

**URGENT**  
**TIME BOUND MATTER**

F.No. 1(2)/2019-AEI  
Government of India  
Ministry of Heavy Industries & Public Enterprises  
Department of Heavy Industry  
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Dated the 25<sup>th</sup> March 2019

To

Empanelled Management Consultants of NICSI  
(As per list enclosed)

**SUBJECT: KNOWLEDGE PARTNER FOR PROMOTION OF FAME INDIA SCHEME PHASE-II.**

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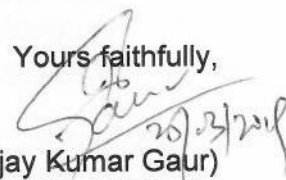
Sir/Madam,

I am directed to forward a copy of "Request for Proposal" for appointment of Knowledge Partner for promotion of Faster Adoption and Manufacturing of Electric Vehicles (FAME Scheme) in India, inviting proposals from listed / empanelled Management Consultants with NICSI.

2. All the interested NICSI empanelled management consultants are requested to submit their proposal as per requirements detailed in the RFP to the Director (Auto), Department of Heavy Industry, Room No. 275-E, Udyog Bhawan, New Delhi-110011 positively by 2<sup>nd</sup> April 2019.
3. This has approval of competent authority.

Encl : As Above.

Yours faithfully,

  
(Ajay Kumar Gaur)

Under Secretary to Govt. Of India  
Tel.No. 23061340  
(M) 9953670503  
Email : [ak.gaur@nic.in](mailto:ak.gaur@nic.in)

श्री अजय कुमार गौर  
Under Secretary  
Ministry of Heavy Industries & Public Enterprises  
Udyog Bhawan, New Delhi-110011

**Empanelled Management Consultants of NICSI**

To

- (1) Deloitte Touche Tohmatsu India LLP  
7th Floor, Building 10 Tower B  
DLF Cyber City Complex  
DLF City Phase II , Gurugram  
Haryana-122002
- (2) M/s Ernst & Young LLP  
6<sup>th</sup> Floor, HT House  
18-20, Kasturba Gandhi Marg  
New Delhi-110001.
- (3) KPMG  
Building No. 10,  
8th Floor, Tower B & C, DLF Cyber City, Phase II  
Gurugram  
Haryana
- (4) Price Water House Coopers P Ltd.  
Building 10, Tower C  
DLF Cyber City  
Gurgaon  
Haryana 122002
- (5) WIPRO Ltd.  
Plot No 480-481, Udyog Vihar, Phase – III  
Gurgaon  
Haryana– 122016

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27/3/2019  
ANIL KUMAR GAUR  
Under Secretary  
Ministry of Heavy Industries & Public Enterprises  
Deptt. of Heavy Industry  
Udyog Bhawan, New Delhi-110011

**REQUEST FOR PROPOSAL**

**FOR**

**Appointment of Knowledge Partner for Promotion of Faster Adoption and  
Manufacturing of Electric Vehicles (FAME Scheme) in India**

**Department of Heavy Industry  
Ministry of Heavy Industries & Public Enterprises, Government of India  
Udyog Bhawan, New Delhi**

Dated the 25<sup>th</sup> March, 2019

## NOTICE INVITING PROPOSALS

FOR

### **Appointment of Knowledge Partner for Promotion of Faster Adoption and Manufacturing of Electric Vehicles (FAME Scheme) in India**

Department of Heavy Industry, Ministry of Heavy Industries & Public Enterprises, Government of India invites bids from NICSI empanelled management consulting agencies for appointment as 'Knowledge Partner for Promotion of Faster Adoption and Manufacturing of Electric Vehicles (FAME Scheme) in India.

#### **Important Dates**

<b>Activity</b>	<b>Date</b>
Last date for receipt of proposals from interested NICSI empanelled management consultants	2 <sup>nd</sup> April 2019
Technical Presentation from bidders	8 <sup>th</sup> April 2019
Assessment & Finalisation of selected bidder	15 <sup>th</sup> April 2019
Issue of LOA	16 <sup>th</sup> April 2019
Completion of requisite formalities by selected bidder	26 <sup>th</sup> April 2019
Signing of contract	30 <sup>th</sup> April 2019

The Department reserves the right to cancel any or all the Bids or annul the Bidding process without assigning any reason thereof.

## 1. INTRODUCTION

Government of India approved the National Mission on Electric Mobility in 2011 and subsequently National Mission on Electric Mobility Plan 2020 (NEMMP 2020) was unveiled in 2013.

The National Electric Mobility Mission Plan 2020 is one of the most important and ambitious initiatives undertaken by the Government of India that has the potential to bring about a transformational paradigm shift in the automotive and transportation industry in the country. This is a culmination of a comprehensive collaborative planning for promotion of hybrid and electric mobility in India through a combination of policies. This plan estimates a cumulative outlay of about Rs.14000 cr. during the span of the scheme, and equal industry contribution. It aims to achieve national fuel security by promoting hybrid and electric vehicles in the country. There is an ambitious target to achieve 6-7 million sales of hybrid and electric vehicles by the year 2020. Government aims to provide fiscal and monetary incentives to kick start this nascent technology.

