

Media and Entertainment Skills Council
(MESC)

Human Resource and Skill
Requirement in the Media and
Entertainment Sector (2019-25)

REQUEST FOR PROPOSAL (RPF)

30th December 2019

RFP Submission Date: 17th January 2019

Send via Courier / E-Mail To:

Chief Executive Officer,

Media and Entertainment Skills Council

522-24, 5th Floor, DLF Tower A, Jasola, New Delhi- 110025

E-Mail: mohit.soni@mescindia.org, T: 91-11-49048335

REQUEST FOR PROPOSAL

TABLE OF CONTENTS

Contents

1. DISCLAIMER.....	3
2. SCHEDULE OF RFP PROCESS	4
3. INTRODUCTION.....	5
4. Proposal Submission Guidelines	10
Company Background.....	10
Approach and Methodology	10

REQUEST FOR PROPOSAL

1. DISCLAIMER

- a. Though adequate care has been taken in the preparation of this REQUEST FOR PROPOSAL Document (RFP document), the Organization should satisfy himself/ herself that the Document is complete in all respects. Intimation of discrepancy, if any, should be given to the Chief Executive Officer, MESC at below mentioned address latest by **1500 hours of 6th January 2020**, in case, no such intimation is received by the said deadline, it shall be deemed that the Organization is satisfied that the document is complete in all respects.

**Chief Executive Officer,
Media and Entertainment Skills Council
522-24, 5th Floor, DLF Tower A, Jasola, New Delhi- 110025
E-Mail: mohit.soni@mescindia.org,
T: 91-11-49048335, 91-9971120204**

- b. Neither MESC nor their employees or consultants make any representation or warranty as to the accuracy, reliability or completeness of the information in this RFP document. Each prospective Organization should conduct his own investigations and analysis and check the accuracy, reliability and completeness of the information in this RFP document and obtain independent advice from appropriate source before submission of this RFP and later RFP if shortlisted.
- c. Neither MESC nor their employees or consultants will have any liability to any prospective Organization or any other person under the law of contract, for any loss, expense or damage which may arise from or be incurred or suffered in connection with anything contained in this RFP document.
- d. MESC reserves the right to reject any or all the RFPs submitted in response to this RFP document at any stage without assigning any reasons whatsoever. MESC also reserves the right to hold or withdraw or cancel the process at any stage under intimation to the Organizations who submit the RFP.
- e. MESC also reserves the right to modify or amend or add to any or all the provisions of this RFP document or cancel the present Invitation and call for fresh Invitations.
- f. Neither MESC nor their employees or consultants will have any liability in case of non-receipt of any correspondence from them to the Organizations due to the postal delays.

REQUEST FOR PROPOSAL

2. SCHEDULE OF RFP PROCESS

The indicative timelines of the REQUEST FOR PROPOSAL process are mentioned in the table below.

Activity	Scheduled date
Issue of RFP document	30-December-2019
Due date for submission of queries on the RFP	06-January-2020
Issue of clarifications to queries on RFP	10-January-2020
Due date for RFP submission	17-January-2020 1800 Hours
Presentation by shortlisted Service Providers	23-January-2020
Agreement with selected Service Provider	24-January-2020
Final Report to be Submitted by Selected Service Provider	15-March-2020

3. INTRODUCTION

Background

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving revenues.

Media & Entertainment Skills Council (MESC) is the Sector Skill Council (SSC) promoted by FICCI and set up by National Skill Development Corporation (NSDC) working under aegis of Ministry of Skill Development & Entrepreneurship (MSDE) for Media & Entertainment Sector.

Media and Entertainment Skills Council wants to undertake fresh skill gap estimation for the M&E sector. Mapping exercise must cover major subsectors of Media and Entertainment.

To meet this objective, MESC requests proposal from reputed consulting firms which can undertake a study and provide a detailed 6-year outlook for Media and Entertainment Sector while also capturing the status at present. Through this Request for Proposal (RPF), MESC seeks to select a competent consulting firm with relevant experience and capabilities to conduct the proposed study in the M&E Sector and submit a detailed report on

1. Insights on the Growth & Challenges | Production & Training
2. State, Sector & Skill Wise Human Resource Requirements
3. Local & Global Migration Pattern & Opportunities
4. Insights on Future Jobs & Skills
5. State, Sector & Skill Wise Requirement of Upskilling & Fresh Skilling
6. Database of Leading Employers/Associations Nationally & Internationally with estimated requirements
7. Database of Existing Training Institutions with training pattern
8. Case-Study on benefit of PMKVY/RPL/Special Projects/World Skills
9. Local & International Mapping on Self-Employability & Entrepreneurship
10. Case-Study (Min.5) – Successful Innovative Start-Ups

Media and Entertainment Skills Council

Founded in 2012, Media & Entertainment Skills Council (MESC) is a Not-for-Profit Organization, registered under the Societies Registration Act, 1860. The Council has been promoted by Federation of Indian Chambers of Commerce & Industry (FICCI) with the financial support from National Skill Development Corporation (NSDC). The key objective of MESC Council is to create a robust and vibrant ecosystem for quality vocational education and skill development in Media & Entertainment Space in the country.

