



National Skill Development Corporation
301, 3rd Floor, West Wing, Worldmark – 1,
Aerocity, New Delhi – 110037
+011-47451600-10 | F: +91-1146560417
Website: www.nsdcindia.org

**Request for Expression of Interest (REOI) for Empanelment of Agencies for Career
Counselling Services**

REOI/EI/2022/019

Department: Education Initiative

Important Dates:

Date of commencement of REoI	07 th June 2022
Last Date and Time of Receipts of EoI	21 st June 2022; 05:00 pm
Place of Submission of Proposals (e-procurement)	https://nsdc.eproc.in

1. **Introduction:** National Skill Development Corporation (NSDC) is a not-for-profit public limited company incorporated under section 25 of the Companies Act, 1956 (corresponding to section 8 of the Companies Act, 2013). NSDC was set up by Ministry of Finance as Public Private Partnership (PPP) model. NSDC is a one of its kind, Public Private Partnership in India. It aims to promote skill development by catalyzing creation of large, quality, for-profit vocational institutions. It provides funding to build scalable, for-profit vocational training initiatives.
 2. **Objective of empanelment:** NSDC is inviting Expression of Interest to empanel eligible **Agencies for Career Counselling Services** as per Terms of Reference (Note) mentioned in this REoI at **Annexure-II**. Interested agencies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.
 3. Interested agencies are required to furnish the information/documents as per the format given under Annexure-I (Eligibility Criteria)
 4. **Duration:** Empanelment of agencies are initially for 3 years which is extendable after review at the end of year 1. However, the duration can be reduced or extended based on performance of agencies. More agencies can be added in the empanelment list provided they meet the conditions set out under this REoI.
 5. Agencies will be empanelled based on meeting eligibility criteria under this REoI. For any assignment, NSDC will share SoW separately to empanelled agencies to seek quotation/proposal. Evaluation and selection criteria shall be mentioned in specific SOWs. Empanelled agencies which will be selected under each assignment will be issued PO/Contract.
 6. Empanelment does not guarantee that work will be assigned to each of the empanelled firm.
 7. During the empanelment period, firms have to inform NSDC when firms undergo material changes (internal or external) which can impact the obligation.
 8. NSDC reserves the right to reject any or all the proposals submitted in response to this EOI document at any stage without assigning any reasons whatsoever. NSDC also reserves the right to hold or withdraw or cancel the process at any stage under intimation to the applicants who submit the response to EOI.
 9. Agencies who fulfill all the eligibility criteria as mentioned in **Annexure-I** and interested in this assignment as per Terms of Reference may submit their application in the prescribed format along with relevant documents on NSDC website: <https://www.nsdcindia.org/active-tender> and NSDC eProcurement portal <https://nsdc.eproc.in> in accordance with the instructions enumerated in **Annexure -III** on or before last date and time of submission.
- 10. No Courier/Hand Delivery of physical documents is allowed.**

The Procurement Team
National Skill Development Corporation,
301, West Wing, Worldmark-1, Aerocity,
New Delhi - 110037
Website: www.nsdcindia.org
Email id: procurement@nsdcindia.org
Phone: 011-47451600

Eligibility Criteria:

SN	Parameters	Documents to attach with each
1.1.	The agency must be a Company, Proprietorship /Partnership Firm must be a Registered legal entity in India; in existence and in business of career counselling services from at least last 05 years from date of publish of this REOI.	Certificate of incorporation or any other registration certificate.
1.2.	The agency should be registered under GST Act and with Income Tax department	GST Registration and PAN Card
1.3.	The agency should have Minimum Annual Average Turnover of Rs. 50 Lakhs during last 04 financial years (2017-18, 2018-19, 2019-20, and 2020-21).	Audited Balance Sheet and P/L Account/ CA certificate.
1.4.	The agency should have experience of handling similar kind of services which includes the following: <ul style="list-style-type: none"> ▪ Career counselling services ▪ Development of career assessment tools ▪ Development of Dashboard and as mentioned in Terms of Reference during last 03 years in Public or Private Sector. A minimum of 50,000 candidates should have been counselled by the agency.	List all the relevant assignment on the organisation letterhead with declaration and enclosed work order or Agreement or Letter from Client clearly mentioned the area. Information can be collated via table as given below. (Annexure-III & IV)
1.5.	The agency must have qualified professional who have experience in handling the career counselling Services as mentioned in the ToR.	1. Number of personnel involved in handling project 2. Brief profile of personnel/ CV with undertaking to be submitted on letter head of agency
1.6.	The agency must not have been blacklisted by Government of India, any State Government or by any multilateral Agency.	Affidavit on Non-Judicial Stamp Paper/ Undertaking on letter head of the agency.

