

**F. No. PM/1/2019-PMMVY**

**REQUEST FOR PROPOSAL (RFP)**

**For**

**Concurrent Evaluation**

**of**

**Pradhan Mantri Matru Vandana Yojana (PMMVY)**

**Government of India**

**Ministry of Women and Child Development**

**Shastri Bhavan**

**Dr. Rajendra Prasad Road**

**New Delhi-110001**



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## 1. Important dates

<b>S.No.</b>	<b>Event</b>	<b>Deadline</b>
<b>1.</b>	Sharing of RFP Document with the shortlisted Bidders	9 <sup>TH</sup> May, 2019
<b>3.</b>	Last date for Submission of Pre-Bid Queries	13 <sup>th</sup> May, 2019 (4.00 pm)
<b>4.</b>	Pre-Bid Conference	15 <sup>th</sup> May, 2019
<b>5.</b>	Response to Pre-bid Queries/Issue of Corrigendum	17 <sup>th</sup> May, 2019
<b>7.</b>	Last date and time for bid Submission	31 <sup>ST</sup> May, 2019 (4:00PM)
<b>8.</b>	Date and time of opening of bids	31 <sup>ST</sup> May, 2019 (4:30PM)
<b>9.</b>	Date and time of opening of Commercial Bids	6 <sup>th</sup> June, 2019 (11:30 AM)

## 2. Fact Sheet

<b>Key Information</b>	<b>Topic</b>
1.	<p>A Pre-Bid meeting will be held as per the date and time mentioned in “Important Dates” table of this RFP</p> <p>All the queries should be received as per the date and time mentioned in “Important Dates” table through email to <a href="mailto:vc.choudhary@nic.in">vc.choudhary@nic.in</a></p>
2.	No bid document fee payable by any bidder
	EMD of Rupees Five Lakh only in the form of Demand Draft OR Bankers Cheque OR Bank Guarantee.
3.	<p>Bidders must submit one sealed envelope containing two separate sealed envelopes as under:</p> <p><b>Original and one duplicate hard copy and one non-editable CD of Technical Bid</b></p> <p><b>One original Financial Bid</b></p>
4.	Bid should be submitted in English language only
5.	<p>The Proposal should be submitted to the addressee:</p> <p>The Under Secretary (PMMVY)</p> <p>Ministry of Women &amp; Child Development,</p> <p>Room Number 621, ‘A’ Wing, Shastri Bhavan,</p> <p>Dr. Rajendra Prasad Road, New Delhi-110001</p> <p>Tele: 011-011-23388513</p> <p>Email: <a href="mailto:vc.choudhary@nic.in">vc.choudhary@nic.in</a></p>
6.	Proposal must be submitted not later than the date and time mentioned in “Important Dates” table

7.	Proposal must remain valid for 90 days from the closing date of submission of bid
8.	Consortium is permissible. However, the distribution of work and resources between the consortium partners should be clearly highlighted in the proposal. MoWCD will interact with the lead partner.

### 3. Letter of Invitation

For and on behalf of the  
President of India,  
Secretary, Ministry of  
Women & Child  
Development Govt. of India  
having its office at 6th  
Floor, Shastri Bhawan, New  
Delhi invites tenders valid  
up to <Date>. From  
tenderes who meet the  
qualification criteria laid  
down in Section ----. The  
Tender enquiry documents  
will be available on official  
website  
([www.mwcd.gov.in](http://www.mwcd.gov.in)) and on  
<https://eprocure.gov.in> as  
per date mentioned under  
Section ---. The information  
regarding mode of  
submission as well as the  
date and time of opening of  
tenders at MWCD is  
available at Section – of

RFP document.

- a. Any contract that may result from this competitive public procurement process will be issued for a term up to 6 Months“the Term”).
  
- b. Proposals must be received in the office of the addressee of MoWCD on or before the bid submission closing date and time mentioned in the Important Dates. Proposals that are received after the deadline SHALL NOT be considered in this procurement process.



#### 4. List of abbreviation

ABBREVIATION	EXPLANATION
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
CAPI	Computer-Assisted Personal Interviewing
CAS	Common Application Software
DAC	Development Assistance Committee
DBT	Direct Benefit Transfer
EMD	Earnest Money Deposit
JV	Joint Venture
LGD	Local Government Directory
MIS	Management Information System
MWCD	Ministry of Women and Child Development
OPE	Out of Pocket Expenses
PMMVY	Pradhan Mantri Matru Vandana Yojana
PFMS	Public Funds Management System
PRI	Panchayati Raj Institution
PW &LM	Pregnant Women and Lactating Mother
RFP	Request for Proposal
SHG	Self Help Group
TOR	Terms of Reference
UT	Union Territory
UNEG	United Nations Evaluation Group

## 5. Project Background and Context

Ministry of Women and Child Development, as the nodal Ministry for holistic development of women and children, is administering a number of women and child centric schemes and programs in the country. These schemes and programs cover welfare and support services, training for employment and income generation, awareness generation and gender sensitization and also involve Direct Benefit Transfer (DBT).

One of the schemes which MoWCD is implementing in DBT mode is the Pradhan Mantri Matru Vandana Yojana (PMMVY). PMMVY is a Centrally Sponsored Scheme under which the grant-in-aid is being released to States/UTs in cost sharing ratio between the Centre and the States & Union Territories (UTs) with Legislation 60:40, for North-Eastern States & Himalayan States, it is 90:10 and 100% for Union Territories without Legislation.

Some of the salient points of the scheme are:

- i. The aim of scheme is to provide partial compensation for the wage loss in terms of cash incentive (₹ 5,000/-) so that the woman can take adequate rest before and after delivery of the first child.
- ii. All eligible Pregnant Women for first living child of the family are entitled for benefits under the scheme.
- iii. The Budget allocation for the financial year 2017-18 under PMMVY was ₹ 2700.00 Crore and ₹ 2400.00 Crore for 2018-19. Budget Allocation for the Financial Year 2019-20 is Rs.2500.00 Crore.
- iv. Tentative Annual Target of the scheme is 51.70 lakh beneficiaries.
- v. Against this target, the scheme has already reached out to approx. 75.00 Lakh beneficiaris (by end of February 2019).
- vi. Further, incentive of (₹ 5,000/-) has been disbursed to approx. 62.00 Lakh beneficiaries (by end of February 2019).
- vii. The scheme is implemented by State Women and Child Development Departments in 26 States and UTs. The end service delivery point is an Anganwadi Centre.
- viii. The scheme is implemented by Health and Family Welfare Departments in 10 States and UTs. The end service delivery point is an ASHA through Public Health Centre in the Health States. The name of the 10 Health States and UTs are (1) Andhra Pradesh, (2) Chandigarh, (3) Dadra and Nagar Haveli, (4) Daman & Diu, (5) Maharashtra, (6) Meghalaya, (7) Tamil Nadu, (8) Telangana, (9) Uttar Pradesh and (10) West Bengal.
- ix. The list of implementing departments in 33 states and UTs is provided in Annexure 1.
- x. Three states viz. Tamil Nadu, Telangana and Odisha will be excluded from the study. States of Telangana and Tamil Nadu have started the co-branded scheme, i.e. PMMVY and their

respective State Maternity Benefit Scheme recently. State of Odisha is yet to co-brand PMMVY with their State Maternity Benefit Programme.

