

Request for Proposal
on
Scoping Study for Vocational Training Programme
(Across 3 core catchments of factory locations)

Last date to submit Proposal: 6th February, 2023

1. Background

ITC focuses on contributing enduring value along all dimensions of triple bottom line and also to contribute meaningfully to sustainable development and inclusive growth. ITC's presence across the 3 sectors of the economy enables the Company to make a larger contribution to the creation of sustainable livelihoods and building resilience among communities in its catchment areas.

ITC's Social Investments Programme seeks to secure livelihoods for stakeholder communities not just for today but also for the future through the two Horizon approach. On one hand, it seeks to make today's dominant sources of income sustainable by empowering rural communities to conserve and augment their social and environmental capital in order to secure agri production systems and thereby their current sources of livelihood. On the other, it invests in developing opportunities for the future through women empowerment, vocational training, supplementary education and animal husbandry services.

ITC's various interventions are aligned to Company's triple bottom-line ambitions, community needs and National priorities. These interventions also contribute towards the national efforts in achievement of different Sustainable Development Goals.

Vocational Training Programme of ITC, launched in 2012, has the focus to 'Substantially reduce the proportion of young adults not in Education, Employment or Training' and aims at skilling them in market linked trades to enable employment in formal work. It is closely aligned to the **Pradhan Mantri Kaushal Vikas Yojana (PMKVY)**, which aims to help Indian youth take up industry-relevant skill training to secure better livelihoods; and also to **SDG 8: Decent Work and Economic Growth**.

The programme lays emphasis on **equity and inclusion**. Special focus is given on enrolment of **youth from marginalized communities and women**. The programme is spread over 33 districts and 17 states, with partner organizations. NSDC approved courses are offered in 8 major skills including, hospitality, electrical, IT skills, bedside assistance, marketing skills, automobile, tailoring and beautician.

During pan India lockdown due to COVID-19, the programme successfully adopted **the 'Phygital' mode for imparting training**. It was observed that while certain industries were hit adversely but some like **IT enabled services and healthcare** were **high in demand**. However, impacted sectors like **hospitality & tourism and retail** have started showing strong recovery now. COVID -19 has also helped in bringing focus on certain skills like **home care** and job preference perceived by the job seekers like job security, location, salary, etc. Apart from these factors, emergence of new sectors like **big data, artificial intelligence, electrical vehicles, solar energy** etc. gives opportunity to the youths to be ready for these jobs. In recent years Government skilling programme "**Pradhan Mantri Kaushal Vikas Yojna (PMKVY)** has also started focusing on **futuristic skills** along with emphasis on **reskilling and upskilling**.

In view of the **changes in trends in skilling sector, market demand, change in pay bands** for different trades as well a **change in mindset of youth** while selecting the trade for skilling themselves, ITC decided to conduct an **ecosystem scoping study** in the **core areas of factory catchments** to **redesign its vocational training programme** so as to make it more **effective and scalable**.

2. Objectives and Scope of Work

The purpose of the study is to establish the number of **unemployed youths** (18-25 years) in ITC's catchments at village level, **various skill centres present in the catchment area, market trends in skill demand**, upcoming demands in catchment and nearby areas or job hubs within the state or neighbouring states without cultural and language barriers e.g. Saharanpur, Lucknow, Dehradun, Delhi etc. for Uttar Pradesh, **changes in skilling from demand & supply perspective, re-skilling and up-skilling needs of youth** in view of the **impact of pandemic on jobs**.

Agency is expected to come up with data on all the aspects mentioned above and make **actionable suggestions** on how ITC can work to **improve entire VT ecosystem in the catchment for amplification** of the programme as well as **add new trades if required** in existing programme of ITC to ensure that all youths from ITC catchments are gainfully employed.

The key objectives of the study are illustrated below:

- **Establish the number of unemployed youths** (18-25 years age) at **village level** currently, proportion of unemployed out of total youth population and **proportion growth every year** in unemployed youth.
- **Inhibitions and aspirations** of youth related to nature and type of jobs, pay scale, location, etc. with analysis of reasons. Also, if any youth are not interested in jobs / formal employment, reasons for the same.
- To assess the **change in need/ requirements** of unemployed youth for re-skilling and upskilling considering COVID accentuated job losses including details on **type of skills attained in past, reasons for discontinuing, skills required, reasons for new or up-skilling/re-skilling**.
- To **identify various players in ITC catchment and nearby cities/ job hubs** (within the state or neighbouring state without language and cultural barriers e.g. Saharanpur, Lucknow, Dehradun, Delhi etc. for Uttar Pradesh), providing vocational training. Evaluate their existing vocational training programmes in its relevance, effectiveness, and efficiency – trades, annual coverage, placement, salary level etc.
- Identify and elaborate on **region specific and national level best practices and successful models** in vocational training with **reasons of success**.
- To **assess and analyse current market demand of skills**, primarily by employers and also for **self-employment avenues** backed-up by concrete data. This should include information on possible employers, their annual intake, salary offered by them etc. The **market scan** for jobs and employers is to be **specific to each catchment area** and its **nearby cities/ job hubs (within the state or neighbouring state without language and cultural barriers)** only.
- Based on analysis of primary and secondary data, identify **futuristic trades** and their **market opportunities** near to ITC catchment/nearby cities/ job hubs within the state or neighbouring state without language and cultural barriers.
- Identify and map central / state government schemes / initiatives that can be leveraged.

