

Expression of Interest (EOI)

For

Marketing Consultant

Of

Defence Park

Kerala Industrial Infrastructure Development Corporation

(A Statutory Body of Government of Kerala)

KINFRA HOUSE, Sasthamangalam PO,

Thiruvananthapuram – 695 010

Kerala, India.

Tel: 0471 – 2726585 Fax: 0471-2724773

www.kinfra.org

September, 2018 (Amended)

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1.0 TEXT OF ADVERTISEMENT

Kerala Industrial Infrastructure Development Corporation (KINFRA)
(A Statutory Body of Government of Kerala)
KINFRA HOUSE, Sasthamangalam PO,
Thiruvananthapuram – 695 010
Kerala, India.

INVITATION FOR EXPRESSION OF INTEREST

Kerala Industrial Infrastructure Development Corporation invites sealed Expression of Interest (EOI) from Individuals as Consultants for undertaking the marketing of Defence Park

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation, etc. can be downloaded from the website www.kinfra.org.

Further details, if any, may be obtained from the O/o the MD, **Kerala Industrial Infrastructure Development Corporation, KINFRA HOUSE, Sasthamangalam PO, Thiruvananthapuram, Kerala, India**, during working hours.

Last date for submission of EOI is **31st October, 2018 upto 17.00 hrs. (Amended)** Sealed envelope marked to the captioned address, containing EOI may be submitted mentioning “EOI for Consultant for Marketing Defence Park, Ottapalam, Palakkad” on the top cover:

Short listed applicants meeting the qualification criteria may be invited for presentation / interview before the selection committee of **Kerala Industrial Infrastructure Development Corporation**.

Managing Director
Kerala Industrial Infrastructure Development Corporation
KINFRA HOUSE, Sasthamangalam PO,
Thiruvananthapuram, Kerala, India.

Note: **Kerala Industrial Infrastructure Development Corporation** or any of its designates reserves the right to cancel this request for EoI and/or invite afresh with or without amendments, without liability or any obligation for such request for EoI and without assigning any reason. Information provided at this stage is indicative and **Kerala Industrial Infrastructure Development Corporation** reserves the right to amend/add further details in the EoI.

2.0 LETTER OF INVITATION

Kerala Industrial Infrastructure Development Corporation (KINFRA)
(A Statutory Body of Government of Kerala)
KINFRA HOUSE, Sasthamangalam PO,
Thiruvananthapuram – 695 010
Kerala, India.

No.

Dated:

Dear Sir/Madam,

Kerala Industrial Infrastructure Development Corporation (KINFRA) invites sealed Expression of Interest (EOI) from Individuals as consultants for undertaking the Marketing of the Defence Park at Ottappalam, Palakkad District, Kerala.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and method of evaluation etc. is enclosed.

The EOI Document is also available on the KINFRA website www.kinfra.org.

You may submit your responses in sealed envelopes as prescribed to the undersigned latest by **31st October, 2018 upto 17.00 hrs. (Amended)**.

Kerala Industrial Infrastructure Development Corporation
(A Statutory Body of Government of Kerala)
KINFRA HOUSE, Sasthamangalam PO,
Thiruvananthapuram – 695 010
Kerala, India.
Tel: 0471 – 2726585 Fax: 0471-2724773
www.kinfra.org

Queries if any may be referred in writing to the “Managing Director, **Kerala Industrial Infrastructure Development Corporation**”, at the above mentioned address.

The Last date of Submission of the EOI is **31st October, 2018 upto 17.00 hrs. (Amended)**.

Yours faithfully,

Managing Director

Kerala Industrial Infrastructure Development Corporation

Encl.: EOI Document.

3.0 Background:

Kerala Industrial Infrastructure Development Corporation (KINFRA) is a statutory body of Govt. of Kerala, formed in 1993 and governed by an act of State Legislature constituted for facilitating the development of Industrial infrastructure in the State of Kerala. KINFRA has fully developed 22 theme based industrial parks in sectors like garments, entertainment, export based, biotechnology, electronics, food, marine, rubber, textile, IT, MSME etc, for facilitating the development of industry in the state.

