.

Applicant should submit a proposal comprising of the following documents to **pe07@kdisc.kerala.gov.in**, on or before 30.04.2022

- Resume
- Experience Certificate (proof of experience of providing life skill/communication training in various skill areas)
- Certificate of highest qualification
- Additional certifications in training and development, if any

Shortlisted applicants would receive call for a detailed interview by K-DISC, at a mutually convenient date thereafter.

Table of Contents

1. Introduction	3
2. Vision & Focus	3
3. Terms of Reference (TOR)	3
4. Desired profile of candidates applying for PDP role	4
5. Selection process	5
6. Documents to be furnished in the proposal	6
Appendix	6

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 & Focus

One of the key elements of the Kerala Knowledge Economy Mission is the creation of a technology-enabled workforce engagement model for enabling educated unemployed 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 and also leveraging technology to deliver services remotely (or from home).

3. Terms of Reference (TOR)

K-DISC for the purpose of KKEM needs to empanel Personality Development Professionals (PDP) who can provide professional communication training for candidates to equip them for the demands in the new employment scenario. The following section lists the Terms of Reference (TOR) for such an engagement.

Imparting communication skills to job seekers in the state to enhance their confidence and language capabilities.

- a. Develop and impart short modules on topics such as Interpersonal Skills, Business Etiquette, Verbal, Written and non-Verbal Communication, Active Listening, Effective Presentation, Time Management and Working in Teams.
- b. Develop and impart short modules for middle and senior management level candidates on Conflict Resolution, Team Building, Creative Thinking, Critical Thinking, Negotiation Skills, Emotional Intelligence and Decision Making.
- c. To conduct a Training Needs Analysis (TNA) of individual candidates, on the basis of the parameters mentioned in 3a and 3b, and the profile shared by KKEM.
- d. To customize the deliverables based on the TNA of each candidate.
- e. Deliver sessions, online and offline, to equip the candidates with the skills as prescribed by the syllabus and module.
- f. Follow the modules, procedure and quality standards prescribed by KKEM for ensuring quality of the program
- g. Give unbiased feedback on each of the candidate regarding their development through the training program.
- h. Create and submit a report of activities.

- i. Derive insights from the training program on the employability standards of candidates and share the same with KKEM to enhance quality of the total mission.
- j. Demonstrate flexibility and willingness to deliver the sessions through the digital platform as prescribed by KKEM.
- k. Learn the functionalities of the platform and take the required steps to make the online delivery appropriate.
- l. Undergo continuous professional improvement to ensure enhancement in the conduct and delivery of programs in context of changing job requirements in the market.

Activities: Online/offline communication training service on a short-term basis. The duration of training may vary from Hourly, Daily to Weekly basis for a specific candidate(s) or batch(s) of candidates. Offline trainings shall be conducted at a specific location at a time. Locations of offline (physical) trainings shall be major cities of Kerala in a facility to be provided by KKEM.

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

Key Performance Indicators: Feedback from employers regarding the employability aspects of candidates, feedback from the candidates, effectiveness of technology solutions used, and time taken for imparting the training program.

4. Desired profile of candidates applying for PDP role

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

Sl. No.	Profile / Skill areas	Expectations
	Profile requirements	
1	Minimum Educational Qualification	Graduate in any discipline
2	Experience	<p>Minimum of 4 years of experience in any of the following fields:</p> <ul style="list-style-type: none"> • Communication skills/Soft skills training • Corporate training • HR development and recruitment <p>Documentary proof required: Valid Experience Certificate or equivalent documentary proof issued by the employer(s) to substantiate the experience.</p>
3	Knowledge in skill development, Industrial trends	<p>Candidates should possess good understanding of Industry trends globally and should also have an understanding of employability skills needed in industries and job roles.</p> <p>Documentary proof required: Testimonials from previous employers/reputed clients referring to the applicant's</p>

		knowledge and understanding.
Skill Areas		
4	Result orientation	<p>Applicant should have proven record of training candidates resulting in marked improvement of communication skills, better performance in job interviews, substantiated with measurable outcomes in terms of job conversions.</p> <p>Documentary proof required: Testimonials from previous employers/reputed clients bringing out the applicant's contribution to result orientation.</p>

5. Selection process

Interested applicant shall submit a proposal for engagement as per the requirements mentioned in this EOI and section 4 with a detailed Curriculum Vitae. The selection process shall be as mentioned below;

1. Assessment of the Profile of the applicant in line with the parameters mentioned in section 4
2. Assessment of Applicant's training, communication and presentation skills through short demonstration videos. For this, applicant shall submit 2 demonstration videos of 5 minutes and 15 minutes duration respectively, to showcase proficiency on his/her areas of expertise related to communication training, interview coaching etc. This shall be the most important parameter which governs the selection of the applicant.

