



# **INVEST INDIA**

NATIONAL INVESTMENT PROMOTION  
& FACILITATION AGENCY

## **Expression of Interest**

For Selection of an Agency / Firm for providing Professional behavioural coaches for Senior Management in Invest India

**Dated: 7 December 2022**

## **Invest India**

Invest India is the National Investment Promotion and Facilitation Agency of India and acts as the first point of reference for investors in India.

## Expression of Interest

Dear Sir/Madam,

Invest India invites Expression of Interest (EOI) from eligible reputed agencies / firms For Selection of an Agency / Firm for providing Professional behavioural coaches for Senior Management in Invest India as specified in this EOI document.

1. This EOI is not an offer by Invest India but an invitation to receive EOIs from bidders. No contractual obligation whatsoever shall arise from the EOI process unless and until a formal contract is signed and executed by duly authorized concern person from Invest India with the bidder.
2. Eligibility criteria, terms and conditions, scope of work, various formats and Performa for submitting the EOI offer and other details are described in this document.
3. Entire EOI process shall be carried in following stages:

**Stage I:** It is mandatory for the interested bidders to participate in the first stage of EOI

**Stage II:** Incorporation of Suggestions or recommendations by the Agency / Firm if deem fit.

**Stage III:** Preparation of RFP through QCBS System for Inviting the EOI Participants with revised scope of work / terms & conditions.

**Stage IV:** Technical & Financial bid by eligible bidders on the floated RFP Bidders are required to sign and submit all the pages of this documents along with all supporting documents, through offline mode only.

4. Bidder/s are advised to submit the proposal on or before **15<sup>th</sup> December 2022 6:00 PM.**
5. The information may be submitted at the following address via email to:

Deeksha Kapoor  
Invest India  
Vigyan Bhawan Annexe  
Maulana Azad Road | New Delhi 110011  
M: +91 9407002648  
E: [deeksha.kapoor@investindia.org.in](mailto:deeksha.kapoor@investindia.org.in)  
[cc to [vivek.soni@investindia.org.in](mailto:vivek.soni@investindia.org.in)]  
W: [www.investindia.gov.in](http://www.investindia.gov.in)

Yours Faithfully,

Priya Rawat  
COO

## 1. INTRODUCTION

Invest India is a joint venture between Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Industry Associations and State Governments of India. Operationalized in early 2010, Invest India has been set up as the dedicated investment promotion and facilitation agency for attracting investments into the country in a structured, focused, and comprehensive manner.

## 2. OVERVIEW OF THE PROJECT

### a) Background

Invest India has issued this Expression of Interest to solicit responses from qualified bidders providing Professional behavioural coaches for Senior Management in Invest India to develop and enhance the competence of senior management professionals, improve the organizational behaviour, service delivery, operational excellence, and transparency & Compliance and understanding the role of Management to set organizational strategy and achieve those organizational goals.

These training will be in-line with the overall objective of the organization to build a framework that enables effective collaboration and integration across the different business verticals in addition to:

**To stay abreast of Invest India's growth trajectory:** Invest India is on an exponential journey of growth and has grown from a team size of 170 to 440+ professionals in a span of the recent 5 years. The vision of the company is to grow exponentially in the coming years. Additionally, the scope of work is evolving which includes new teams being set up as well as additional mandates given by DPIIT, Ministry of Commerce and other associations. The future leaders are required to be capable, adaptable, digitally savvy, strategic thinkers who have the ability to build highly collaborative teams and create a customer centric culture that can thrive in a dynamic competitive environment. Given the highly competitive environment and many challenges faced by Invest India, it is now imperative that comprehensive leadership development becomes a priority to enhance and further develop professionals at Invest India.

**Succession Planning and Retention:** Given Invest India's growth, it is imperative to build a robust leadership and succession plan for top management positions that would arise in future through appropriate HR processes. These coaching and development sessions will enable to identify talent potential and basis assessment will highlight development areas in employees. Providing training, development, and coaching opportunities to staff across the organization. It is thus imperative to coach the senior executives in order to hire, train and retain the best talent at Invest India.