KINFRA promotes a proactive approach to environmental protection and pollution – free ecosystem in all their parks. KINFRA also provides exclusive single window clearance facility for units in its parks for obtaining regulatory licenses and clearances.

Launched in September 2014, The Union Government's Make in India programme (which includes defence) is unambiguous in its intention to boost indigenous production of defence hardware in India. The Government of India with its new policy has opened up the Foreign Direct Investment with an offset clause in its purchase policy stipulating that a minimum of 30% of the total component must be sourced from India. With the promise of simpler processes and faster decision making, the government has succeeded in renewing interest from private defence majors and countries in the Indian market. This programme will be a key enabler to indigenize, upgrade technology, achieve economies of scale, and develop capabilities for defence exports

The Business opportunity envisaged in Indian Defence Sector in the next ten years is to the tune of \$ 700 Billion USD (Rs.49,00,000 Cr). Defence has been identified as one of the thrust sectors under "Make in India" initiative of Government of India for providing a major thrust to indigenize manufacturing of equipments to meet the requirements of the Defence sector especially in the fields of Avionics, Defence Navigation Products, Defence IT Systems & Solutions, Space Robotics etc.

The Strategic Industries are receiving prime focus to meet the requirements of the Indian defence industry and the Make in India programme aims to reduce the reliance on imports and improving local companies' capabilities.

The Strategic Industries focusing to Improve indigenous Defence Manufacturing are: Submarine building, Tactical communications system, Avionics, IT systems & solutions, Space – Robotics maintenance microsattellites, Unmanned systems, Warships / Naval, Defence navigation technology, Tactical vehicles, Military helicopters & Fighter aircrafts, Protective clothing and Personal equipment.

As part of the Make in India programme, Kerala Industrial Infrastructure Development Corporation (KINFRA) has obtained approval from the Government of India to

establish (*first of its kind in the country*) a ‘Defence Park’ with modern facilities in 60 acres of land at Ottapalam, Palakkad with assistance from the central government under the modified industrial infrastructure upgradation (MIIU) scheme.

The modified industrial infrastructure upgradation scheme’s (MIUS) of The Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, GoI’s, objective is to enhance competitiveness of Industry by providing quality infrastructure to catalyse and promote industrial growth, employment generation and technology upgradation.

The Ministry of Defence as part of its Make in India Policy for the indigenization of Defence equipments is making efforts for sourcing of items from the existing clusters formulated under the Cluster Development Scheme of Government of India. In order to facilitate outsourcing and upgradation of technology / infrastructure, for achieving this objective GoI has designated Liaison officers for relevant clusters located in geographical proximity of the Defence PSU’s (DPSU’s) and Ordnance Factory (OF’s), for interacting with these clusters on behalf of the DPSU’s / OF’s. The objective of the Ministry of Defence is to handhold or support the MSME sector manufactures to log on to the Defence sector. The Defence Park being a Green Field Cluster, MOD is supporting and closely monitoring the progress

4.0 The Defence Presence – Kerala:

The Defence Installations are, The Southern Air Command, Trivandrum, Armament Depot, Kalamasserry, Southern Naval Command, Kochi, Naval, Coast Guard, Ernakulam Indian Naval Academy, Ezhimala, Kannur, Indian Coast Guard Academy, Kannur. The Defence Public Sector Units functioning are Cochin Shipyard Limited, Ernakulam, Bharat Electronics Limited, BEL, Ernakulam, BEML, Palakkad, Hindustan Aeronautics Limited. (HAL), Kasargode. Major Private Sector Players, BrahMos Aerospace, Trivandrum, SFO Technologies, Ernakulam, Vajra Rubber Products (P) Ltd, Ernakulam. The R & D organizations supporting the Defence sector are Naval Physical and Oceanographic Laboratory (NPOL), Ernakulam, National Institute for Research and Development in Defence Shipbuilding (NIRDESH), Kozhikkode, Vikram Sarabhai Space Centre (VSSC), Trivandrum, Rubber Research Institute of India (RRIL), Kottayam. The state public sectors which are already catering the Defence market are KELTRON, Trivandrum, Steel & Industrial Forgings (SIFL), Thrissur, Kerala Electrical and Allied Engineering Company (KEL), Ernakulam, Fluid Control Research Institute, Palakkad, Instrumentation Limited, Palakkad