Submission of all the valid/legal documents in context to above table is mandatory. Only those agencies whose proposals meet all the eligibility criteria will be shortlisted for empanelment.

Organisation Details

[On the letter head of firm]

Name of the Firm	
Date of Incorporation of Firm (DD/MM/YY):	
Place of Incorporation:	
PAN Card No.: (Copy of PAN card to be attached)	
GSTIN (Copy of GST certificate to be attached)	
Registered Address	
Turnover of past 4 years	2021-22 - INR 2020-21 - INR 2019-20 - INR 2018-19 - INR
Telephone:	
Website:	
Concerned person's Name and Designation	
Mobile No:	
Email ID:	

Letter Head of the Firm

Declaration

Date:.....

To whomsoever it may concern

I/We hereby solemnly take oath that I/We am/are authorized signatory and hereby declare that I / Our firm/ Agency/ Institute/Company/Organization do not face any sanction or any pending disciplinary action from any authority against our myself/ firm / Company /Organization or partners."

Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization.

In case of any further changes which effect of this declaration at a later date; we would inform NSDC accordingly.

Authorized signatory
(with seal)

Refer The EduPress for education updates

Terms of Reference (ToR) for Empanelment of Agencies for Career Counselling

1) Background:

Career counselling is an important tool in shaping the outcome of the training programs. While most Indian schools and higher education institutions include counselling and career guidance at an initial stage, career guidance in the skill development space is still evolving and is at a nascent stage. The recently implemented National Education Policy 2020 clearly outlined the importance of career and college guidance for the students in the age group of 14-19 years for them to make a seamless transition to adulthood. The directives from MSDE through scheme guidelines also emphasize on providing career counselling intervention to empower candidates in making suitable career choices for a sustainable employment.

2) The need of consultancy/Services:

The need of the hour is to approach 'career counselling' with a view of creating a comprehensive and standardized framework. To formalize a structured process and identify resources offering career guidance for candidates undergoing skill training, NSDC proposes to adopt a multi-pronged methodology through collaborations with various technical partners and stakeholders.

3) The objective of the assignment:

The career counselling solution has envisaged yielding the following:

- 3.1. Profile interests, attitudes, and skills of candidates through psychometric assessment tools
- 3.2. Access to consolidated knowledge and insights to candidates to reduce information asymmetries
- 3.3. Offer guidance (group or individual sessions) on viable career options to students wanting to undertake skill, covering vocational and professional pathways
- 3.4. Career counselling solution be available in multiple different regional languages for access to all intended candidates
- 3.5. Offer technology-based solutions for smooth implementation across diverse regions along with Project Management Dashboard to see the real time login, assessment taken, Counselling facilitators created, and group/ personalized counselling sessions conducted
- 3.6. Capacity building of vocational trainers and other nominated resources to act as counselling facilitators
- 3.7. Help solve doubts and queries on career pathways and troubleshoot on tech-platform related issues through a dedicated helpline and support contact center.

4) Scope and detailed task:

The candidates from in-school, school 'drop-out' and 'out-of-education' segment and others, on registration/ enrolment shall undergo a standardized solution, which covers the following essential components:

- 4.1. **Career/ Livelihood knowledge base:** A digital platform shall be offered to all candidates to access detailed and relevant information for informed career choices and decisions. The platform shall provide detailed information on professional as well as vocational pathways, information on industry clusters and livelihood related data points.
- 4.2. **Career assessment tool:** A career assessment tool to be made available to all candidates via log-in into the portal. The career assessment to be based on personality, aptitude and interest of a candidate, thereby forming a holistic psychometric assessment and analysis. Based on the career assessment, a detailed analysis report for each shall be available online, under the personalized log-in for individual candidates to access digitally.

