

Mobile Application for Conducting Market Surveillance of S&L Appliances

CLASP seeks to hire an organization to develop a mobile application to support state agencies in conducting market surveillance activities for India's star labelled appliances.

DUE: 18 June 2024 at 23:59 IST **QUESTIONS:** mchandra@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 energy efficiency policies. 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, and other important stakeholders 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. In partnership with key national stakeholders, we advance policy compliance, education, and outreach initiatives to foster an ecosystem for resource-efficient appliances and equipment. See our [Team Page](#) to learn more about us.

In India, CLASP provides the Bureau of Energy Efficiency (BEE) with technical assistance and capacity building support on appliance energy efficiency as required by BEE and in line with their priorities. CLASP's technical assistance has enabled BEE to expand appliance energy efficiency policy framework to cover a wide range of residential, commercial, and industrial energy intensive products. This has resulted in reduced energy use, lowered peak electricity demand, reduced consumer energy costs, expanded access to high quality appliances, and resulted in avoided greenhouse gas emissions.

Background

BEE introduced the Standards and Labelling (S&L) program in 2006 to improve energy efficiency of residential, commercial and industrial appliances/equipment in the country under Energy conservation Act, 2001.

The primary intent of the S&L program of BEE is to minimize the energy consumption of appliances while ensuring the equipment performance. The scheme aims to provide information on the energy consumption characteristics of appliances based on the star rating. The star rating ranges from 1 to 5 in the increasing order of energy efficiency. As on date 38 appliances / equipment are covered under S&L program, out of which 16 appliances are under mandatory regime while remaining are under voluntary regime (please refer www.beestarlabel.com). A key requirement of the S&L program is that the products registered under the program should display the correct label and be distinctly visible at the point of sale.

BEE has its monitoring, verification and evaluation (MV&E) framework for the S&L, which it has recently supplemented with a market surveillance framework. That framework requires states designated agencies to conduct a survey, and report back on the finding using a pre-designed framework and implementation approach.

CLASP is providing BEE with technical assistance and capacity building towards the implementation of that compliance framework, for which CLASP is now seeking a consultant/consulting organization to develop a mobile application that will be used by SDAs to conduct market surveillance of star labelled appliances. The app will be used to collect and analyses data on the display of labels for the products sold in the market, based on the framework established by BEE. The data collected may include star label, appliance type, position and manner of display of label amongst others. The app should also have the provision to analyse the data (based on pre-specified methods) for generating state-wise, product wise and brand-wise compliance/non-compliance report and export all the records and analysis in pre-specified word, pdf or excel formats.

The Mobile app will help to achieve the following objectives:

- conduct market surveillance more cost-effectively,
- collect and maintain records of compliance intelligence, and
- create a more streamlined collaboration among State Designated Agencies engaged in market surveillance and the national government.

The development of the mobile app will rely on and reference BEE's appliance registration database (available at www.beestarlabel.com).

This mobile application will help all states identifying compliant/non-compliant products under BEE's S&L Program available for sale in the market and reporting back procedure to BEE for next steps to ensure compliance at national level.

Timeline

Contract Timeframe: July 2024 – October 2024

Deadline for Application: 18 June 2024 at 23:59 IST

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

Deadline for Questions: 7 June 2024 at 23:59 IST

All questions must be addressed in English to Moumita Chandra at mchandra@clasp.ngo. We request all inquiries be made to this e-mail address and not by phone.

Deadline for Questions: 11 June 2024 at 11:30 IST

The MS Teams meeting details for joining the pre-bid meeting is as follows;

Meeting ID: 279 393 036 824

Passcode: iDdevS

Scope of Work

To assist in the delivery of technical assistance and capacity building to BEE's S&L program, CLASP is seeking to engage an agency for the development of a mobile application for conducting market surveillance activity. The development process will consider the following;

- Outline the design, development and deployment of mobile application.
- Define the requirements for user interface design and user experience.
- Platform Compatibility for both iOS, Android.
- Creation of application programming interface (API) and Integration of Appliances' Model Data (available at www.beestarlabel.com) with the Mobile App.

