

# Study to evaluate online energy labelling compliance in India

CLASP is seeking a consulting organisation to formulate guidelines for the display of labels on the products sold on e-commerce platforms in India.

**DUE: 16 January 2023 at 23:59 ET**    **QUESTIONS: [sawasthy@clasp.ngo](mailto:sawasthy@clasp.ngo)**

---

## About CLASP

CLASP serves at the epicenter of collaborative, ambitious efforts to mitigate climate change and in the global movement for clean energy access, through appliance efficiency. Our mission is to improve the energy and environmental performance of the appliances & equipment we use every day, accelerating our transition to a more sustainable world. We work hand-in-hand with governments, experts, industry, consumers, donor organizations and others to propel policies and markets toward the highest quality, lowest resource-intensive appliances possible.

CLASP has worked in more than 100 countries since inception in 1999. CLASP is headquartered in Washington, DC, with teams in China, Europe and the United Kingdom, India, Indonesia, and Kenya. We are [mission-driven](#) and committed to a culture of diversity, transparency, collaboration, and impactful work. See our [Team Page](#) to learn more about us.

## Background

The Government of India enacted the Energy Conservation Act 2001 (EC Act) in August 2001 and established BEE, a statutory body under Ministry of Power, Government of India to implement the EC Act in 2002. The Act identifies S&L as one of the major program areas for improving energy efficiency in the residential, commercial, and industrial sector. BEE launched the S&L program in May 2006 and currently it covers 30 product categories of which 11 are mandatory products.

## Timeline

**Project Timeframe:** February 2023 – 30<sup>th</sup> June 2023

**Deadline for Application:** 16 January 2023 at 23:59 ET

Application includes registering as a Consulting Partner and submitting the technical and financial proposals per the instructions below.

**Deadline for Questions:** 09 January 2023 at 23:59 ET

All questions must be addressed in English to Sumedha Awasthy at [sawasthy@clasp.ngo](mailto:sawasthy@clasp.ngo). We request all inquiries be made to this e-mail address and not by phone.

## Scope of Work

CLASP is seeking a consulting organization to closely interact with stakeholders of e-commerce platform owners, product manufacturers, consumer organizations and bulk buyers, for disclosure of energy efficiency performance information of labeled products sold online, leading to increased sales of labeled products and improved policy effectiveness. The scope of work is provided below.

**Task 1: Review of international best practices on display of labels and associated energy performance information of labeled products on e-commerce platforms**

- How online labels are currently developed or sourced in different countries
- Are there any regulations being following around the online labeling program
- Who are the responsible agencies to monitor the online label activity whether it is the retailer, manufacturer, regulator, civil societies or policy makers

**Task 2: Analysis of current practices in India for the display of label and associated energy performance information of labeled products sold online on e-commerce platforms**

- Conduct a survey and/or use web scraping tools to understand existing practices for all mandatory products. The total sample size for the analysis will be 10000. The approach and the methodology will be finalized in close consultation with CLASP.
- Efforts should be made to capture almost all the brands sold online
- Assess the level of non-compliance on the online market for these products;
- Assess the impacts of non-compliance for these products;
- Identify the main types of non-compliance;
- Identify the reasons for non-compliance; and
- Propose recommendations to optimise compliance on the online market
- Review BEE's guidelines and Act to understand online labeling requirements if any.
- Analyze the results and share findings

**Task 3: A consultation with relevant stakeholders, including e-commerce platform owners**

- Conduct a survey of market participants, including manufacturers, vendors, importers, and retailers, to understand how the supply chain works, the responsibilities of each stakeholder

**Task 4: Provide recommendations on international best practices, analysis, survey and share the formulated guidelines which can be adopted by BEE**

- Propose recommendations on the formulation of guidelines for display for labels on the products sold on e-commerce platforms

- Analysis of all research, findings and develop guidelines and SOP for effective monitoring on compliance with EC Act for all e-commerce platforms and how it can be integrated with the notification for each product

## Key Milestones and Deliverables

The project will be conducted in close collaboration with CLASP team. In addition, the consultant is expected to participate in periodic update meetings/calls and provide timely and detailed responses to questions and comments from CLASP team members related to this project. Deliverables include:

1. A report covering approach and methodology, international best practices, any assumptions and estimates, survey analysis, providing key conclusions and recommendations
2. Propose recommendations on the formulation of guidelines for display for labels on the products sold on e-commerce platforms

## Key Qualifications

- The organization should have overall knowledge and expertise in the energy sector.
- The organization should have experience and demonstrated ability to conduct stakeholder consultations and consumer surveys.
- The organization should have a local presence preferably in Delhi and NCR.

