



# Request for Proposal (RFP)

For

Selection of Market Research  
Facilitator company for the Embassy of  
India, Berne's "Market Research on  
Ayurveda in Switzerland"

Date 6<sup>th</sup> Feb 2018  
Embassy of India, Berne

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*Embassy of India, Berne reserves the right to withhold or withdraw the process at any stage with intimation to all who submitted the Request for Proposal Application.*

*Embassy of India, Berne 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.*

## Abbreviations:

<b>RFP</b>	Request for Proposal
<b>EOI Berne</b>	Embassy of India, Berne
<b>GOI</b>	Government of India

## 1.0 Introduction

Ayurveda is a form of Indian traditional medicine that originated in Indian subcontinent thousands of years ago. Its name comes from the Sanskrit term for “knowledge of life” and its practitioners strive to treat the cause of an illness rather than its symptoms.

With the Swiss popular vote in 2009 Switzerland has in fact become the first and so far, only country in the West to enshrine the recognition of Complementary and Alternative Medicine (CAM) in its public health system through a Constitutional article.

### 1.1 Scope & Objectives

The objectives of this program are

- a) To analyse the situation of alternative medicine in the form of Ayurveda in Switzerland
- b) To identify potential bottlenecks in promoting Ayurveda in Switzerland
- c) To understand the scope of Ayurveda in Switzerland
- d) To determine the measures needed to implement and to promote Ayurveda in Switzerland
- e) To understand the Swiss model of Ayurveda education and the issue relating to it
- f) Prevailing scope for foreign Ayurveda professionals to practice in Switzerland

## 2.0 The Market Research Facilitator

The company shall be a well-known Consulting firm or a market research company etc with sound prior experience of providing market research to Swiss or foreign companies/ Embassies, strong networks, understanding of the Swiss markets, sound knowledge of Swiss and Indian market conditions, and strong language skills. The company shall preferably operate inside Switzerland

## 3.0 Selection Criteria

Selection of the Market research facilitator company shall be on a **Quality and Cost Based Selection (QCBS)** basis.

## 4.0 Period of Engagement

Initially up to one Month from the date of signing of contract/agreement with EOI Berne.

## 5.0 Cost for the Services

Fixed sum payable in instalments for the period of contract/agreement subject to a maximum ceiling of CHF 10,000/- per annum (Swiss Francs Ten Thousand Only) inclusive of all taxes. This is an indicative amount and will depend on the range and quality of services offered, results offered and competitive bidding.

## 6.0 General Terms of Bid Submission

### 6.1 Two stage bidding process

For the purpose of selection of the successful market research company, 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 'Technical Proposal' will contain the exhaustive and comprehensive details of approach, methodologies to be followed, assertions, documents and any other collateral that the company would want to submit to EOI Berne.
- The 'Financial Bid' will contain the pricing information alone.

### 6.2 Right to accept / reject any applications

EOI Berne reserves the right to accept or reject any or all applications and to annul the qualification process at any time without any liability or any obligation for such acceptance, rejection or annulment, without assigning any reasons.

### 6.3 Amendment of RFP document

At any time, EOI Berne either on its own or on request of the market research company may amend the RFP documents by issuing addendum or addenda. These addenda shall be posted at the website of EOI Berne and shall be treated as a part of the RFP Documents. EOI Berne may, at its discretion, extend the deadline for the submission of applications.

### 6.4 Conflict of Interest

The market research company shall not receive any remuneration in connection with the assignment except as provided in the contract. The market research company and its affiliates shall not engage in consulting activities that conflict with the interest of EOI Berne.

### 6.5 Preparation of Proposal

#### a. Instructions related to Technical Proposal

The Technical Proposal should furnish the following information,

- Brief profile of the organization / firm / relevant experience of providing market research to Swiss / Indian / foreign companies
- Brief CVs of the Key Personnel who will be engaged for the market research. The key personnel whose CVs are provided will continue to be engaged and available for the program throughout the duration of the program. Substitution, will, however be permitted with prior written approval of EOI Berne if the Key Personnel is not available for reasons of any incapacity or due to health, subject to equally or better qualified and experienced personnel being provided to the satisfaction of EOI Berne.
- Detailed technical approach notes towards the execution of the program, team deployment plan, methodology of work plan for performing the program. It should also highlight the problems to be addressed along with their importance and explain the technical approach the market research company will adopt to address them.

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.

#### b. Instructions related to Financial Bid

The Financial Bid should be in the form of a lump-sum quote as professional fees which the market research firm would charge EOI Berne for the entire Program inclusive of all the costs including taxes, applicable service tax, travel costs, if any, associated with the Program etc. for the entire Program duration for up to one Month.

EOI Berne will not reimburse any other expenses other than what is quoted as lump-sum in the Financial Bid.

The Financial Bid shall be only in Swiss Francs (CHF). The total amount indicated in the financial proposal shall be without any condition attached or subjected 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.

