

PROPOSAL FOR PARTNERSHIP IN CONDUCTING

Request for Proposal (RFP) for National Automobile Olympiad for Automotive Skills Development Council (ASDC) Automotive Skills Development Council (ASDC) invites Partners to collaborate in the automotive sector to improve the learning of trainee assessment offered by ASDC. Prospective Providers who meet the pre-qualification criteria may furnish their Request for Proposal (RFP) with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory on or before 25th February 2026 by 16:00 hours to the following address:

Ms. Neha Kumari/ Garima Jhamb

Automotive Skills Development Council
First Floor, 256, Okhla Industrial Estate,
Phase 3 Rd, opposite to post office,
Delhi- 110020

ASDC reserves the right to extend the last date indicated above for which the RFP is invited.

Arindam Lahiri
Chief Executive Officer (CEO)
Automotive Skills Development Council

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Part I– Background and Scope of Services

1. About ASDC:

Automotive Skill Development Council (ASDC), is the first Sector Skill Council of India, promoted by the Automobile industry, through the Society of Indian Automobile Manufacturers (SIAM), Automotive Component Manufacturers Association (ACMA), and the Federation of Automobile Dealers Association (FADA) along with the Government of India represented by Department of Heavy Industry, Ministry of Skill Development and Entrepreneurship, Ministry of Road Transport and Highways and National Skill Development Corporation (NSDC).

2. About National Automobile Olympiad:

The ASDC National Automobile Olympiad is an endeavor to engage with school students for class 6-8, 9-10 and 11-12, build excitement, and raise awareness of the Indian Automobile Industry. The competition also aims to recognize young learners for their talents in the field and to assist them in exploring the wide range of career opportunities within the industry in areas like IOT, mechatronics, robotics, 3D printing, AI, machine and deep learning, analytics, virtual collaboration, automotive design, and computational thinking.

The envisioned assessments are designed to fulfill several key objectives:

- **Promotion of Automotive Education:** The Olympiad serves as a platform to promote automotive education and awareness among students and enthusiasts. It fosters interest in automotive engineering, technology, and design.
- **Skill Development:** Participation in the Olympiad allows students to develop practical skills related to automotive mechanics, engineering, and innovation. They learn problem-solving techniques, critical thinking, and teamwork, which are crucial in the automotive industry.
- **Encouraging Innovation:** The Olympiad encourages participants to think innovatively and creatively to solve automotive-related challenges. This fosters a culture of innovation and pushes the boundaries of automotive technology.
- **Talent Recognition:** The Olympiad provides a platform for recognizing and rewarding talented individuals in the field of automotive engineering and technology. It helps identify promising students who may have a future career in the automotive industry.
- **Industry Collaboration:** The Olympiad often involves collaboration with automotive companies, industry experts, and academic institutions. This collaboration helps bridge the gap between academia and industry, providing students with exposure to real-world automotive challenges and opportunities.

3. Importance of National Automobile Olympiad (NAO):

The primary objective of this Request for Proposal (RFP) is to solicit the services of a knowledgeable and experienced partner to collaborate in the development of specialized assessments tailored for the NAO. The impact we created last year at the National Automobile Olympiad: Last year, at the National Automobile

Olympiad (NAO), our impact was significant. In 2025, we successfully reached over **1,47,000 students and 900+ schools**, providing them with valuable practical knowledge and exposure to the automobile industry. NAO was appreciated by schools, students, and parents.

Part II– Proposal for Partnership in Conducting NAO 2026

1. Objective of the RFP:

The objective of this Request for Proposal (RFP) is to appoint multiple, competent, and experienced third-party Partner for the **end-to-end execution** of the National Automobile Olympiad (NAO) 2026.

The selected Partner shall be responsible for the planning, outreach, registrations, student and school coordination, exam execution, events, data management, reporting, and overall delivery of NAO 2026 in accordance with ASDC's vision and guidelines.

Role of ASDC:

ASDC shall act only as a **governing, approval, and monitoring body**. ASDC will **not** be responsible for operational execution, school or student coordination, exam delivery, logistics, or event management.

Program Targets & Performance Expectations for National Automobile Olympiad

The Partner must commit to achieving the following minimum performance benchmarks:

- **Minimum student registrations:** 2,00,000
- **Minimum assessment participation rate:** At least 50% of registered students must attempt the assessment

Achievement of the above targets shall be **mandatory** and shall be linked to performance evaluation and payment milestones. Failure to meet the agreed targets may attract penalties or payment deductions as defined in the commercial terms.

