

NEWSPAPER ADVERTISEMENT



पेट्रोलियम योजना एवं विश्लेषण प्रकोष्ठ

Petroleum Planning & Analysis Cell

(Ministry of Petroleum & Natural Gas, Government of India)
Scope Complex, 2nd Floor, Core 8, Lodhi Road, New Delhi 110 003

Engagement of Consultant

Petroleum Planning & Analysis Cell (PPAC), an attached office of **Ministry of Petroleum and Natural Gas** invites Expression of Interest (EOI) for preparing and submitting “a comprehensive Master Plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate preparedness and planning to achieve the desired results on increase and scale up the coverage of LPG usage in the country in the next 3 years” from reputed consultancy firms having past experience in carrying out such analysis and studies. The format for submitting EOI can be downloaded from PPAC website www.ppac.org.in.

Last date & time for submission of EOI is 29 May, 2015 by 1700 Hours.

In case of any clarification in the matter, the following official may be contacted:

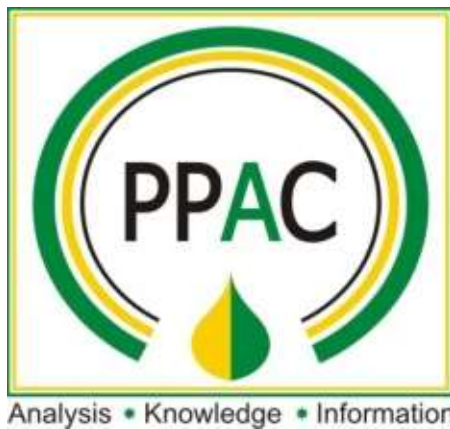
Shri Rajesh Kumar Gupta, Joint Director (Marketing), PPAC
Email: rajeshgupta@ppac.org.in; Phone: +91-11-24306171

Expression of Interest (EOI)

for

Appointment of Consultant for

“a comprehensive master plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate preparedness and planning to achieve the desired results on increase and scale up the coverage of LPG usage in the country in the next 3 years “



Expression of Interest (EOI)

for “preparing a comprehensive master plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate preparedness and planning to achieve the desired results on increase and scale up the coverage of LPG usage in the country in the next 3 years”

1. Background

Ministry of Petroleum and Natural Gas in its endeavor to increase and scale up the coverage of LPG usage across the country desires to prepare a detailed comprehensive blue-print to achieve this objective within the next three years.

Petroleum Planning & Analysis Cell (PPAC), an attached office of the Ministry of Petroleum & Natural Gas, proposes to engage the services of a consulting agency for preparing a comprehensive master plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate preparedness and planning to achieve the desired result of increasing and scaling up the coverage of LPG usage in the country within the next 3 years.

2. Scope of the job

It is proposed to carry out a detailed evaluation of the demand-supply scenario for LPG, extent of LPG penetration in the country across various states/regions, supply chain dynamics and marketing/distribution systems of LPG etc for developing a comprehensive master plan with end-to-end solution to increase and scale up the coverage of LPG usage in the country in the next three years.

3. Terms of Reference

The consultant is broadly expected to prepare a comprehensive master plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate up the coverage preparedness and planning to achieve the desired objective of increasing and scaling of LPG usage in the country in the next 3 years.

The major issues to be addressed in the master plan are given below:

- a) Assessment of current and future demand of LPG sector-wise and region-wise keeping in view various factors like number of households, current and future LPG penetration etc.
- b) Exploring the feasibility of increasing production from domestic sources, augmentation of LPG import capacity etc for ensuring adequate availability of LPG in the country in line with projected demand.

- c) Preparing a blue-print for ensuring adequate availability of cylinders, pressure regulators and LPG hoses and augmenting our manufacturing capacity in this particular area in order to meet growing and projected demand;
- d) Devising an appropriate marketing strategy with a view to making available cylinders of different weights–2 kg, 5 kg, 10 kg and 14.2 kg for use of domestic households and ensuring an adequate distribution points for its availability;
- e) Devising a strategy for better penetration of LPG usage in those areas / states where the usage is low or for adoption of any other innovative strategy for popularizing this particular medium of cooking;
- f) Preparing State/Region specific plans for increasing and scaling up the coverage of LPG usage;
- g) Exploring the feasibility and necessity of creating a separate brand and marketing structure for commercial LPG;
- h) Assessing the effectiveness of existing distribution model and recommending an alternative distribution model or changes required in existing distribution model including changes required in distributor selection guidelines and methodology of selection of locations for putting up LPG distributorships, avoiding issues of duplication of distributorship points at a particular place so as to ensure synergy in commercial operations amongst the OMCs and also ensure feasibility in operations for the distributors.
- i) Any other issue related to the objective.