**Competence Building:** The employees at Invest India are critical to the successful execution of all government activities. These are agents of policy making, and they are executive hands that deliver them on the ground. This coaching will enable inbuilding and enhancing competencies that are closest aligned to Invest India's long-term strategy and mission. This coaching will be aimed at imparting competencies critical to discharge the roles.

**Collaboration and Integration/ Organization Culture:** The nature of Invest India's way of doing business involves cross-functioning, collaboration from multiple teams and with multitude of external stakeholders as well. This coaching and development will also encourage inter-mixer with multiple teams, relationship building and management across various verticals, envisaging partnerships that drive growth across the multiple collaterals. This will not only enable to make a more engaged workforce but also foster more trust and team work ethic within the organization.

## **b) Key Deliverables / Scope of Work**

- 1) **Target Audience:** This leadership development and coaching mandate will be catered for leadership team and upcoming leaders who in future may resume senior management positions at Invest India
  - Senior Assistant Vice President
  - Vice President
  - Senior Vice President
  - C-Level Executives
  - Total Number of Executives: 35 (approx.), the number of executives may increase or decrease depending on the organization requirement.
- 2) The selected bidder would be required to provide both team coaching and 1:1 guidance to employees to help them set and achieve actionable goals to better contribute to organizational goals and improve their own professional experience at the Invest India. This is targeted for senior executives who are critical in setting business direction and executing key projects.
- 3) Provide expert-led, engaging and inclusive executive coaching to the cohort . The session may be increased/decreased as per client requirement.
- 4) Support the executives in comprehending their strengths and weakness, thus furthering growth in the professional workspace.
- 5) Enable executives in setting clear and actionable goal that are in line with organization's competency model:
  - a) Individual Ownership and Accountability
  - b) Emotional Intelligence
  - c) Communication
  - d) Collaboration
  - e) Change Management
  - f) Customer Focus
  - g) Digital Mindset
  - h) Compliance and Risk Discipline
  - i) Help define the action template and roadmap to achieve the set goals
  - j) Enable in-house capability building for the organization across dimensions such as digital mindset, stakeholder management, issue resolution, innovative and agile thinking.
  - k) Objective ways of assessing and measuring the impact

### **Proposed Setup:**

- The proposed set up will be discussed with the selected coaching and development firm that is hired for this training. The cohorts, sessions and mode of conducting the session will be discussed in conjunction with the coaching and development firm followed by an action plan. The sessions may be a combination of virtual and in – person meeting or both as deemed fit.

**Time Duration:** Tentative duration for coaching and development training will be 3-4 months (however extendable if deemed fit).

### **Delivery Phase of the Coaching and Development session:**

#### **Phase 1:**

- Incumbent Leadership and Coaching Advisory firm to liaise with Invest India HR Team to assess the employees against current set of competencies
- Incumbent Leadership and Coaching Advisory firm to liaise with Invest India HR Team to assess if the current set of competencies are adequate or need any changes
- To identify suitable amendments and future set of capabilities best matched with Invest India's vision for growth.

#### **Phase 2:**

- Identify and develop the Orientation module to familiarize all participants with the program, followed by assessment allowing the participants to reflect on their areas of strength and areas of improvements as a leader/manager.
- HR to provide input on deciding the mix of cohort to enhance team building and collaboration across teams.
- HR Team must also ensure that this curriculum will enable to drive more collaboration, well-integrated with modules taught by other expert partners in the Leadership Program.
- Design and delivery of a remote or in person coaching program that builds on and reinforces the models and modules of the in-classroom training.
- The incumbent Leadership and Coaching Advisory firm could also incorporate one on one session with C level executives that will involve a detailed overview of their strengths and areas of development and future course of professional development.
- Last leg of Phase -2 will involve an inter-mixer session of all the various cohorts and sharing combines learnings and reflections

#### **Phase 3:**

- Goals and milestones for all leader participants to be defined at the start of the program. At the end of the coaching, the same to be assessed for progress.
- Assessment of employees pre- delivery and post-delivery while highlighting the changes that have come about in the professional
- Identify if the individual has scope of succession to move further up in the hierarchy
- Identify areas of self-development
- Propose a comprehensive plan of ongoing learning for the employees

### **Expected outcome but not limited to:**

- The program aims to groom business leaders of Invest India who shall be trained to assume top management positions
- To identify and align organization goals and long-term strategy with developing and enhancing relevant skill sets in the cohort
- To improve overall performance, team building and management, strategic orientation, and leadership skills of the cohort
- To enhance 'self-awareness', 'self-development' of the cohort and sensitize them. This is extremely important for managers especially in the period of organisational change when managers have to often rely on themselves in decision-making
- The enable executives to drive long term sustainable business in a competitive marketplace.

