Expression of Interest notification for Career Assessment & Career Counselling Services

[Ref No:296/2023/K-DISC dated 10/04/2023]

Project Name: Career Assessment and Career Counselling

KERALA DEVELOPMENT INNOVATION STRATEGIC COUNCIL

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Expression of Interest notification for providing Career Assessment & Career Counselling Services for candidates registered in DWMS (Digital Workforce Management System)

1. Introduction

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).The Government of Kerala had declared the Kerala Knowledge Economy Mission (KKEM) as a flagship project for providing employment to 20 lakh educated-unemployed in 5 years.

The key activities to be undertaken under the Knowledge Economy Mission are:

i. Mobilising about 60 lakh educated-unemployed and career break professionals for registration, training, and engagement on the digital portal for prospective employment.

ii. Establishing a system for career counselling of about 50 lakh and handholding them individually through the skilling and assessment programmes.

iii. Providing skilling to about 35 lakh candidates.

iv. Engaging the trained job seekers with job providers and facilitate prospective engagement for 20 lakh candidates.

v. Establishing a social security system and infrastructure support system for the Knowledge Workers engaging with job providers for working near home.

One of the most important aspects of the Knowledge Economy Mission project is to provide dedicated curation and counselling.

This EOI is invited for Career Assessment & Career Counselling Services. The proposal will be considered for a pilot implementation. After successful implementation this may be scaled up.

Applicant should submit a proposal with the following documents to *spe07@kdisc.kerala.gov.in, on or before 5 pm 29.04.2023*.

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

2. Terms of Reference

Terms of Reference for Career assessment & Career counselling services.

The aim of this tender is to identify a capable agency that can develop a comprehensive data-based career assessment. The assessment is expected to have

several components, including Aptitude Assessment for a career path, Skill Orientation assessment, Aspiration Assessment, Career fitment mapping, Personality strength mapping for a career, Aptitude and skill orientation, and personality mapping. The agency selected will be responsible for conducting an in-depth analysis of the various components to provide a holistic understanding of the individual's career readiness. This tender seeks to identify an agency that has the expertise and experience to develop an assessment that accurately maps the individual's aptitudes, skills, interests, and personality traits to various career paths. The ultimate goal is to provide individuals with a roadmap for their professional development that is grounded in data and reflects their unique strengths and abilities.

The agency should be able to provide a comprehensive set of facilities that are required for the successful implementation of the project. These facilities include, personalized career counselling. Finally, a dashboard for KKEM to monitor the entire process and a weekly report to KKEM are also necessary to ensure the project's success. It is expected that the selected agency will be able to provide all of these services effectively and efficiently, meeting the requirements and expectations of the project.

To ensure quality in this project, it is imperative that the selected agency follows certain guidelines and standards. The agency should preferably adhere to NCDA's International Guidelines for Career Counselling and International Occupational Standards and NSDC's Skill Qualification Framework. Additionally, the agency should develop a customized Quality Management Framework to assess the quality of assessments and counselling provided in this project. To ensure the highest quality of counselling services, there should be system for quality assurance with a framework like one quality assurance officer for every 20 counsellors and one quality assurance manager for every 10 quality assurance officers. It is also necessary to record and review the counselling session regularly and establish a process for collecting feedback on the assessment process. These measures will ensure that the project is carried out with the highest level of quality and will enable the agency to deliver satisfactory results. The system should be integrated with DWMS fully and integration and fine tuning of the application with DWMS shall be done by the vendor concerned at their cost.

3. Template for EoI Response

3.1 Institutional Particulars

1) Reference EoI Number:[Add the number of EoI notified on K-DISC site]
2) Reference EoI Date: [Add the date of EoI notified on K-DISC site]
3) Name of the Project for which EoI Response is submitted:[Name of the K-DISC project for which EoI is notified]
4) Name of the Organisation:[Name of the bidding agency]
5) Legal Name: [Name of the organization as registered with the relevant authority]
6) Legal Status: [Indicate the legal structure of the organization, such as a partnership, society, company, etc.]
7) Registration Number: [Provide the unique registration number assigned to the organization by the relevant authority if any]
8) Date of Registration: [Indicate the date when the organization was

registered with the relevant authority]

9) Registered Address: [Provide the complete postal address of the organization's registered office]

10) Full name of the contact person :[Provide the designation of the organisation's main contact person]

11) Designation of the contact person :[Provide the full name of the organisation's main contact person]Contact Mobile Phone Number: [Provide the mobile phone number the organisation's main contact person]

12) Contact e-mail id : [Provide the email address for the organisation's main contact person].

