

**Request for Proposal (RFP)
For**

**Selection of Knowledge Partner for
Embassy of India, Netherlands**

“Access India Initiative”

**- A Market Entry Support Programme to
Facilitate Investments into India by
Netherlands MKBs (SMEs)/ Family
Owned Enterprises**

Date: January 24, 2020

Embassy of India, Netherlands

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Abbreviations used in the Request for Proposal

Abbreviation	Full Form
AII	Access India Initiative
EoI	Embassy of India, The Netherlands
FOEs	Family Owned enterprises
GOI	Government of India
KP	Knowledge Partner
MKB	Midden- en kleinbedrijf (Dutch for Medium and Small enterprises)
RFP	Request for Proposal
SME	Small and Medium Enterprises

Section 1: Letter of Invitation

Dear Mr/Ms,

Name of the Knowledge Partner:

Address of Knowledge Partner:

1.1 Background

Netherlands is an important partner country for India. The economic and commercial linkages are an integral part of Indo-Dutch strategic partnership which has strengthened with numerous high-profile visits from both sides in the recent past. The most notable amongst these are Prime Minister Modi's visit to Netherlands in June 2017, followed by Dutch Prime Minister Mark Rutte visit to India (24-25 May 2018). In October 2019, a delegation comprising over 140 companies and organizations visited India led by King Willem-Alexander of the Netherlands. Focus areas for the delegation included Agri-food sector, maritime, ports, water and health. The Netherlands was also the partner country during India's Technology Summit 2019.

Trade and investment cooperation is a key component of India-Netherlands relationship. The economic engagement between India and Netherlands is strong. In FY 2018-19, the Netherlands was the third largest investor into India with FDI equity inflows of USD 3.87 billion. The Netherlands was India's 4th largest trading partner in the EU, after UK, Germany and Belgium in FY 2018-2019. During FY 2018-2019, total two-way trade stood at US\$12.87 billion and in FY 2017-18, the bilateral trade was US\$ 8.77 billion. Indian Exports to the Netherlands grew at 40.75%, while Indian Imports grew at 61.70%.

There is a potential for further growth. The Netherlands is home to a number of multinational and other companies, many of which have their production sites and business operations in India. It is estimated that there are over 200 Dutch companies operating in India and over 200 Indian companies operating in the Netherlands. The Netherlands is an important source of useful technical know-how in a variety of sectors – water management, upgrading of ports and airports, dredging, agro-processing, telecommunication, energy, oil refining, health, chemicals, and financial services. While, there is no doubt about the success of the large Dutch companies in India, there can be greater participation of Small and Medium sized Enterprises (SMEs) and Family Owned Enterprises (FOEs) from the Netherlands in the Indian economy.

As of January 1st, 2019, there were approximately 442,500 SMEs in the Netherlands. The SME sector in the Netherlands have a significant presence in the Dutch economy [SME in Dutch translates to MKB (midden- en kleinbedrijf, medium and small enterprises, including some family owned enterprises)].

Many of the SMEs and FOEs are involved in the fields of agriculture, horticulture and food processing which are largely unorganized in India, making it difficult for Dutch SMEs/ FOEs to have market access and understand the market. SMEs and FOEs are by nature highly risk averse and therefore reluctant to enter into emerging markets such as India. Though they possess high-end technology and innovative solutions they are not big investors. These companies not only require the necessary market information, but also need to understand the business process involved in market entry into India. An intensive and sustained effort to engage them, going beyond publicity & information campaigns can significantly help in mobilizing these SMEs and FOEs to invest in India and/or engage with India through trade.

EOI, Netherlands intends to implement a unique dedicated and strategic programme i.e., "Access India Initiative (AII)" which is a Market Entry Support Programme for Facilitating Investments and trade by Netherlands SMEs and FOEs in India to provide them with the necessary market entry support including investor facilitation and hand-holding services, which are critical for market entry decisions and a successful entry to the Indian market. The programme will be implemented with the support of not only the concerned Central and State Government Ministries in India and Invest India but also by engaging key industry partners who can support the companies in various aspects of market entry into India. The sectoral focus of the "AII" program for the Netherlands will be agriculture, horticulture and food processing.

1.2 Objective of the RFP

The objective of this RFP is to engage a Knowledge Partner to:

- Assist EOI Netherlands to plan, structure, implement, coordinate and monitor the 'AII' programme with other programme partners (a network of other agencies which shall be engaged by EOI Netherlands including Government of India Investor facilitation agency, State level investor facilitation agencies, Chambers of Commerce, etc. as required and decided by EOI Netherlands) and assist in market entry of interested Dutch companies by intensively engaging them collectively or on a one-to-one basis and by providing them with the necessary information, market entry support including investor facilitation and hand-holding services, which are critical for market entry decisions and a successful entry to the Indian market. The period of engagement with the Knowledge Partner will be for a year from the launch of the programme, which can be thereafter renewed after review.
- [EOI Netherlands will identify the other 'AII' Programme Partners who will support the Programme by providing assistance to the companies under the programme. The Knowledge Partner will make available dedicated personnel and will coordinate closely with the Embassy for assisting the Dutch companies. The sectoral focus of the "AII" program for the Netherlands will be agriculture, horticulture and food processing.]