As part of National Electric Mobility Mission Plan 2020, Department of Heavy Industry formulated a scheme namely **FAME – India** [Faster Adoption and Manufacturing of (Hybrid &) Electric Vehicles in India] to promote hybrid / electric technology in transportation so as to reduce dependency in fossil fuel. The overall scheme was proposed to be implemented over a period of 6 years, till 2020, wherein it is intended to support the hybrid / electric vehicles market development and its manufacturing eco-system to achieve self-sustenance at the end of the stipulated period. Government is committed to instill confidence in the industry and allow them to plan requisite investments and create needed capacities. This shall also enable the scheme to align with "Make in India" initiative of the Government. The ongoing Phase-1 of FAME Scheme is valid till 31<sup>st</sup> March 2019.

The Phase-II of FAME India Scheme will be implemented for a period of 3 years with effect from 1<sup>st</sup> April 2019 with a total financial outlay of Rs. 10,000 Crore. This scheme is the expanded version of phase-I of FAME India Scheme which was launched on 1st April 2015, with total outlay of Rs. 895 crores. The focus area of the scheme is likely to be the electrification of public transport by rolling out a number of

electric buses, electric 3Ws and electric shared cabs for multi-modal public transport. The main objective of the scheme is to encourage Faster adoption of Electric vehicle by way of offering upfront Incentive on purchase of Electric vehicles and also by way of establishing a necessary charging Infrastructure for electric vehicles. The scheme will help in addressing the issue of environmental pollution and fuel security. Demand Incentives on operational expenditure model for electric buses will be delivered through State/city transport corporation (STUs).

It is proposed that the Department engage a Knowledge Partner with a view to promote and adoption of Electric vehicles in India.

## **2. REQUEST FOR PROPOSAL**

The Department of Heavy Industry, Ministry of Heavy Industries & Public Enterprises, Government of India (the "Authority") is issuing this Request for Proposal (RFP) to request technical bids from interested and eligible firms/ agencies/ organizations (the "Applicants") for appointment as Appointment of Knowledge Partner for promotion of Faster Adoption and Manufacturing of Electric Vehicles (FAME Scheme) in India in the Department of Heavy Industry for an initial period of one years, extendable further for a period upto 3 years.

## **3. INSTRUCTIONS FOR BID SUBMISSION**

The Bidders need to make a detailed technical presentation to the Authority on the date and time decided by the Authority, basis which technical marks will be awarded.

## **4. SCOPE OF WORK**

It is proposed that Department of Heavy Industry, Ministry of Heavy Industries & Public Enterprises, Government of India hire a Knowledge Partner with experience in similar mandates for both Central and State Government agencies across India. The agency will work in tandem with the existing staff of the Department of Heavy Industry and the following activities are proposed to be undertaken:

## 1. Research studies

- a. Desk reviews and market studies to compare and analyse technology, design and life cycle ownership costs of various type of EV models
- b. Estimate the market size and potential penetration level of EVs
- c. Assess AS-IS condition of market, ownership and operational model of EVs in select geography
- d. Assess and customize leading international practices to encourage investments in R&D and support infrastructure
- e. Macro-economic projections on expenditure, contribution to GDP, jobs, FDI etc.
- f. Conduct studies for assessing impact of EVs in the market
- g. Examine the infrastructure required for the entire ecosystem, especially for charging, assess the current status and suggest ways to expand the same
- h. Identify options to promote EVs in cities across the country through competitive evaluation framework; support in designing the framework, launching, promoting and evaluating the same

## 2. Policy support

- a. Benchmark and assess leading practices to understand policy and regulatory frameworks for promoting Hybrid and EVs across India and internationally (including several rounds of stakeholder consultation with industry and experts)
- b. Scenario analysis and impact assessment models of various subsidies
- c. Revisit FAME II policy to realign incentives in favour of import substituting manufacturing
- d. FAME Scheme application and appraisal support including Pre-appraisal processing of received applications and appraisal of received application(s)- eligibility, verification of relevant supporting documentations, support for disbursal of subsidy, response to queries and follow-ups

### 3. Facilitating Ease of Doing Business

- a. Single Window Mechanism to apply for the incentives/ subsidies under EV with details on procedure and timelines for licenses and approvals (online work flow and approval mechanism) for reduction in cost and time for both the investors and the Government through a turnaround in the entire approval/ clearance Processes
- b. Department specific business process re-engineering (simplify and define timelines for all services)
- c. MIS and grievance system for investor queries and grievances
- d. Ready to use guides and mapping and simplification of processes for availing subsidies

