

Embassy of India
Amman

Request for Proposal (RFP)

for

Selection of a Market Study Company

for enhancing India's exports to Jordan

in the following three sectors:

- i) Electronic Goods,
- ii) Plastic/Linoleum & other related value-added products,
- iii) Man-made yarn/Fabs./Madeups/Handloom products

March 1, 2023

Section 1: Objective of the RFP

The objective of this RFP is to engage a reputed company having experience in conducting Market Study/Survey on existing opportunities in the following sectors leading to increase in India's exports to Jordan:

- i) Electronic Goods;
- ii) Plastic/Linoleum & other value-added product categories; and,
- iii) Man-made yarn/Fabs./Madeups/Handloom products to Jordan.

The recommendations must be based on the research as per the parameters mentioned in the following section titled 'Scope of Work'.

Section 2: Scope of Work

- An overview of these sectors with inputs ascertaining Jordan's capabilities in manufacturing in these sectors.
- Analysis of Jordanian market in these sectors.
- Country & product wise break-up of imports in these sectors in the last three years.
- Trend of import in these sectors in the past five years.
- To provide database of importers in these sectors.
- Tariff, duty and other regulatory issues with reference to these sectors.
- Initiatives and strategies of Government of The Hashemite Kingdom of Jordan in respect to these sectors with special focus on Economic Modernisation Vision 2023-25.
- If Jordan is exporting goods in these sectors to GCC & other Middle Eastern countries, countries, quantum and details thereof.
- Reasons and analysis for not importing from India.
- Share of these sectors in the overall imports of Jordan.
- Factors affecting demand & supply in these sectors.
- Advantages which Jordan can have by transacting business in these sectors with the Indian companies.
- Potential focus areas/sub-segments in these sectors in which India's exports can be increased.
- Based on study of the above factors/related parameters, successful bidder should suggest the following:
 - Concrete measures including changes in domestic policy to support the increase in export from India to Jordan.
 - Suggestions for events/activities for support measures to be taken, specifically, at Embassy's level.

The above parameters are indicative and bidders are free to use additional/alternative parameters in meeting the objective of the exercise.

Section 3: Terms of Reference (ToR)

3.1 Selection Criteria

Selection of the market study partner shall be based on a Quality and Cost Based Selection (QCBS) system.

3.2 Schedule for Submission of the RFP:

S.No	Details of the process	Date
1.	Invitation of Expression of Interest (Eoi)	01.03.2023
2.	Last date for seeking clarification	12.03.2023
3.	Last date for receipt of bid	23.03.2023
4.	Award of work	By 30.03.2023
5.	Submission of draft report by the selected company	35 days after the award of contract
6.	Submission of final report by the selected company	50 days after the award of contract

3.3 Address for communication

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

Mr. Sandeep Singh
Second Secretary (Commerce)
Embassy of India, Amman
24, Al- Hidhab Street, Abdoun, Amman, Jordan.
Tel: 00-962-6-462 2098/4637262; E-mail: com.amman@mea.gov.in

Section 4: General instructions for submission of the bid

4.1 Bid submission Process

4.1.1 General Terms of Bid Submission

The bidder should bear all the costs associated with the preparation and submission of their bid and the Embassy will in no case be responsible or liable for these costs, regardless of the conduct or outcome of the bidding process.

The bids are to be submitted in English language. Technical bid and Financial Bid must be submitted in Original only, duly signed by the competent authority, in separate sealed covers. Financial bids of only those agencies will be opened who qualify in technical bid.

The bids in English language should be signed by the bidding company or any person duly authorized to bind the company to the contract. The signatory should give a declaration and through authenticated documentary evidence establishing 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.

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 company's risk and may result in rejection of the bid.

Any or all the offers may be accepted or rejected, in full or in part, without assigning any reason whatsoever.

Embassy may, at its discretion, abandon the process of the selection associated with this Request for Proposal (RFP) any time before notification of award.

The financial bid will be opened by the Evaluation Committee and authorized representatives of the bidding company 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.

Responses must clearly state the validity period of the bids. All responses including Technical Proposals and Financial Bids would be deemed irrevocable offers and when accepted by Embassy, form the basis for the award of final contract between the Embassy and the selected company.