Further, the agency needs to ensure the following details for developing the mobile app;

Functional Requirements

- User Authentication: Secure login/logout for only BEE and State Designated Agency Officials (SDAs), multi-factor authentication.
- Development of Dashboard: Dashboard to capture state-wise targets for conducting market surveillance, progress of the survey, state-wise, appliance-wise, brand-wise compliance/non-compliance scenario, types of non-compliances scenario, reporting status, Management Information System (MIS) etc. The dashboard will also display a printable sample notice template to be sent to the manufacturers for non-compliant appliances.
- Data Collection & Analysis: App for collecting technical information of S&L appliances through optical scanning of star label stick to the appliance i.e. image recognition process and will analyze all technical and market data sets by comparing BEE's model registration database for reporting.
- Reporting Tools: Features for generating compliance/non-compliance reports for each SDAs/States and report back the same to BEE through this app. Further, the app shall have the feature of sending auto alert to respective SDA's registered email ID for taking further course of action for non-compliant appliances.
- Real-Time Alerts: Notifications for market anomalies or compliance breaches.
- Offline Access: Define the requirements for offline functionality, if needed.

Technical Requirements

- Technology Stack: Suggest or request specific technologies (e.g., programming languages, frameworks).
- Scalability: Ensure the app can handle an increasing number of users and data.
- Security Protocols: Define the security standards (encryption, data protection).
- Compliance Standards: Adherence to BEE's regulatory requirements

Testing & Quality Assurance

- Testing Protocols: Define the types of testing required (unit testing, system testing, etc.).
- Performance Metrics: Establish benchmarks for app performance and reliability.

The Consultant will be responsible for the successful development and deployment of the mobile app for carrying out market surveillance study under BEE's S&L Program.

Task 1 : Mobile App Development

The proposed platform should support responsive design and can be extended to other devices like tablets etc. The selected agency will carry out the following broad activities:

- The development, delivery, and hosting of Mobile Application
- Graphic design for the Application
- Content for the Application in consultation with CLASP/BEE
- Design, upload and updation of the content
- Liaising with BEE and taking responsibility for all documentation and technical support

The mobile application will capture/include the following details through image recognition process but not limited to the following:

- Inclusion of Store Contact details such as;
 - Store Name
 - Store Type
 - Store Address (City, State, Pincode etc. to be included)
 - Respondent Name
 - Respondent Contact Address
 - GPS coordinate
 - Picture of the store using geo tagging (outside with name)
- Inclusion of Surveyor details
 - Surveyor Name
 - Surveyor Contact Details
 - Employee ID
 - Supervisor Name
 - Supervisor Contact Details
 - Office Address
 - Survey Authorization Letter
- Inclusion of details related to S&L appliances
 - Name of the appliances (drop down box)
 - Brand
 - Model Number
 - Manufacturing Year
 - Label Validity Period
 - Appliance Specific Technical Specifications as per Star Label
 - Star Rating
 - Picture of the label
 - Picture of product with label affixed
 - Picture of product specification/name plate
- Inclusion of Label Verification Checklist
 - Label Status: Is the product labelled?

- Label Condition: Is the label in appropriate condition (not damaged)?
- Label Information: Are all the required information provided on the label?
- Validity: Is the label within its validity period?
- Product-Label Match: Does the product identified on the label match the product to which it is attached?
- (Based on Model number and Cooling Capacity)
- Design/ Colour: Is the overall design e.g., color scheme and information layout in accordance with BEE's requirements based on visual inspection?
- Dimension: Is the dimension of label as per requirement based on visual inspection?
- Placement: Is it displayed in the required place?
- Visibility: Is the label visible to the consumer if placed in a showroom or displayed on the packaging?
- Catalogue: Does the store possess any product catalogue/ product manual of the selected sample?
- Label on catalogue: Does the promotional material or manufacturers' catalogue/product manual available at the store display the label information properly?
- Label on packaging: Does the outer packaging of the product have the label attached to it?
- Inclusion of Retail Awareness section for S&L Program
 - Respondent Category (Retailer, Wholesaler, Dealer, Salesperson or others)
 - Are you aware about BEE Star label for appliance?
 - What do you think is the primary purpose of BEE Star label on appliances?
 - What information do you think is shown on BEE Star label on appliances?
 - Are you aware that some appliances are required to have Star label compulsorily?
 - Which of the following appliance you think come under mandatory BEE Star labelling?
 - Have you ever been invited to or came across BEE's Retailer Training Programme on Star Label?
 - Does the store provide training or awareness to its salespersons on BEE's Star label?
 - In your opinion, on a scale of 1 to 10, how many consumers inquire about the BEE label on the appliance when they are making a decision to purchase a product?
 - In your opinion, on a scale of 1 to 10, how many consumers have no knowledge about the BEE Star label on the appliance?
 - In your opinion, which age group of consumers typically inquire about Star label on appliances?
 - In your opinion, what are the top 3 factor which influence the decision of consumers while purchasing a home appliance?
 - In your opinion, does the presence or absence of the Star label influence the purchasing decision of consumer?
 - Do you make an effort to make consumers aware about the energy and cost savings of a 5 star rated appliance?
 - Are you aware about BEE's mobile application on Star label?
 - Are you aware about energy and cost saving calculator on BEE's mobile application?