4. Methodology and Time Frame

The methodology and work activities of the consultancy consist of three principal activities:

1. Initial consultation, document/policy review and review of present status of the issues mentioned in the TOR.
2. Conducting stakeholders consultation and carrying out surveys, if required.
3. Analysis and preparation of draft report incorporating appropriate policy designs and actionable points with timelines.

The proposed time frame for submission of the draft report is two months (Eight weeks). The work schedule will be as indicated in the table below:

Week/Activity	W1	W2	W3	W4	W5	W6	W7	W8
Initial Consultation, Document/ Policy review, review of current status of issues mentioned in TOR								
Conducting stakeholders consultation and carrying out surveys, if required								
Analysis and submission of draft report								

5. Pre-qualifying criteria:

Parties who are interested to participate in the tender should meet the following eligibility criteria:

- a) The Consultant can be a single bidding company or a consortium of companies. However, the consultant/ members of the bidding consortium should each be a Company registered under the Companies Act, 1956.
- b) The Bidder should submit the EOI in **Forms 1 to 6**. The Bidder must provide a brief profile of the organization/firm. The Bidder shall also indicate his/their Permanent Account Number (PAN) and Sales Tax/ VAT/ Service Tax Registration number. In the absence of the same, the tender shall be liable to be rejected.
- c) The Bidder should have been in existence for at least **five (5) years** prior to the date of publication of this EOI. It should specifically possess the following:
 - Advisory experience, as a firm, of at least **five (5) years** in Oil & Gas sector.
 - Should have:
 - International experience of at least **three (3)** consultancy projects in engaging with Governments/ Oil & Gas Companies on any of the issues related to production, import, supply chain, distribution or marketing of petroleum products.
 - Experience of at least **three (3)** consultancy projects in engaging with Government of India/Oil & Gas Companies in the country on any of the issues related to production, import, supply chain, distribution or marketing of petroleum products.

- Experience of at least **one (1)** consultancy project in engaging with Government of India/ Oil & Gas Companies in the country on any of the issues related to production, import, supply chain, distribution or marketing of LPG.
- d) The Bidder should estimate the number of professional staff months required for the assignment/ job. While making the proposal, the Bidder must ensure that it proposes the minimum number and type of experts as sought by the Employer, failing which the proposal shall be considered as non-responsive. The list of personnel, along with detailed biodata, expected to be engaged in the work and the team leader with all participants should be given in the EOI submitted. Supporting documents regarding experience of successful execution of such jobs are to be enclosed with the EOI documents. Apart from the firm's experience as detailed in (c) above, the bidder has to provide details of at least **one (1)** key personnel (an expert) in each of the three areas of
- LPG business,
 - Supply chain & distribution and
 - Marketing strategy.

The experts should have relevant experience of providing policy advice.

- e) The party should have a minimum annual turnover of **Rs. Twenty (20) crore** in at least two (2) out of three (3) preceding financial years. The documentary evidence in the form of certificate from the Statutory Auditor of the Consultant (Lead Consultant, in case of a Consortium), certifying the revenues from the consultancy services during each of the last three (3) financial years shall need to be provided.
- f) It should be registered under all laws applicable in India viz Labour /PF registration/ service tax registration, etc.
- g) The party should have a good reputation and good track record for delivery / completion of studies/surveys on time.
- h) The party shall undertake that the data collected/ collated/ received and study result shall not be disclosed to any other entity without the **prior written** consent of PPAC.
- i) The party should not have been blacklisted at any time by any Central/ State Government/ Public Sector Undertaking in India. An undertaking to this effect should be submitted by the Bidder in the enclosed **Form-7**.
- j) The response to this EOI must be complete and comprehensive with explicit documentary evidence in support of all the eligibility criteria mentioned herein (copies of Purchase Orders / Completion Reports, turnover details, key personnel details, etc. must be enclosed.)

