

## Expression of Interest for Empanelment of Subject Matter Experts

### 1. BACKGROUND

According to the Bureau of Energy Efficiency (BEE), India's energy efficiency market is estimated to be worth INR 1500 billion. Both government policies and efforts by multilateral and bilateral organizations to conserve energy across a wide range of sectors have supported the emergence of various innovative programs for the implementation of energy efficiency and demand-side management in India. In 2009, India has also seen the emergence of Energy Efficiency Services Limited (EESL), a Super ESCO. EESL is a Joint Venture of Power Grid Corporation of India Limited (PGCIL), NTPC Limited (NTPC), Power Finance Corporation Limited (PFC) and Rural Electrification Corporation Limited (REC) to facilitate the implementation of energy efficiency projects. EESL is also leading the market-related actions of the NMEEE.

Under the GEF-6 Cycle, the Global Environment Facility (GEF) is supporting Energy Efficiency Services Limited (EESL), for the execution of *“Creating and Sustaining Markets for Energy Efficiency”* Project. **United Nations Environment Programme (UNEP) is the implementing agency for this project and EESL is the ‘executing agency’.** The objective of this GEF project is to reduce greenhouse gas (GHG) emissions through energy efficiency through scaling up and new technology applications. Since the start of 2024, the **International Institute for Energy Conservation (IIEC) has been assisting EESL as a Technical executing agency in the execution of various tasks under the GEF-6 project.**

### 2. ABOUT INTERNATIONAL INSTITUTE FOR ENERGY CONSERVATION (IIEC)

The International Institute for Energy Conservation (IIEC) was established in the USA in 1984 as a non-governmental, not-for-profit organization and has regional offices in India, the Philippines and Thailand. IIEC’s mission is to accelerate the global adoption of energy efficiency and renewable energy policies, technologies, and practices to enable economic and environmentally sustainable development. IIEC pursues this mission in developing countries and countries in transition through fieldwork undertaken by its regional offices. For the last four decades, IIEC has been providing solutions to the problems posed by the rapidly increasing energy demand in developing and industrializing countries. IIEC works with governments and the private sector to develop, implement, and evaluate energy efficiency and renewable energy policies, programs, and projects.

### 3. CALL FOR EXPRESSIONS OF INTEREST (EOI)

IIEC is seeking qualified and experienced professionals as Subject Matter Experts to work on part time basis with relevant experience for the specific roles as mentioned below.

Sr. No.	Type of Experts	No. of Experts required
1.	e-Marketplace Expert	1
2.	Data Analytics Expert	1

#### Remuneration:

The empanelled consultants shall be paid USD 180 per person-day rate.

\* One person-day is equivalent to 8 hours of work.

\* Expenses towards outstation travel (if required) shall be reimbursed separately according to IIEC travel policy.

### 4. INDICATIVE SCOPE OF WORK (SOW)

The following scope of work details the specific tasks, but is not limited to, the activities outlined below-

#### i. E-Marketplace Expert

- Advise on the full lifecycle of ecommerce platform development, integrating innovative technologies and data analytics to optimize online sales performance and stakeholder engagement.
- Provide strategic guidance for designing and executing targeted omnichannel campaigns that will help elevate brand visibility and drive revenue growth.
- Advise on specific policies, guidelines, and compliance requirements of e-marketplaces to avoid penalties and ensure smooth operations.
- Share e-marketplace best practices with EESL, which can be embedded during the development phase.
- Coordinate with EESL IT team and external agency/ vendor as required, to ensure that the project requirements are incorporated in the portal.

- Participate in meetings, provide inputs and ensure that the assigned objectives are met promptly.

**ii. Data Analytics Expert:**

- Assess and enhance existing data infrastructure to support robust analytics and integration across systems.
- Design automated data pipelines to collect, clean, and merge data from audits, reports, and MIS platforms.
- Clean and preprocess structured and semi-structured datasets to ensure analytical readiness.
- Conduct exploratory data analysis (EDA) to identify trends, anomalies, and program performance insights.
- Develop interactive dashboards and reports in Power BI and Excel for key stakeholders.
- Document analytical processes and support reporting for UNEP, EESL, and IIEC.
- Conduct training sessions and create toolkits to build internal analytics capabilities.