3.2 Organisational Capabilities

1) Introduction: [Provide a brief introduction about your organisation, including its history, scope of work, and mission statement]

   I. Introduction:

   [Provide a brief introduction to the organisation, highlighting its key characteristics and purpose. This may include the organization's name, year of establishment, and core business activities. Be concise but descriptive.]

   II. History:

   [Provide a detailed history of the organisation, including key milestones, major achievements, and any significant changes or events that have impacted the organization. This may include mergers, acquisitions, leadership changes, or other noteworthy developments.]

   III. Mission:

   [Provide a clear and concise statement of the organisation's mission and vision. This should articulate the primary objectives of the organization and how it seeks to achieve them. It should also align with the objectives of the tender.]

   IV. Services:

   [Provide an overview of the services offered by the organisation, highlighting its key areas of expertise and its value proposition. This should describe the specific services that the organization offers and how they align with the objectives of the tender. Be sure to highlight any relevant experience or success stories related to similar projects.]

2) Organisational structure and capacity:

[Provide information on your organisation's structure and size]

   I. Total number of Employees: [Provide information the number of employees]

   II. Size of the management team and roles: [Provide information the number of employees in the management team and roles]

   III. Size of the support staff: [Provide information the number of employees in the support team and roles]

   IV. Mention any unique capabilities or resources that set your organization apart from others in the industry.]

3) Relevant experience in the field:

[Provide information on your organisation's experience in the relevant field, including specific projects or contracts that demonstrate your organisation's capabilities. Mention any relevant experience with similar projects, clients, or stakeholders.]

I. Experience:

[Provide a detailed description of the company's relevant experience in the field, including the number of years of experience and key areas of specialization. This should include information on the types of projects the company has worked on in the past, and how this experience will help us to deliver a successful project for your organization.]

II. Key Personnel:

[Provide an overview of the key personnel who will be involved in the project, including their roles and responsibilities, as well as their relevant experience and qualifications. This should also include their certifications and any relevant training they have received.]

III. Project Experience:

[Provide details of the most relevant and recent projects that the company has completed, with a focus on projects that are similar in scope and complexity to the current tender. This should include information on the project's goals, objectives, deliverables, and outcomes.]

IV. Client References:

[Provide a list of references for the company's previous clients who can speak to their experience working with you on the project. This should include contact information for the references, as well as a brief description of the work you did for them.]

V. Quality Management:

[Provide a brief overview of the company's quality management system, including any relevant certifications, processes, and procedures that you follow to ensure the quality of your work.]

4) Similar projects:

[Provide information on your organisation's experience with similar projects, including the size, scope, and outcomes of each project. Mention any challenges or opportunities that your organization faced during these projects and how your team overcame them.]

I. Project Details:

[Provide a brief overview of the most relevant and recent projects that are similar in scope and complexity to the current tender. This should include the project's name, location, objectives, scope, and duration. Be sure to highlight any unique challenges or requirements of the project.]

II. Services Provided:

[Describe the services that were provided on the project, highlighting your areas of expertise and any relevant experience or

success stories.]

 III. Key Personnel:

[Provide information on the key personnel who were involved in the project, including their roles, responsibilities, and relevant experience. This should include their certifications and any relevant training they have received.]

 IV. Project Outcomes: [Provide a summary of the outcomes achieved on the project, including any deliverables produced, milestones achieved, or other notable results. Be sure to highlight any value-added or innovative solutions that were provided and success stories.]

 V. Client References:

[Provide a list of references for the project's previous clients who can speak to their experience working with you on the project. This should include contact information for the references, as well as a brief description of the work you did for them.]

 VI. Lessons Learned:

[Provide a brief summary of any lessons learned from the project, including any areas for improvement or opportunities for innovation. This will demonstrate your company's commitment to continuous improvement and ensure that any issues encountered on previous projects are addressed.]