1.3 Selection Criteria for the Knowledge Partner

- Selection of the Knowledge Partner shall be based on a **Quality and Cost Based Selection (QCBS)** system. The Knowledge Partner will be selected initially for a period of one year from the launch of the programme, which can be thereafter renewed after review.

1.4 Documents Included in the RFP

- The RFP includes the following documents:

Section No.	Details
Section 1	Letter of Invitation
Section 2	Access India Initiative Programme (AII)
Section 3	Scope of Work & Qualifying Criteria
Section 4	Instructions to Knowledge Partners

1.5 Schedule for Submission of the RFP

Details	Key Dates and Timelines (TBD)
Despatch of RFP Document / Availability on website of EOI Netherlands	January 24, 2020
Clarification on points in RFP, if any can be emailed	February 7, 2020
Pre-bid Conference	February 11, 2020 at 0300 PM
Last Date of Bid Submission	February 25, 2020 at 0500 PM
Opening of Technical Bid	March 3, 2020 at 0300 PM
Opening of Financial Bid	March 12, 2020 at 0300 PM
Decision on Selection of the KP	April 24, 2020
Negotiations with the selected KP & Award of the Contract	May 26, 2020
Commencement of the Work	June 1, 2020

1.6 Address for communication

All communications related to this RFP including the submission of the Proposal shall be addressed to:

Mrinalini Kaur Sapra
 First Secretary (E&C)
 Embassy of India, Netherlands
 Buitenrustweg 2, 2517 KD Den Haag
 Tel: [+31.70.345.7747](tel:+31703457747)
 E-mail: trade.thehague@mea.gov.in

Section 2: Access India Initiative Programme (AII)

2.1 Scope of "AII":

The objective of 'AII' is to identify and encourage potential Dutch SMEs and FOEs to invest in and engage in business in India, providing them with business facilitation and hand-holding services with the support of a 'Knowledge Partner' in the Netherlands, Invest India in India and other 'AII' Programme Partners. The focus of the 'AII' programme will be on Dutch SMEs and FOEs interested in setting up business operations and investing in India with a focus on the sectors of agriculture, horticulture and food processing.

2.2 EOI Netherlands will be the owner of 'AII' programme and shall implement the same with the support of a Knowledge Partner selected for the purpose. While EOI Netherlands would be the main overarching and supervising body for the project, the Knowledge Partner will plan, execute and manage the programme including coordinating the programme with other programme partners like Invest India, India's Central and State Governments in facilitating the market entry of the interested SME's and FOEs in India. The KP will engage with the relevant stakeholders in the Dutch business community in the Netherlands. All important steps that the Knowledge Partner takes to implement, coordinate, monitor and review the 'AII' programme would be done in consultation with and approval of EoI Netherlands.

2.3 Knowledge Partner: A well-known firm with a sound experience in market entry services domain also possessing strong networks, understanding of Dutch SMEs and FOEs, sound knowledge of Dutch market conditions, prior experience of providing market entry support services to Dutch SMEs and FOEs and strong Dutch language skills capabilities shall qualify to be considered a Knowledge Partner under the 'AII' Programme. The KP will plan, implement and manage the 'AII' project for EOI Netherlands. It shall ensure timely delivery of services for the interested companies. The KP shall also provide professional advice on market entry processes and guide the SMEs and FOEs in the process as per the directions of the Embassy. KP shall operate out of Netherlands.

2.4 "AII" Programme Implementation & Monitoring:

EOI Netherlands will set up an "AII Project Team for implementation and regular monitoring of the "AII programme on a regular basis. An "AII" steering committee, comprising of relevant stakeholders shall be constituted for monitoring and review on quarterly basis.

Section 3: Scope of Work & Qualifying Criteria for Knowledge Partner (KP)

3.1 Project Support to EOI Netherlands: Role of KP (in consultation with EOI Netherlands)

1. The KP will function as a lead Partner for EOI Netherlands for implementation and management of the 'AII' Programme project. It will work closely with EOI Netherlands across the entire programme for its successful planning, launch, implementation, execution, monitoring and publicity of the programme.
2. In pursuit of above, KP shall assist the EOI Netherlands in designing and implementing the 'AII' Programme including designing programme elements, partner selection, identification of companies, branding and publicity, project management, performance review etc.
3. Set up a 'AII' Project Team with a dedicated team of persons (based in Netherlands) for liaison with the EOI Netherlands on a day-to-day basis.
4. Assist the EOI Netherlands in targeting potential companies from the Dutch SME / FOE landscape in focus sectors of agriculture, horticulture and food processing.
5. Assist the EOI Netherlands in developing a pre-defined criterion for selection of companies in the focus sectors of agriculture, horticulture and food processing. [Factors for consideration could be for example, the level of interest, stage of their business decision for market entry to India, attractiveness/commitment for investments in India, intensity of support needed for implementation, Make in India / other GoI's national initiatives and dependency on GoI's investment incentives for investments].
6. KP shall hold discussions with the concerned company officials who are interested in operating / connecting to India to prepare a work plan (based on the request of company) and define the services to be offered (either by KP itself or by other 'AII' Partners) in consultation with the Embassy.
7. Thereafter, KP shall initiate service delivery to the companies, for services to be rendered by itself as well as for the services concerning other 'AII' Programme Partners by notifying them of the request.
8. KP shall coordinate with the all 'AII' Programme Partners for facilitating requests of companies and constantly follow upon pending requests and bring to the attention of the Embassy in case of delay.
9. In addition, KP shall set up a Communication Channel for all the 'AII' participating companies for receiving service requests and for answering them.
10. KP shall set up a project monitoring platform for the Embassy to oversee the progress of 'AII'. It shall regularly report to EOI on the progress of work.
11. Assist EOI Netherlands in organizing a Kick-off event of 'AII' programme in the first quarter of the programme and the follow up workshops, seminar, Roundtable meetings including exchange platforms as required and agreed upon.