4.3. **Career Counselling and guidance:** The purpose of providing counselling is to empower candidates to make informed career decisions Career guidance to the candidates based on the correct interpretation of the career assessment report, through counselling facilitators. The selected career counselling agency shall be required to provide various options for counselling candidates:

4.3.1. **Capacity building of Counselling facilitators:** The nominated trainer/other staff would have to be trained through an orientation module, on handling the career counselling needs of candidates, in alignment with the career knowledge platform and outcome of the career assessment tool. The orientation program must cover necessary approach/ models for pre-training and post-training counselling needs. Along with, access to useful information for candidates for accessing multiple information sources supporting varied routes opted by candidates, from a job opportunity to ‘on-the-job training/apprenticeship’ possibilities to further training.

4.3.2. **Group Counselling by Career Counselling Agency:** An option of group counselling interaction (spanning 60 to 90 mins) by the agency’s counsellors on correct interpretation of the career assessment report. The group session counselling to provide candidates with sources for accessing multiple information supporting varied routes opted by candidates, from a job opportunity to ‘on-the-job training/apprenticeship’ possibilities to further training.

4.3.3. **Personalized Counselling session by Career Counselling Agency:** An option of conducting personalized counselling session for min 30 mins in classroom or online mode, based on the career assessment report.

4.4. **Wide implementation of Informational Posters/ collaterals:** The career counselling initiative shall be supported with the wide implementation of informational posters relevant to the courses offered at the training center/ school or any other premise of conducting the career counselling service. These collaterals shall be necessary for the removal of informational/ awareness gaps and would be helpful for mobilization and advocacy of the program. The collateral shall include posters across a range of topics, such as Job Role Overview, Career/occupational Map, Job/Placement Opportunities portal information, Competency/ eligibility required – envisaged to establish information symmetry. The agency would have to conduct periodic sessions (online) and recorded audio-visual content for candidates.

5) Reporting requirements

5.1. Project management dashboard for NSDC to view real-time data/ log-in – assessments taken, utilization of the career knowledge dashboard, capacity building progress for Career Counselling facilitators and personalized sessions by agency’s counsellors

5.2. Creating online (cloud based) folders for each capacity building batch and counsellor to record the activities conducted

5.3. Monthly Reports (on agreed templates) to keep the track of the project progress. These could be based on candidate profiles, geography, interests and candidate-attributes supplied or deducted in the project etc

5.4. Creating an impact measurement metrics to capture the outcomes and impacts from the program

6) Role of the Agency:

6.1. To understand the complete solution requirements (combination of/ shortlisted services) stated in point # 4 above.

6.2. Enable a customized portal with career related information for candidates and counselling facilitators. The overall technology solution may also include APIs with NSDC Portal(s) for smooth exchange of information.

