

1. BACKGROUND OF INSKEN

Institut Keusahawanan Negara Berhad (INSKEN) is an agency under the purview of Ministry of Entrepreneur Development & Cooperatives (KUSKOP) that offers entrepreneurship development initiatives through its training and coaching programmes.

In line with INSKEN's tagline; "Membangun Usahawan MADANI", INSKEN ensures all programmes conducted are based on industry needs. Programme are executed through smart collaboration with industry practitioners, professionals and government agencies in order to strengthen the national entrepreneurship ecosystem.

Vision

Realizing the National Entrepreneurship aspiration through capacity development of entrepreneurs with outcomes.

Mission

- i) Strengthening the entrepreneurial development ecosystem by measuring outcomes;
- ii) Enhancing entrepreneur's ability to be resilient, competitive and global;
- iii) Encouraging collaborations between Ministries, Agencies and Industries;
- iv) Preparing entrepreneurs to be catalysts and leading in trends and market.

2. SCOPE OF WORK – Rendering of Services for Candidate Evaluation and Assessment for Anugerah Usahawan MADANI INSKEN (AUMI) 2025

INSKEN is soliciting proposals from qualified consultants to provide the services of candidate evaluation and assessment for Anugerah Usahawan MADANI INSKEN (AUMI) 2025 which highlights the achievements of INSKEN alumni since its establishment. This is an effort by INSKEN to showcase effectiveness of its programmes and initiatives consisting of training, coaching and consultancy for local entrepreneurs to scale them up to higher level.

The event will predominantly feature participants who have completed their respective 2025 coaching programmes and AUMI 2025 award winners through rigorous vetting and evaluation based on the specified criteria set. As such, to facilitate the process of identifying the suitable award recipient, INSKEN is sourcing for a reputable consultant with good track record to render the necessary services.

Summary of the consultancy services for the awards are as follows:

No.	Item	Remark
1	Objective	i. To evaluate and assess applications from interested alumnus for the awards. ii. To determine the suitable winner for each category of the awards. iii. To conduct additional assessments, if required.
2	List of Awards	i. <i>Anugerah Usahawan MADANI (5 Awards)</i> Demonstrates entrepreneurial development growth in line with the values of Malaysia Madani. ii. <i>Anugerah Usahawan Gemilang (5 Awards)</i> Symbolizes the journey of an entrepreneur's success from the beginning to becoming a business icon. iii. <i>Anugerah Usahawan Harapan (5 Awards)</i> Provides inspiration to other entrepreneurs to build successful businesses in the future. iv. <i>Anugerah Legasi Usahawan (5 Awards)</i> Recognizing the business journey from inception to its success.
3.1	Scope of Work (SOW)	Phase 1 – Public Application i. Develop the most suitable criteria for each award.

No.	Item	Remark
		ii. Facilitate with promotion of the award to obtain applications. iii. Develop suitable platform or mechanism for applicants to submit their documents. iv. Other relevant scopes that facilitate the application process.
3.2		Phase 2 – Screening and Evaluation i. Conduct due diligence on all submitted documents to ensure it is sufficient for evaluation. ii. Evaluate each application based on the criteria set. iii. Ascertain information provided are correct based on best practices. iv. Develop suitable scoring methods for panellist. v. Conduct on site premise visits to a minimum of 3 finalised nominations. vi. Present to the relevant committee on the finalised nominations for deliberation and identify suitable winners. vii. Authenticate the validity of the business nominated to ensure it is legal and in accordance with local laws. viii. Other relevant scopes deemed necessary.

No.	Item	Remark
3.3		Phase 3 – Winner Selection i. Develop background and summary of each winner for the award ceremony. ii. Certify each winner upon completing the entire selection process. iii. Other relevant scopes deemed necessary.
3.4		Other Necessary Scopes: i. Advise INSKEN's working team on the most suitable approach which adheres to the relevant industrial standards to conduct the necessary processes. ii. If required, to engage with the applicant to ascertain information provided are correct and valid. iii. Attend meetings alongside INSKEN's working team to provide updates on the current status and provide relevant feedback, if necessary. iv. Other relevant scopes deemed necessary.
4	Timeline	Rendering of services to commence immediately upon appointment targeted in August 2025 and the award ceremony is scheduled in December 2025.
5	Consultant's Key	i. To identify a minimum of 3 finalist for further evaluation for each award category.