2. Detailed Scope of Work for National Automobile Olympiad (NAO) 2026:

The scope of work is divided into **phase-wise responsibilities**, with clear accountability placed on the Partner.

➤ **Phase 1: Planning, Strategy & Program Design (1-2 months)**

The Partner is responsible for laying the structural foundation of the Olympiad to ensure a frictionless rollout.

- a. *Comprehensive Execution Plan:* The Partner shall draft a master project document outlining the end-to-end lifecycle of the NAO, including logistical workflows, communication protocols, and escalation matrices.
- b. *Milestone & Manpower Mapping:* The Partner must submit a granular timeline with specific stage-wise milestones and a detailed deployment plan identifying the specific senior coordinators and support staff dedicated to this project.

- c. *Risk Mitigation & Contingency Planning*: The Partner shall develop a robust risk framework to address potential technical failures (server crashes), operational bottlenecks (delayed school approvals), and participation risks, ensuring back-up systems are in place for exam days.
- d. *ASDC Governance*: No phase of the project shall commence without the Partner obtaining formal written approval from ASDC on the execution strategy and timeline.

➤ **Phase 2: School Outreach, Marketing & Registrations**

The Partner shall take full ownership of the sales and onboarding funnel to achieve the target of 2,00,000 registrations.

- a. *National-Level School Acquisition*: The Partner shall execute a pan-India outreach program to onboard schools from CBSE, ICSE, and various State Boards, handling all initial pitches and administrative requirements.
- b. *Awareness & Orientation*: The Partner shall conduct a series of orientation sessions and webinars to educate school administrators and students about the benefits of the NAO.
- c. *Support Desk Operations*: The Partner shall maintain a dedicated helpdesk (accessible via phone and email) to resolve registration queries from schools and parents in real-time.

➤ **Phase 3: Conversion Management (Registration to Exam Participation)**

To solve the "drop-off" issue where only a fraction of registered students take the exam, this phase focuses on a high-conversion strategy.

- a. *Structured Nurturing Strategy*: The Partner shall design a multi-touchpoint communication plan involving automated and manual reminders through SMS, email, and WhatsApp to keep the exam top-of-mind for students.
- b. *School-Level Facilitation*: The Partner must follow up directly with school-level coordinators to ensure that students are allocated time and lab resources (where applicable) to sit for the exam.
- c. *Parental Engagement*: The Partner shall send targeted communications to parents highlighting the value of the certificate and industry exposure to encourage student participation.
- d. *Performance KPI (50% Conversion)*: The Partner is contractually obligated to aim for a minimum of 1,00,000 students appearing for the exam, providing ASDC with daily appearance ratios during the testing window.

➤ **Phase 4: Online Examination Execution and Support**

The Partner shall manage the technical and academic integrity of the examination process.

- a. The Partner shall be responsible for scheduling and conducting the online examinations for the National Automobile Olympiad (NAO).
- b. The Partner shall also manage and resolve all student, school, and technical queries related to NAO during the examination period, ensuring smooth and uninterrupted conduct of the

assessments.

➤ **Phase 5: Results, Regional Rounds & National Finals**

The Partner shall manage the post-exam lifecycle and the transition to high-stakes final rounds.

- a. *Regional Round Coordination:* The Partner shall plan and execute intermediate rounds to filter the top talent for the national stage.
- b. *National Finals Execution:* The Partner shall be responsible for the full on-ground or virtual execution of the National Finals, including stage management, students, guardians and guest coordination.

➤ **Phase 6: Branding, Industry Sessions & Stakeholder Engagement**

The Partner shall ensure the NAO brand is elevated and aligned with ASDC's industry standing.

- a. *Brand Adherence:* The Partner must implement ASDC branding across all digital platforms, physical certificates, and marketing materials, ensuring no unauthorized use of the logo.
- b. *Industry Sessions:* The Partner shall curate and conduct industry sessions focused on real-world automotive applications, innovation, and career pathways, ensuring high student engagement and educational value.
- c. *Stakeholder Engagement:* The Partner shall drive structured engagement with automobile industry leaders to strengthen industry connect, enhance learning outcomes, and elevate the overall value of the Olympiad.

➤ **Phase 7: Data Management, Reporting & Closure**

The Partner shall ensure data transparency and a formal project handover.

