

Request for Proposal (RFP)

“Upskilling of Hospitality Workforce & Short-Term Training under CSR – Carlsberg India Ltd.”

One-Day Upskilling: Mumbai, Pune & Bengaluru | Short-Term Training: Lucknow (with Placement)

Reference# THSC/CSR/CARLSBERG/RFP/01/2026

Proprietary & Confidential

Issued by:

**Tourism and Hospitality Skill Council (THSC)
301, 3rd Floor, Naurang House, Kasturba Gandhi
Marg, Connaught Place, New Delhi – 110001**

CONFIDENTIALITY

All information included in this RFP is confidential and only for the use and knowledge of the recipient. No information included in this document or in discussions connected to it may be disclosed.

RFP Submission

Contact Details

Vaibhav Verma, Vice President – Industry Engagement

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The RFP proposal shall be submitted via email only, to the email ID specified above, along with the required details.

Critical Information

This Request for Proposal (RFP) contains details regarding scope, eligibility for participation, evaluation methodology, project timelines, terms & conditions, and other relevant details. Bidding organization(s) are advised to study the RFP document carefully before submitting their proposals. Submission of a proposal shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions, and implications.

Contents of Solicitation Documents

Proposals must offer services for the total requirement as stated in the RFP. Proposals offering only part of the requirement may be rejected. The Bidder is expected to examine all corresponding instructions, forms, terms, and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Bidder's risk and may affect the evaluation of the Proposal.

SCHEDULE OF EVENTS

The following schedule is indicative and may be revised by THSC.

Event	Target Date
RFP issue date/publication on THSC website	15th October 2026
Last date of submission of Proposal / Bid / Financial Proposal	21 st October 2026
Review of Proposal	23 rd October 2026
Decision on short-listed firm	26th October 2026
Award of Contract / Work Order	27 th October 2026
Commencement of project implementation	2 nd November 2026
Completion of project	31st January 2027

NOTES

- The dates furnished above are subject to revision by THSC and shall be notified to participating organizations, as applicable.
- This Document is not transferable.
- Based on the pre-bid meeting, corrections/modifications to the document may be made by THSC and communicated/uploaded as applicable.
- THSC reserves the right to accept or reject any proposal, in whole or in part, without assigning any reason.

ABBREVIATIONS

Abbreviation	Meaning
THSC	Tourism and Hospitality Skill Council
NSDC	National Skill Development Corporation
SSC	Sector Skill Council
QP	Qualification Pack
NOS	National Occupational Standards
NSQF	National Skill Qualifications Framework
RFP	Request for Proposal

PPP	Public-Private Partnership
MSDE	Ministry of Skill Development & Entrepreneurship
CSR	Corporate Social Responsibility
STT	Short-Term Training
MPR	Monthly Progress Report
QPR	Quarterly Progress Report
UC	Utilization Certificate
SoE	Statement of Expenditure

INTRODUCTION OF THSC

ANNEXURE I

PROJECT DETAILS AND IMPLEMENTATION PLAN

Particular	Details
CSR Project Name	Upskilling of Hospitality Workforce & Short-Term Training under CSR – Carlsberg India Ltd.
Project Duration	October 2026 – January 2027
Target Beneficiaries	930 candidates – One-Day Upskilling; 120 candidates – Short-Term Training; Total 1,050 candidates
Geographic Area	Mumbai, Pune & Bengaluru – One-Day Upskilling; Lucknow, Uttar Pradesh – Short-Term Training
Upskilling Intervention	One-Day upskilling program for Customer Service Representative (Meet & Greet) / frontline hospitality workforce/ Wine shop executives
Short-Term Training Job Role	Food & Beverage Service Assistant – 120 candidates in Lucknow
Placement Support	At least 80% of trained STT candidates should be placed in Lucknow, Agra, and other locations across Uttar Pradesh and Gurgaon
Implementing Agency / NGO Partner	THSC

1. PROJECT PURPOSE

This project aims to strengthen the hospitality workforce of Mumbai, Pune, Bengaluru and Lucknow through structured upskilling and short-term training interventions delivered by the Tourism & Hospitality Skill Council (THSC). The intervention shall contribute towards improved responsible beverage service practices, stronger customer service standards, enhanced product knowledge, and better employability outcomes for frontline hospitality staff, in alignment with Carlsberg India Ltd.'s CSR vision.