- To enhance employee engagement and instil trust in the employees that the organization desires and is engaged for their self-development.
- To be able to attract, train and retain the talent hired at Invest India

### 3. IMPORTANT DATES

S N	Particulars	Remarks
1.	EOI Notification No	INV/HRD/EOI/2022-23/ 0001
2.	EOI Issuance date	7 December 2022
3.	Last date for Submission of suggestions / recommendation	<b>15<sup>th</sup> December 2022 6:00 PM.</b>
4.	RFP Issue Date	To be notified
5.	Pre-bid Meeting	To be notified
6.	Clarifications to queries raised at pre-bid meeting	To be notified
7.	Date of placing replies to queries / clarifications / corrigendum	To be notified
8.	Last date and time for receipt of Bid	To be notified
9.	Address For Proposal Submission	Invest India Vigyan Bhawan Annexee Maulana Azad Road New Delhi 110011
10.	Technical Presentation Opening	To be notified
11.	Financial Bids Opening	To be notified
12.	Publishing the results	To be notified
13.	Bid Processing Fees	Bidder must also submit the non-refundable Bid Processing Fees of <b>INR 11,800/- (10,000 + 18% GST)</b> in form of NEFT/RTGS details as given below; <b>A/c Name: INVEST INDIA A/C No. 3579607775</b> <b>IFSC Code: CBIN0280298 (0-ZERO)</b> <b>Name of the Bank: Central Bank of India, Ashok Hotel, Chanakyapuri, New Delhi</b>
14.	Method of Selection	Combined Quality cum Cost Based System (CQCCBS) a) Weightages of 70:30 (70% for technical proposal and 30% for financial proposal) b) Minimum Qualifying marks in the technical Presentation would be 60 out of 100

Note: All dates mentioned above tentative and the bidder acknowledge that they can't hold responsible for Invest India for any revision of these dates. Eligible bidders may readily available for presentations etc. the shortlisted bidders would be communicated the exact dates for presentations and they should remain prepared for all event in a short notice.

Method of Selection may change as per discretion of Invest India.

#### **4. DEFINITIONS**

Following terms are used in the document interchangeably to mean:

- 1.1. “ACB” means Authorized Certifying Body
- 1.2. “ACC”: Associate Certified Coach
- 1.3. “Assignment” means the work to be performed by the selected Bidder pursuant to the Contract
- 1.4. “BFSP” means Banking, Financial Services and Insurance
- 1.5. “Client”, unless excluded by and repugnant context or the meaning thereof, shall mean ‘Invest India’, which has invited bids under this EOI and shall be deemed to include its successors and permitted assigns
- 1.6. “Contract” or “Agreement” means the Contract signed by the successful bidder and the Invest India at the conclusion of bidding process, wherever required.
- 1.7. “Day” means calendar day
- 1.8. “Disclosing parties / Receiving Parties / Party / Parties” means Invest India and Successful Bidder or both as the case may be
- 1.9. “DSC” means Digital Signature Certificate
- 1.10. “ICF”: International Coaching Federation
- 1.11. “IDP” Individual Development Plan
- 1.12. “L&D” means Learning & Development
- 1.13. “MCC”: Master Certified Coach
- 1.14. “PCC” Professional Certified Coach
- 1.15. “Personnel / Resources” means professionals and support staff provided by the selected Bidder
- 1.16. “PoA” means Power of Attorney
- 1.17. “EOI / Proposal / Bid / Tender” means Response to the EOI Document with suggestions/recommendations including any documents submitted by the bidder as per the formats prescribed time to time
- 1.18. “Recipient / Respondent / Bidder / Partner / Organization / Institution” means the “Person(s) / Firm / Organization / Vendor submitting RFP response / Bid offer as per the details mentioned in this document”
- 1.19. “RFP” means this Request for Proposal prepared by Invest India for engagement of firms/companies/agencies for providing professional behavioral coaches for executives in Sr.AVP & above cadre in Invest India
- 1.20. “Sr. AVP” means Senior Assistant Vice President
- 1.21. “Successful / Selected Organization or Bidder” means the organization / bidder selected as the successful Bidder by Invest India in accordance with this RFP
- 1.22. “TCO” means Total Cost of Ownership
- 1.23. “Website” means Invest India’s official website [www.investindia.gov.in](http://www.investindia.gov.in)