### 4. Investors identification and facilitation

- a. Provide complete support in identification of potential investors and facilitating these investments into India
- b. In case the Ministry decides to host an investors summit, prepared detailed strategy and action plan for a 2-3 day investor's summit- event structure, activities and minute to minute agenda
- c. Themes, topics, partner organizations, speakers and panel members for sessions and seminars
- d. Communication management by drafting communication for various stakeholders and supporting in sending out emails / letters / invites/ circulars from the Hon'ble Minister's office
- e. All other support required for the event

### 5. Support in Tendering/EoI process under FAME scheme

- a. Designing Tender/EoI document for selection of State Government Entities/Cities/STUs to extend demand incentives for e-buses/shared public transportation through OPEX model and grants for charging infrastructure
- b. Roadshows to pitch India as an attractive manufacturing destination to attract mega anchor investments for battery and EV manufacturing



- c. Detailed road map and action plan for the road-shows for bid rounds including roadshow plan (date, location), target countries/ states, minute to minute agenda, presentations, identification of speakers and dignitaries, talking points/ speeches and target companies for attendance as well as B2G , B2B interactions

The above mentioned scope of work is only indicative and may increase or decrease depending upon how the scheme gets implemented.

The proposed deliverables as part of the engagement would be as follows:

<b>S. No.</b>	<b>Deliverable</b>	<b>Timeline (months)</b>
1	Report on assessment of EV potential in India including As-is and To-be assessment for enabling ease of doing business to promote investments in the sector	T+ 1
2	Support in setting-up digital media promotion initiatives	T+ 1
3	Report on investment promotion roadmap for the scheme	T+ 1
4	Scheme Information Guidelines/ toolkits for investors and draft SOP with timelines for the Department	T+ 2
5	Detailed strategy and action plan for roadshows and a 2-3 day investor's summit- event structure, activities and minute to minute agenda	T+ 3
6	Database of top 100 companies/ investors in India and internationally for targeted IP	T+ 4
7	Content for promotional materials and marketing collaterals including Presentation for roadshows and summit, brochure, sector profile	T+ 5
8	Post event report	1 month within end of event
9	Report on suggested changes in the Government's relevant schemes and policies	T + 12
10	Quarterly progress update	-

## 5. EVALUATION & SELECTION CRITERIA

The Committee constituted in the Department would draw a criteria and accordingly evaluate the proposal/presentation made by the Management Consultant before the Committee.

S. No.	Criteria	Max Score
<b>A</b>	<b>Firm Experience</b>	<b>50</b>
1.	Experience of conducting flagship investment promotion summits (Global Investment/ Investors Summit) in India in the last 10 years as Lead Consultant/ Knowledge Partner / Agency as paid project	20
2.	Experience of handling projects for an Central Ministry which involves appraisal of applications received from states/ industry under a particular scheme/ policy	20
3.	Ease of Doing Business Experience with the States that are ranked high	10
<b>B</b>	<b>Approach &amp; Methodology and Technical Presentation</b>	<b>50</b>

## 6. SELECTION CRITERIA

The Firm/Company scoring maximum technical marks will be the selected agency and after that 3 Professionals for each Team Profile will be called for interview to finalise the team of professionals (Knowledge Partner). However, the department will ask for names more professionals, if the deputed professionals were not found to be suitable.

To undertake the activities, the proposed team structure and other criteria is as follows.

Sr. No.	Team Profile	Qualification	Relevant Experience	Requirements of Professionals
1	Project Manager	MBA/ equivalent management qualification from Tier 1 institution	10-15 Years	1
2	EV Sector Expert	MBA/ equivalent management qualification from Tier 1 institution	6-10 Years	1
3	Investor Coordination Support	MBA/ equivalent management qualification from Tier 1 institution	3-6 Years	1
4	Research and Documentation Support	MBA/ equivalent management qualification from Tier 1 institution	3-6 Years	1

## **7. PAYMENT TERMS**

- a. The payment will be made in the Man-days mode on submission of monthly bills.
- b. Department may ask the certified Bio-Matrix punching sheet of the team for processing of bills.
- c. All payments shall be made subject to deduction of TDS (Tax Deduction at Source) as per the Income Tax Act, 1961 and other applicable taxes if any as per the Government of India rules.
- d. Profession fee charged will be inclusive of GST and other applicable tax if any as per the Government of India rules.
- e. No TA/DA will be admissible for NCR region, however outstation TA/DA will be reimbursed on production of original documents, if he/she asked to go on tour for the desired work/project.
- f. In case of extension beyond contract period, 8% annual increment will be provided over the current person month rates as per NICS I empanelment contract.

## **8. OTHER CONDITIONS**

- a. The assignment will be carried out by the team from their office. However, they may have to work in the department's office premises on urgent situations.
- b. The professionals have to use their own laptops, mobile etc for doing the project work.
- c. The firm/company would take adequate measures as to maintain the sanctity of the documents, reports etc. and would maintain secrecy.

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