5.0 KINFRA Defence Park

The “Defence Park”, the Greenfield Defence Manufacturing Cluster, first of its kind in the country, financially supported by Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce & Industry, Government of India under Modified Industrial Infrastructure Upgradation Scheme (MIUS) is being set up by KINFRA in 60 Acres of land at Ottapalam, Palakkad District, Kerala at a total project cost of Rs.131.35 Crores. The project is supported with financial assistance of Rs.50 Crores by the Ministry of Commerce and Industry, Government of India.

The KINFRA Defence Park has Excellent connectivity - Roads: Close to National Highway 47, Excellent State Highway Air: Close to Airports (Kochi, Coimbatore, Calicut), Seaport: Close to Seaport, Kochi, Rail: Very close to Lakkidi & Palghat Railway Station. Availability of cost competitive and highly literate, English conversant workforce to cater to the Industry needs, Lower cost of living and Infrastructure compared to congested National Hubs. Additional Benefits - Streamlined Process and Single Window Clearance, Exemption from payment of Stamp Duty and Registration charge.

The Defence Park constitutes of Physical Infrastructure, Social Infrastructure, Technical Infrastructure and others. The park has Fully Developed plots with well laid Internal Road network, Dedicated Power & Water Supply, Common Facility Centre – Allotable Space, Canteen, Common Utility Centre – Rapid Prototyping, Paint Booth, Compressed Air Facility, Administrative Office, Conference hall, training Room, QA Lab, Canteen, Bank, Clinic, Gym, Warehouse.

Being a Greenfield Cluster, in Defence Park the units proposed to be housed should be primarily catering to the OEM's in Defence Sector directly or indirectly. The proposed units to be housed should be one already catering to the Defence Sector looking for expansion / diversification, new entrepreneurs / investors interested to venture into the emerging Defence Sector, or existing units outside Kerala looking for their business expansion to cater the requirements of the DPSUs in Kerala (HAL, BEML, BEL, NIRDESH, NPOL, Coast Guard, Indian Navy). Hence the handholding of the DPSUs / OFs is a necessity in bringing units to the Greenfield Defence Cluster and to make it a success.

6.0 Aims & Objectives:

The main objective is to bring in entrepreneurs to the Defence Park, Ottapalam, Palakkad, for setting up their units for Manufacturing / Testing of Defence products / Ancillary equipments units which cater directly/ indirectly to the Defence, Aerospace and Space Sectors.

7.0 Submission of proposal:

Proposal, in its complete form in all respects as specified in the EOI, must be submitted to Kerala Industrial Infrastructure Development Corporation (KINFRA) at the address specified herein earlier. In exceptional circumstances and at its discretion, KINFRA may extend the deadline for submission of proposals by issuing an amendment to be made available on the KINFRA website. Amendment if any shall also be posted on the website of KINFRA. The applicants are requested to visit the website regularly.

8.0 Validity of Offer:

The offer of EOI against this document shall be valid for a period of three (3) months initially which may be extended further if required by KINFRA.

