

REQUEST FOR PROPOSAL (RFP) FOR CONDUCTING FOR IMPACT STUDY REPORT ON PMKUVA SCHEME TRAINING IN MAHARASHTRA

1. Introduction:

Media & Entertainment Skills Council (MESC) is dedicated to enhancing skills and fostering talent in the vibrant media and entertainment industry. As part of our commitment to promoting skill development and employment opportunities, MESC has successfully implemented the Pramod Mahajan Kaushalya Va Udyojakta Vikas Abhiyan (PMKUVA) Scheme in Maharashtra. Under this government-funded initiative, MESC has trained approximately 20,000 candidates across the state, empowering them with the necessary skills and knowledge to thrive in the dynamic media and entertainment sector.

To assess the impact and effectiveness of the training provided under the PMKUVA Scheme in Maharashtra, MESC is seeking proposals from qualified research firms or consultants. The impact study report will delve into the socio-economic implications of the training program, evaluate its outcomes, and provide valuable insights to enhance future interventions. This RFP outlines the scope of work, objectives, timeline, and submission guidelines for interested parties to contribute to this important endeavor. Through this impact study, MESC aims to strengthen its commitment to evidence-based decision-making, continuous improvement, and empowering individuals with the skills to succeed in the media and entertainment industry.

2. Objectives:

The primary objectives of the impact study report are:

- Evaluate the effectiveness of the training programs conducted under the PMKUVA Scheme in Maharashtra.
- Measure the socio-economic impact of the training programs on the candidates.
- Identify strengths and weaknesses of the training programs.
- Conduct a comprehensive SWOT analysis of the training programs.
- Provide actionable recommendations to enhance the effectiveness, efficiency, and sustainability of the training programs.
- Foster a culture of continuous improvement within MESC and the broader skills development ecosystem.

3. Scope of Work:

- Design a comprehensive research methodology, including sampling techniques and data collection methods, tailored to the objectives of the impact study.
- Conduct surveys, interviews, focus group discussions, and other relevant data collection activities with trained candidates, employers, and other stakeholders in Maharashtra.

- Analyze quantitative and qualitative data to assess the impact of the training programs on candidates' skill development, employment status, income levels, and career advancement opportunities.
- Evaluate the effectiveness of the PMKUVA Scheme training programs in terms of program design, delivery mechanisms, curriculum content, and support services provided to candidates.
- Conduct a SWOT analysis to identify internal and external factors affecting the performance and sustainability of the training programs.
- Develop a comprehensive impact study report that includes findings, analysis, conclusions, and actionable recommendations for program improvement and future interventions.
- Present the findings and recommendations to MESC stakeholders, government authorities, and other relevant stakeholders in a clear and compelling manner.
- Collaborate closely with MESC and other relevant stakeholders throughout the research process to ensure alignment with project objectives and timelines.
- Ensure ethical considerations and data privacy standards are adhered to throughout the research process.
- Provide necessary support and guidance to MESC for the implementation of recommended interventions and strategies based on the findings of the impact study.

4. Deliverables:

The deliverables of the impact study report should include:

- Research Methodology Document outlining the approach, sampling strategy, and data collection tools.
- Data Collection Instruments, including survey questionnaires, interview guides, and focus group discussion protocols.
- Draft Impact Study Report for review and feedback.
- Final Impact Study Report incorporating feedback and recommendations.
- Presentation Materials for communicating key findings, analysis, and recommendations.
- Executive Summary highlighting key findings, conclusions, and recommendations.
- Data Sets of raw data collected during the study for further analysis.
- Technical Assistance and support for interpreting findings and implementing recommendations.

5. Timeline:

S. No.	Activities	Timeline
1.	Proposal Submission Deadline	February 15, 2024
2.	Proposal Evaluation and Selection	February 16 - February 20, 2024
3.	Contract Negotiation and Award	February 20 - February 25, 2024
4.	Research Methodology Development	February 25 - March 15, 2024
5.	Data Collection Phase	March 16 - March 25, 2024
6.	Data Analysis and Report Writing	March 26 - March 29, 2024
7.	Draft Impact Study Report Submission	March 30, 2024
8.	Feedback and Revision Period	March 31, 2024

9.	Final Impact Study Report Submission	April 10, 2024
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6. Budget:

Interested firms or consultants are requested to submit a detailed budget proposal for conducting the impact study. The budget should include all costs associated with research design, data collection, analysis, report writing, and presentation.

7. Qualifications:

Interested firms or consultants should possess the following qualifications:

- Demonstrated experience in conducting impact studies or program evaluations, preferably in the skills development or education sector.
- Expertise in research methods, data analysis, and report writing.
- Familiarity with the PMKUVA Scheme and the media & entertainment industry is preferred.
- Ability to deliver high-quality and timely results.

8. Submission Guidelines:

- Interested firms or consultants must submit their proposals electronically to the designated contact person at MESC no later than February 15, 2024.
- Proposals should be sent via email in PDF format to stateengagements@mescindia.org and must include all required documents and information outlined in the RFP.
- Late submissions will not be considered for evaluation.
- Proposals should clearly indicate the name and contact information of the submitting firm or consultant.
- Proposals should include a detailed description of the proposed research methodology, including sampling techniques, data collection methods, and analysis procedures.
- The budget proposal should provide a breakdown of costs associated with each phase of the research process, including research design, data collection, analysis, and reporting.
- Proposals should include a proposed timeline for the completion of the impact study, including milestones for each phase of the research process.
- Interested firms or consultants should provide a brief overview of their relevant experience, qualifications, and expertise in conducting impact studies or program evaluations, particularly in the skills development or education sector.
- Any additional relevant documentation, such as samples of previous similar work or references from previous clients, should be included with the proposal.
- For any inquiries or clarification regarding the submission process, interested parties may contact the designated contact person at MESC prior to the submission deadline.

9. Evaluation Criteria:

- The experience and qualifications of the firm or consultant in conducting impact studies or program evaluations, particularly in the skills development or education sector, will be carefully assessed.
- The soundness and feasibility of the proposed research methodology, including sampling techniques, data collection methods, and analysis procedures, will be evaluated.
- The clarity and completeness of the budget proposal, including the breakdown of costs associated with each phase of the research process, will be considered.
- The proposed timeline for the completion of the impact study, including milestones for each phase of the research process, will be reviewed for feasibility and alignment with project requirements.
- The overall value for money offered by the proposal, including the cost-effectiveness of the proposed approach and the quality of deliverables, will be assessed.
- The firm or consultant's capacity to deliver high-quality results within the specified timeline and budget constraints will be evaluated.
- The degree of innovation and creativity demonstrated in the proposed research methodology and approach will be taken into account.
- The extent to which the proposal aligns with the objectives and requirements outlined in the RFP will be considered.
- Any references from previous clients or samples of previous similar work provided by the firm or consultant will be reviewed to assess their track record and reputation in the field.
- Adherence to the submission guidelines and requirements specified in the RFP will be evaluated.

10. Contact Information:

For inquiries and submission of proposals, please contact:

Ms. Nancy Singhal,
Manager- State Engagements,
stateengagements@mescindia.org
Media & Entertainment Skills Council

Media & Entertainment Skills Council reserves the right to accept or reject any proposal and to award the contract to the firm or consultant that offers the best value and meets the requirements outlined in this RFP.

Media & Entertainment Skills Council

30th January 2024