- Make a comparison between market demand, youth requirements and current vocational training programme of ITC and thus improvement required.
- Develop **actionable recommendations** backed by data in view of the findings emerging from all the above assessments to improve the programme effectiveness and to amplify it in collaboration with other players.

The study must include gender and equity lens for the programme. Report must include analysis of data basis gender, qualifications, social strata (SC / ST) and economic status.

3. Approach and Methodology

The agency to submit technical and financial proposal in line with the formats given in [Annexure-1](#) and [Annexure-2](#), respectively. The technical proposal should comprise of detailed approach & methodology including, location wise sampling plan, research tools to be used, data collection & analysis methods to be used, list of stakeholders, etc. and implementation plan, proposed team structure, quality assurance, organizational expertise and any other appropriate information.

The agency should propose a **statistically significant** sampling methodology, ensuring adequate representation of SC/ST and women in sample. **Extensive coverage of population in all the core villages is to be ensured.**

The methodology should consider the following key points:

- The number of youth in each village is to be **accurately determined** along with year-on-year proportion growth in this number.
- Data on job trends, market demand, placements, salaries, etc. is to be **validated through quantitative data.**
- Region specific best practices/ successful models in Vocational training are to be **supported and validated** through **secondary and primary data.**
- Recommendations on vocational training **programme design and components** is to be **backed by primary and secondary quantitative and qualitative data.**

Timeframe and scope of work is to be kept in mind while proposing a suitable approach and methodology.

It must be noted that the study aims to get a detailed, data driven, extensive and actionable output and not a theoretical model based on secondary data only.

4. Research Tools

The agency to develop **quantitative and qualitative data collection tools** and finalise in discussion with ITC before start of fieldwork and should form part of the inception report.

5. Data Collection & Analysis

Data collection is to be taken up as per the sampling plan developed and discussed with ITC and conducted through **finalised structured questionnaires, guides and checklists.** The agency to use **Computer Aided Personal Interviews (CAPI)** based method for data collection and engage **data collectors who are conversant in English and local language** of the region.

The data collection tools are to be **translated in local language** for **data collection** and **transcripts of group discussions to be provided in English to ITC.**

6. Geographical Spread

The programme is being implemented around ITC's factories and agribusiness catchments in 32 districts of 17 states and has covered more than 1.07 lakh young people in total. Of the total enrolled till March 2022, 34% were from SC/ST communities and 40% were female students.

The study is to be carried out across **three factory locations** as given in table below. All the villages are to be covered in the study.

S. No.	Region	State	District	Block Name	No. of Wards / Villages		
					0-2 km radius	2-5 km radius	5-10 km radius
1	North	Uttar Pradesh	Saharanpur	Baliyakheri	18 wards	14 villages, 52 wards	41 villages
				Puwarka	-	-	36 villages
				sarsawa	-	-	11 villages
				Nakur	-	-	5 villages
2	South	Telangana	Khammam (Bhadradi Kothagudem)	Burgampahad	20 villages	30 villages	22 villages
3	East	West Bengal	Howrah	Panchla, Ulluberia, Sankrail	29 Villages	42 Villages	20 Villages

The current coverage of ITC's vocational training programme across the above three locations is as below:

State	District	Project coverage	
		Male	Female
Telangana	Khammam (Bhadradi Kothagudem)	212	158
Uttar Pradesh	Saharanpur	363	387
West Bengal	Howrah	384	361

7. Implementation Plan

The agency is required to propose a detailed implementation plan for the assignment. It must be noted that implementation plan should account for **coverage of all the villages/wards mentioned above** in the study.

The agency may conduct a preliminary visit to the project areas to understand the programmes in detail. Based on the observations, the agency may develop the study methodology, sampling methodology, tools for field interviews & discussions and logistics (translator etc.).

8. Team Composition

The agency is required to present the structure of the team proposed for the assignment with snapshot of their profiles covering years of experience, references to experience in conducting similar such studies, areas of expertise, roles and responsibilities assigned to each of the team members. Detailed CVs are to be attached as annexure.

9. Organisational Expertise and Team Deployed

- i. The agency should have prior experience in undertaking **scoping, baseline, need & gap assessment studies** related to **skill development thematic area** as given in this document, as well as in quantitative & qualitative data collection, collation, compilation and analysis.
- ii. The agency should deploy a **gender balanced team**, having experience and expertise in carrying out assignments of similar nature with the team leader having strong experience in the domain.
- iii. The agency should have experience in using Computer Aided Personal Interviews (CAPI) based method for data collection.