12. Participate in all the meetings called by the EOI Netherlands in connection with the implementation of the 'AII' Programme including fortnightly/monthly meeting of the 'AII' Project Team and 'AII' Steering Committee quarterly meeting.
13. Manage the Publicity of the 'AII' programme on behalf of the Embassy through Newsletters, Online campaigns, social media and other campaigns as decided by the Embassy.
14. Define Key Performance Indicators (KPIs) to assess the progress and success of the initiative and suggest measures for performance enhancement (in consultation with EOI Netherlands)

3.2 'AII' Implementation by KP

Key Deliverables for KP:

- Finalize 'AII' project plan in consultation with EOI Netherlands. A suitable quarter-wise (Phase I-IV) schedule will be prepared in consultation with the KP
- Design and maintain website for the 'Access India Initiative'
- Targeted media campaign through media, social media and trade related magazines
- Support EOI in organizing a 'AII' Kick-off event in 2020-2021.

['AII' Kick-Off Event will be for a larger group of SMEs/ FOEs. It will bring all interested companies and 'AII' Partners together. This would be a day-long workshop/meeting to apprise the companies that have shown interest in the 'AII' programme on different aspects of the 'AII' programme and brief them on the programme process.]

- Organize series of roadshows/ seminars/ workshops in different parts of the Netherlands (At least one per quarter apart from the kickoff event). This can also include workshops on specialized topics.
- Have a dedicated communication channel
- Report progress to EOI Netherlands and attend 'AII' Project Team fortnightly/monthly review meetings.
- Support EOI in publicizing the 'AII' initiative among Dutch companies and Industry networks with a view to draw more companies to 'AII' Programme.
- Facilitate one to one outreach in collaboration with the Embassy

[15-20 companies from the Netherlands are envisaged for selection under the 'AII' Programme in the first year.]

- Prepare Work Plans for companies who express interest in setting up business connection/ investing in India

[The Work Plan shall contain the relevant information about the company, its plans for India, the services requested and KP's proposal for service delivery either by itself or by 'AII' Partners. The same will be submitted to EOI Netherlands for approval, after which KP shall implement the service package and keep the EOI notified regularly of the progress.]

- Can also organize trade / economic mission to India in sectoral focus areas: agriculture; horticulture; food processing

- Start implementing service delivery based on the work plan and approval of EOI Netherlands
- Undertake periodic reviews (mid-term evaluations/ end year) with a view to improve the processes.

3.3.1 Phase I [First Quarter: From June 1, 2020 to August 31, 2020]

Phase I [First Quarter]

Key Deliverables for KP:

- i. Finalize "Access India Initiative" project plan for the year 2020-2021 in consultation with EOI Netherlands.
- ii. Develop company selection criterion for enrolment into the "Access India Initiative" in consultation with EOI Netherlands.
- iii. Identify and reach out to MKB and FOE companies which could be potential "Access India Initiative" member companies.
- iv. Finalize the event calendar for the "Access India Initiative" programme in consultation with EOI Netherlands and take the lead in implementing it including finalization of programme elements (in consultation with EOI Netherlands), identifying speakers, sending out invitations, assisting EOI in logistic arrangements.
- v. Organize kick-off event
- vi. Preparing of Work Plan for each "Access India Initiative" company. Discussion of the work plan with the EOI Netherlands. [The Work Plan shall contain the relevant information about the company, its plans for India, the services requested and KP's proposal for service delivery either by itself or by "Access India Initiative" Partners.
- vii. Conduct calls/discussion with potential companies (in close coordination with the EOI Netherlands) to identify services to be provided as well as enrolment into the "Access India Initiative" Programme.
- viii. Continuous provision of facilitation services to existing "Access India Initiative" member companies as well scheduling update and follow up meetings/calls with these companies.
- ix. Start implementing service delivery based on work plan and approval of EOI Netherlands.
- x. Report progress to EOI Netherlands and attend "Access India Initiative" Project Team fortnightly/monthly review meetings.
- xi. Coordination with all "Access India Initiative" Programme partners for answering of queries, conducting of workshops and webinars.
- xii. Organize at least one workshop on a specialized topic for interested companies in each Phase 2020-2021.
- xiii. Organise at least one webinar in each Phase in 2020-2021.
- xiv. Organize series of roadshows/ seminars/ workshops in different parts of the Netherlands
- xv. Bring out at least one publication to be circulated to "Access India Initiative" member companies, "Access India Initiative" Programme partners and wider database of Dutch Businesses. Contents would be decided in consultation with EOI Netherlands.
- xvi. Support EOI in publicizing the "Access India Initiative" initiative among Dutch companies and Industry networks with a view to draw more companies to "Access India Initiative" Programme.
- xvii. Management and updating of the "Access India Initiative" Website, Social media handles, reaching out to media as well as PR work decided in consultation with the EOI Netherlands.