No.	Item	Remark
	Performance Indicators (KPIs)	ii. To present a minimum of 3 finalist for each category to a designated committee to identify the winner. iii. Certify each winner whilst adhering to industrial standards and best practices.

Table 1: Summary of services required from the appointed consultant.

3. COPYRIGHT OF PRODUCTS AND/OR DELIVERABLES

Industry practitioner(s) shall acknowledge and agree that any products and/or deliverables created for the purpose of this RFP shall be considered as a “work made for hire” and all rights to the said products and/or deliverables shall belong exclusively to INSKEN. Industry practitioner(s) shall be prohibited from disseminating products and/or deliverables developed and funded under this service to other parties without prior written consent from INSKEN.

4. TIMELINE

The RFP process will be conducted as per the schedule below:

No.	Activity	Proposed Dates*
1	Issuance of RFP document	7th August 2025
2	RFP Promotion	11th August 2025
3	Deadline to register for RFP briefing	21st August 2025
4	Briefing on RFP document	22nd August 2025
5	Deadline for submission of proposal (s)	27th August 2025
6	Selection of Service Providers (s)	29th August 2025
7	Proposal Pitching	3rd Sept 2025
8	Appointment of Service Providers (s)	9th Sept 2025
9	Professional work commences	9th Sept 2025 onwards

* Notes: *Subject to change*

Table 2: Timeline of RFP process until appointment

Should the submitter (s) did not receive any response from INSKEN within one (1) month from the submission date, the application is considered to be unsuccessful. INSKEN reserve to hold the proposals submitted for referencing purposes.

CONTENT OF THE PROPOSAL

All proposals must include the following information:

Part A	Company profile & credentials and consultant profiles including team's profile. (Please limit to maximum of 3 pages)
Part B	i. Compliance to Scope of Work as per stipulated in Table 1 for all 3 phases and necessary scopes. ii. Proposed approach to conduct the process from end (application) to end (selection of winner). iii. Proposed industrial standards or best practices to conduct the entirety of the process. iv. Other relevant input deemed important (Please limit to maximum of 5 pages)
Part C	Costing breakdown by components covering consultancy services fee, out of pocket expenses, reports development fee, evaluation fee and other applicable fees. (Please limit maximum 1 page)

Table 3: Content of the RFP document

Total Maximum page for RFP: 9 pages ONLY

The "Sample of Proposal" can be downloaded at the following link, www.insken.gov.my/rfp. Please submit your proposal via online submission using the provided template and email to rfp@insken.gov.my with the header as follows:

- AUMI 2025 Award Consultancy Proposal – xxxxx Sdn. Bhd.

5. REVIEW AND SELECTION

The selection panel will review the proposals based on the following criteria:

NO.	CRITERIA	PERCENTAGE
1	Organisational information Experience of the company and company profile – turnover of the company, manpower and its success stories, recognition (testimony).	20%
2	Consultancy Services Detailed information on the phases, including its technical workflow and scope delivery, as stipulated in Table 1 as per following: • Phase 1 – Public Application • Phase 2 – Screening and Evaluation • Phase 3 – Winner Selection • Other Necessary Scopes	60%
3	Budget Detailed costing and other information to support the proposed scope of works (items to include details such as consultancy services fee, out of pocket expenses, reports development fee, evaluation fee and other applicable fees.	20%
TOTAL		100%

Table 4: Criteria/content framework of the proposal

Only shortlisted provider(s) will be contacted and may be required to present their proposals to the selection panel.

6. ADMINISTRATIVE MATTERS

Companies interested in participating in the Request for proposal (RFP) process **must attend the briefing session as per scheduled in the timeline in Section 4 (Table 2) OR other dates that will be informed by INSKEN.**

In order to register and receive the invitation to the briefing session, please email to rfp@insken.gov.my to register for RFP briefing (refer to **Timeline in Section 4 – Table 2**). Please state your name, company, phone number and mention your interest to attend the briefing session. Invitation or Links to the Zoom / Google Meet session will be given only to registered companies.

INSKEN will not entertain inquiries via email or phone calls. All questions will be answered during the briefing sessions only.

INSKEN reserves the right to accept or reject any or all proposals received, to negotiate with any qualified proposer, or to cancel in part or in its entirety this RFP process if it is in its best interest to do so without giving any reason whatsoever. This RFP does not commit INSKEN to award funding or pay any cost incurred in the preparation of the proposals.

END OF DOCUMENT