In case, where it is perceived necessary, there may be an online interview process, where a committee may evaluate the overall skill sets of the applicant as disclosed in his/her proposal.

6. Documents to be furnished in the Proposal

Interested applicant shall submit following documents in the form of a proposal;

1. Detailed Resume/Curriculum Vitae
2. Documentary proof to substantiate 'Minimum Educational Qualification' (refer Section 4 (1))
3. Documentary proof to substantiate 'Experience refer Section 4(2))
4. Documentary evidence to substantiate knowledge in Skills development, Industrial trends refer section 4 (3)
5. Documentary proof to substantiate additional Capabilities acquired and Certifications in Training and development obtained if any.
6. Demonstration videos of 5- and 15-minutes duration (refer 5 (2) of EOI). It is recommended to have a resolution of 480p or above and the same shall be emailed to pe07@kdisc.kerala.gov.in.
7. Specific tools/ products sought to be used in the training process
8. Key aspects of commercials which covers the following.
 - a) Personalized online training charge for training a candidate (in INR per hour per

person)

- b) Online training charge for training a batch of 2 to 30 candidates (INR per hour)
- c) Personalized physical (offline) training charge for training a candidate (in INR per hour per person)
- d) Physical (offline) training charge for training a batch of 2 to 30 candidates (INR per hour)

Locations of physical (offline) trainings shall be major cities of Kerala in a facility to be provided by KKEM.

The commercial/fee to be quoted by the applicant for physical (offline) training (6.8c and 6.8d above) shall be an all-inclusive charge including transportation, food and lodging expenses of the applicant applicable for any of the major cities of Kerala.

Appendix

Sample Non-Disclosure Agreement structure

NON-DISCLOSURE AGREEMENT

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

Between

Kerala Development and Innovation Strategic Council (K-DISC) (“Society”)

And

(Empanelled PDP)

WHEREAS, Society (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 agree 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 Society imposes restrictions regarding use and/or disclosure or which is clearly marked as confidential or, if disclosed orally, PDP is provided notice at the time disclosed that such disclosure is confidential.

PDP will treat Proprietary Information disclosed by Society as confidential and will safeguard it in the same manner that PDP treats its own Proprietary Information of like kind, but will use no less than a

reasonable degree of care. PDP 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 PDP of any unauthorized use or disclosure, said party shall notify Society and shall endeavour to prevent further unauthorized use or disclosure.

PDP further agrees that: (i) only PDP's employees with a clear and defined need to know shall be granted access to Society's Proprietary Information; (ii) Society's Proprietary Information shall not be disclosed to any third parties without the prior written approval of Society; (iii) permitted disclosures to third parties shall be subject to all of the provisions of this Agreement; (iv) no copies shall be made of Society's Proprietary Information (whether oral, written, graphic, electronic, or electromagnetic) without the prior written approval of Society; (v) all approved copies shall bear appropriate legends indicating that such information is Society's Proprietary Information; and (vi) PDP shall not make use of any of Society'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 Society shall be treated as confidential and safeguarded by PDP for a period of five (5) years after disclosure, unless Proprietary Information is:

- generally available to the public, through no fault of PDP or its employees and without breach of this Agreement; or
- already in the possession of PDP without restriction and prior to any disclosure hereunder; or
- developed independently by employees of PDP without breach of this Agreement; or
- approved in writing for release or disclosure without restriction by Society.

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

PDP will maintain in force policies that require its employees to treat and maintain Society'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 Society shall survive any expiration or other termination of this Agreement.

PDP will return to Society, or at Society's request, destroy any and all Proprietary Information immediately upon Society's written request, except for one copy may be retained by the PDP'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 PDP will cause Society irreparable harm, and further acknowledges and agrees that Society 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 Society 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.

Society

Empanelled PDP

By: _____ By: _____

Name: _____ Name: _____

Title: _____ Title: _____

Date: _____ Date: _____