## Submittal

### Register as a Consulting Partner

Interested parties must [register as a CLASP Consulting Partner](#).

### Submit Technical and Financial Proposals

Interested parties should submit separate technical and financial proposals electronically, in English, via this [form link](#) (preferably in PDF format). The files should be named as per the following example:

[CONTRACTOR\_NAME] \_Technical Proposal\_ RFP 2022-06-01

[CONTRACTOR\_NAME] \_Financial Proposal\_ RFP 2022-06-01

The length of the technical proposal should not exceed 20 pages and should include:

- Detailed approach and methodology for the design, implementation, and management of the project
- Detailed timeline for all project activities, tasks, milestones, and deliverables for the project within the time frame indicated above
- Background and experience of conducting similar activities
- A summary of qualifications and experience of key personnel that will execute the project

The financial proposal (in USD) should include a detailed budget with all direct and indirect cost estimates for executing the project, including a breakdown (in days) of the level of effort and costs associated with each team member that will be engaged in the project.

CVs and related summaries of experience and qualifications of proposed project team staff should be included in an Annex and should not exceed 10 pages.

### **Optional At This Stage – Fill Out Pre-Qualification Questionnaire (PQQ)**

All contractors must [fill out the PQQ](#) before working with CLASP. This can be voluntarily completed at the RFP stage but will be mandatory if a contract is awarded.

The PQQ is a thorough due diligence screening aimed at gathering legal and financial information on prospective partners/vendors. Contract awards are conditional upon passing the due diligence screening. Organizations that have already completed the PQQ do not need to complete it again unless the structure of the business has changed. If you are unsure, please email Andrea Testa ([atesta@clasp.ngo](mailto:atesta@clasp.ngo)) to determine next steps.

## Evaluation Procedure

A committee appointed by CLASP will evaluate proposals received. Selection of qualified companies or organizations will be based upon the following criteria:

- **Technical Evaluation Factors**
- **Financial Evaluation Factors**

All bids will be evaluated and ranked using Quality and Cost Based Selection (QCBS), with 80 percent of the score accorded to the technical proposal, and 20 percent to the financial proposal. The detailed evaluation criteria can be found in Annex A.

## ANNEX A: EVALUATION CRITERIA

**Technical Approach (40 points):** The technical approach described in the proposals will be evaluated on:

- The demonstrated understanding of the overall project context (20).

- The detailed work plan and approach clearly defining the target objectives and the strategy to achieve the objectives as outlined in the scope of work (20).

**Management Structure and Staff Qualification (25 points):** The proposed management structure and staff will be evaluated on:

- The professional qualifications and the extent to which the requisite expertise and experience of the key personnel will directly contribute to the completion of the tasks (25).

**Past Performance and Experience (15 points):** The experience and capacities of the contractor will be evaluated based on:

- The past performance, familiarity, and experience in conducting similar assignments (15).

**Cost Evaluation Factors (20 points):** While the overall Technical Evaluation is the key factor in reviewing the proposal, the cost evaluation will be an essential factor in determining the final contract award and ability to remain in the competitive range and will be evaluated for feasibility, completeness, and practicality.

\*\*\*

CLASP looks forward to reviewing your responses and would like to thank you in advance for your participation in this Request for Proposals. CLASP will notify all respondents who submit proposals when a decision has been made.

*CLASP is an equal opportunity employer that celebrates diversity and are committed to creating an inclusive environment for all employees. CLASP's goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. CLASP complies with all federal, state and local employment law in the countries we operate and is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity or expression, pregnancy, disability, political affiliation, personal appearance, family responsibilities, matriculation, genetic information, military or protected veteran status, credit information or any other characteristic protected under federal, state or local law.*

*Each person is evaluated based on personal skill and merit. CLASP's policy regarding equal employment opportunity applies to all aspects of employment, including recruitment, hiring, job assignments, promotions, working conditions, scheduling, benefits, wage and salary administration, disciplinary action, termination, and social, educational and recreational programs.*