- Have you used the BEE's mobile application for informing a customer about energy efficiency of star labelled appliance?
- Do you think financing such as EMLs can play a role in nudging consumers towards more efficient products?
- Have you ever come across a BEE's advertisement in newspaper about check testing failure (failure to hold the star rating/downgrading of star rating) of any appliance?
 - If Yes, what was your reaction towards it?
- Generate Compliance/ Non-Compliance Report based on the information captured and Report Back to BEE;
 - Overall Compliant/Non -Compliant Products; If non-compliant- add the reason for the same
 - E-signature of the report by competent authority
- Ability for users to rate the App and to add / surf comments.
- English will be the default and initial language however, the app should be scalable so as to easily and cost-effectively add other languages at later time.
- Mobile app solution should be scalable to allow for easy upgrades in future.

Note:

- a) The Agency shall be responsible for hosting the mobile application for BEE on Google Play and Apple App Store.
- b) The Agency shall be responsible for purchase of software and licenses (if any) for proper functioning of the mobile application.
- c) The agency shall be responsible for the maintenance of the app for next 1 year after development of the same. Furthermore, it is also recommended that at least one senior official shall be deputed at BEE office for the maintenance of the app.
- d) Scheduled Maintenance Time should not be more than four hours per week and BEE and SDAs should be informed at least 48 hours in advance through the app pop-up only.

Task 2 : Pilot the Mobile App in 2 retail stores

- Testing of the App in two retail stores to be planned in consultation with CLASP/BEE
- Coordinate with identified retailers/stores/dealers for conducting market surveillance.
- Capture the S&L appliance data and check the data analysis and report generation process related to compliance/non-compliance with one State.
- Check and verify the report back procedure to BEE.
- Ensure the saving of captured data and its report to the app.

Task 3 : Support BEE/SDA in facilitating the use of the mobile app

- Develop the digital training materials on the process of using mobile app and conduct 1 virtual training for all States.

Key Milestones and Deliverables

1. Develop the mobile app for conducting market surveillance and report back process to BEE.
2. Carry out pilot Market Surveillance Study and report submission through the mobile app for 2 retail stores.
3. Development of digital training materials for the process of using the mobile app and provide virtual training to states
4. Handover of source code and support with transition of the app to BEE's server.

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 2024-06-18

[CONTRACTOR_NAME] _Financial Proposal_ RFP 2024-06-18

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 especially on developing and updating any mobile app, web portal preferably for government agencies or public sector or regulatory bodies.
- Expertise in programming languages, web development, mobile app development frameworks, and database management systems.
- Expertise in conducting comprehensive system assessments and providing technical recommendations for developing any mobile app, web portal etc.
- 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) 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 (35 points): The technical approach described in the proposals will be evaluated on:

- The demonstrated understanding of the overall project context (15).
- 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 Corporate Experience (20 points): The experience and capacities of the contractor will be evaluated based on:

- Past experience of conducting similar activities especially on development of any web portal, mobile app preferably for government agencies or public sector or regulatory bodies (10).
- Expertise in programming languages, web development, mobile app development frameworks, and database management systems and deployment of the same (10).

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.