- 6.3. The implementations may be multiple, based on one or various-project-based implementations where the solution may be required
 - 6.4. Report analytics may be thus provided Projectwise as well as globally.
 - 6.5. Plan the operational modalities and deliverable for the target segment for the career counselling intervention with agreed timelines
 - 6.6. Deploy manpower, qualified resources for operationalizing the agreed career counselling solution for the target segment
 - 6.7. Set up a helpline for query resolution, facilitation, support, and co-ordination with NSDC team
 - 6.8. Set up an operations/ technical team with relevant resources for timely completion of operations at the agreed timeline
- 7) Period of contract:**
Three years, with review at the end of the first year. Extendable on satisfactory performance.
- 8) Deliverables**
Broad set of project deliverables envisaged for career counselling service are stated below:
- 8.1. Customized portal for career information, clusters information and professional and vocational pathways with detailed data.
 - 8.2. Identify and establish contact with the centres where career counselling service is required under the project/ scheme and inform the timeline-based activity planned.
 - 8.3. Organize capacity building program and pre-counselling orientation session for career counselling facilitators (identified by the center/ school) and share complete information on preparedness at center/ school level. The agency should be able to organize the capacity building program and orientation program online or physically at the identified premise.
 - 8.4. Supply of informational posters, collaterals at the center/ school for wider access to information and promotion
 - 8.5. Obtain student/ candidate details for dashboard access
 - 8.6. Conduct career assessment (psychometric) online or physically at the center/ school, as needed
 - 8.7. Conduct counselling sessions via agency's career counsellors in group (minimum 2 hours) or personalized session for each candidate (min 30 minutes), as per the agreed operational plan with NSDC
 - 8.8. Conduct periodic sessions (online) and recorded audio-visual content for candidates
 - 8.9. NSDC PMU Dashboard access, reporting mechanism in agreement with NSDC requirement
- 9) Key Qualifications and Experience of the Consulting/Field Teams whose CVs will be evaluated**
Key personnel by the agency are as follows:
Career Counsellors:
- a) **Profile 1:** A knowledgeable professional with relevant experience in career counselling for minimum of 5 years and possessing educational qualification of not less than Master's/ Post-Graduation in human resources, Psychology, or any other relevant discipline. Previous experience of working with school desirable.
 - b) **Profile 2:** A knowledgeable professional with relevant experience in career counselling for minimum of 7 years and possessing educational qualification of not less than Graduation degree/ Advanced Diploma in relevant discipline. Previous experience of working with school desirable.
- 10) Review Committee to Monitor portal-based delivery as well as Consultant's Work:** To be reviewed by NSDC implementation team along with performance metrics monitored by NSDC monitoring team

ANNEXURE-III

Career Counselling Information Sheet			Detailed information
Partner information		Organization Name	
		Brand Name	
		Name of the Business Head/ NSDC Connect	
		Email and mobile	
		Corporate Office Address	
Component 1	Career Knowledge Access	Online Platform available? If yes, mention the link of platform	
		demo access for the platform	
		List the Industry/ Clusters covered	
		Educational/ professional pathways covered as per Indian education system? Yes/ No	
		Vocational pathways covered? Yes/ No	
Component 2	Career Assessment Tool	Mode of Assessment? Online, Offline or Both	
		Maximum Time duration of the test?	
		No. of items covered in the test	
		Framework on which the test is based?	
		List the languages in which assessment is available	
		Is the Assessment mobile compatible? Android/ iOS, both	
		Report generation TAT (in min)	
		Candidate notified by email, mobile or both?	
		Link a sample report here	
		Support Helpdesk available? If yes, provide details	
Component 3	Career Counselling Guidance	Number of counsellors (available for counselling physically at the location)	
		Number of counsellors available for online counselling only	
		Platform for live counselling by the Counsellors? Yes/ No	
		If Yes, the demo link to access the same	
		One-on-one counselling available?	
		Group Counselling/ One-to-many counselling available?	
Component 4	Dashboard for NSDC	Dedicated dashboard for data analytics?	
		Demo link to access such dashboard	
		Configurable System generated reports available?	
Component 5	Presentation	Experience and stability	
		Past projects, clients and success	
		Flexibility for various projects envisaged	
		Helpdesk	
		Technology	

Operational plan for reaching out to student -volume wise.

Parameter	Number of candidates								
	Upto 1000	1000- 5000	5000- 15000	15000- 50,000	50k-1 Lakh	1lakh to 3 lakh	5Lakh to 10 lakh	10lakh to 25 lakh	>25 lakh
Career Knowledge base options and access									
Career Assessment Tool (Digital/ paper-based)									
Career counselling and guidance one on one (Digital/ online or in-person)									
Career counselling and guidance one- to-many (Digital/ online or in-person)									
Capacity building for counsellors (Digital/ online or in-person)									
Dashboard (real-time data, reports and monitoring)									