3.3.2 Phase II [Second Quarter: From September 1, 2020 to November 30, 2020]

Key Deliverables for KP:

- i. Follow up on all elements of Phase I (i to ix) including all renewal of efforts to identify potential companies.
- ii. Report progress to EOI Netherlands and attend "Access India Initiative" Project Team fortnightly/monthly review meetings.

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- iii. Coordination with all "Access India Initiative" Programme partners for answering of queries, conducting of workshops and webinars.
- iv. Organize at least one workshop on a specialized topic for interested companies in each Phase 2020-2021.
- v. Organise at least one webinar in each Phase in 2020-2021.
- vi. Organize series of roadshows/ seminars/ workshops in different parts of the Netherlands
- vii. Bring out at least one publication to be circulated to "Access India Initiative" member companies, "Access India Initiative" Programme partners and wider database of Dutch Businesses. Contents would be decided in consultation with EOI Netherlands.
- viii. Support EOI in publicizing the "Access India Initiative" initiative among Dutch companies and Industry networks with a view to draw more companies to "Access India Initiative" Programme.
- ix. Continuous management and updating of the "Access India Initiative" Website, Social media handles, reaching out to media as well as PR work decided in consultation with the EOI Netherlands.

3.3.3 Phase III [Third Quarter: From December 1, 2020 to February 28, 2021]

- i. Follow up on all elements of Phase I (i to ix) including all renewal of efforts to identify potential companies.
- ii. Report progress to EOI Netherlands and attend "Access India Initiative" Project Team fortnightly/monthly review meetings.
- iii. Coordination with all "Access India Initiative" Programme partners for answering of queries, conducting of workshops and webinars.
- iv. Organize at least one workshop on a specialized topic for interested companies in each Phase 2020-2021.
- v. Organise at least one webinar in each Phase in 2020-2021.
- vi. Organize series of roadshows/ seminars/ workshops in different parts of the Netherlands
- vii. Bring out at least one publication to be circulated to "Access India Initiative" member companies, "Access India Initiative" Programme partners and wider database of Dutch Businesses. Contents would be decided in consultation with EOI Netherlands.
- viii. Support EOI in publicizing the "Access India Initiative" initiative among Dutch companies and Industry networks with a view to draw more companies to "Access India Initiative" Programme.
- ix. Continuous management and updating of the "Access India Initiative" Website, Social media handles, reaching out to media as well as PR work decided in consultation with the EOI Netherlands.

3.3.4 Phase IV [Fourth Quarter: From March 1, 2021 to May 31, 2021]

- i. Follow up on all elements of Phase I (i to ix) including all renewal of efforts to identify potential companies.
- ii. Report progress to EOI Netherlands and attend "Access India Initiative" Project Team fortnightly/monthly review meetings.
- iii. Coordination with all "Access India Initiative" Programme partners for answering of queries, conducting of workshops and webinars.
- iv. Organize at least one workshop on a specialized topic for interested companies in each Phase 2020-2021.
- v. Organise at least one webinar in each Phase in 2020-2021.
- vi. Organize series of roadshows/ seminars/ workshops in different parts of the Netherlands
- vii. Bring out at least one publication to be circulated to "Access India Initiative" member companies, "Access India Initiative" Programme partners and wider database of Dutch Businesses. Contents would be decided in consultation with EOI Netherlands.
- viii. Support EOI in publicizing the "Access India Initiative" initiative among Dutch companies and Industry networks with a view to draw more companies to "Access India Initiative" Programme.
- ix. Continuous management and updating of the "Access India Initiative" Website, Social media handles, reaching out to media as well as PR work decided in consultation with the EOI Netherlands.
- x. Undertake Annual evaluation/ review with a view to measure the success of the program.

- xi. Preparation of the PR material on completion of one year of the "Access India Initiative".
- xii. Handover of all documentation with relation to "Access India Initiative" for the year of engagement.

3.4 Period of Engagement:

Initially up to one year from the date of signing of contract/agreement by KP with EOI Netherlands with a possibility for renewal beyond that period after review in the last quarter.

3.5 Cost for the Services: Invitation of bids from potential agencies. Fixed sum payable in instalments for the period of contract/agreement.