- xi. The scheme activities are being carried out in a mission mode throughout the country and the implementation is being monitored by the highest authority in order to ensure its success.

PMMVY Common Application Software (CAS) has been successfully rolled out in the entire country and the complete process of the beneficiary registration, verification, approval at various stages and final payment is managed through PMMVY-CAS, which is a centralized web based software that has designed and developed for this specific purpose. The PMMVY-CAS solution addresses end to end DBT processing for the PMMVY Scheme, inclusive of interfaces to PFMS (Public Funds Management System) for fund transfer and Aadhaar repository for demographic authentication of the beneficiary. The central web-based software solution is compliant with the requirements of the scheme and is the first application in the country to comprehensively implement the LGD (Local Government Directory) for reporting and Management Information System (MIS).

The PMMVY-CAS solution features are highlighted below:

- i. Comprehensive end-to-end DBT solution
- ii. Flexibility to be implemented by the Department opted in the State/UT level (WCD/ Social Welfare or Health)
- iii. Integrated with Aadhaar Authentication Agency for demographic Aadhaar authentication and PFMS for Bank/Post Office account validation and Aadhaar seeding confirmation from NPCI
- iv. Facility to export data to DBT Bharat Portal
- v. Aligned with LGD (Local Government Directory) codes
- vi. All scheme conditionality verified by software application
- vii. Permits migration of beneficiaries anywhere in India
- viii. Permits beneficiary to avail benefits over multiple pregnancies. Availing benefits over multiple pregnancies is allowed only in case if first pregnancy is not completed.
- ix. Comprehensive reports, dashboards and Migration

Please refer to Annexure 2 for more details about PMMVY-CAS.

### I. Objectives and conditionalities of PMMVY

The objectives of the scheme are (a) supplementing the nutritional requirements of women during pregnancy and lactation (b) providing partial compensation for the wage loss in terms of cash incentives so that the woman can take adequate rest before and after delivery of the child and (c) promoting improved health seeking behavior amongst the Pregnant Women and Lactating Mother (PW&LM). The scheme also contributes towards “reduction of low birth weight babies”.

The scheme conditionalities and incentive is mentioned in the table below:

<i>Instalment</i>	<i>Conditionalities</i>	<i>Amount</i>
<i>First</i>	Early registration of pregnancy	₹1,000
<i>Second</i>	Received at least one Antenatal Care check-up (can be claimed after 6 months from pregnancy)	₹2,000
<i>Third</i>	Child birth is registered Child has received first cycle of BC, OPV, DPT and Hepatitis-B or its equivalent/ substitute	₹2,000

## II. Current Status

As of February 2019, all the States/UTs have been successfully on-boarded onto the system and have started enrolling beneficiaries using PMMVY-CAS. However, 2 States, viz. Tamil Nadu and Telangana have been permitted to implement their state-specific maternity benefit schemes jointly with the PMMVY. State of Odisha is yet to co-brand the PMMVY with their State Maternity Benefit Programme. These states will be excluded from the study.

As on 30<sup>th</sup> April 2019, more than 2800 Crores have been disbursed across India to over 86.88 Lakhs beneficiaries. Some of the statistics of the PMMVY scheme is in the below tables:

<i>Particulars</i>	<i>Count</i>
<i>Districts On Boarded</i>	717
<i>Field Functionaries in PMMVY CAS</i>	10,68,580
<i>Beneficiaries Enrolled</i>	47.91 Lakhs Will update as on 30 <sup>th</sup> April.
<i>Beneficiaries Paid</i>	37.08 Lakhs
<i>Applications Received</i>	98.73 Lakhs

<i>Applications Paid</i>	46,93,285
<i>Payments Made</i>	₹ 7,13,14,21,000

The status of implementation of PMMVY is depicted in the table below:

<b>(By end of February 2019)</b>				
<i>STATE/UT</i>	<b>Districts</b>	<b>CDPOs</b>	<b>Field Functionaries (AWW/ASHA)</b>	<b>Beneficiaries Enrolled</b>
<i>ANDAMAN AND NICOBAR ISLANDS</i>	3	5	715	2,994
<i>ANDHRA PRADESH</i>	13	1,447	38,401	574,652
<i>ARUNACHAL PRADESH</i>	20	98	5,673	5,895
<i>ASSAM</i>	33	248	58,573	124,343
<i>BIHAR</i>	38	556	79,259	328,753
<i>CHANDIGARH</i>	1	18	186	10,450
<i>CHHATTISGARH</i>	27	223	49,320	213,258
<i>DADRA AND NAGAR HAVELI</i>	1	13	305	3,582
<i>DAMAN AND DIU</i>	2	6	86	2,015
<i>DELHI</i>	11	95	10,951	79,777
<i>GOA</i>	2	15	1,257	8,229
<i>GUJARAT</i>	33	336	52,500	354,658
<i>HARYANA</i>	22	148	25,961	237,096
<i>HIMACHAL PRADESH</i>	12	79	18,926	86,055
<i>JAMMU AND KASHMIR</i>	22	148	27,003	72,891

<i>JHARKHAND</i>	24	224	38,270	220,126
<i>KARNATAKA</i>	30	205	65,914	443,605
<i>KERALA</i>	14	258	33,117	241,083
<i>LAKSHADWEEP</i>	1	1	107	518
<i>MADHYA PRADESH</i>	51	453	96,740	971,724
<i>MAHARASHTRA</i>	36	679	60,855	629,237
<i>MANIPUR</i>	16	50	11,501	8,341
<i>MEGHALAYA</i>	11	325	8,420	2,553
<i>MIZORAM</i>	8	27	2,244	10,363
<i>NAGALAND</i>	11	60	3,893	2,376
<i>ODISHA</i>	30	338	72,588	7
<i>PUDUCHERRY</i>	4	7	849	8,313
<i>PUNJAB</i>	22	163	26,409	168,039
<i>RAJASTHAN</i>	33	304	61,753	667,730
<i>SIKKIM</i>	4	12	613	3,915
<i>TAMIL NADU</i>	32	527	10,198	172,150
<i>TELANGANA</i>	31	608	21,248	194
<i>TRIPURA</i>	8	56	9,818	19,008
<i>UTTAR PRADESH</i>	75	1,096	1,60,642	1,278,692
<i>UTTARAKHAND</i>	13	105	19,838	67,249
<i>WEST BENGAL</i>	23	492	10,223	340,471

## 6. Evaluation Purpose and Scope of Work

In-line with the programme objectives, a concurrent evaluation (herein after referred to as evaluation) is planned during the second year of project implementation<sup>1</sup>. The purpose of the evaluation is to provide an independent assessment of performance against the **processes, intermediary outputs**, and provide recommendations to take remedial action where the programme might not be on track. The evaluation will take a learning approach and will examine the relevance of the project's objectives, how the project activities have proved efficient and effective, and the extent to which the project has achieved its planned objectives and whether the project is likely to sustain the envisaged behaviour change among target population. Finally, the evaluation findings and lessons learned will be used to inform the implementation of the scheme in subsequent years. The study will contribute to results-based management through a participatory approach that documents results achieved, challenges to progress, and contributions to the creation of a more conducive environment for Women and child development. The proposed methodology shall employ results-oriented approach and integrate principles of human rights and gender equality into the evaluation.