In addition, the Media & Entertainment Sector Skill Council aims to serve as a single source of information on M & E sector with specific reference to Skill and Human Resource Development in India. (www.mescindia.org)

REQUEST FOR PROPOSAL

Scope of Work:

The study would cover all the sub-sectors of Media and Entertainment Sector. The scope of work would cover following points:

Enhance and update the industry overview and Labour market trends

- Key guiding framework, broad level sectoral definitions and industry standards outlining coverage of the study
- Geographic, Economic overview and M&E Industry trends
- Regulatory environment – Key Institutions, Acts and Policy level initiatives.
- Labor market patterns – Employment, Geographical distribution, Demographic & Workforce characteristics (gender, education attainment, occupation etc.)
- Projects and investments anticipated upto 2025. Key skill development initiatives –
- Central/ state govt., Public/ private sector organizations
- Competitiveness of the sector

Situation Analysis for Critical Success Factors of MESC

- Educational infrastructure (related to Media and Entertainment) – capacity, quality, geographical distribution and challenges
- Assessment and Certification – capacity, key organizations, occupation and challenges
- Overseas employment opportunities – geography, occupations, certifications and competency standards, key employers
- Standard operating procedure for ensuring relevance of qualification packs
- Future Occupations anticipated in M&E Sector with rapid changes in technology
- Existing mechanism to encourage training providers for Media and Entertainment specific occupations

Study the potential of employment and skilling needs of M&E sector

- Mapping of each sub-sector / occupations influencing the Human

REQUEST FOR PROPOSAL

Resource demand in the sector.

- Outline the key geographical clusters/states where employment generation in M&E sector will play a significant role
- State wise and subsector wise potential of employment in Media and Entertainment sector
- Identify the skilling needs in Media and Entertainment sector

Study of Media and Entertainment Scenario in India

- Industry overview – Major clusters/states, Production, Key industries etc.
- Policy & regulations – State/ Cluster /state wise
- Employment profile – Size, Demographic & Workforce characteristics, Occupations etc.
- Current skilling scenarios and requirements – Geography, Occupations, Skilling Initiatives, Skill level requirements

Ascertain the human resource and skill requirement forecast over a period of 2019-22 and 2022-25.

- Forecast to be developed keeping two scenarios – Conservative (e.g. considering current trends) and Expansionary Views (e.g. any policy/regulatory shift, enabling positive implication on the Media and Entertainment sector)
- Human resource demand forecast – sub-sector wise, state wise, organized and unorganized, education and experience levels (i.e. NSQF levels), geography, primary (directly linked to Media and Entertainment) and ancillary sectors, key occupation/ Job roles
- Human resource supply forecast - education and experience levels (i.e. NSQF levels), primary and ancillary sectors
- Hiring requirement forecast for Indian Media and Entertainment sector – primary and ancillary sectors, key organization specific (if available)

Strategic roadmap and action plans

- Identify and prioritize the top 3 challenges/ problem areas emerged from findings of each of the project components
- Conduct key stakeholder consultation and expert interviews for preparing the roadmap to address the key challenges/ problem areas

REQUEST FOR PROPOSAL

- Develop 3-year action plan outlining the approach to implement the roadmap

Financials

A fixed price fee to be quoted in the scope of work. Prices quoted should be inclusive of fees towards complete scope of work, all taxes, duties, levies, license fees, service tax and also shall include all expenses incurred for the execution of the contract not limited to out of pocket expenses such as lodging, boarding, domestic/international travel expenses. However, a breakup of the components – namely fees, out of pocket expenses and taxes need to be provided in the financial bid.

4. Proposal Submission Guidelines

We look forward for receiving a proposal from interested bidders on the following:

Company Background

- Company profile in India (no of offices, locations and staff strength)
- Background and credentials of the consultant highlighting relevant experience (in last 5 years) -
- This should include a brief description of the organization and the nature of work done
- Structure of proposed team and CVs of proposed team members
- Turnover of company
- Blacklisting declaration
- Project handled, size and geographical spread
- This should include elements like Name, Designation, Academic Qualifications (Degree/Year/Institution), Years of Experience, Work experience (in detail) including selected consulting experience in relevant areas, proposed position in the team.