3.6 Selection of the Knowledge Partner would be on the following criteria

- Knowledge and experience of the KP on working with Dutch SMEs / FOEs and facilitating investments and/or business connections in India
- Number of years of experience in the field
- Prior references of facilitating Dutch SME / FOE investments and/or business in India
- Size of the organisation in Netherlands including number of employees, number of branches and established networks in Netherlands
- Experience in emerging economies providing similar activities
- Firm size and financial Strength
- Experience in areas of agriculture, horticulture and food processing
- Number of team members including senior level staff which the Knowledge Partner is willing to dedicate (both full time and part time) to the 'AII' Programme.
- Infrastructure and expertise to create digital platforms, manage events, do publicity campaigns
- Experience of working with Dutch Government agencies
- Competence in use of required languages like English, Dutch etc.
- Innovative ideas and suggestions on how to implement the program.

3.5 Project Duration & Terms of Payment

The project would begin from the date of award of the work and would function initially for one year with a possibility for renewal beyond that period after review.

Payment of the agreed lump-sum fees as agreed in the contract with the KP will be done in phases after completion of different stages in work

Duration	Payment
After satisfactory completion of activities of Phase I	25% of the fee
After satisfactory completion of activities of Phase II	25% of the fee
After satisfactory completion of activities of Phase - III	25% of the fee
On successful completion of Phase IV	25% of the fee

Possibility to renew the Contract/Agreement subject to extension of the 'AII' programme by GOI.

Section 4: Instructions to Knowledge Partners

4.1 Bid submission Process

4.1.1 General Terms of Bid Submission

- i. The Knowledge Partner should bear all the costs associated with the preparation and submission of his/her bid and EOI Netherlands will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.
- ii. The bids are to be submitted in English language. Two copies of the Technical bid are to be submitted, one in original duly signed by the competent authority and the other a copy thereof. The KP is also required to submit a soft-copy of the Technical Bid-documents (in MS Office formats) and ensure consistency between the hard-copy and the soft-copy that is submitted to EOI Netherlands in all respects. One hard copy of the Financial Bid would suffice, and no soft copy of the Financial Bid is required to be submitted.
- iii. The bids in English language should be signed by the company of the Knowledge Partner or any person duly authorized to bind the company to the contract. The signatory should give a declaration and through authenticated documentary evidence establish that the person is empowered to sign the tender documents and bind the company. All pages of the tender documents except printed brochures, if any, are to be signed by the authorized signatory. The offers submitted should preferably not bear any corrections, alterations, over writings and additions. In such cases, the person/s signing the bid should authenticate such corrections.
- iv. Failure to furnish information required by the RFP or submission of a bid not substantially responsive to the RFP in every respect will be at the Knowledge Partner's risk and may result in rejection of the bid.
- v. Any or all the offers may be accepted or rejected, in full or in part, without assigning any reason whatsoever.
- vi. EOI Netherlands may, at its discretion, abandon the process of the selection associated with this Request for Proposal (RFP) any time before notification of award.
- vii. The financial bid will be opened by the Evaluation Committee and authorized representatives of the company of the Knowledge Partner shall have the option to be present at the time of opening of the financial bid. Only one representative will be allowed to represent any company.

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- viii. Responses to the RFP must clearly state the time period the said bid is valid for. Any bid that is not valid for the entire period of selection may be rejected.
- ix. All responses including Technical Proposals and Financial Bids would be deemed to be irrevocable offers / bids from the Knowledge Partner and may, if accepted by EOI Netherlands, form the basis for the final contract between EOI Netherlands and Knowledge Partner.
- x. Knowledge Partner companies are advised to attach a letter from an authorized signatory attesting the veracity of the information provided in the response.
- xi. Any Technical or Financial Bid submitted cannot be modified after the closing date. However, the Knowledge Partner may modify or withdraw its offer after submission but prior to the closing date and time. EOI Netherlands concludes that there shall be no extra costs associated with the same other than the cost quoted by them.
- xii. Each party shall be entirely responsible for its own costs and expenses that are incurred while participating in the RFP and subsequent presentations and contract negotiation processes.
- xiii. The KPs submitting the responses should note that they should abide (in true intent and spirit) by all the terms and conditions contained in the RFP. If the responses contain any extraneous conditions put in by the KPs, such bids may be disqualified and may not be considered for the selection process.
- xiv. The RFP and all supporting documentation/templates are the sole property of EOI Netherlands.
- xv. By submitting a signed bid, the KP certifies that:
 - The KP has arrived at the prices in its bid without agreement with any other KPs of this RFP for the purpose of restricting competition.
 - The prices in the bid have not been disclosed and shall not be disclosed to any other KP of this RFP.
 - No attempt by the KP to induce any other KP to submit or not to submit a bid for restricting competition has occurred.
- xvi. Each KP must indicate whether or not they have any actual or potential conflict of interest related to contracting services with EOI Netherlands. In case such conflicts of interest do arise, the KP must indicate the manner in which such conflicts can be resolved
- xvii. EOI Netherlands is not responsible for any assumptions or judgments made by the KPs for arriving at any type of sizing, costing etc. EOI Netherlands at all times will benchmark the performance of the KP to the RFP documents and the expected service levels as mentioned in

these documents. In the event of any deviations from the requirements of these documents, the KP must make good the same at no extra costs to EOI Netherlands, in order to achieve the desired service levels as well as meeting the requirements of these documents.

- xviii. The KP represents and acknowledges to EOI Netherlands that it possesses necessary experience, expertise and ability to undertake and fulfil its obligations, under all phases involved in the performance of the provisions of this RFP.
- xix. EOI Netherlands shall be under no obligation to accept the lowest or any other offer received in response to this RFP and shall be entitled to reject any or all offers including those received late or incomplete offers without assigning any reason whatsoever. EOI Netherlands will not be obliged to meet and have discussions with any KP, and / or to listen to any representations.
- xx. The KP is responsible for managing the activities of its personnel and will be accountable for both its own activities and those of its personnel.
- xxi. EOI Netherlands shall inform the KP of all breaches and claims of indemnification and shall grant the KP sole authority to defend, manage, negotiate or settle such claims; and make available all reasonable assistance in defending the claims (at the expense of the KP). The written demand by EOI Netherlands as to the loss / damages mentioned above shall be final, conclusive and binding on the KP and KP shall be liable to pay on demand the actual amount of such loss / damages caused to EOI Netherlands.

4.1.2. Two stage bidding process

For the purpose of selection of the successful Knowledge Partner, a two-stage bidding process will be followed.

The response to the present tender is to be submitted in two parts, i.e. the Technical Proposal and the Financial Bid in separate sealed covers. The Knowledge Partner will have to submit the 'Technical Proposal' separately from the 'Financial Bid'.

The 'Technical Proposal' will contain the exhaustive and comprehensive details of approach, methodologies to be followed, assertions, documents and any other collateral the Knowledge Partner would want to submit to EOI Netherlands.

The 'Financial Bid' will contain the pricing information alone.

4.1.3 Right to accept / reject any applications

EOI Netherlands reserves the right to accept or reject any or all applications and to annul the qualification process at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.

4.1.4 Amendment of RFP document

- At any time, prior to the deadline for submission of Applications, EOI Netherlands either on its own or on request of the KP may amend the RFP documents by issuing addendum or addenda. These addenda shall be posted at the website of EOI Netherlands and shall be treated as a part of the RFP Documents.
- EOI Netherlands may, at its discretion, extend the deadline for the submission of applications.

4.2 Conflict of Interest

The Knowledge Partner shall not receive any remuneration in connection with the assignment except as provided in the contract.

4.3 Preparation of Proposal

4.3.1 Instructions related to Technical Proposal

The Technical Proposal should furnish the following information, as per para 3.7 of Section 3.

Brief profile of the organization/firm (KP)

- Relevant experience of providing effective and efficient investor hand holding to Dutch SMEs and FOEs in India, including field experience in project management. Summary of case examples to be furnished.
- It is expected that Knowledge Partners would integrate their team deployment plan along with the overall approach and work plan and propose suitable number of resources required to successfully deliver the project over a period defined in the RFP.
- Documents supporting the size of the company, presence in Netherlands and other countries; service portfolio, fee structure, discounted fee structures or free service package and reference companies should be presented with the Technical Bid.
- Brief CVs of the Key Personnel who will be engaged for the investment facilitation support: The key personnel whose CVs are provided will continue to be engaged and available for the project throughout the duration of the project. Substitution, will, however be permitted with prior written approval of EOI Netherlands if the Key Personnel is not available for reasons of any incapacity or due to health, subject to equally or better qualified and experienced personnel being provided to the satisfaction of EOI Netherlands.
- Detailed technical approach notes towards the execution of the project, team deployment plan, methodology of work plan for performing the project. It should also highlight the problems to

be addressed along with their importance and explain the technical approach the KP will adopt to address them.

- The suitability of organization/Knowledge Partner for undertaking the job will be decided on the basis of overall capacity of the organization and relevant experience in similar field and capabilities and experience of professionals selected for taking up the task.
- Failure to comply with the prescribed requirements for evaluation of the proposals shall make the proposal liable to be rejected and the evaluation of Financial Bid shall not be undertaken.

4.3.2 Instructions related to Financial Bid

In preparing the financial proposal, Knowledge Partners are expected to take into account the various requirements and conditions stipulated in this RFP document. The Financial Bid should be in the form of a lump-sum quote as professional fees which the KP would charge EOI Netherlands for the entire Project inclusive of all the costs including taxes, applicable service tax, travel costs, if any, associated with the Project etc for the entire project duration for up to one year. EOI Netherlands will not reimburse any other expenses other than what is quoted as lump-sum in the Financial Bid.

The Financial Bid shall be only in Euros. The total amount indicated in the financial proposal shall be without any condition attached or subject to any assumption and shall be final and binding. In case any assumption or condition is indicated in the Financial Bid, it shall be considered non-responsive and liable to be rejected.

For the purpose of clarification, it is clarified that the Knowledge Partner will mention the net cost and the VAT thereof. The EOI Netherlands will only be responsible for reimbursing the net cost-plus VAT quoted in the financial proposal. Knowledge Partners must do their due diligence about the tax implications and the EOI Netherlands will not be liable for any tax incident other than the applicable VAT.