1. **Process Evaluation:** The process evaluation will summarize the state of implementation of the program and also report on bottlenecks based on program implementation experience. Also, it will be helpful for understanding convergence across Government Departments in implementation of the Scheme.
  - a) What is variation in the level of implementation of the PMMVY in different States and UTs, based on availability of technology, banking infrastructure or any other crucial factor?
  - b) How soon are the beneficiaries being identified and registered under the Scheme with respect to her Last Menstrual Period (LMP) date?
  - c) How much delay is there in the receipt of essential health services linked to different installments and then after payment of installments after fulfillment of set conditions?
  - d) Access to money transferred to the Aadhar linked bank accounts depends on the proximity to banks.
  - e) What is the status and timeliness of Cash-out of PMMVY money?
  - f) What are the challenges in timely withdrawal of cash transferred under the Scheme?
  
2. **Evaluation of Awareness and Behavioural Changes:** The awareness about the Scheme and its detailed contours like eligibility, installments and conditionality linked to installments amongst beneficiaries, frontline workers and supervisory staffs are essential for effective

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<sup>1</sup>The scheme was launched on 01 September 2017 and the scheme came into effect from 01 January, 2017



implementation of the Scheme. Also, behavioural change on health seeking behaviours and use of money transferred under the Scheme is crucial to determine its success. These two aspects need rigorous evaluation

3. Evaluation of Immediate outputs: The following key questions may be addressed:
  - a. What difference does the cash transfer makes in consumption patterns and food intake? Is there any difference in the dietary diversity of beneficiaries compared with eligible non-beneficiaries?
  - b. Have the demand for and/or uptake of health services improved (those linked with conditionality) amongst PMMVY beneficiaries.

### I. Suggested Evaluation Questions

Within the framework of the programme, and borrowing from the OECD/DAC criteria<sup>2</sup> and the United Nations Evaluation Group (UNEG) guidelines<sup>3</sup>, the evaluation will mainly focus on relevance, effectiveness, and efficiency. The study will build on the following research questions:

#### RELEVANCE

- i. Are the project objectives and interventions relevant to the development needs of the country?
- ii. Is the programme relevant to the needs and priorities of the targeted beneficiaries?
- iii. Did the project benefit from available knowledge and evidence (e.g. the experience of IGMSY) during its design and implementation?
- iv. Has social and economic inclusion been integrated into the implementation arrangements?

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<sup>2</sup>Organisation for Economic Co-operation and Development. DAC Criteria for Evaluating Development Assistance. Paris. Available from <http://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm>

<sup>3</sup>United Nations Evaluation Group (2014). Integrating Human Rights and Gender Equality in Evaluations. New York. Available from <http://www.uneval.org/document/detail/1616>

## EFFECTIVENESS

To what extent have the planned results of the project been attained both in quantitative and qualitative terms?

- i. How effective has been the implementation in terms of beneficiary identification, screening, enrolment to timely delivery of benefits?
- ii. How effective have the management arrangements been in the delivery of the project so far?
- iii. Assess the availability and adequacy of PMMVY resources (staff, infrastructure and fund) including vacancy situation
- iv. How effective has been the project IEC strategy – awareness about the scheme, reach and retention of messages?
- v. How effective is the quality as well as duration of capacity building of PMMVY staff?
- vi. From the beneficiaries’ perspective, is the project likely to achieve the expected outcome? Why?
- vii. Are there any factors which prevent or support target beneficiaries from accessing the services?

## EFFICIENCY

- i. Are inputs provided, or made available in time to implement activities? (Ex: timeliness of providing incentives, resolution of queries)
- ii. Are all programme systems/ procedures clearly understood and do they facilitate the implementation of the scheme?
- iii. What other factors help account for project efficiency of performance?
- iv. To date have inputs been delivered on time, and outputs achieved on time?
- v. What is the impact of DBT mode of payments (Ex: Benefit in terms of reducing the delays in payments to beneficiaries; benefit to the stakeholders involved in making the payments (maker/ approver of payments); empowering the women in getting the payments directly into their bank/Post office accounts; etc)

## 7. Methodology and tools for evaluation

### 7.1 Methodology

MWCD is proposing a mixed method approach, involving quantitative surveys, in depth interviews and group discussions, and review of records. MWCD would also like the selected agency to consider developing case studies of success stories. The case studies should be captured at various locales and level of implementation. Evaluation methods and tools will be discussed during the briefing

meetings with selected agency at the beginning of the assignment. The project inception report will assess the evaluability of the project, present initial findings from secondary research and elaborate upon the evaluation methods to be used. These may include, but are not restricted to, a mix of qualitative and quantitative methods such as:

- i. Desk review, including major project documents such as the scheme guideline, PMMVY-CAS manual, Annual report of MoWCD, program data;
- ii. Analysis of interviews with key stakeholders;
- iii. Evaluability analysis;
- iv. Stakeholder analysis;
- v. Surveys / questionnaires; and
- vi. Case studies

Triangulation between various data sources and methods will be used to ensure the reliability and consistency of data collected. A detailed statement of the evaluation methods to be used for conducting the evaluation must be included in the proposal.

## 7.2 Sampling Framework

The sample selection for the quantitative assessment should follow a stratified random sampling procedure, with emphasis on representation from tribal and non-tribal districts, urban as well as rural areas, poor performing as well as high performing districts, etc. The AWC/ASHA must be the sampling unit for selection. The evaluation must cover every State/UT and District (excluding Telangana, Tamil Nadu and Odisha) where the scheme has been rolled out and the sample must be statistically valid for estimating impact among PWs and LMs separately for every State/UTs.

Quantitative data collection must be through Computer-Assisted Personal Interviewing (CAPI) and as an output, the raw data as well as transcripts and recording of all qualitative interviews (wherever permitted) must also be submitted to the Ministry. Case studies have to be accompanied with Comprehensive Videography and/or Photo documentation.

Three things have to be considered while developing the sampling, viz.

- i. Any large sample requires a cluster sampling approach. Here, the clusters would be the field functionaries, i.e. they will be selected first and under them, the beneficiaries would be selected
- ii. The sample spread should have a wide coverage, ensuring different sub-regions are covered adequately to have a proper representation of the ground situation, the sample should not be biased in selecting only from locations with high concentration of beneficiaries; and
- iii. The sample within a state has to be statistically valid for projecting to the universe of beneficiaries within that state, but, states with greater heterogeneity on the ground in terms of population composition should carry a larger sample than states that are smaller/are more homogenous.