Approach and Methodology

- Proposed project approach and methodology including timelines
- Proposed detailed work plan including the timelines and deliverables

Eligibility Criteria

- 1 The Organization for REQUEST FOR PROPOSAL should be a single entity which can be a Company incorporated with the Companies Act, 1956/ 2013 or Society registered under the Societies Registration Act, 1860 or a Trust registered under the Indian Trusts Act, 1882
- 2 Should have experience of skill gap study
- 3 Should have conducted 1 project in Service Industry in India or abroad.
- 4 Should have at least one profile with following qualification and experience -
To be appointed as team leader of the project
 - Post Graduate in Management
 - 15 years of experience in Institutional strengthening and capacity building / research / skilling/ market study with at least 3 years M&E Sector

Note: The bidder shall submit the necessary documentary evidence proof and portfolio which support the experience.

Organizations are required to submit the necessary documents indicating their eligibility details as per the Form B in the annexure.

REQUEST FOR PROPOSAL

MESC reserves the right to verify the details submitted from the respective agencies. The Organization shall give authorization to MESC to do the same.

RFP preparation cost

The bidder is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings / discussions / presentations, preparation of proposal, in providing any additional information required by MESC to facilitate the evaluation process and in negotiating a definitive Contract or all such activities related to the bid process. MESC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

This RFP does not commit MESC to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this bid.

All materials submitted by the bidder become the property of MESC and may be returned completely at its sole discretion.

Right to accept any RFP and to reject any or all RFPs

- Notwithstanding anything contained in this document, MESC reserves the right to accept or reject any RFP and to annul the RFP process and reject all RFPs, at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.
- MESC reserves the right to reject any RFP if:
 - a. At any time, a material misrepresentation is made or uncovered, or
 - b. A material concealment is detected, or
 - c. The Organization does not respond promptly and thoroughly to requests for supplemental information required for the evaluation of the RFP.
- Such misrepresentation / improper response / concealment would lead to the disqualification of the Organization.

Preparation and submission of RFP

- The RFP submitted by Organization shall be valid till the completion of RFP process.

REQUEST FOR PROPOSAL

- The Bidder shall submit the Response in the format specified at Annexure-I and its Annexures (Form A to C), and seal it in an envelope and mark the envelope as **“REQUEST FOR PROPOSAL for Human Resource and Skill Requirement in the Media and Entertainment Sector (2019-25)”**
- ”. The Bidder shall seal the original and the copy of the Bid, together with their respective enclosures, in separate envelopes duly marking the envelopes as “ORIGINAL” and “COPY”.
- The envelope shall indicate the name, address and contact phone number of the Organization
- The envelope shall be addressed to:

Chief Executive Officer, Media and Entertainment Skills Council
522-24, 5th Floor, DLF Tower A, Jasola, New Delhi- 110025
E-Mail: mohit.soni@mescindia.org, T: 91-11-49048335

The Selection of Service Provider will only be based upon a detailed presentation made by:

1. Technical / Quality specification
2. Financial Specification

There will be certain penalty in case of delay / failure in maintaining timelines for deliverable. The submission of proposal does not mean their acceptance as service provider.

The decision of Review Committee will be final and will be accepted by Service Provider.

DELIVERABLES

Final report (including evidence of meeting with stakeholders, discussion, data collection, source of data etc.) will be handed over to MESC in soft and Hardcopy. The report will be intellectual property of MESC and will be used as per MSDE/NSDC/MESC requirements only.

Service provider will submit undertaking mentioning all the information, source and data collection are true and fare in their knowledge.

REQUEST FOR PROPOSAL

Annexure I

(To be typed in Organization's Letterhead)

From:

To:

Chief Executive Officer,

Media and Entertainment Skills Council

522-24 , 5th Floor, DLF Tower A, Jasola, New Delhi- 110025

E-Mail: mohit.soni@mescindia.org, T: 91-11-49048335, 91-9971120204

Sub: Submission of REQUEST FOR PROPOSAL for Human Resource and Skill Requirement in the Media and Entertainment Sector (2019-25)

Sir,

Having examined the details given in RFP Notice and Project Information details for the above project, I/we hereby submit our REQUEST FOR PROPOSAL and the relevant information

1. I/We hereby certify that all the statements made in the information supplied in the enclosed form and the accompanying statements are true and correct.
2. I/We have furnished all information and details necessary for RFP and have no further pertinent information to supply.
3. I/We also authorize MESC or their authorized representatives to approach individuals, employers and firms to verify our competence and general reputation.
4. We understand that MESC will be at liberty to finalize bid parameters and issue RFQ/RFP for the project at a later stage.

Signature(s) of Applicant Organization(s)

Enclosures

Seal of Organization

Date of submission