Note : Bidders are invited to provide / recommend / suggest modifications or revisions or amendments on the below mentioned points.

#### 5. Pre-Qualification Criteria:

S.No	Pre-Qualification Criteria
1.	<p>The bidder should be a company registered in India as per Company Act 1956 /2013 or a partnership firm / a Limited Liability Partnership under the Limited Liability Partnership Act 2008 in India and should be in existence for the last 3 years from the date of issuance of EOI.</p> <p>The bidder should be registered for GST. It should not be individual/ HUF etc.</p>
2.	The bidder should have a track record of successfully providing professional behavioural coaching to executives of Fortune 500 companies, trade associations, start-ups and other organizations.
3.	<p>The Agency / firm should have on roll at least 20 professional coaches who should have :</p> <p>PCC (Professional Certified Coach)/MCC (Master Certified Coach) from International Coaching Federation (ICF)</p> <p>(Or)</p> <p>Senior Practitioner / Master Practitioner from European Mentoring and Coaching Council</p> <p>(Or)</p> <p>Stakeholder Centered Coach Certification from Marshall Goldsmith</p>
4.	The incumbent firm should have a platform/ internal system or software that can track all the coaching programs, goals, actions, progress, recommendations etc for all employees / stakeholders at all times that can be used to assess the status of the program.
5.	The incumbent firm should have professional coaches who bring experience in coaching of at least 100 professionals (Hundred) that are mid to senior level management executives as part of their coaching engagements in any of the preceding 3 financial years.
6.	The incumbent firm should not present professional coaches who have been blacklisted by any of Government Authority or Public Sector Undertaking (PSUs) or any other entity.



## 6. Technical Evaluation:

S.No.	Parameters
1.	Prior experience of providing executive behavioral coaching in Government / State Government / PSUs by the Professional Coach(s)
2.	Number of Organizations served for coaching in last 3 financial years by the Professional Coach(s)
3.	<p>Type of Certification of the coaches :</p> <p>ICF= (MCC – 5 Marks PCC- 2 Marks ACC-1 Mark)</p> <p>Or</p> <p>Mashall Goldsmith – 2 Marks</p> <p>Or</p> <p>Senior / Master Practitioner from European Mentoring and Coaching Council – 1 Marks</p>
4.	Hours of Coaching by professional coaches (total of all coaches) provided in Annexure.
5.	<p><b>Presentation</b></p> <ul style="list-style-type: none"> <li>Brief about the company or firm</li> <li>Specialization of the bidder in the domain areas specified by the bank</li> <li>Brief about expert coaches in the panel, coaching methodologies etc</li> <li>Proven Impact of Coaching.</li> </ul>
6.	<ul style="list-style-type: none"> <li><b>Depth of understanding scope of work. Approach and Methodologies / frameworks to be</b></li> </ul>
7.	<ul style="list-style-type: none"> <li><b>Innovation and Critical thinking</b></li> </ul>
8.	<ul style="list-style-type: none"> <li><b>Adaptability and Agility: Customization of Plans, Flow charts, work Plans</b></li> </ul>
9.	<b>Demonstrate of Experience, capabilities, knowledge and ability to execute the work plans</b>

### Suggestions & Modifications

Sl.No	Area	Suggestions/Modifications
1.	Scope of Work	
2.	Pre-Qualifications	
3.	Technical Evaluation	
4.	Team size/structure/composition/experience	
5.	Timelines / Deliverables	
6.	Cost structure	
7.	Service Level Agreements, if any.	
8.	Any Other a) b) c) d)	