Bidding companies are advised to attach a letter from an authorized signatory attesting the veracity of the information provided in the response.

Embassy reserves the right to accept or reject any and all bids, to revise the RFP, to request one or more re-submissions or clarifications from one or more bidders, or to cancel the process in part or whole. 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.

The bidders 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 bidders, such bids may be disqualified and may not be considered for the selection process.

The RFP and all supporting documentation/templates are the sole property of the Embassy. By submitting a signed bid, the bidder certifies that:

- The bidder has arrived at the prices in its bid without agreement with any other bidders 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 bidder of this RFP.
- No attempt by the bidder to induce any other bidder to submit or not to submit a bid for restricting competition has occurred.

Embassy is not responsible for any assumptions or judgments made by the bidders for arriving at any type of sizing, costing etc. Embassy at all times will benchmark the performance of the bidder to the RFP documents and the

expected service level as mentioned in these documents. In the event of any deviations from the requirements of these documents, the bidder must make good the same at no extra costs to the Embassy, in order to achieve the desired service levels as well as meeting the requirements of these documents.

The bidder represents and acknowledges to Embassy 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.

Embassy 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. Embassy reserves the right to make any changes in the terms and conditions of this RFP.

The bidder is responsible for managing the activities of its personnel and will be accountable for both its own activities and those of its personnel.

Embassy shall inform the bidder of all breaches and claims of indemnification and shall grant the bidder 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 bidder). The written demand by Embassy as to the loss/damages mentioned above shall be final, conclusive and binding on the bidder and the bidder shall be liable to pay on demand the actual amount of such loss / damages caused to the Embassy.

4.1.2. Two stage bidding process

For the purpose of selection of the successful bidder, 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 bidder 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 bidders would want to submit to Embassy. The 'Financial Bid' will contain the pricing information alone.

4.1.3 Right to accept / reject any applications

- Embassy reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the Request for Proposal Application.
- Embassy reserves the right, without any obligation or liability, to accept or reject any or all the bids at any stage of the process, to cancel or modify the process or change/modify/amend any or all provisions of this RFP Document, at any time, without assigning any reason whatsoever.

4.1.4 Amendment of RFP document

- At any time, prior to the deadline for submission of applications, Embassy may amend the RFP documents by issuing addendum. The addendum shall be posted at the website of the Embassy and shall be treated as a part of the RFP Documents.
- Embassy may, at its discretion, extend the deadline for the submission of applications, if needed.

4.2 Conflict of Interest

The bidder shall not receive any remuneration in connection with the assignment except as provided in the contract. The bidder and its affiliates shall not engage in consulting activities that conflict with the interest of Embassy.

4.3 Preparation of Proposal

4.3.1 Eligibility Qualifications and Instructions related to Technical Proposal

This invitation to submit Bids is open to those bidders who have experience in undertaking Market Study/Survey and related activities as listed below:

Sl. No.	Criteria	Eligibility details
1	The Company/Agency should be a registered company	Copy of License/ Registration to be attached.
2	The Bidder should not have been blacklisted by any state/central agency/Embassy in the past for any corrupt/ fraudulent or breach of contract or unethical/corrupt business practices.	Declaration of same on Letter Head of company
3	Company /Agency to provide a detailed quotation	Quotation should contain all aspects including proposed time frame for completion of Market Survey as per RFP
4	The bidder should have experience of the last 5 financial years of providing Market Research. Studies to any Govt./reputed Pvt. Organizations/ Embassies/UN Offices in Jordan in the market field and the history of working on the Jordan Market report.	Details of the experience to be enclosed with supporting documents.

The Technical Proposal should also furnish the following information:

- Brief profile of the company/firm.
- Relevant experience/ clientele in conducting such surveys.
- Documents supporting the size of the company/firm presence in Jordan and other countries; service portfolio, fee structure, discounted fee structures or free service package and reference companies should be presented with the Technical Bid.