- a. *Real-Time Dashboard Access:* The Partner shall ensure that only the official and approved NAO portal (nao.asdc.org.in) is communicated and used by all participants and schools throughout the Olympiad process.
- b. *Secure Database Maintenance:* The Partner must maintain a secure, encrypted database of all student and school information, mapping it directly to ASDC servers.
- c. *Detailed Reporting:* The Partner shall submit formal reports at the end of each stage, culminating in a comprehensive "Final Impact Report."
- d. *Project Closure & Data Handover:* Upon completion, the Partner shall conduct a final presentation to ASDC leadership and provide a Data Deletion Certificate confirming all ASDC data has been removed from the Partner's internal systems after the handover.

3. Requirements from the Partner:

➤ **Roles & Responsibility Clarity**

- The Partner shall be solely responsible for **all operational, technical, and execution-related activities**.
- ASDC's role shall be limited to approvals, monitoring, and governance.
- Any delays, gaps, or failures in execution shall be the sole responsibility of the Partner.

➤ **Partner Team Structure and Deployment Details**

- The Partner shall deploy a **dedicated project team** exclusively for the execution of the National Automobile Olympiad (NAO) 2026.
- The proposal must clearly specify the minimum team size, along with their role-wise breakup, covering key functions such as:
 - a. Project Management
 - b. School Outreach & Coordination
 - c. Student Engagement & Helpdesk
 - d. Technology & Examination Operations
 - e. Data Management & Reporting
- The Partner must submit the **details of all core team members**, including:
 - a. Full Name
 - b. Designation
 - c. Official Email ID
- Any subsequent change in the approved team structure or personnel shall require prior written approval from ASDC.
- The Partner shall also provide:
 - a. Photographs of their registered office premises
 - b. Complete office address(es) from where NAO operations will be managed
- ASDC reserves the right to verify the credentials, availability, and deployment of the proposed team at any stage during the engagement.

➤ **Compliance & Performance Monitoring**

- Regular review meetings shall be conducted as per ASDC's schedule
- Non-adherence to scope, timelines, or targets may result in penalties or termination as per agreement

In summary, the objective of this RFP is to secure a partner who can collaborate effectively in the creation of assessments that not only accurately measure student competencies but also provide valuable feedback, align with industry standards, and enhance the overall educational experience for participants in the National Automobile Olympiad.

➤ **Conclusion:**

Through this partnership, we aim to create a benchmark in educational excellence for the automotive sector. We are looking for a partner who shares our vision of empowering students through quality education and practical skill development. We believe that together, we can make the National Automobile Olympiad a significant milestone in automotive education.

4. Submission Details:

Please submit your proposal, detailing your approach, experience, and how you meet the above requirements, by 23rd Feb 2026.

➤ **Tentative Calendar of Events**

The following table indicates important milestones and timelines for completion of bidding activities:

S. N.	Milestone	Date
1	Release of Invitation of Request for Proposal (RFP)	10 th Feb '26
2	Last date for submission of written questions by the prospective Partners	13 th Feb '26
3	Clarifications issued by ASDC for the questions raised by prospective Partners	17 th Feb '26
4	Last date for submission of RFP through email	23 rd Feb '26
5	Last date for submission of the RFP courier	25 th Feb '26
6	Opening of RFPs	27 th Feb '26
7	Evaluation of RFPs and finalization of Applicants for Presentation to ASDC	3 rd Mar '26
8	Presentation to ASDC by shortlisted Applicants	9 th – 11 th Mar '26
9	Declaration of shortlisted Partner	13 th Mar '26

➤ **Availability of RFP Document**

Invitation for RFP can be downloaded from the ASDC website (www.asdc.org.in). All prospective partners are expected to carefully read all instructions, forms, terms, requirements, and other details in the RFP documents. Failure to furnish the complete information sought in the RFP documents or submission of a proposal not responsive to the RFP documents in every respect will be at the Partner's risk and may result in the rejection of the RFP.

➤ **Submission Venue**

The RFP in its complete form in all respects as specified in this invitation of RFP must be submitted to ASDC at the address given below.

Ms. Neha Kumari/ Garima Jhamb

Automotive Skills Development Council
First Floor, 256, Okhla Industrial Estate,
Phase 3 Rd, opposite to post office,
Delhi- 110020

If you have any questions, please email to nep@asdc.org.in, neha.kumari@asdc.org.in or garima@asdc.org.in.