10. Expected Deliverables

- i. **Inception report to be shared within 1 week** from the date of signing the contract in consultation with ITC.
- ii. Location wise sharing of emerging data trends and findings from field with ITC.
- iii. Raw data files from field to be submitted in excel along with all analytical tables.
- iv. Transcripts to be provided in English.
- v. Draft report including location wise findings and road map, actionable recommendations covering all scope of work as mentioned in preceding sections, and final reports after addressing the comments received by ITC, if any, to be submitted for all projects. Report must include analysis of data basis gender, qualifications, social strata (SC / ST) and economic status.
- vi. The final study report (1 final reports – findings & recommendation to be presented for each location separately with village/ward level analysis) will be submitted in 2 hard copies (A4 Size preferably with bond paper and coloured prints) and soft copy in form of CDs/pen drives. The agency to deliver a final presentation to ITC explaining the findings, recommendations and way forward for ITC based on the study.
- vii. The data and information collected during the study, including photographs / testimonials, will be the property of ITC Limited and the agency shall not use it in any form without the prior written permission from a competent authority in ITC.
- viii. The final reports (accepted by ITC) and all the deliverables to be submitted by agency to ITC **on or before 15th March 2023**.

11. Payment Conditions

The payment of fees will be made on job completed basis of the agreed sum, subject to achievement of mutually agreed progress milestones. The agency may submit its proposal on terms and conditions for payment.

12. Rejection Clause

ITC reserves the right to accept or reject any and all proposals, to negotiate contract terms with various proposers, and to waive requirements at its sole discretion.

ITC also reserves the right to reject the offer without assigning any reason if found that the party has submitted false information or found to promote vendors.

13. Contact Details

For submission of RFP or any further queries all correspondence may be directed to: itcmsk@itc.in

Note: Based on technical and financial evaluation of all the proposals received, only shortlisted agency will be contacted for further rounds of discussions.

Annexure 1: Format for Submission of Proposal Plan

1. Agency Details

- a) Name of agency, address, Web site address and telephone number.
- b) Number of the principal office that will manage this project.
- c) Brief background of the agency and history. Include years in the sector/business and number of employees and details of projects handled.
- d) Experience details highlighting the experience and expertise of the agency relevant to the current assignment.
- e) A copy of the agency's most recent Annual Report or Financial Statement, and/or any other documentation that demonstrates financial solvency to be attached as annexure.
- f) Any additional information that the agency considers to be relevant.

2. Technical Approach and Methodology

- a. Understanding of the Scope of Work
- b. Detailed approach and methodology for undertaking the study including technical aspects; strategies; sampling methodology; research design; tools & techniques to be used; statistical or economic model (*if any*) to be used for collecting, collating and analysing the data, etc.

3. Implementation Plan and Team Structure

- a. Detailed implementation plan with all the phases, activities and timelines (including preparatory phase visit).
- b. Team structure and snapshot of experience, expertise, roles and responsibilities of resources assigned for the proposed study. CVs to be provided as annexure.

4. Please specify the primary Executive point of contact for the work stated in this RFP.

Annexure 2: Format for Submission of Financial Estimate

Sl. No.	Particulars	UoM	Units (Nos.)	Unit Cost (Rs.)	Total Cost (Rs.)
1	Survey Charges	Rs.			
	a. Project Population	Nos.			
	b. Key Informant Interviews (KIIs/IDIs)	Nos.			
	c. Focused Group Discussions (FGDs)	Nos.			
	d. Case Studies	Nos.			
	Service Charges	Rs.			
2	a. Printing charges	Rs.			
	b. Stationary, telephone, and other miscellaneous expenses	Rs.			
	c. Others: CAPI	Rs.			
	Professional Charges	Rs.			
3	a. Resource Type 1:	Person-days			
	b. Resource Type 2:	Person-days			
	c. Resource Type 3:	Person-days			
	d. Resource Type 4:	Person-days			
	e. Resource Type 5:	Person-days			
	Estimate excluding travel (1+2+3)	Rs.			
4	Travel Expenses	Rs.			
5	a. Outstation travel	Person-days			
	b. Local Travel	Person-days			
	c. Accommodation	Nights			
	d. Food	Days			
	Total Estimate with travel (4+5) (GST rates will be extra and applied as prevailing at the time of invoicing)	Rs.			
	Timeline	Weeks			

Note:

- The agency will submit final bills as per the agreed unit rates as mentioned above.
- In case of Travel, Boarding and Lodging Expenses, costs will be reimbursed based on submission of actual bills. The upper limit for reimbursement to be restricted to the budgeted limit mentioned in the estimate.
- Taxes will be paid extra as applicable.