9.0 TERMS OF REFERENCE:

The scopes of work to achieve the above objectives inter alia are:

1. Understanding investor challenge
2. Identifying key needs of the potential investors and the measures if any KINFRA shall take to satisfy the needs.
3. Benchmark KINFRA against similar industrial parks and craft unique value propositions,
4. Exhibiting / Showcasing KINFRA to potential investors from Defence Electronics, Defence Industries, Aerospace, Space etc by organizing
 - a. Road shows / B2B Meetings (Delhi, Mumbai, Pune, Bangalore & Hyderabad).
 - b. One on One Meetings between GoK / KINFRA and GOI, Key Decision makers of national / international organizations engaged in Defence manufacturing.
 - c. Conclaves preferably with the participation of Senior level Defence Personnel
 - d. Participate / organize in events organized by trade bodies (FICCI/ CII / PHD Chamber / Defence Exhibition Organisation, etc) showcasing 'The Defence Park'.
 - e. Any other Measures / suggestions (To be Specified by the Consultant)
5. Brand Enhancement of KINFRA Defence Park.
6. To analyse and suggest the best essential common utilities to be set up in the Defence Park for enabling the Green Field cluster get maximum industrial units.
7. To liaison with the vendor development / outsourcing department of various Defence manufacturing organizations to identify their requirement and to convert / channelise the entrepreneurs / investors / start ups so as to enable them to set up their units.
8. Develop and implement a detailed Marketing Plan for 'The Defence Park'
9. Interact with Sr. Govt official (State / GOI) including Defence to identify the potential linkages with outsourcing vendors.
10. Develop potential vendor database of manufactures / OEM suppliers in defence sector.

10.0 INSTRUCTIONS TO CONSULTANTS:

10.1.1 The Expression of Interest is to be submitted in the manner prescribed below:-

The Expression of Interest consisting of, Contact Details, Experience along with its credentials, Consultants willingness to operate from Kerala (Trivandrum / Kochi) and additional information if any may be submitted in duplicate in sealed envelope.

10.1.2 EOI Documents have been hosted on the website www.kinfra.org and may be downloaded from the website.

The Applicants are expected to examine all instructions, , terms and other details in the EOI document carefully. Failure to furnish complete information as mentioned in the EOI document or submission of a proposal not substantially responsive to the EOI documents in every respect will be at the Applicant's risk and may result in rejection of the proposal.

11.0Qualification Criteria:

Following will be the minimum pre-qualification criteria. Each eligible consultant should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

- The Applicant should be an individual, Graduates / Engineers, of Indian Citizenship, below the age of 70 years, with minimum 10 years experience of handling / supporting vendor development / out-sourcing in Defence Organizations engaged in Manufacturing / R&D.
- The applicant should be willing to operate from Kerala.

The applicants with similar consultancy experience particularly services to Central Govt./State Govt./PSUs/ Govt. bodies in India preferred, The applicant should not have been blacklisted by any Central Govt. / State Govt. / PSU / Govt Bodies.

12.0Remuneration of Consultants:

Depending on qualification and experience compensation / consultancy fee will be fixed. However the applicant may indicate the expected remuneration.

13.0Method of Evaluation:

- a. Screening of EOIs shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted.
- b. The Management reserves right to call up only a limited number of candidates for interview based on qualifications and experience. Short listed candidates will have to submit their original credentials at the time of presentation / interview.
- c. EOI will be evaluated for short listing inter alia based on their past experience of handling similar type of Consultancy, and presentation / interview to the selection committee whose decision will be final.

14.0Response:

Applicants must ensure that their EOI is submitted as per the requirements of this document. Special comments on the objectives and scope of the service mentioned in the EOI document may also be submitted along with the offer.

Application to be submitted in duplicate in sealed cover super scribed, as “EOI for Consultants for undertaking the marketing of Defence Park.

15.0Condition under which EOI is issued:

The EOI is not an offer and is issued with no commitment. KINFRA reserves the right to withdraw EOI and or vary any part thereof at any stage. KINFRA further reserves the right to disqualify any Applicant, should it be so necessary at any stage.

16.0Last date of submission of EOI: (Amended)

The last date of submission of EOI is **31st October, 2018 upto 17.00 hrs. (Amended)**