The suitability of the company/firm to be selected 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, bidders are expected to take into account the various requirements and conditions stipulated in this RF P document. The Financial Bid should be in the form of a lump-sum quote as professional fees (including all taxes and other charges, if any) which the bidder would charge EOI Amman 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. EOI Amman will not reimburse any other expenses other than what is quoted as lump-sum in the Financial Bid.

The Financial Bid shall be in Jordanian Dinar. 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.

4.4.1 Submission, Receipt and Opening of Proposals

The Proposal (Technical Proposal and Financial Bid) shall be prepared separately. It shall contain no interlineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initiated by the person or person(s) 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 (Cover No. 1) clearly marked "Technical Proposal - Selection of market survey company". The Financial Proposal should be placed in a sealed envelope (Cover No. 2) clearly marked "Financial Bid- Selection of market survey company. These two envelopes shall be placed into an outer sealed envelope bearing the submission address and marked "Technical Proposal + Financial Bid". All envelopes (2 inner and one outer) must bear the full name and address of the bidder at the bottom right hand side corner of the envelope. No Bid will be accepted by email.

4.4.2 Proposal Submissions:

Cover No. 1	Technical Proposal (separately sealed envelope)
Cover to. 2	Financial Bid (separately sealed envelope)
Outer Envelope	Technical Proposal (Cover No.1) + Financial Bid (Cover No.2)

4.4.3 Submission Address:

Mr. Sandeep Singh
Second Secretary
(Commerce)
Embassy of India,
24, Al-Hidhab Street, Abdoun,
Amman (Jordan)
Tel: 4622098/4637262
E-mail: com.amman@mea.gov.in

The completed Technical and Financial Proposal must be delivered at the submission address on or before the Bid Submission Date of **March 22, 2023 before 4:00 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 Embassy 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. The bidders may withdraw its proposal after submission, provided that the written notice of the withdrawal is received by Embassy before the due date of submission of proposals.

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.

Any effort by the firm to influence the EOI Am man during the proposal evaluation, proposal comparison or contract award decisions may result in the rejection of the bidder's proposal.

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

S.No	Criteria	Points Allotted
1.	Experience of the firm in conducting market studies and the clientele	55
2.	Geographical footprint and global presence of the firm (Jordan and other countries)	15

3.	Incorporation of digital resources, graphic representations, animation and other innovative tools in the survey	15
4.	Miscellaneous parameters (for example, previous experience of working with the Govt. agencies, Embassies, UN Offices)	15
	Total	100

4.5.2 Evaluation of Technical Proposals

The Evaluation Committee appointed by Embassy will carry out the evaluation of proposals on the basis of their responsiveness to the RFP, applying the 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:

If required by Embassy, the bidders 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: 60 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 the 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 an Evaluation Committee, Embassy will open the Financial Bids of only the qualified bidders on a specified date. A representative of the MP company shall have the option to be present at the time of opening of financial bids at the Embassy. The time and date for the same will be intimated.

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.

Price bid of the bidder with the lowest cost will be given a financial score of 100 and other bids will be given financial score that are inversely proportional to their quoted prices. Similarly, technical bid of the highest bidder will be given a technical score of 100 and other bids will be given a technical score inversely proportional to the marks obtained by them.

On the basis of the combined weightage score for technical and financial bids, the bidders shall be ranked in terms of the total score obtained.

4.7 Corrupt or Fraudulent Practices

Embassy requires that bidders under this contract observe the highest standard of ethics. Embassy will reject a bid, if it has determined that the bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question.

4.8 Confidentiality

The selected bidder for the consultancy services may have access to some confidential information for the purpose of the project implementation. The bidder 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 them liable for disqualification/premature termination of contract apart from other legal action as may be warranted for any laxity on their part. Embassy is entitled to be indemnified by the selected bidder for any loss/damage to reputation and/or for any breach of confidentiality.

Section 5: Ownership/copyright of market study

5.1 Embassy shall have the sole ownership of the report of the market study, including copyright submitted by the selected company during the currency as well as after expiry of the contract. The selected company shall have no claim or right over these material contents after expiry or termination of the contract.

Section 6: Payment terms

6.1 Payment will be made only after satisfactory completion based on the criteria defined by both the parties at the time of award of the contract.