- iv. Since, the scheme has reached out to approx.75.00Lakh beneficiaries, MWCD expects the study to be carried out with a minimum sample size of **75000 (including 20% of non-beneficiaries)**. Please note that this is the **recommended minimum sample size** and the bidder is free to propose a statistically valid sample size keeping in mind the clusters, non-response rate and power of the sample.

It may be noted that as mentioned in the preceding paragraph 75 million mothers have been benefitted under PMMVY. The evaluation wants to cover maximum mothers (including eligible mothers who have not been covered) and hence a 01 percent of the total beneficiary population, i.e 75,000 has been estimated to be appropriate for representative results.

## 8. Areas of Inquiry

Some areas of inquiry across various respondent groups are mentioned below. Agencies are encouraged to build upon these and clearly spell out the questions for various stakeholders identified at this stage. The same shall be elaborated while preparing the tools for evaluation.

<i>Stakeholders</i>	<i>Areas of Inquiry</i>
<i>SNO</i>	<ul style="list-style-type: none"> <li>i. Barriers in implementing and monitoring the programme</li> <li>ii. Barriers in creating awareness at State level</li> <li>iii. Status of Fund availability from Centre. Timely usage of funds</li> <li>iv. Recommendations in the existing system to cut down payment processing and crediting time</li> <li>v. Ownership at State/UT level</li> <li>vi. Training/ Capacity building of staff</li> <li>vii. Manpower / Vacancy at State level</li> <li>viii. Best Practices of State</li> </ul>
<i>DNO/CMHO</i>	<ul style="list-style-type: none"> <li>i. Barriers in implementing and monitoring the programme</li> <li>ii. Barriers in creating awareness at District level</li> <li>iii. Status of Fund availability from State. Timely usage of funds.</li> <li>iv. Ownership at district level</li> <li>v. Training/ Capacity building of staff</li> <li>vi. Manpower / Vacancy at District level</li> <li>vii. Best Practices of District</li> </ul>
<i>CDPO/MO</i>	<ul style="list-style-type: none"> <li>i. Awareness about the scheme</li> </ul>

	<ul style="list-style-type: none"> <li>ii. Attitudinal and behavioral barriers</li> <li>iii. Extent of involvement with the scheme</li> <li>iv. Fund availability from District to spend under IEC / Capacity Building / Others?</li> <li>v. Any innovativeness to create awareness and motivate people for availing the benefit of the Scheme</li> </ul>
<i>LS/ANM</i>	<ul style="list-style-type: none"> <li>i. When she was last trained on PMMVY? Refresher training?</li> <li>ii. Did she attend any workshop regarding PMMVY?</li> <li>iii. Has she received any capacity building program for AWW/ASHA? Frequency of the program.</li> <li>iv. Extent of involvement with the scheme</li> </ul>
<i>AWW/ASHA</i>	<ul style="list-style-type: none"> <li>i. How did you get to know about the Scheme?</li> <li>ii. Did you get any training?</li> <li>iii. What do you talk with the eligible beneficiaries when you meet them?</li> <li>iv. Do you have any IEC material to carry with you while visiting the beneficiaries?</li> <li>v. Is there any issue in reporting and updating the JSY beneficiaries into PMMVY-CAS software</li> </ul>
<i>Pregnant Women</i>	<ul style="list-style-type: none"> <li>i. Are you aware of the Scheme?</li> <li>ii. Whom do you need to take permission from (Father in Law, Mother in Law, Husband, Others, No one) for availing the benefits of the scheme?</li> <li>iii. List all positive healthy practices that she is practicing.</li> </ul>
<i>Lactating mothers</i>	<ul style="list-style-type: none"> <li>i. From where did you get the information about the scheme?</li> <li>ii. How did you use the monetary benefit of the Scheme? Specify</li> <li>iii. Do you think the incentive had an impact on your health and the health of your baby?</li> </ul>
<i>Newlywed women</i>	<ul style="list-style-type: none"> <li>i. Whose permission would you require (Father in Law, Mother in Law, Husband, Others, No one) for availing the benefit of the Scheme.</li> </ul>
<i>Husband</i>	<ul style="list-style-type: none"> <li>i. Who will decide about how to spend the money your wife would receive?</li> <li>ii. How a husband can contribute in the birth of a healthy baby?</li> </ul>

<p><i>Mother in Law/ Father in Law</i></p>	<ul style="list-style-type: none"> <li>i. How do you take care of your pregnant daughter-in-law?</li> <li>ii. What advice do you give to her for taking care of herself?</li> <li>iii. Are you aware of any scheme for Maternity Benefit?</li> <li>iv. Question regarding relation between healthy mother and healthy child?</li> </ul>
<p><i>Community ( Teachers, PRI members, local health service providers, SHGs)</i></p>	<ul style="list-style-type: none"> <li>i. Do you know about the Scheme?</li> <li>ii. Efforts taken by community members for creating awareness and supportive care system for the pregnant Women &amp; Lactating Mothers?</li> <li>iii. Type of support provided as part of community support to PW and LM?</li> </ul>

## 9. Deliverables

The broad Area of Work for the selected Agency/Firm shall be:

- i. Finalize the methodology and design for evaluation in consultation with MoWCD.
- ii. Develop mobile application and other technology based survey infrastructure.
- iii. Hiring and training of staff for conduct of evaluation.
- iv. Physical conduct of Survey and Qualitative interactions
- v. Data Analysis
- vi. Prepare Evaluation report
- vii. Any other activity as per the requirement of MoWCD relevant to the scope of the engagement

### EXPECTED RESULTS AND TIMEFRAME

#### I. Deliverable 1-Inception Report with Annotated Table of Contents

As a logical result of the completion of the desk review it is expected that the Evaluation Team will submit an inception report, which will contain evaluation objectives and scope, description of evaluation methodology, data collection tools, data analysis methods, key informants/agencies, evaluation questions, performance criteria, issues to be studied, work plan and reporting requirements.

The current proposal should include an analysis of the envisaged risks encountered during the evaluation process with a mitigation plan. This would be expanded along with a strategy for

communication/dissemination of the inception report. The Inception Report will be built on desk research and early interviews.

After the Inception Report has been approved by the Ministry, the service provider should provide the Evaluation Unit an Annotated Table of Contents of the Evaluation report, for discussion. It should outline the main structure of the report and key themes for in-depth study.

Please note that the inception report should include the following:

- i. Sampling plan
- ii. Detailed work Plan
- iii. Study tools
- iv. CVs of Key Resources
- v. Mobile application for data collection along with other technology based survey infrastructure

## II. Deliverable 2- Draft Evaluation Report

In-line with the methods outlined in the Inception report and the Annotated Table of Contents, the draft evaluation report will be submitted to MoWCD for comments.