5) Certifications received: [Mention any relevant certifications or accreditations that your organisation has received specifically indicate whether the preferable compliance requirements mentioned in the last para of the TOR are complied with or not.]

 i. Name of Certification: [Provide the name of the certification that the organisation has obtained]

 ii. Issuing Body: [Provide the name of the organisation that issued the certification]

 iii. Certification Number: [Provide the unique identification number assigned to the certification]

 iv. Date of Issue: [Indicate the date when the certification was issued]

 v. Expiration Date: [Indicate the date when the certification will expire]

3.3 Approach and Methodology for the Project

1) Overview of Approach: [A high-level overview of the approach that the agency will take to develop and implement Career assessment & Career counselling services]

2) Methodology: [Provide a detailed description of the methodology that the agency will use to conduct career assessments and curation services. This includes the tools and techniques that will be used to assess the aspirations of potential job seekers, as well as the curation process that will be used to match them with suitable job opportunities]

3) Monitoring and Evaluation: [Explain how the agency will monitor and evaluate the effectiveness of the program, including the key performance indicators that will be used to assess the success of the project. Explain how these could be reflected on a single dashboard]

4) Systems for quality Assurance [Explain the framework for quality assurance including QA officer for counsellors and QA Manager for QA officer]
5) Risk Management: [Describe the risk management plan that the agency has in place to mitigate potential risks and challenges that may arise during the project]

3.4 Project Particulars

A. Project Financials

a. Project Budget: Provide an overview of the project budget, including a breakdown of costs for each stage of the project

Sl No	Component	cost	Remarks

b. Payment Schedule: Outline the payment schedule for the project, including the percentage of the project cost that will be paid at each milestone. (The payment outflows shall be such that the first instalment could be a maximum of 20% of total project costs)

Sl No	Instalment	Payment

c. Per person career Assessment and Counselling rates in slabs

Sl No	Slab	Rate

B. Contingency Plan: Describe your contingency plan for unexpected costs or changes to the project scope.

4. Evaluation Criteria

4.1 Organisational Capabilities

A. Grading Schema – Part I
1) Introduction of the Organisation (20 points):
   I. Clarity and conciseness of the introduction (5 points)
   II. Demonstrated understanding of the project scope and requirements (10 points)
   III. Presentation of the organisation's values, mission, and vision (2 points)
   IV. Overall quality and professionalism of the presentation (3 points)
2) Organisational Structure (15 points):
   I. Clear description of the organisational structure (5 points)
   II. Presentation of the organisation's team and key personnel (5 points)
   III. Explanation of the roles and responsibilities of the team members (3 points)
   IV. Overall quality and professionalism of the presentation (2 points)

3) Relevant Experience in the Field (30 points):
   I. Demonstrated relevant experience in the field (10 points)
   II. Presentation of the organisation's expertise and capabilities (10 points)
   III. Clarity and conciseness of the project descriptions (8 points)
   IV. Overall quality and professionalism of the presentation (2 points)
4) Similar Projects (30 points):
   I. Demonstrated experience in similar projects (10 points)
   II. Presentation of the organisation's relevant experience and success stories (10 points)
   III. Explanation of how this experience will help the organization deliver a successful project (8 points)
   IV. Overall quality and professionalism of the presentation (2 points)
5) Certifications (5 points):
   I. Presentation of the organisation's relevant life certifications and qualifications (3 points)
   II. Explanation of how these certifications will benefit the project (2 points)

B. Overall ranking - Part I

An overall ranking shall be done. This ranking system provides a simple and objective way to evaluate the responses and assign grades based on the points earned. It can also help to ensure consistency and fairness in the evaluation process, as all responses are evaluated using the same criteria and grading scale.

Sub Component	Introduction of the Organisation	Organisational Structure	Relevant Experience in tohe Field	Similar Projects	Certifications
1					
2					
3					
4					
Total points					
Component wise ranking					
Overall points					
Overall Ranking					
Remarks					

I.   60-100 points: Excellent
II. 40-59 points: Good
III. 1-39 points: Fair

Excellent: A response that meets or exceeds all of the evaluation criteria and demonstrates outstanding performance in every aspect.

Good: A response that meets most of the evaluation criteria and demonstrates a good understanding of the project requirements, but may have some weaknesses in one or more areas.

Fair: A response that meets only some of the evaluation criteria and has significant weaknesses or gaps in understanding of the project requirements.

4.2 Approach and Methodology for the Project

A. Grading Schema - Part II
   1) Overview of Approach (20 points):
      I.   Clarity of project overview and understanding of project goals (5 points)
      II. Coherence of proposed approach with the objectives of the project (5 points)
      III. Feasibility of proposed approach within the given timeframe and resources (5 points)
      IV. Identification and mitigation of potential risks associated with the approach (5 points)
   2) Methodology (50 points):
      I.   Clarity of the methodologies used for career assessment and counselling (25 points)
      II. Effectiveness of the methodologies proposed for career assessment and counselling (25 points)
   3) Monitoring and Evaluation (20 points)
      I.   Clarity and effectiveness of proposed monitoring and evaluation framework (10 points)
      II. Demonstrated ability to collect and analyse data for program improvement (10 points)
   4) Risk Management (10 points)
      I.   Identification and mitigation of potential risks associated with the program (10 points)

B. Overall ranking – Part II

An overall ranking shall be done. This ranking system provides a simple and objective way to evaluate the responses and assign grades based on the points earned. It can also help to ensure consistency and fairness in the evaluation process, as all responses are evaluated using the same criteria and grading scale.