For the purpose of clarification, it is clarified that the COMPANY will mention the net cost and the VAT thereof. The EOI Berne will only be responsible for reimbursing the net cost-plus VAT quoted in the financial proposal. The market research company must do their due diligence about the tax implications and the EOI Berne will not be liable for any tax incident other than the applicable VAT.

If EOI Berne wishes to extend the validity period of the financial proposals, it may ask the Company to extend the validity of their proposals for a stated period. Company, who do not agree, have the right not to extend the validity of their proposals.

### 6.6 Submission, Receipt and Opening of Proposals

The Proposal (Technical Proposal and Financial Bid) shall be prepared in indelible ink. It shall contain no inter-lineation or overwriting, except as necessary to correct errors made by the firm itself. Any such corrections must be initialled by the person or persons 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 clearly marked "Technical Proposal ". The Financial Proposal should be placed in a sealed envelope clearly marked "Financial Bid". All envelopes shall be placed in an outer sealed envelope bearing the submission address and marked "Technical Proposal + Financial Bid" - "Do not open except in presence of the Evaluation Committee."

### 6.7 Proposal Submissions

Outer Envelope	Technical Proposal + Financial Bid
Technical Proposal	Technical Proposal (separately sealed envelope)
Financial Bid	Financial Bid (Separately sealed envelope)

### 6.8 Schedule for Submission of the RFP

Tuesday, February 6 <sup>th</sup> 2018	Despatch of RFP Document / Availability on EOI Berne website
Monday, March 12 <sup>th</sup> , 2018 (1700 hrs)	Final Bid Submission Deadline
Friday, March 16 <sup>th</sup> , 2018 (1430hrs)	Evaluation of Technical bids
Friday, March 23 <sup>rd</sup> , 2018 (1430hrs)	Opening of Financial Bids
Wednesday, March 28 <sup>th</sup> , 2018	Decision on Selection of the Market research facilitating company
Friday, March 30 <sup>th</sup> , 2018	Negotiations (if required) with the selected company & Award of the Contract
Immediately after contract award	Commencement of Work
Friday, May 4 <sup>th</sup> , 2018	Submission of findings

The completed Technical and Financial Proposal must be delivered at the submission address on or before the Bid Submission Date of Monday, March 12<sup>th</sup>, 2018 before 17.00 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 EOI Berne to carry out the technical evaluation. The financial bids shall remain sealed till then.

### 6.9 Submission Address/ Address for communication

All communications related to this RFP including the submission of the Proposal shall be addressed to, Shri Bhaskar Bhatt

First Secretary

Embassy of India,

Kirchenfeldstrasse 28,

CH-3005, Berne

Email [hoc.berne@mea.gov.in](mailto:hoc.berne@mea.gov.in)

Phone 0041 31 3511559

Fax 0041 31 3511557

### 6.10 Withdrawal of Proposals

No modification or substitution of the submitted Proposal shall be allowed after the due date for submission of proposals. A Market research facilitating company may withdraw its Proposal after submission, provided that the written notice of the withdrawal is received by EOI Berne before the due date of submission of Proposals. In case a Market research facilitating company wants to re-submit their Proposal, the company shall submit a fresh Proposal, following all the applicable terms and conditions prescribed in this RFP.

### 6.11 Contacting the Embassy of India

After the submission of proposal till the contract is awarded, if any company applying wishes to contact the EOI Berne on any matter related to its proposal, it should do so in writing at the proposal submission address mentioned above. Any effort by the firm to influence the EOI Berne during the proposal evaluation, proposal comparison or contract award decisions will result in the rejection of the applying company's proposal.

### 6.12 Evaluation of Technical Proposals

The representatives of each firm can send their representative during the opening of technical bids. The Evaluation Committee appointed by EOI Berne will carry out the evaluation of proposals on the basis of their responsiveness to the RFP.

### 6.13 Opening of Financial Bids

After Evaluation of Technical Bids by the Evaluation Committee, the EOI Berne shall open the Financial Bids of only the qualified firms. The representatives of each firm can send their representative during the opening of the financial bids.

### 6.14 Decision on selection

The final decision on the selection of the market research firm would be announced on Wednesday, March 28<sup>th</sup>, 2018.

### 6.15 Negotiations

If required, the Negotiations will be held with the selected company at EOI Berne.

### 6.16 Award of Contract

The contract will be awarded to the selected COMPANY following the negotiations. After negotiations are completed, EOI Berne will promptly notify other Company on the shortlist that they were

unsuccessful and return the Financial Bids of those Company who did not qualify the technical evaluation.

### 6.17 Corrupt or Fraudulent Practices

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

### 6.18 Confidentiality

The selected company for the consultancy services may have access to some confidential information for the purpose of implementation. The company shall take all precautions necessary to keep the information totally confidential and under no circumstances will disclose such information to any third party or competitors, which shall otherwise render himself liable for disqualification/premature termination of contract apart from other legal action as may be warranted for any laxity on his part. EOI Berne is entitled to be indemnified by the selected company for any loss/damage to reputation and / or for any breach of confidentiality.