## 5. QUALIFICATION REQUIREMENT

The Qualification Requirement for the aforesaid Subject Matter Experts is as below:

**1. E-marketplace Expert:**

- The expert shall have a minimum of 8 years of overall professional experience with at least 5 years of experience related to e-commerce or e-marketplace.
- The expert shall not be a full-time employee of any organisation. If any expert is a full-time employee, then the expert must submit the consent of the current employer for applying in this EoI as per the format attached at Annexure-I.
- Minimum Qualification shall be a bachelor's degree from a recognized university in India with relevant certification or qualification related to Digital marketing/ E-commerce.
- The expert should be residing in India.

## 2. Data Analytics Expert:

- The Data Analytics Expert shall have a minimum of 12 years of overall professional experience and at least 5 years in Data Analytics.
- The expert shall not be a full-time employee of any organisation. If any expert is a full-time employee, then the expert must submit the consent of the current employer for applying in this EoI as per the format attached at Annexure-I.
- Minimum Qualification shall be a bachelor's degree from a recognized university in India with relevant certification or qualification related to Data Science/ Data Analytics/ Data Visualization.
- The expert should be residing in India.

## 6. DOCUMENTS REQUIRED

The applicant must submit the below mentioned documents (*in pdf format*):

- Cover Letter, stating the suitability of the applicant for the said position (*File name shall be kept as 'Cover Letter\_First Name'*).
- Curriculum Vitae (CV): The following details shall be included in CV (*File name shall be kept as 'Curriculum Vitae\_First Name'*)

Name:

Residence Address:

Citizenship:

Educational Record:

Area of expertise:

Employment Record:

Skills and Certification:

- Details of at least three recent assignments/projects handled, showcasing the relevant expertise, mentioning the year of project execution. (*File name shall be kept as 'Details of relevant assignments'*).
- The experts should mention their date of availability for providing their services.
- Consent from current employer in case of full-time employee of any organisation in attached format mentioned at **Annexure-I**.

- We may seek work experience certificates provided by the previous employers as deemed necessary at a later stage.

## 7. EVALUATION CRITERIA

The evaluation criteria for selecting the experts for empanelment would be as follows:

S. No.	Criteria	Marks (max.)	
1.	<b>Cover Letter &amp; CV</b> , stating the suitability of the applicant for the said position	30	
2.	<b>Minimum Qualification</b> (as mentioned in Sr. no. 5)	20	
3.	<b>Relevant Work Experience</b>	20	
4.	<b>Overall Work Experience for e-Marketplace Expert</b>	8 to 11 Years	20
		12 to 15 Years	25
		15+	30
5.	<b>Overall Work Experience for Data Analytics Expert</b>	12 to 15 Years	20
		16 to 19 Years	25
		19+	30

## 8. SUBMITTAL & REPORTING

Interested professionals need to send their documents to e-mail id - [procurement\\_gef6@iiec.org](mailto:procurement_gef6@iiec.org) with the subject line as 'EXPRESSION OF INTEREST (EoI) FOR E-MARKETPLACE EXPERT / DATA ANALYTICS EXPERT' by 10<sup>th</sup> May 2025 at 17:30 hrs IST.

## 9. TERMS AND CONDITIONS

- Subject Matter Experts employed with other organisations may also apply, subject to the consent of the current employer.
- IIEC shall inform Subject Matter Experts whose applications for empanelment are accepted via e-mail. Subject Matter Expert shall acknowledge the e-mail. IIEC will sign the Agreement only with empanelled Experts.

- Successful empanelment should not be construed as an offer of employment, nor does it guarantee the engagement of the empanelled Subject Matter Expert for any minimum number of days.
- IIEC reserves the right to accept or reject any Application or to annul the empanelment process or reject all Applications at any time, without assigning any reasons thereof and without any liability or any obligation of any nature whatsoever, for such rejection or annulment.
- GST (If any) shall be paid separately.



**ANNEXURE 1: CONSENT FROM CURRENT EMPLOYER**

**(On the company's letterhead)**

We have no objections if Mr./Ms. \_\_\_\_\_ **(Name of the Subject Matter Expert)** will deliver part-time services to the International Institute for Energy Conservation (IIEC).

*Sign & Seal of the Current Employer*

*Signature of the Subject Matter Expert*