- i. The draft evaluation report will be subject to comments by key stakeholders, and the comments will be addressed accordingly.
- ii. An audit trail, detailing how the report has or has not addressed stakeholder comments and why, will also be submitted.
- iii. Please note that the raw and cleaned datasets along with the output tables shall be handed over to MoWCD after the survey.
- iv. Transcripts of all key informant interviews and FGDs shall be shared with MoWCD after the field work is completed.
- v. Geo tagging of data to verify physical presence of interviewer and for ease of presentation of Data on Map is mandatory and needs to be shared with MoWCD

## III. Deliverable 3-Presentation

A presentation of the draft report will be convened by MoWCD immediately after submitting the draft report.

## IV. Deliverable 4-Final Evaluation Report and Learning Note

In agreement with MoWCD, a final report should be submitted after having addressed the comments of stakeholders. For communication purposes, an Evaluation Learning Note, focusing on key learning issues generated by the evaluation, should be submitted.

Format of the final evaluation report shall include the following chapters:

1. Executive Summary (maximum five pages)
2. Program description
3. Evaluation purpose
4. Evaluation methodology
5. Findings
6. Lessons learnt
7. Recommendations and Annexes (including interview list, data collection instruments, key documents consulted, Terms of Reference). The agency needs to provide evidence/feedback to highlight current bottlenecks and recommend action points for enhancing effectiveness of the Scheme in areas like:
  - Implementation mechanism (work flow, outreach by field workers, supervision etc.)
  - Documentation required at different stages and time taken
  - Conditionality
  - PMMVY-CAS application
  - Behavioural change and counselling
  - Grievance redressal
  - Fund transfers/ bank issues
  - Capacity development of field workers and supervisors

## 10. Intellectual Property Rights

- 1.1. Auxiliary Material This clause does not affect the ownership of the Intellectual Property Rights in any Auxiliary Material.
- 1.2. Third Party Material The Consultant must obtain all necessary copyright and other Intellectual Property Right permissions before making any Third Party Material available as Auxiliary Material for the purpose of this Contract
- 1.3. Ministry ownership of Intellectual Property Rights in Contract Material
  - i. All Intellectual Property Rights in the Contract Material vest in the Ministry.



- ii. Unless otherwise specified, to the extent that: the Ministry needs to use any of the Auxiliary Material provided by the Consultant to receive the full benefit of the Services (including the Contract Material), the Consultant grants to, or must obtain for, the Ministry a world-wide, royalty free, nonexclusive licence (including the right to sublicense) to use, reproduce, adapt, modify and communicate that Auxiliary Material; the Consultant needs to use any of the:
- iii. Ministry Material; or Contract Material, for the purpose of performing its obligations under this Contract, the Ministry grants to the Consultant, subject to any conditions or restrictions, a world-wide, royalty-free, non-exclusive, non-transferable licence (including the right to sublicense) to use, reproduce, adapt, modify, distribute and communicate such Material solely for the purpose of providing the Services.
- iv. The licence granted to the Ministry under clause ii does not include a right to exploit the Auxiliary Material for the Ministry's commercial purposes

## 11. Confidentiality of data

During the course of discharge of its duties as Consultant, the agency and its employees assigned for the project may have access to sensitive personal information of the beneficiaries of DBT schemes of the Ministry, including their name, date of birth, Aadhaar number, mobile number, bank account number, etc. unauthorized disclosure and misuse of which may cause irreparable damage to the life and property of the beneficiaries. The Consulting Agency shall be required to sensitize the employees about the need of maintaining absolute data secrecy and take every possible step to ensure that the beneficiary data including demographic details, either in paper form or in digitized form, are not misused, not published online, not put in public domain and not transmitted in such digital form which can be intercepted or searched through internet search engines. In other words, the Consulting Agency shall be wholly and irrevocably responsible for

maintaining absolute data secrecy in accordance with provisions of the Aadhaar Act, 2016 and the Information Technology Act, 2000 and any other law of the land for data privacy. Any violation shall be dealt with strictly as per law.

## 12. Timeframe

The implementation period of the evaluation will cover a tentative period between 1<sup>st</sup> August, 2019 and 31<sup>st</sup> January, 2019. Within this period, the estimated 133 work days would be required over a period of six months. Details of the timeframe and deliverables, as well as duration and an estimated number of work days are provided in the below table:

<i>Deliverables</i>	<i>Duration</i>	<i>Estimated number of workdays</i>
<i>Service Provider completes initial round of desk research and preliminary review of documentation to determine the evaluability of the project, including initial interviews to determine methodology. At the end of this period, the Service Provider submits a <b>Draft Inception Report</b></i>	<b>2 Weeks</b>	<b>12</b>
<i>MoWCD circulates the Draft Inception Report to all stakeholders for comments. Feedback and comments are sent to the agency.</i>	<b>1 Week</b>	
<i>Service Provider answers questions, provides justifications, and/or incorporates changes into the Inception Report. At the end of this period the Service Provider submits the <b>Final Inception Report</b></i>	<b>1 Week</b>	<b>6</b>
<i>The Service Provider implements agreed methodology in the <b>Inception Report</b> (interviews, data collection, field visits, and</i>	<b>10 Weeks</b>	<b>70</b>

<i>survey/ questionnaires). At the end of this period, the Service Provider sends an Up-date to the MWCD on collected findings.</i>		
<i>Service Provider completes the write-up of the Evaluation Report. At the end of this period, the Service Provider submits the Draft Evaluation Report</i>	<b>4 Weeks</b>	<b>30</b>
<i>MoWCD reviews the Draft Evaluation Report to ensure its conformity with the TOR and quality requirements and shares feedback with agency</i>	<b>2 Weeks</b>	
<i>Service Provider answers questions, provides justifications, and/or incorporates changes into the Evaluation Report. At the end of this period the Service Provider submits the Final Evaluation Report</i>	<b>2 Weeks</b>	<b>14</b>
<i>Approval of final report</i>	<b>1 Weeks</b>	
<i>Final Presentation by agency to MWCD</i>	<b>1 Week</b>	<b>1</b>
<b>Total</b>	<b>24 Weeks</b>	<b>133 Days</b>

It should be noted that the above timeframe is tentative; it is only to provide an indication as to the amount of time that should be expected for each step. It should be understood that if more or less time is required for any of the above steps; it will be discussed between the Evaluation Service Provider and MoWCD.

**The agencies are requested to prepare their overall work plan and field plan in consonance with the Timeframe given above.**

### 13. Project Location & Travel

Given the nature of the engagement, it is necessary for the team members to travel outside Delhi or their base locations to various States/UTs. The selected agency would be required to share their field visit plan with MoWCD in advance, so that necessary coordination and facilitation with States/UTs can be done.