ASDC may at its discretion extend the deadline for submission of a proposal by issuing an addendum to be made available on the website www.asdc.org.in

Thank you for considering this opportunity to collaborate on this exciting and impactful project.

Part III – Bidding Terms and Pre-Qualification Criteria

1. Conditions of the Issue of RFP

- RFP is not an offer and does not carry any commitment to engage with the Partners who submit the same or any other commitment related there to.
- ASDC reserves the right to withdraw this RFP and change or vary any part thereof at any stage if ASDC feels that such action is in the best interest of the ASDC.
- The timing and sequence of events resulting from this RFP shall ultimately be determined by ASDC.
- Each applicant shall submit only one RFP.

2. IPR of the Developed as part of this RFP

The IPR of the National Automotive Olympiad as part of this RFP shall be solely owned by ASDC.

3. Language of RFP

The proposal and all correspondence and documents shall be written in English or Hindi.

4. Pre-Qualification Criteria

The invitation for bids is open to all entities in India who fulfill pre-qualification criteria as specified below:

- a. Corporate organizations registered under the Companies Act, Societies Registration Act, or registered as a Trust, must demonstrate continuous activity and operational presence across Pan India for the last three consecutive years from the date of application.
- b. The prospective Partner should have a minimum of 3 years of experience in program coordination, conducting exams in schools, and related documents (as mentioned in Part 2, scope of work).
- c. The prospective Partner should have a minimum of 2 years of experience in working with schools and related documents (as mentioned in Part 2, scope of work).
- d. The Partner should provide a self-certification confirming that they have not been blacklisted by any agency, State Government, Central Government, or its affiliated agencies.

➤ **Payment Structure and Performance-Linked Milestones**

The payment to the selected Partner shall be strictly performance-based and linked to the achievement of pre-defined milestones and measurable outcomes.

The performance criteria shall include, but not be limited to:

- Achievement of registration milestones (up to a target of **2,00,000 student registrations**)
- Conversion of registered students into actual exam participants, with a **minimum expected conversion of over 50%**, translating to **more than 1,00,000 students appearing for the examination**
- Timely and successful conduct of examinations as per the approved schedule
- Submission of accurate, complete, and timely data and reports

Payments shall be released in **phased tranches**, linked to:

- Advance payment upon agreement execution
- Achievement of a minimum 50% assessment participation rate (registered students appearing for the assessment)
- Successful completion of key Olympiad stages, including Qualifiers, Finals, and formal Closure

In the event of **shortfall in performance**, particularly in conversion from registration to exam appearance, ASDC reserves the right to:

- Proportionately reduce payments
- Withhold subsequent payment tranches
- Invoke penalty or corrective clauses as may be defined in the Agreement/MoU

Final payment shall be released only upon:

- Successful completion of NAO 2026
- Submission and approval of final reports
- Formal sign-off by ASDC

5. Evaluation of RFP and Selection of Partner will be done in 2 stages:

➤ **STAGE 1**

Technical bid is divided into two criteria.

Criteria 1: Weightage 40 marks

Prior participation or involvement in related competitions, projects, or Olympiads would be advantageous.

Quality Criteria/ Experience of Olympiad	Marks
Minimum of 2 years of experience in seamlessly conducting any educational initiatives in schools 1. School outreach 2. School coordination. 3. Conducting exams/Assessments All 3 points- 15 marks Any of the 2 points- 10 marks Any of the 1 points- 5 marks	15
Minimum of 3 Years of Experience working with a minimum of 200 schools. >10 years- 7 marks >3 years up to 5 years- 5 marks 0-3 years- 3 marks	7
Minimum of 5 members in the Team dedicated to NAO >5 members- 3 marks 5 members - 2 marks <5 – 1 mark	3
Managed assessment for a minimum of 50,000 students. >1,00,000 students- 7 marks >50,000 to 75000- 5 marks 0- 50,000- 3 marks	7
Any years of experience as a partner (please share their profile also)	3
Recommendation Letter from Partners to assess the quality of past projects related to Olympiads or similar educational initiatives.	5

Note: The Partner will provide support for Industry sessions and Webinars for student learning purposes.

Olympiad Chain of Activities	Timelines
Written Qualifying Test	April- June
Results Qualifying	July
Regional Finals	August- September
Results Regional Finals	October
National Finals & Award Ceremony	November- December

Criteria 2: Weightage 30 marks

Presentation by prospective Partner to the selection committee of ASDC as decided by ASDC Management.