Sub Component	Overview of Approach	Methodology	Monitoring and Evaluation	Risk Management
1				
2				
3				
4				
Total points				
Component wise ranking				
Overall Points				
Overall Ranking				
Remarks				

I.   60-100 points: Excellent
II. 40-59 points: Good
III. 1-39 points: Fair

Excellent: The response is comprehensive, well-organised, and demonstrates exceptional understanding of the project goals and requirements. The proposed approach is innovative, feasible, and clearly addresses all aspects of the evaluation framework with a high level of detail and precision. The response presents compelling evidence of the agency's ability to deliver the project within the given timeframe and resources.

Good: The response is clear and coherent, and demonstrates good understanding of the project goals and requirements. The proposed approach is feasible and addresses most aspects of the evaluation framework with sufficient detail and precision. The response presents evidence of the agency's ability to deliver the project within the given timeframe and resources.

Fair: The response is incomplete, unclear, or does not demonstrate sufficient understanding of the project goals and requirements. The proposed approach is not feasible or does not address important aspects of the evaluation framework with the necessary detail and precision. The response does not present convincing evidence of the agency's ability to deliver the project within the given timeframe and resources.

4.3 Project Particulars

A. Grading Schema - Part III

   1. Project Financial (100 points)

      I. Clarity, feasibility, and appropriateness of per person career assessment and counselling rate arrived through weighted average (75)

      II. Clarity, feasibility, and appropriateness of budget allocation (5 points)

      III. Realistic and reasonable payment schedule (10 points)

      IV. Presence of contingency plan and its feasibility (10 points)

   2. Project Milestones (50 points)

      I. Completeness and appropriateness of curriculum development milestones (15 points)

      II. Completeness and appropriateness of mentorship and internship program milestones (20 points)

      III. Completeness and appropriateness of placement service milestones (15 points)

   3. Project Deliverables (50 points)

      I. Completeness and appropriateness of the curriculum materials (15 points)

      II. Completeness and appropriateness of the mentorship and internship programs (10 points)

      III. Completeness and appropriateness of the placement services (25 points)

B. Overall ranking – Part III

Based on the proposed evaluation framework, we can assign the following grading system:

Sub Component	Project Financial	Project Milestone	Project Deliverables
1			
2			
3			
4			
Total points			
Component wise ranking			

Sub Component	Project Financial	Project Milestone	Project Deliverables
Overall Points			
Overall Ranking			
Remarks			

I. 150-200 points: Excellent
II. 100-150 points: Good
III. 1-100 points: Fair

Excellent: An excellent offer demonstrates exceptional quality and comprehensiveness in all aspects of the offer. The proposal would be well-structured, with clear milestones, timelines and budget, and would provide a detailed and realistic plan for execution

Good: A good offer would demonstrate a strong understanding of the project requirements, with a clear and well-structured approach to the implementation. It would provide a feasible plan with reasonable timelines and budget.

Fair: A fair offer would demonstrate a basic understanding of the project requirements, but may lack the depth and detail required for successful implementation. It would showcase a plan that may not be fully feasible or realistic. The team may have limitations to complete the project on time and within budget. Instructions for Internal processing.

4.4. Consolidated Ranking

SI.No	Part	Grand Total	Points Obtained	Ranking
1	I			
2	II			
3	III			
Overall				

I. 300-400 points: Excellent
II. 200-300 points: Good
III. 1-200 points: Fair

Excellent: An excellent offer demonstrates exceptional quality and comprehensiveness in all the overall aspects of the projects and its components. The proposal would be well- structured, with clear milestones, timelines and budget, and would provide a detailed and realistic plan for execution

Good: A good offer would demonstrate a strong understanding of the overall project and its components, with a clear and well-structured approach to the

implementation. It would provide a feasible plan with reasonable timelines and budget.

Fair: A fair offer would demonstrate a basic understanding of the overall aspects of the project and its components, but may lack the depth and detail required for successful implementation. It would showcase a plan that may not be fully feasible or realistic. The team may have limitations to complete the project on time and within budget. Instructions for Internal processing.