6. Short listing of Parties:

Based on the EOIs received, the short listed parties would be given the Request for Proposal (RFP) for submitting the tender. PPAC would shortlist the parties qualifying for submitting price bids in the following manner:

- a) A Consultancy Evaluation Committee (CEC) formed by the Competent Authority would scrutinize all EOIs received and verify details as per the documents submitted for each of the qualifying criteria including turnover, experience of key personnel, national/ global presence, past experience in conducting similar studies, etc., amongst others.
- b) Apart from the criteria as given above in Sl. No. 5, the information furnished by the parties on methodology proposed to be adopted for carrying out this assignment will also form part of the qualifying criteria.
- c) Bidders who meet **ALL** the essential pre-qualifying criteria would be shortlisted.
- d) Only the short listed bidders would be given the Request for Proposal (RFP) for submitting the tender/ commercial bid.
- e) PPAC reserves the right to reject any party from being short listed without assigning any reason and its decision would be final. No correspondence would be entertained in this regard.

7. Please note:

- a) This is **NOT** a Request for Proposal (RFP) and commercial/ price bid is NOT to be submitted along with this EOI.
- b) EOIs not received in the format or those incomplete in any respect including non-submission of supporting documents shall be summarily rejected.
- c) PPAC shall not reimburse any costs incurred by the Bidder on account of preparation/ submission of this EOI and/or any other costs incurred.
- d) PPAC's decision to shortlist the parties for submitting the RFP shall be final.
- e) PPAC may ask the parties to make a presentation at their cost to understand the methodology proposed to be adopted by the party for carrying out the assignment.
- f) The shortlisted parties would have to deposit Earnest Money Deposit (EMD) as per prevailing rates along with the RFP which would be advised at the time of issue of RFP.
- g) For all the bids received before the last date and time of bid submission, the proposals and accompanying documentation of the Pre-Qualification proposal will become the property of the PPAC and will not be returned after opening of the pre-qualification proposals. PPAC is not restricted in its rights to use or disclose any or all of the information contained in the proposal and can do so

without compensation to the bidders. PPAC/Ministry of Petroleum & Natural Gas shall not be bound by any language in the proposal indicating the confidentiality of the proposal or any other restriction on its use or disclosure.

8. Interested parties may submit their Expression of Interest (EOI) in Forms-1 to 7 (attached) along with requisite documents to the below mentioned address in a sealed cover superscribed with the words **“a comprehensive Master Plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along-with adequate preparedness and planning to achieve the desired results on the Increase and scale up the coverage of LPG usage in the country in the next 3 years”**:

Shri Rajesh Kumar Gupta
Joint Director (Marketing)
Petroleum Planning and Analysis Cell
Core-8, 2nd Floor, SCOPE Complex
Lodhi Road, New Delhi - 110 003

Phone: +91-11-2436 0489 / 24306171 Email: rajeshgupta@ppac.org.in

9. Last date/ time for submitting the EOI is 29 May 2015 by 1700 hrs. EOIs received after the last date/ time shall be rejected.
10. Scheduled time for completion of the study: **2 (Two) months** from the date of award of job.

CONSULTANT'S ORGANISATION AND EXPERIENCE**A- Consultant's Organisation**

(Provide here a brief description of the background and organisation of your firm/entity and each associate for this assignment/job. The brief description should include ownership details, date and place of incorporation of the consultancy (attach certificate), objectives of the consultancy etc. Also if the consultant has formed an Association, details of each member of the Association, name of lead members etc. shall be provided).

1. General Information**General Information Form**

1. Name of the Company/ Firm:
2. (Attach an attested photocopy of Certificate of Registration.)
3. Legal Status of the Firm:
4. Registered Address, telephone, Tele-fax.
5. Contact Person, Designation and Address including email ID
6. Years of advisory experience in Oil & Gas sector... ..(Attach supporting documents)
7. Names and Addresses of Associated Companies to be involved in the Project and whether Parent/Subsidiary/others. (The relationship to be indicated)
8. In case the company is a subsidiary, the involvement, if any, of the Parent Company in the project
9. State whether the in-house expertise is available for all services required. If not, details of sub-consultants to be involved in the project.
10. Has the applicant or any constituent partner in case of partnership firm, ever been debarred/blacklisted for competing in any organization at any time? If so, give details
11. Financial Strength (as per the audited statements):

Financial Year	2011-12	2012-13	2013-14
Total Turnover (Rs. crore)			

12. Has the Bidder or any constituent partner in case of partnership firm, ever been convicted?
13. Bids shall remain valid for 180 days after the date of Bid opening prescribed by the Authority
14. Permanent account Number (PAN) and Sales Tax/ VAT/ Service Tax Registration number

Signature of the Bidder/ Authorized representative

B- Consultant's Experience**2.1 International experience of at least three (3) consultancy projects in engaging with Governments/Oil & Gas companies on any of the issues related to production, import, supply chain, distribution or marketing of petroleum products.**

(Using the format below provide information on each assignment for which your agency has provided consultancy as required under this assignment. In case, the information required by PPAC is not provided by the Bidder, PPAC shall proceed with evaluation based on information provided and shall not request the consultant for further information. Hence, the responsibility for providing complete information as required in this form lies solely with the consultant.)

Please provide details for each relevant project separately.

Assignment Name:	Approx. value of the contract (In Indian Rupees) : (Mention contract value in equivalent INR or provide range values: Upto Rs. 10 to 25 lakh, Rs. 25-50 lakh, Rs. 50 lakh-2 crore, Rs. 2 crore. to 5 crore, > 5 crore.
Location	
Name of the Employer:	
Address:	
Start Date (month/year) Completion date (month/year):	Duration of assignment (months): Total no. of staff-months of the assignment:
Name of senior professional staff of your consultancy involved and functions performed	
Name of associated Consultants, if any:	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

2.2 Experience of at least three (3) consultancy projects in engaging with Government of India/Oil or Gas Companies in India on any of the issues related to production, import, supply chain, distribution or marketing of petroleum products.

(Using the format below provide information on each assignment for which your agency has provided consultancy as required under this assignment. In case, the information required by PPAC is not provided by the Bidder, PPAC shall proceed with evaluation based on information provided and shall not request the consultant for further information. Hence, the responsibility for providing complete information as required in this form lies solely with the consultant.)

Please provide details for each relevant project separately.

Assignment Name:	Approx. value of the contract (In Indian Rupees) : (Mention contract value in INR or provide range values: Upto Rs. 10 to 25 lakh, Rs 25 -50 lakh, Rs. 50 lakh -2 crore, Rs. 2 crore. to 5 crore, > 5 crore.
Location within the country	
Name of the Employer:	
Address:	
Start Date (month/year) Completion date (month/year):	Duration of assignment (months): Total no. of staff-months of the assignment:
Name of senior professional staff of your consultancy involved and functions performed	
Name of associated Consultants, if any:	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

2.3 Experience of at least one (1) consultancy project in engaging with Government of India/Oil & Gas Companies in the country on any of the issues related to production, import, supply chain, distribution or marketing of LPG.

(Using the format below provide information on each assignment for which your Agency has provided consultancy to the Oil & Gas sector across India, as required under this assignment. In case, the information required by PPAC is not provided by

the consultant, PPAC shall proceed with evaluation based on information provided and shall not request the consultant for further information. Hence, the responsibility for providing complete information as required in this form lies solely with the consultant.)

Please provide details for each relevant project separately.

Assignment Name:	Approx. value of the contract (In Indian Rupees) : (Mention contract value in INR or provide range values: Upto Rs. 10 to 25 lakh, Rs. 25 -50 lakh, Rs. 50 lakh -2 crore, Rs. 2 crore. to 5 crore, > 5 crore.
Country: Location within the country	
Name of the Employer:	
Address:	
Start Date (month/year) Completion date (month/year):	Duration of assignment (months): Total no. of staff-months of the assignment:
Name of senior professional staff of your consultancy involved and functions performed	
Name of associated Consultants, if any:	
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

COMMENTS AND SUGGESTIONS ON THE TERMS OF REFERENCE

A – On the Terms of Reference

(Suggest and justify here any modifications or improvement to the Terms of Reference you are proposing to improve performance in carrying out the assignment/job (such as deleting some activity you consider unnecessary, or adding another, or proposing a different phasing of the activities). Such suggestions should be concise and to the point.

B -On Inputs and Facilities to be provided by the Employer

The Employer would render necessary support in terms of information/discussions/ documents/ coordination with other agencies, wherever considered necessary in completion of the Project. The employer will interact with the Consultant for exchange of documents/ information and discussion.

FORM -3**DESCRIPTION OF APPROACH, METHODOLOGY, WORK PLAN, PROJECT ORGANISATION FOR PERFORMING THE ASSIGNMENT/JOB**

Technical approach, methodology, work plan and project organization are key components of the Technical Proposal. The Consultant must present his/her Technical Proposal divided into the following components:

- a) Technical Approach and Methodology
- b) Work Plan, and
- c) Project organization and availability of experts

a) Technical Approach and Methodology: In this section, the consultants should explain their understanding of the objectives of the assignment/ job, approach to the assignment/job, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. The consultants should highlight the problems being addressed and their importance, and explain the technical approach they would adopt to address them. The consultants should also provide an overview of tools and methodologies that they propose to adopt for evaluation.

b) Work Plan: The consultant should propose and justify the main activities of the assignment/job, their content and duration, phasing and interrelations, milestones (including interim approvals by the Employer), and key performance indicators. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the deliverable outcomes should be included here. More specifically,

- ❖ Highlight how you would proceed to meet the project requirements,
- ❖ Highlight number of hours you estimate are required to complete the work,
- ❖ Propose number of resources for providing these services,
- ❖ Highlight tools and methodologies to be used for this effort, and
- ❖ How would you manage the complexity of the project

c) Project organization and availability of experts: The consultant should propose and justify the structure and composition of his/ her team. He/ she should list out the main disciplines of the assignment/ job, the key expert responsible, and proposed technical and support staff.

**TEAM COMPOSITION AND TASK ASSIGNMENT/
JOBS**

Professional Staff

S. No.	Name of Staff	Area of Expertise	Post/Task Assigned for this job

FORM-5

CURRICULUM VITAE (CV) FOR PROPOSED PROFESSIONAL STAFF

1. Proposed Position:

[For each position of key professional, a separate Form-5 should be prepared]

2. Name of Firm/entity:

(Insert name of consultancy proposing the staff):

3. Name of Staff:

(Insert full name):

4. Date of Birth:

5. Nationality:

6. Education:

7. Membership of Professional Associations:

8. Other Training:

9. Countries of Work Experience:

10. Languages Known:

11. Employment Record:

[Starting with present position, list in reverse order every employment held by staff member since first employment, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.]:

From [Year]:

To [Year]:

Employer: Positions held:

12. Detailed Tasks Assigned

[List all tasks to be performed under this assignment/ job]

13. Work Undertaken that best illustrates capability to handle the tasks assigned:

[Among the assignment/ jobs in which the staff has been involved, indicate the following information for those assignment/ jobs that best illustrate staff capability to handle the tasks listed under point 12.]

Name of assignment/ job or project: Year:

Location:

Main project features: Positions held:

Activities performed:

14. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

Date: Place:

[Signature of staff member or authorized representative of the staff]

[Full name of authorized representative]:

WORK SCHEDULE

Sl. No.	Name of Activity	Activity Weeks							
		W1	W2	W3	W4	W5	W6	W7	W8
1.									
2.									
3.									
4.									
5.									
6.									
7.									

1. Indicate all main activities of the assignment/ job including delivery of reports.
2. Duration of activities should be indicated in the form of a Bar Chart.

(Undertaking on Letter Head)

We, M/s _____, having our registered office at _____ certify that we have not been blacklisted for work related to studies/ surveys by Central Government, State Government, Union Territory or Public Sector Undertaking office in India. We undertake to indemnify PPAC for all costs incurred in respect of preparing a report on **a comprehensive Master Plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate preparedness and planning to achieve the desired results on the increase and scale up the coverage of LPG usage in the country in the next 3 years.**

PPAC shall have the right to terminate the work order in the event of finding out that we have been blacklisted for work and claim damages/ costs incurred for suppressing information or providing incorrect information.

Further certified that the signor of this undertaking is duly authorized to give this undertaking.

Place

Name/ Designation of Authorized Signatory

Date:

Name of Organization

Seal

Preparing a comprehensive Master Plan and end-to-end solution, taking into account the entire supply chain logistics of LPG network along with adequate preparedness and planning to achieve the desired results on the increase and scale up the coverage of LPG usage in the country in the next 3 years

Check List			
Criteria	Element	Minimum required	Yes or No
About the Firm	No. of years in existence	5 years or more	
	Minimum Turnover (in at least 2 of the 3 preceding financial years)	Rs. 20 crores	
	Advisory experience, as a firm, in Oil & Gas sector	5 years or more	
Past Performance Assessment	International experience of consultancy projects in engaging with Governments/Oil and Gas companies on any of the issues related to production, import, supply chain, distribution or marketing of petroleum products.	3 or more projects	
	Experience of consultancy projects in engaging with Government of India/ Oil and Gas companies in the country on any of the issues related to production, import, supply chain, distribution or marketing of petroleum products.	3 or more projects	
	Experience of consultancy project in engaging with Government of India/ Oil and Gas companies in the country on any of the issues related to production, supply chain, distribution or marketing of LPG.	1 or more project	
Key Personnel	LPG Expert	1 or more Expert	
	Supply Chain and Distribution Expert	1 or more Expert	
	Marketing Strategy Expert	1 or more Expert	