➤ **STAGE 2**

Financial Bid- 30 marks

- Financial proposal will be evaluated who clears the Technical Bid (Stage1).

General Terms:

- Selection of final Partner shall be made as per the highest total marks received adding all the four selection criteria among the top Five shortlisted applicants after the presentation.
- ASDC may finally shortlist one Partner as part of this partnership.
- The proposal must be submitted in two separate sealed documents and will not

be subject to revision.

6. Check List for RFP Submission

Applicants should ensure that the following documents are submitted with documentary evidence while submitting the completed RFP:

- i. Letter of Submission of RFP (Form 1 in Formats)
- ii. Application Form of RFP (Form 2 in Formats)
- iii. Copy of the Registration Certificate of the Partner
- iv. Copy of GST Registration Certificate (if any)
- v. Copy of Audited Balance Sheet for the last 3 years
- vi. Copy of CSR certificate
- vii. Copy of a Self-certification
- viii. Copy of Recommendation Letter
- ix. Details of all core team members

Letter for Submission of RFP

Date:

Place:

Automotive Skills Development Council
First Floor, 256,
Okhla Industrial Estate Phase 3 Rd, opposite to post office,
Okhla Phase III,
Delhi- 110020

Subject: Submission of RFP for National Automobile Olympiad in Partnership with ASDC

We hereby submit our RFP in response to the application for RFP for Olympiad Partner and related document (as mentioned in Part 2, scope of work) issued by ASDC and we hereby confirm the following:

1. The RFP submitted by ____ (Name of the company) is as per the Terms and Conditions of the RFP issued by ASDC.
2. We have examined the RFP Document issued by ASDC in detail and have fully understood and agree to abide by all the terms and conditions stipulated therein. Our application is consistent with and complies with all the requirements stated in the RFP Document.
3. The information submitted in our application is complete, strictly in accordance with the requirements of the RFP Document and correct to the best of our knowledge and understanding. We acknowledge that we shall be solely responsible for any errors, omissions, or misrepresentations in our bid.
4. We understand that ASDC reserves the right to cancel this RFP at any time without assigning any reason whatsoever.
5. This RFP is valid for a period of 90 days from the time of submission.

Signature of Authorized Representative of the Company
(along with Company Stamp)

Designation:

Application Form for Submission of RFP

1.1 Applicant Details

Details of Organization	
Address	
Email ID	
Name of the Contact Person	
Contact Mobile number/ Landline	
Website	
Company Registration type and Registration number	
Total number of employees	
Year of incorporation	
Total experience of working in Assessments/ Olympiads	
Annual Turnover of the Company	2024-25 2023-24 2022-23

1.2 Project Details (Details of Assessments/Olympiad executed in the last three years) attach work done/ experience letter

S. No.	Name of Client	Details of Assessments/Olympiad	No. of schools (Registered)	No. of students (Registered)

1.3 List of Sector Skill Councils with whom the applicant has an Assessments/Olympiad partnership MOU.

S.No.	Name of Sector Skill Council	Nature of work done	Year	No. of Participants (Registered)

I hereby declare that the information provided is true to the best of my knowledge.

Signature of Authorized Representative of the Company
(along with Company Stamp)

Designation:

Self-Declaration of Not Being Blacklisted

Date: _____

Place: _____

To,
The Automotive Skills Development Council
E-113, Ground Floor,
Okhla Industrial Estate Phase 3,
New Delhi - 110020

Subject: Self-Declaration of Not Being Blacklisted

I, the undersigned, _____ **[Name of Authorized Signatory]**, holding the position of _____ **[Designation]** in _____ **[Name of the Organization]**, having registered office at _____ **[Complete Address of the Organization]**, hereby declare and confirm as follows:

1. **[Name of the Organization]** has not been blacklisted or debarred by any Government Agency, State Government, Central Government, or any of its affiliated organizations, or by any reputed private organization in India or abroad, at any point in time.
2. We confirm that _____ **[Name of the Organization]** has not faced any legal or procedural action that led to our organization being blacklisted or barred from participating in any public or private sector projects.
3. We understand that providing false or misleading information may lead to the disqualification of our proposal for the **National Automobile Olympiad** and could lead to legal action as per applicable laws.

I hereby affirm that the information provided in this declaration is true and correct to the best of my knowledge and belief. I undertake to inform ASDC immediately if there are any changes to this status.

Authorized Signatory:
(Signature)

Name:

Designation:

Company Name:

Date: