



**REQUEST FOR EXPRESSION OF INTEREST (CONSULTING SERVICES – FIRM SELECTION)**

[Country] INDIA  
[NAME OF PROJECT] EASTERN DEDICATED FREIGHT CORRIDOR  
Loan No./Credit No./Grant No.: IN-8066

Assignment Title: Consultancy Services for Heavy Haul Program Development and management Consultant for Marketing and Commercial Strategies for Heavy Haul Rail Transport in India (HHPDMCS).

Reference No. (as per Procurement Plan): P114338

1. Dedicated Freight Corridor Corporation of India Limited (DFCCIL) has received a Loan No. – IN – 8066 of US\$ 975 Million from the World Bank towards the cost of Eastern DFC project-1 and intends to apply part of the proceeds of this loan for engaging a Consultant for Marketing and Commercial Strategies for Heavy Haul Rail Transport in India for DFCCIL.
2. The objective of the Study is to develop a comprehensive and integrated long-term Plan to 2030 that will guide India's railway planners and service providers to improve the capacity, quality, competitiveness and utilization of India's rail freight transport services in general and heavy-haul services in particular. The plan will contain tangible, actionable, time-bound and monitorable measures. Although the first DFC will not be operational until about 2018 it is essential to put in place the Commercial and Marketing strategies that will convert identified potential to effective demand including attracting new users to the railway system. The study shall therefore, on the basis of detailed investigations and analysis, relevant international experience and evidence, and the appraisal of alternatives, advise the HHC on the following matters:
  - The projected freight market that could be attracted to India's railways by a successful heavy-haul Commercial and Marketing Plan to be progressively implemented over the period to 2030;
  - A core heavy-haul rail network for India including DFC lines, feeder lines and other IR lines that might form part of the core heavy-haul network including an optimum program for staging the physical construction of infrastructure and provision of transport services on the core system;
  - Traffic movement and train operating and service strategies to derive the maximum competitive advantage from heavy-haul rail capability;
  - The current costs and financial performance of freight traffic segments, including commodities and key routes, and the opportunities for improving train operating efficiencies, reducing traffic costs and improving financial performance through the heavy-haul proposals;
  - Market-based rail freight pricing strategies that may better serve both freight customers and service providers and contribute to the maximum profitable exploitation of the capabilities of heavy-haul; also the corresponding tariff regulatory/ appeal arrangements which may be necessary to protect user and public interests;
  - The financing needs and broad commercial returns of the recommended heavy-haul rail program (infrastructure and rolling stock), the key risks to the recommended program and its successful performance, and possible mitigation measures, if any;
  - An effective long-term Commercial and Marketing Plan which describes all necessary and sufficient elements needed to deliver the recommended network and services, and to attract the freight markets and volumes identified, the key decisions and decision-makers, and actions and actors, and other material aspects, with a timeline to 2030.
3. The Dedicated Freight Corporation of India Limited (DFCCIL) now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short listing criteria are that the
  - (i) Consultants should have a **minimum of Seven years of experience in the relevant area and having successfully undertaken at least two similar assignments** as defined in Annexure-1, particularly linear projects like Railways preferably funded by multilateral agencies.
  - (ii) The consultant should have following qualified and experienced personnel in their team.
    - a. **Team Leader** - who should have extensive experience in leading multi-disciplinary teams for railways sector studies involving feasibility studies, design, construction & maintenance of track, operations and traffic analysis and International experience of heavy haul (25 ton axle load and above) and long haul operations in very large rail projects comparable to DFC. The Team Leader should have relevant professional qualification such as Transport Economics, Transport Modelling

Analyst in freight marketing business/ Economics or Business Administration and must possess a minimum of 15 years' experience in International Railway System with increasing levels of responsibility. It will be essential for the proposed team leader to have a Post Graduate specialisation in the area of Transport Economics/ Economics / Business Administration.

- b. **Finance Expert** - who should have extensive experience in railways operations, maintenance and management. The expert should possess experience preferably international of dealing with heavy-haul operations as per international best practices. The experts should have experience in handling such matters for railway systems. The Expert should possess the relevant professional qualifications in Logistics Management and must possess a minimum of 10 years' experience in International Railway System, with increasing levels of responsibility.
  - c. **Technical (Heavy Haul) Expert** - who should have international experience of design and maintenance of rolling stock for a freight dominant railway system, providing heavy haul operations and have experience of heavy haul (25 ton axle load and above) and long haul operations in very large rail projects comparable to DFC. The Expert should have relevant professional qualification such as in Mechanical Engineering and must possess a minimum of 10 years' experience of Wagon Designing and manufacturing of wagons, with increasing levels of responsibility.
  - d. **Railway Traffic Marketing and Transport Economics expert** - who should have extensive international experience in freight business planning, marketing and pricing, transport economics and freight market strategies. The Expert should have relevant professional qualification in Business Administration (MBA) Marketing and must possess a minimum of 10 years' experience, with increasing levels of responsibility.
  - e. **Railway Technical (CIVIL/TRACK) Expert** - who should have experience of construction and maintenance of tracks/bridges for a freight dominant railway system, providing heavy haul operations and have International experience of heavy haul (25 ton axle load and above) and long haul operations in very large rail projects comparable to DFC. The Expert should have relevant professional qualification such as in Civil Engineering and must possess a minimum of 10 years' experience of maintenance of Tracks/Bridges, with increasing levels of responsibility.
  - f. **Freight Logistics & supply chain Expert** - The expert should possess experience preferably international of dealing with heavy-haul operations as per international best practices. The experts should have experience in handling such matters for railway systems. The Expert should possess the relevant professional qualifications in Logistics & Supply Chain Management and must possess a minimum of 10 years experience in International Railway System, with increasing levels of responsibility.
4. CVs of all above experts (a to f) may be submitted as per Performa given in Annexure-II.
  5. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers January, 2011, setting forth the World Bank's policy on conflict of interest.
  6. Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.
  7. A Consultant will be selected in accordance with the procedure set out in the World Bank guidelines Selection and Employment of consultants by World Bank borrowers January, 2011.
  8. Consultants should provide information as included in Annexure-I.
  9. Request of EOI will not accept electronically.
  10. Expressions of interest must be delivered in a written form in sealed cover to the address given below in person along with CD both (in MS Office Word file - EOI & Annexure-I in proper given format both) by 15:00 hrs **28/02/2013**. Request of EOI will not be consider if Annexure-I & II along with supporting document will not submitted in proper format.
  11. Further information can be obtained at the address below during office hours i.e. 1000 to 1700 hours.

### **Dedicated Freight Corridor Corporation of India Limited**

**Anil K. Singh**

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## **Annexure - I**

*(Request of EOI will not be considered if Annexure-I not submitted in given format)*

1. Company Brochures
2. Profile of the Company (please provide not more than two page note including year of establishment, type of business of the company, experience of consultancy works etc.)
3. Description/Details of *similar assignments*<sup>1</sup> (*Similar assignments mean the consultancy assignment pertaining to monitoring of Institutional Strengthening Module for Marketing and Commercial Strategies Component safeguards of Linear Projects like Railways preferably funded by multilateral funding agencies*) carried out during last seven years. Following details for each assignment (*Only those assignments should be included, which have been carried out by the applicant. The assignments carried out by parents/sister companies should not be included*) must be provided:
  - a. Name of Work
  - b. Name of Client
  - c. Country (where work is executed)
  - d. Type of Organization like Railways
  - e. Brief description of scope of assignment
  - f. Components of assignment (Components of assignments should be indicated as: Monitoring and reviewing of implementation of Marketing and Commercial Strategies and any other relevant components).
  - g. Award Date
  - h. Completion Date (if not completed, percentage of work completed so far and likely date of completion)
  - i. No. of man months
  - j. Consultancy Cost
  - k. If executed in JV, % Participation
  - l. Funding of the Project- Government, Multilateral/Bilateral (Name of Funding agency to be indicated), any other source (details is to be provided)
4. Any other information applicant may like to submit to indicate that they are qualified to perform the services.

<sup>1</sup> Similar assignments mean the consultancy assignment pertaining to monitoring of following **Marketing and Commercial Strategies** Module safeguards of Linear Projects like Railways preferably funded by multilateral funding agencies. Similar assignments should consist following components:-

- (a) Consultancy assignments in respect of preparation of critical area for research, analysis and outcome reporting in its own right as well as contributing to the Commercial and Marketing Plan,
- (b) Business Plan/Corporate Plan,
- (c) revenue model, financial appraisal,
- (d) Identification of line capacity and other works with time frame for implementation, Freight traffic costing, financial contribution analysis and identification of more competitive market-based pricing models and freight traffic policies,
- (e) Network-based traffic and train movement modeling, identify optimal heavy-haul train operating Origin-Destination movements, viability analysis of heavy-haul freight sub-network,
- (f) Identification of locations for development of logistic parks, Project development for the establishment of logistic centers either by PPP or other project delivery structures.
- (g) Developed implementation plan for commercially viable and market-oriented rail freight business including pricing strategies and development of a long-term plan for freight, train operations, terminals and other necessary components of the plan,
- (h) Identification of future traffic generators and consumption centres and rail connectivity requirements.

Out of above eight components similar assignment should cover minimum four components.