## 14. Evaluator Competencies

The agency and team members should have the following characteristics:

- i. Extensive experience in carrying out surveys and evaluations of complex, multi-faceted development programmes
- ii. Experience in tracking, planning, monitoring and evaluation of development programmes
- iii. An understanding of key issues related to the delivery of services
- iv. Comprehensive understanding of DBT and how maternity benefits are delivered
- v. Experience and understanding of maternal and child nutrition and health issues in the country
- vi. Relevant knowledge of government systems and processes
- vii. Expertise with community and development processes, in rural and urban areas
- viii. Excellent communication skills in English, Hindi, and other relevant local languages
- ix. Demonstrable ability to simplify technical writing, extracting and emphasizing key points for a designated target audience
- x. Understanding of MoWCD's mandate and function in India

The proposal should clearly articulate the implementation plan to conduct the evaluation. Key personnel, their designated responsibilities and person days budgeted for each designated activity should be clearly delineated in the implementation plan / work plan as per the format given below. The same would be evaluated in relation to the methodology suggested for conducting the evaluation.

The team leader and key team members should have the following qualifications:

S.No	Role	Experience and Qualification
1.	Team Leader	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Minimum Masters in Statistics/Economics/Social Sciences/Social Work/Management</li> <li>• Minimum 12 years of experience in leading evaluations/tracking/planning/monitoring of complex, multi-faceted development programmes</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Good understanding of key issues related to the delivery of services</li> <li>• Relevant knowledge of government systems and processes</li> <li>• Expertise with community and development processes,</li> </ul>

		<p>especially in rural areas</p> <ul style="list-style-type: none"> <li>• Demonstrable ability to simplify technical writing, extracting and emphasizing key points for a designated target audience. <b>Please share one similar report where the team leader has anchored the evaluation.</b></li> <li>• Understanding of MoWCD mandate and function in India</li> <li>• Excellent analytical skills and communication skills.</li> </ul>
2.	Nutrition Expert	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Minimum Post-graduate degree in Public Health/Nutrition</li> <li>• Minimum 10 years of experience of working on maternal and child health/ nutrition issues</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Good understanding and experience of evaluations</li> <li>• Experience in conducting and leading similar studies</li> </ul>
3.	Communication Expert	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Minimum Post-graduate degree in Communication Studies, Social sciences or international Development</li> <li>• Minimum 10 years of experience of working in assessing communication campaign/strategy and related areas</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Sound knowledge of and/or experience with mainstreaming gender equality to policies/programming/development, and human rights based approaches</li> <li>• Excellent analytical skills and communication skills</li> <li>• Demonstrated excellent report writing skills in English.</li> </ul>
4.	DBT/ Financial Inclusion Expert	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Minimum Post-graduate degree in Management/ M.Tech</li> <li>• Minimum 5 years of experience of working in DBT Project/ studies and a good understanding of issues related to benefit transfer</li> </ul> <p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• Good understanding of financial inclusion and how technology can be leveraged to attain financial inclusion</li> </ul>
5.	Core Team members	<ul style="list-style-type: none"> <li>• Minimum 10 years working experience in Statistics/Economics/Social Sciences/ Social Work/</li> </ul>

<p>( The team would comprise of professionals who are expected to act as zonal coordinators)</p>	<p><b>Management field</b></p> <ul style="list-style-type: none"> <li>• Experience in conducting similar studies</li> <li>• Sector Experience –Public health and Nutrition</li> <li>• Experience in assessing institutional capacities on gender</li> <li>• Excellent analytical skills and communication skills.</li> <li>• Post-graduate degree in public health, social sciences, international development.</li> </ul>
<p>6. Field investigators and supervisors</p>	<ul style="list-style-type: none"> <li>• 3-5 years of experience in carrying out surveys</li> <li>• Well aware of data collection, quality control and triangulation methods</li> <li>• Preference would be given to candidates knowing local language.</li> </ul> <p>(Please mention the gender balance among field personnel’s; a proper flow chart to explain the survey management and data collection process along with quality control mechanism in your proposal. The efficiency of field personnel per day should be mentioned in the proposal)</p>

## 15. Payment

Bidder shall be paid as per the payment schedule and terms and conditions mentioned in this section.

<i>Deliverables</i>	<i>Payment Milestone ( In Per cent)</i>
<i>Upon approval of Inception Report</i>	30
<i>Upon approval of draft report along with case study booklet</i>	30
<i>Upon approval of final report and case study booklet ( Bill to be submitted after 60 Days from approval of the draft report)</i>	20
<i>Final Presentation by agency to MWCD</i>	10
<i>Acceptance of the report along with case study and recommendations by MWCD</i>	10

## 16. Payment terms and conditions

- i. Applicable service tax/ GST/ any other tax would be paid as per the prevalent rates on the date of invoicing.
- ii. The financial bid submitted by the Bidder must be in conformity with the payment terms proposed by Ministry. Any deviation from the proposed payment terms would not be accepted. Ministry shall have the right to withhold any disputed payment due to the Bidder, in case of delays or defaults on the part of the Bidder. Such withholding of disputed payment shall not amount to a default on the part of Ministry. The bill of services is divided in different areas and the payment would be linked to delivery and acceptance of each area.
- iii. Any objection / dispute to the amounts invoiced in the bill shall be raised by Ministry within reasonable time from the date of receipt of the invoice. Upon settlement of disputes with respect to any disputed invoice(s), Ministry will make payment within sixty (60) Working Days or a reasonable time as considered by the Ministry, of the settlement of such disputes.

## 17. Termination

### 17.1 Termination and reduction for convenience

- i. The Ministry may, at any time, by a prior written notice of 30 days, terminate the Contract under this RFP or reduce the scope of the Services.
- ii. On receipt of a notice of termination or reduction the Consultant must stop work as specified in the notice; take all available steps to minimize loss resulting from that termination and to protect Ministry Material and Contract Material; and continue work on any part of the Services not affected by the notice.
- iii. If the scope of the Services is reduced, the Ministry's liability to pay the Service Charges or to provide Ministry Material abates in accordance with the reduction in the Services.
- iv. The Ministry is not liable to pay compensation under clause iii in an amount which would, in addition to any amounts paid or due, or becoming due, to the Consultant under this Contract, exceed the total Service Charges payable under this Contract. vi. The Consultant is not entitled to compensation for loss of prospective profits

### 17.2 Termination by the Ministry for default

- a. Without limiting any other rights or remedies the Ministry may have against the Consultant arising out of or in connection with this Contract, the Ministry may terminate the Contract effective immediately by giving written notice to the Consultant if: the Consultant breaches a material provision of this Contract where that breach is not capable of remedy; the Consultant breaches any provision of this Contract and fails to remedy the breach within 30 days after receiving notice requiring it to do so;
- b. Without limitation, each of the following constitutes a breach of a material provision:



- Breach of warranty
- A failure to comply with providing the required Personnel;
- A failure to comply with Intellectual Property Rights; failure to comply with clause on Confidentiality and privacy;

### 17.3 After termination

On termination of this Contract the Consultant must:

- Stop work on the Services;
- Deal with Ministry Material as reasonably directed by the Ministry; and
- Return all the Ministry's Confidential Information to the Ministry.