If EOI Netherlands wishes to extend the validity period of the financial proposals, it may ask the Knowledge Partners to extend the validity of their proposals for a stated period. Knowledge Partners, who do not agree, have the right not to extend the validity of their proposals.

4.4.1 Submission, Receipt and Opening of Proposals

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The Proposal (Technical Proposal and Financial Bid) shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialled by the person or persons who sign(s) the Proposal.

An authorized representative of the firm should initial all pages of both Technical and Financial Bid.

The Technical Proposal shall be placed in a sealed envelope clearly marked "Technical Proposal – Access India Initiative: Market Entry Support for Dutch SMEs and FOEs". The Financial Proposal should be placed in a sealed envelope clearly marked "Financial Bid- Access India Initiative: Market Entry Support for Dutch SMEs and FOEs". All envelopes shall be placed into an outer sealed envelope bearing the submission address and marked "Technical Proposal + Financial Bid" - "Do not open except in presence of the Evaluation Committee."

4.4.2 Proposal Submissions:

Details	
Outer Envelope	Technical Proposal + Financial Bid
Technical Proposal	Technical Proposal (separately sealed envelope)
Financial Bid	Financial Bid (Separately sealed envelope)

4.4.3 Submission Address:

Kind Attention:-

Mrinalini Kaur Sapra
First Secretary (E&C)
Embassy of India, Netherlands
Buitenrustweg 2, 2517 KD Den Haag
Tel: [+31.70.345.7747](tel:+31703457747)
E-mail: trade.thehague@mea.gov.in

The completed Technical and Financial Proposal must be delivered at the submission address on or before the **Bid Submission Date of February 25, 2020 before 5:00 PM**. Any Proposal received after the closing time for submission of proposals shall be returned unopened.

After the deadline for submission of proposals the Technical Proposal shall be opened by the Evaluation Committee set up by EOI Netherlands to carry out the technical evaluation. The financial bids shall remain sealed till then.

4.4.4 Withdrawal of Proposals: No modification or substitution of the submitted Proposal shall be allowed after the due date for submission of proposals. A Knowledge Partner may withdraw its Proposal after submission, provided that the written notice of the withdrawal is received by EOI Netherlands before the due date of submission of Proposals. In case a Knowledge Partner wants to re-submit their

Proposal, the Knowledge Partner shall submit a fresh Proposal, following all the applicable terms and conditions prescribed in this RFP before the bid submission date.

4.5 Evaluation of Proposal

4.5.1 General

The proposal shall be first evaluated on the basis of its response to the information documents sought in the RFP document. In case of any material deficiencies in providing the information/ documents in technical proposal and in case any assumption or condition is indicated in the financial bid, it shall be considered non- responsive and liable to be rejected.

After the submission of proposal till the contract is awarded, if any Knowledge Partner wishes to contact the EOI Netherlands on any matter related to its proposal, it should do so in writing at the proposal submission address mentioned above. Any effort by the firm to influence the EOI Netherlands during the proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the Knowledge Partner's proposal.

Evaluators of Technical Proposals shall have no access to the Financial Proposals until technical evaluation, is concluded.

4.5.2 Evaluation of Technical Proposals

The Evaluation Committee appointed by EOI Netherlands will carry out the evaluation of proposals on the basis of their responsiveness to the RFP, applying the following evaluation criteria and point system. Each responsive proposal will be given a technical score. Technical Proposals will be evaluated first in terms of responsiveness to the RFP and it will be based on the following criteria:

S.no	Heading	Description	Points Allotted
1.	Firm size and experience	Proven and demonstrable experience as required for the Programme including references	10
2.	Experience in areas of agriculture, horticulture and food processing	Number of years the firm has been active in areas of agriculture, horticulture and food processing; technical experience; consulting/ experience in these sectors Experience with Dutch companies in these sectors	40
3.	Key Personnel in core team	Education and experience of the experts – members of the Core team	20
3.	Project Methodology, approach, work plan and innovative ideas to	Technical Approach & Methodology for executing the project	10

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	increase the service delivery and outreach of the programme		
4.	Geographical footprint in the Netherlands	Geographical regions where the firm has operations	10
5.	Infrastructure and expertise to create digital platforms, manage events, managing publicity campaigns	Availability of requisite human resources, experience and technical know-how for the mentioned domains	10
		Grand Total	100

If required by EOI Netherlands, the Knowledge Partners will be required to make presentations to the Evaluation Committee on their overall approach and project delivery plan during the evaluation of Technical Proposal.

The Minimum Technical Score required to qualify is: 75 Points out of 100.

A proposal will be considered unresponsive and shall be rejected at this stage if it does not contain the details as required in this RFP document or if it fails to achieve the Minimum Technical Score.

4.6 Opening and Evaluation of Financial Bids

After Evaluation of Technical Bids by the Evaluation Committee, the EOI Netherlands shall open the Financial Bids of only the qualified Knowledge Partners on April 24, 2020. A representative of the Knowledge Partner Company shall have the option to be present at the time of opening of financial bids at EOI Netherlands on April 24, 2020 at 0300 PM.