Note: Slabs may be followed as needed

Parameters	Criteria
Freemium model	<p>A freemium model is to be proposed by the consultants, which allows both free and paid services to be offered.</p> <p>The free services will include:</p> <ol style="list-style-type: none"> 1) Access to psychometric assessment and reports 2) Recommendations on courses, skilling areas, fields of study, potential job-areas based on psychometric assessments 3) Information and knowledge product such as world of work, information on institutions, information on courses, search functions etc. 4) Online counselling sessions <p>The proposed freemium model could be [not limited to]:</p> <ol style="list-style-type: none"> 1) Number of hours of free counselling 2) Number of candidates counselled 3) Services offered [limited services free for unlimited time or all services free for limited time] <p>The agency is free to propose other counselling services that could be accessed on a paid basis by the citizens. The paid services that the agency plans to offer has to be highlighted during the technical evaluation stage and the proposed charges.</p>
Marketplace	<p>To ensure that a comprehensive set of services can be offered to the citizens, a marketplace will have to be developed that allows citizens to access services that are offered by multiple service providers on paid basis.</p> <p>SIP will link the selected agency's website / URL in its site and the citizens will be free to choose among the various options.</p>
Web based & Mobile based tool	<p>The agency should have a web & mobile solution offering counselling services.</p> <p>Further, the web-based tool & mobile app has to offer analytics support and a dashboard. The web-based tool & mobile app has to have strong data security mechanism to ensure that personal data of citizens collected on the portal is adequately protected. It is desirable that the system have capabilities of integrating using APIs.</p>
Knowledge based products	<p>Knowledge based products will have to be developed to assist counselling sessions. This will include</p> <ol style="list-style-type: none"> 1) Workplace videos – videos describing work in different streams 2) Information of training institutions/education institutions, classroom/online/blended learning options 3) Information of paid and free courses 4) Codified knowledge and digital repository of the recommendations to be made based on different forms of assessments.
Psychometric test online	<p>A psychometric test will have to be designed to assess the attitude and aptitude of the citizens. The tool will be made available on the website. The system will generate reports that will be shared with the citizens. The data collated will need to be shared with NSDC for further analysis.</p>
Data Sharing	<p>Data collected, processed including recommendations needs to be shared with NSDC after applying mutually agreed security controls.</p>
Data Security	<ol style="list-style-type: none"> 1) Data security and encryption must be maintained during data-on-motion and data-on-rest. 2) Any profile, transactional and behavioural/ telemetry data should not be available outside of NSDC ecosystem 3) Data should be accessible through role-based access

DEFINITIONS:

- a. **C1 India Private Limited:** Service provider to provide the e-Tendering Software and facilitate the process of e-tendering on Application Service Provider (ASP) model.
- b. **NSDC e-Procurement Portal:** An e-tendering portal of National Skill Development Corporation (“NSDC”) introduced for the process of e-tendering which can be accessed on <https://nsdc.eproc.in>.

Pre-requisites:

- 1) It is mandatory for all the bidders to have Class-III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) from any of the licensed Certifying Agency under CCA, Ministry of Electronics and Information Technology, Government of India to participate in e-tendering portal of NSDC. Bidders can see the list of licensed CA’s from the link www.cca.gov.in
- 2) C1 India Pvt. Ltd. also facilitate Class III Digital Signature Certificate (With Both DSC Components, i.e. Signing & Encryption) to the bidders. Bidder may contact C1 India Pvt. Ltd. at mobile no. +91-7291981138 for DSC related queries or can email at vikas.kumar@c1india.com.
- 3) To participate in the online bidding, it is mandatory for the Applicants to get themselves registered with the NSDC e-Tendering Portal (<https://nsdc.eproc.in>)
- 4) System Requirement/ Registration Manuals/ Bid Submission Manuals are available at the NSDC eTendering Portal (<https://nsdc.eproc.in>)
- 5) For helpdesk, please contact Help Desk Nos. +91-124-4302033 / 36 / 37
- 6) Participant are requested to email their issues to helpdesk at nsdcsupport@c1india.com. This will help serving the participant better
- 7) The amendments/ clarifications to the tender, if any, will be posted on the NSDC eTendering Portal (<https://nsdc.eproc.in>)
- 8) The Bidder may modify or withdraw their bid after submission prior to the Bid Due Date. No Bid shall be modified or withdrawn by the Bidder after the Bid Due Date and Time.
- 9) It is highly recommended that the bidders should not wait till the last date of bid submission to avoid complications like internet connectivity issue, network problems, system crash down, power failure, browser compatibility issue, system compatibility issue, improper digital signature certificate problem etc. In view of this context, neither M/s National Skill Development Corporation nor M/s. C1 India Pvt. Ltd will be responsible for such eventualities.