## 18. Penalty Damages

### 18.2 Liquidated Damages for error/variation

In case any error or variation or plagiarism is detected in the data, data analysis or reports, submitted by the Consultant and such error or variation is the result of negligence or lack of due diligence on the part of the Consultant, the consequential damages thereof shall be quantified by the Ministry in a reasonable manner and recovered from the Consultant by way of deemed liquidated damages, subject to a maximum of 10% (10 per cent) of the Agreement Value

**18.3 LIQUIDATED DAMAGES FOR DELAY:** In case of delay in completion of Services, even after a notice period of 30 days, liquidated damages not exceeding an amount equal to 1% (one per cent) of the Agreement Value per week, subject to a maximum of 10% (ten per cent) of the Agreement Value will be imposed and shall be recovered by appropriation from the Performance Security or otherwise. However, in case of delay due to reasons beyond the control of the Consultant, suitable extension of time shall be granted.

**18.4 Encashment and appropriation of Performance Security:** The Ministry shall have the right to invoke and appropriate the proceeds of the Performance Security, in whole or in part, without notice to the Consultant in the event of breach of this Agreement or for recovery of liquidated damages specified in this Clause above.

#### **18.5 Penalty for deficiency in Services**

In addition to the liquidated damages not amounting to penalty, as specified in Clause above, warning may be issued to the Consultant for minor deficiencies on its part. In the case of significant deficiencies in Services causing adverse effect on the Project or on the reputation of the Ministry, other penal action including debarring for a specified period may also be initiated as per policy of the Authority.

## **19. RFP Document Fee**

The RFP documents have been made available to the bidders without any fee.

#### **EARNEST MONEY DEPOSIT (EMD)**

**(a)** Bidders shall submit, along with their Proposals, an EMD of Rs. 5.00 lakh (Rupees Five Lakhs only) in the form of an account payee Demand Draft OR Banker's Cheque OR Bank Guarantee. The payment transfer related information is as follows:

**BG for EMD in the format specified in Appendix I: Form 3 issued by a financial bank in favour of Pay and Accounts Officer, Ministry of Women and Child Development.**

- i.** Demand Draft/Banker's Cheque: in favour of Pay and Accounts Officer, Ministry of Women and Child Development payable at New Delhi.
- ii.** The EMD instrument should remain valid for a period of 60 days beyond the bid validity period of 90 days.

- (b) EMD of all unsuccessful bidders will be returned by the Ministry without interest, within 30 days of finalization of contract with the successful bidder. The EMD, for the amount mentioned above, of successful bidder would be returned upon submission of Performance Bank Guarantee as per the format provided in **Appendix III**.
- (c) The EMD amount will be returned to the unsuccessful bidders without any accrued interest on it.
- (d) The bid / proposal submitted without EMD, mentioned above, shall be summarily rejected.
- (e) The EMD may be forfeited:
  - i. If a bidder withdraws its bid during the period of bid validity.
  - ii. In case of a successful bidder, if the bidder fails to sign the contract in accordance with this RFP.

## 20. Authentication of Bids

A Proposal should be accompanied by a power-of-attorney in the name of the signatory of the Proposal. The power-of-attorney should be submitted as part of the Proposal.

## 21. Proposal Preparation Costs

The bidder shall be responsible for all costs incurred in connection with participation in the RFP process, including, but not limited to, costs incurred in conduct of informative and other diligence activities, participation in meetings/ discussions/ presentations, preparation of proposal, in providing any additional information required by the Ministry to facilitate the evaluation process, and in negotiating a definitive contract or all such activities related to the bid process. The Ministry will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the bidding process.

## 22. Language

The Proposal should developed by the bidders in English language only. If any supporting documents submitted are in any language other than English, true and verbatim translation of the same in English language is to be duly attested and submitted by the Bidders. For purposes of interpretation of the documents, the English translation shall govern.

## 23. Venue & Deadline for Submission of proposals

Proposals, in its complete form in all respects as specified in the RFP, must be submitted to the Ministry at the address specified below:

<b><i>Addressed to</i></b>	<b>The Under Secretary (PMMVY)</b>
<b><i>Name of the Ministry</i></b>	Ministry of Women & Child Development
<b><i>Address</i></b>	Room No. 621, 'A' Wing, Shastri Bhawan, Dr. Rajendra Prasad Road New Delhi-110001
<b><i>Telephone</i></b>	011-23388513
<b><i>Email ID</i></b>	<a href="mailto:vc.choudhary@nic.in">vc.choudhary@nic.in</a>
<b><i>Last Date &amp; Time of submission</i></b>	17 <sup>th</sup> June, <b>Error! Reference source not found.</b>

## 24. Bid Validity

The financial offer submitted by the Bidders should be valid for minimum period of 90 days from the closing date of submission of the bid.

## 25. Late Bids

- i. Bids received after the due date and the specified time (including the extended period if any) for any reason whatsoever, shall not be entertained and shall be returned unopened.
- ii. The bids submitted by fax/e-mail etc. shall not be considered. No correspondence will be entertained on this matter.
- iii. The Ministry shall not be responsible for any postal delay or non-receipt/ non-delivery of the documents. No further correspondence on the subject will be entertained.
- iv. The Ministry reserves the right to modify and amend any of the above stipulated condition/criterion depending upon project priorities vis-à-vis urgent commitment.

## 26. Deviations

The bidder shall not provide any deviation to the contents of the RFP document. It may be noted that if any deviation is provided, MoWCD shall reserve the right to summarily reject the bid without assigning any reason.

## 27. Tender Opening

The last date and time for submission of proposal and date and time for opening of bids is mentioned in the important date's section of this document. The Proposals will be opened by the Designated Officer or any other officer(s) authorized by the Ministry, in the presence of such of those Bidders or their representatives who may be present at the time of opening. The representatives of the bidders should carry the identity card or a letter of authority from the bidding firms to identify their bonafide for attending the opening of the proposal.

## Annexure 1: List of Implementing Departments in 33 States and UTs

S. No.	Name of State/UT	Implementing Department
1.	Andaman & Nicobar islands	Social Welfare
2.	Andhra Pradesh	Health Medical and Family Welfare
3.	Arunachal Pradesh	Women & Child Development
4.	Assam	Social Welfare
5.	Bihar	Social Welfare
6.	Chandigarh	Health
7.	Chhattisgarh	Women & Child Development
8.	Dadra & Nagar Haveli	Medical and Health Services
9.	Daman & Diu	Medical and Health Services
10.	Delhi	Women & Child Development
11.	Goa	Women & Child Development
12.	Gujarat	Women & Child Development
13.	Haryana	Women & Child Development
14.	Himachal Pradesh	Social Justice & Empowerment
15.	Jammu and Kashmir	Social Welfare
16.	Jharkhand	WCD & Social Security
17.	Karnataka	Women & Child Development
18.	Kerala	Social Welfare
19.	Lakshadweep	Women & Child Development
20.	Madhya Pradesh	Women & Child Development
21.	Maharashtra	Health & Family Welfare
22.	Manipur	Social Welfare
23.	Meghalaya	Health & Family Welfare
24.	Mizoram	Social Welfare
25.	Nagaland	Social Welfare
26.	Puducherry	Women & Child Development
27.	Punjab	Social Security Women & Child Development
28.	Rajasthan	Medical & Health
29.	Sikkim	Social Justice Empowerment & Welfare
30.	Tripura	Social Welfare
31.	Uttarakhand	Women & Child Development
32.	Uttar Pradesh	Health
33.	West Bengal	Health