The Evaluation Committee of EOI Netherlands will determine whether the financial bids are complete, unqualified and unconditional. The Financial Proposals shall be opened publicly on in the presence of Knowledge Partners' representatives who have opted to attend. The name of the Knowledge Partners, their technical scores and the proposed prices shall be read aloud and recorded when the Financial Bids are opened.

Proposals will be ranked according to their combined technical and financial scores. The marks obtained by each firm will be allotted a weightage of 70% for technical bid and 30% for financial bid.

Proposals will be ranked according to their combined technical and financial scores. The weightage given to Technical scores will be 70% of total and to that of financial bid will be 30%. The scores will be converted into Evaluated Bid Score as prescribed in the Manual for Procurement of Consultancy and Other Services 2017, Ministry of Finance (Department of Expenditure), Government of India.

The firm achieving the highest combined technical and financial score will be invited for negotiations.

4.7 Negotiations

Negotiations will be held with the selected KP at the EOI Netherlands. The aim is to reach agreement on all points of the draft Contract with the Knowledge Partner. If negotiations fail, the EOI Netherlands will invite the firm that received the second highest score to contract negotiations.

4.8 Award of Contract

The contract will be awarded to the selected KP following negotiations. After negotiations are complete, the EOI Netherlands will promptly notify other Knowledge Partners on the shortlist that they were unsuccessful and return the Financial Bids of those Knowledge Partners who did not qualify the technical evaluation.

4.9 Corrupt or Fraudulent Practices

EOI Netherlands requires that KPs under this contract observe the highest standard of ethics.

EOI Netherlands will reject a bid for award of consultancy work, if it has determined that the KP recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

4.10 Confidentiality

The selected KP for the consultancy services may have access to some confidential information for the purpose of the project implementation. The Knowledge Partner shall take all precautions necessary to keep the information totally confidential and under no circumstances it will be disclosed to any third party or competitors, which shall otherwise render himself liable for disqualification/premature termination of contract apart from other legal action as may be warranted for any laxity on his part. EOI Netherlands is entitled to be indemnified by the selected Knowledge Partner for any loss/damage to reputation and / or for any breach of confidentiality.

4.11 Guide to bidders

The following guidelines shall be observed by both parties:

- I. The EOI Netherlands reserves the right to reject any tender on security considerations at any stage in the tender process.
- II. The EOI Netherlands will take all reasonable steps to maintain the confidentiality of the Bidding Company's information, which is clearly marked 'confidential'. However, EOI Netherlands is subject to the Right to Information Act 2005 of Government of India and may be required to release information supplied in this RFP in accordance with that Act.
- III. The information in this RFP, or otherwise supplied by the EOI Netherlands or any of its representatives, is to be kept confidential except to the extent already publicly available or authorized by the EOI Netherlands. In case of any damage either direct or indirect including

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any legal action filed by any individual, in respect of the RFP the vendor shall be solely responsible and the EOI Netherlands will not be liable.

- IV. Bidding companies shall not at any time make any public statements in relation to this RFP or any proposal without obtaining prior written approval from the EOI Netherlands. All material supplied to the EOI Netherlands in relation to the Bidding Company's proposal becomes the property of The EOI Netherlands and may not be returned to the Bidding Company, unless requested in writing beforehand or agreed to by the EOI Netherlands.
- V. The EOI Netherlands will not be liable to contract and tort (including negligence), equity or any other cause of action for any direct or indirect damage, loss or cost (including legal and lawyer/client costs) to the Bidding companies or other persons in respect of this RFP.
- VI. If a dispute arises out of or in connection with the contract arising from this RFP, or in respect of any defined legal relationship associated therewith or derived there from, the parties agree to resolve the same amicably between the parties. If the dispute is not resolved through mutual consultations, the Courts in Delhi shall have exclusive jurisdiction. The agreement shall be governed and interpreted in accordance with the laws of India.
- VII. In submitting a proposal to the EOI Netherlands, the Bidding Company will be deemed to have understood this RFP, obtained all requisite information and verified the correctness of any information to be relied upon, as may be necessary to prepare the proposal and for any subsequent negotiations with the EOI Netherlands.
- VIII. In submitting a proposal to the EOI Netherlands, the Bidding Company will be deemed to be fully informed and to have accepted the terms and conditions outlined in this request for proposals and that all commitments as per proposal will be met.
- IX. The cost of preparing and submitting the proposal shall be borne by the Bidding Company.
- X. The EOI Netherlands shall arrange a Pre-bid Conference about the project under consideration on February 11, 2020 at 0300 PM at the Conference Room in Embassy at Buitenvorstweg 2, 2517 KD, The Hague. All queries to be addressed at the Pre-Bid Conference need to be sent to the EOI Netherlands in writing till February 7, 2020 at 0500 PM. Participants who are attending the pre-bid conference should send e-mail on trade.thehague@mea.gov.in by February 7, 2020 informing name of participant.
- XI. The EOI Netherlands reserves the right to accept or reject any or all Proposal(s) and to annul the proposal process, at any time, thereby rejecting all proposals, prior to any Contract being awarded.