2. ONE-DAY UPSKILLING PROGRAM – CUSTOMER SERVICE REPRESENTATIVE (MEET & GREET)

2.1 Training Delivery

- Identification of THSC-empanelled / suitable venues such as restaurants, bars, wine shops and training centres across Mumbai, Pune and Bengaluru, with seating capacity for approximately 25–35 participants, projector/TV display and adequate space for demonstrations.
- Conduct of a one-day, upskilling session for 930 candidates, covering responsible serving practices, no-drinking-while-on-duty protocols, hospitality etiquette, customer interaction and basic wine and beer knowledge.
- Deployment of THSC-approved trainers oriented on session content, delivery structure, responsible serving norms and CSR guidelines.
- Co-branded Carlsberg India + THSC signage and venue branding as per approved design templates, placed within the training venue only.
- Mobilization of service staff, bartenders, sales teams, floor staff and beverage retail personnel in coordination with outlet managers.
- Indicative city-wise target: Mumbai – 310; Pune – 310; Bengaluru – 310; total – 930 candidates.

2.2 Feedback

- Collection of post-training feedback, with a minimum of 30% of participants providing video testimonials on their training experience.
- Geo tagged photos of

3. SHORT-TERM TRAINING – FOOD & BEVERAGE SERVICE ASSISTANT (LUCKNOW)

3.1 Candidate Mobilization & Training

- Mobilization, screening, counselling and enrolment of 120 eligible candidates in Lucknow, in collaboration with THSC Training Partners and Industry Partners.
- Delivery of a 330-hour short-term training program covering relevant hospitality skills, workplace readiness, customer service and industry requirements.
- Monitoring of training delivery, attendance and curriculum adherence throughout the program.
- Maintenance of candidate-wise records, attendance, training evidence and other required documentation.

3.2 Assessment, Certification & Placement

- Assessment and certification of all trained candidates as per the prescribed process, with maintenance of candidate records.
- Facilitation of placement for at least 80% of trained candidates, focused on Lucknow, Agra, other locations across Uttar Pradesh and Gurgaon.
- Post-placement monitoring and verification, including employer, job role, location and joining status.
- Placement efforts shall be supported through THSC and Industry Partner employer networks.

4. PERFORMANCE INDICATORS / KEY OUTPUTS AND OUTCOMES

- Mobilization and outreach of 930 hospitality workforce participants for the one-day upskilling intervention.
- Successful delivery of 930 one-day / 6-hour upskilling sessions through planned batches across Mumbai, Pune and Bengaluru.
- Enrollment and delivery of 330-hour STT to 120 candidates in Lucknow.
- Assessment and certification of eligible/assessed candidates under both components.
- Placement support for a minimum of 80% (of trained STT candidates.
- Collection of participant feedback and video testimonials, with a minimum 30% testimonial coverage for the one-day upskilling component.
- Monitoring, documentation, reporting and post-training/post-placement tracking.

5. PROJECT MANAGEMENT, MONITORING & COMPLIANCE

- Appoint a dedicated SPOC and deploy a dedicated Program Team to manage both the Upskilling and Short-Term Training components for the project duration.
- Maintain attendance registers, participant records, geo-tagged photographic documentation and activity reports for each batch.
- Submit training-day updates, batch-wise documentation, attendance records, photographs, videos, trainer reports, participant feedback and other supporting documents as annexures to the Monthly Progress Report (MPR).
- Conduct regular field supervision, site verification and progress monitoring visits for all training locations.
- Submit Monthly Progress Reports (MPRs), Quarterly Progress Reports (QPRs) and Project Completion Report.
- Submit a minimum of 10 detailed case studies/success stories/testimonials and 30 relevant geo-tagged HD photographs highlighting beneficiary impact and project achievements.
- Facilitate statutory compliance, financial reporting, audit support and submission of Audited Utilization Certificate and Audited Statement of Expenditure, wherever applicable.

6. REPORTING COMPLIANCE (MANDATORY THROUGHOUT PROJECT PERIOD)

- Monthly Progress Reports (MPRs) covering batch-wise physical and financial progress.
- Quarterly Progress Reports (QPRs) covering milestone achievement, outcomes and utilization status.
- Project Completion Report detailing outputs, outcomes, placement status and key learnings.

- 10 case studies/success stories, minimum 30 geo-tagged HD photographs and participant video testimonials, with minimum 20% participant coverage.
- Final Unaudited Utilization Certificate (UC) and Statement of Expenditure (SoE), to be submitted within one week of project completion.

7. INDICATIVE DELIVERABLES & PAYMENT MILESTONES

The following milestone structure is proposed, subject to the final work order/agreement between Carlsberg India Ltd. and THSC and the applicable CSR fund-release mechanism.

Milestone	Deliverable / Trigger
30% – 1st Instalment	On commencement of project and mobilization/start of all approved batches/activities.
30% – 2nd Instalment	After achievement of approximately 50% of the approved project deliverables, supported by progress and utilization documentation.
40% – Final Instalment	After completion of the project deliverables, submission of final project report, assessment/certification records, placement evidence for STT and required financial/reporting documents.

8. IMPLEMENTATION PERIOD

Particular	Details
Implementation Period	October 2026 – January 2027
Implementing Partner	Tourism and Hospitality Skill Council (THSC)

9. COMMERCIAL PROPOSAL / BUDGET

The following costs are based on the commercial inputs provided for this RFP. Any taxes, if applicable, shall be dealt with as per the Work order and applicable law.

Sl. No.	Cost Head	Unit	Qty.	Rate (₹)	Amount (₹)
1	Customer Service Representative (Meet & Greet) Upskilling(One day)	Per Candidate	930	2,000	18,60,000
2	Assessment Cost – One-Day Upskilling	Per Candidate	930	1,000	9,30,000
3	Candidate Kits – Pen, T-shirt, Diary	Per Candidate	1,050	700	7,35,000
4	Breakfast & Lunch – One-Day Upskilling	Per Candidate	930	300	2,79,000
5	One-Day Wage Loss Support – Upskilling Participants	Per Candidate	930	500	4,65,000
6	Opening / Convocation Ceremony, Branding, Media & PR Advocacy – STT	Will be divided into the number of TC's	1	1,82,000	1,82,000
7	330-Hour STT – Food & Beverage Service Assistant @ ₹52.50/hour	Per Candidate	120	17,325	20,79,000
8	Assessment Cost – STT	Per Candidate	120	1,000	1,20,000
				Total	66,50,000

10. MANDATORY REQUIREMENTS FROM TRAINING PARTNER / ORGANIZATION / INSTITUTE / CENTRE TO APPLY

- Training Partner / Organization / Institute / Centre shall submit a Company Profile in PDF or PPT format as per the RFP timeline.
- Training Partner / Organization / Institute / Centre may take THSC affiliation of the respective Training Centre as per THSC affiliation norms after issuance of work order, if not already affiliated.
- Submit financial and statutory documents including GST registration, last three years' balance sheets/financial statements, PAN, bank details and applicable ownership/KYC documents.
- Submit Training Centre photographs and videos demonstrating adequate infrastructure and capacity.
- Submit a signed and stamped undertaking on the organization's letterhead confirming that mobilization, training, assessment, certification, placement support, infrastructure, classroom arrangements, branding, inauguration/convocation, reporting and other assigned activities shall be completed within the project timeline.
- Preference may be given to Training Partners / Organizations / Centres having a presence in the project locations due to the nature and duration of the project.
- Submit a detailed mobilisation and execution plan along with the EOI/proposal.
- Training Partner must have certified trainers and may nominate trainers for approval at a later stage.
- Candidate kits shall be distributed before commencement of the relevant training batches/activities as per the approved specifications and costing.
- Implementation of biometric attendance system at the STT centre, wherever applicable/required by THSC.
- Installation of CCTV cameras at the STT 'Centre, wherever applicable/required.
- Provision of fire extinguishers and other basic safety arrangements at the STT 'Centre.

11. MANDATORY REQUIREMENTS DURING THE PROJECT

- Training Partner / Organization / Institute / Centre shall submit Monthly Progress Report and Monthly Expense Report on company letterhead, supported by original bills/invoices wherever required, and quarterly expense documentation on CA letterhead as prescribed by THSC.
- Submit daily training photographs/videos through the designated drive link, email and/or project communication group, along with daily mobilization/progress updates as required.
- As the CSR project is covered under applicable CSR requirements and the utilization certificate and consolidated reports may be submitted by PIA-THSC, the Training Partner / Organization / Institute / Centre shall submit expense reports and supporting documents without delay for tranche/reimbursement processing.
- Maintain complete candidate-wise records, attendance, assessment, certification and placement/post-placement documentation.
- Ensure all project branding and communication material is used only after approval by THSC/Carlsberg India Ltd., as applicable.
- Support THSC in statutory compliance, audit, monitoring visits, documentation and any due-diligence requirements.

12. PROPOSAL SUBMISSION REQUIREMENTS

- Technical Proposal / Organization Profile.
- Detailed city-wise mobilization and execution plan.
- Training delivery plan and proposed batch calendar.
- Trainer details and credentials.
- Training Centre details, infrastructure photographs and videos for the Lucknow STT component.
- Commercial Proposal with clear line-item costing.
- Statutory and financial documents specified in this RFP.
- Undertaking confirming ability to complete the assigned scope within October 2026 – March 2027.

13. GENERAL TERMS & CONDITIONS

- THSC may seek clarifications or additional documents from the bidder during the evaluation process.
- THSC may conduct due diligence, site verification or discussions with shortlisted bidders before final selection.
- Selection shall be based on technical suitability, implementation capacity, experience, commercial reasonableness and overall fit with the project requirements.
- All activities shall be undertaken in accordance with the approved project plan, THSC requirements and applicable CSR/project compliance requirements.
- Any modification to scope, target, locations, commercial terms or timelines shall be subject to written approval by the competent authority.

End of RFP