## Annexure 2: Details about PMMVY-CAS and payment process

The details of the process related to e-payments, as well as the the stakeholders involved in making the e-payments may be further seen in detail by visiting the following links:

1. <http://www.wcd.nic.in/schemes/pradhan-mantri-matru-vandana-yojana>
2. <https://www.youtube.com/watch?v=g2A7mheyMy4>
3. <https://www.youtube.com/watch?v=cMieuhP0-FM>
4. <https://www.youtube.com/watch?v=CV0f2PxxfwY>
5. <https://www.youtube.com/watch?v=uPTbo9GGmSs>
6. **Guideline:**  
<https://wcd.nic.in/sites/default/files/PMMY%20Implementation%20Guidelines%20Corrigendum.pdf>
7. **Software User Manual:**  
<https://wcd.nic.in/sites/default/files/SW%20User%20manual%20pmmvy%206.6.18.pdf>

## Annexure 3: Evaluation Methodology and Criteria

### a) Cumulative Analysis Methodology

A proposal shall be selected on the basis of cumulative analysis where total score is obtained upon a combination of the weighted technical and financial attributes.

A two-stage procedure will be utilized in evaluating of the proposals; the technical proposal will be evaluated with a minimum pass requirement of [70%] of the obtainable [700] points assigned for technical proposal. A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of [70%] the obtainable score of [700] points prior to any price proposal being opened and compared. The financial proposal will be opened only for technically qualified bidders. Non-compliant proposals will not be eligible for further consideration.

The total number of points which a firm/institution may obtain for its proposal is as follows:

<i>Technical proposal</i>	700 Points
<i>Financial proposal</i>	300 Points
<i>Total number of points</i>	1000Points

### b) Evaluation of financial proposal

In this methodology, the maximum number of points assigned to the financial proposal is allocated to the lowest price proposal. All other price proposals receive points in inverse proportion.

A formula is as follows:  $p = y (\mu/z)$

Where:

$p$  = points for the financial proposal being evaluated

$y$  = maximum number of points for the financial proposal  $\mu$  = price of the lowest priced proposal

$z$  = price of the proposal being evaluated

The contract shall be awarded to the proposal obtaining the overall highest score after adding the score of the technical proposal and the financial proposal.



c) Evaluation of technical proposal

The technical proposal will be evaluated and examined to determine its responsiveness and compliancy with the requirements specified in this RFP document. The quality of each technical proposal will be evaluated in accordance with the following technical evaluation criteria and the associated weighting (total possible value of [700] points):

Part 1. Management Plan: Expertise of firm submitting proposal		Marking criteria	Max Points obtainable
1.1	Competence / Reliability of the firm based on specialized knowledge of last five years 1. Experience of 5 similar evaluations for MoWCD / MoHFW/ State Departments of WCD or Health & Family Welfare <i>(Relevant Themes such as maternal nutrition, child health, immunization, institutional delivery, including others)</i>	5 marks for each assignment	25
	2. Experience of conducting 5 similar evaluations covering at least 10 States/UTs (5x5 marks) in past 3 years		25
Total part 1			50
Part 2. Proposed Work plan / Methodology			Marks Obtainable
2.1	Understanding of the programme and its components		50
2.2.	Methodology well defined and does it correspond to the needs of the TOR		100
2.3.	Role of Stakeholders correctly understood and addressed in the proposal		50
2.4.	Potential risk and mitigation strategies		50
2.5	Work Plan		50
2.6	Innovative sampling methodology, data collection methods, data analysis, presentation and reporting methods		50
Total part 2			350
Part 3. Team Profile			
3.1.	Team composition relevant to the subject and compliant to educational and professional criteria  Team Leader- 40Marks Nutrition Expert-25Marks DBT Expert- 25 Marks Evaluation Expert-25Marks Communication Expert-25Marks <i>(Detailed breakup in table below)</i>		140
	3.3.		

Part 1. Management Plan: Expertise of firm submitting proposal		Marking criteria	Max Points obtainable
	contribution to the evaluation		
Total Part 3			160
4.1	Presentation, followed by Q&A round		140
Total Part 4			140
Grand Total			700

70% of 700 pts = 490 pts needed to pass technical round A proposal shall be rejected at this stage if it fails to achieve the minimum technical threshold of 490 points for the technical proposal.

**Evaluation Criteria for Team Members:**

	Evaluation Criteria	Parameters	Max. Marks
<i>CV of proposed experts</i>			<b>140</b>
		Qualification (Max Marks: 15) 1. Master in relevant subject- 10 Marks PhD in relevant subject: 15 Marks	15
1.	Team Leader	Experience (Maximum Marks: 25) a. 12 years: 10 Marks > 12 years and ≤ 15 years: 13 Marks > 15 years and ≤ 18 years: 16 Marks >18 years: 19 Marks  b. One relevant project- 2 Mark c. Two relevant Project: 4 Marks d. Three Relevant Projects : 6 Marks  ( Relevance of the projects is mentioned in section xx of xx)	25
2.	Nutrition Expert	Experience (Maximum Marks: 25) a. 10 years: 10 Marks > 10 years and ≤ 12 years: 13 Marks > 12 years and ≤ 14 years: 16 Marks >14 years: 19 Marks  b. One relevant project: 2 Mark Two relevant Project: 4 Marks  Three Relevant Projects : 6 Marks	25

	<b>Evaluation Criteria</b>	<b>Parameters</b>	<b>Max. Marks</b>
3	DBT Expert	<p>Experience (Maximum Marks: 25)</p> <p>a. 5 years: 10 Marks                      &gt;5 years and ≤ 7 years: 13 Marks                      &gt;7 years and ≤ 9 years: 16 Marks                      &gt;9 years: 19 Marks</p> <p>b. One relevant project: 2 Mark                      Two relevant Project: 4 Marks</p> <p>Three Relevant Projects : 6 Marks</p>	25
4	Evaluation Expert	<p>Experience (Maximum Marks: 25)</p> <p>a. 10 years: 10 Marks                      &gt; 10 years and ≤ 12 years: 13 Marks                      &gt; 12 years and ≤ 14 years: 16 Marks                      &gt;14 years: 19 Marks</p> <p>b. One relevant project: 2 Mark                      Two relevant Project: 4 Marks</p> <p>Three Relevant Projects : 6 Marks</p>	25
5	Communication Expert	<p>Experience (Maximum Marks: 25)</p> <p>a. 10 years: 10 Marks                      &gt; 10 years and ≤ 12 years: 13 Marks                      &gt; 12 years and ≤ 14 years: 16 Marks                      &gt;14 years: 19 Marks</p> <p>b. One relevant project: 2 Mark                      Two relevant Project: 4 Marks</p> <p>Three Relevant Projects : 6 Marks</p>	25
<b>TECHNICAL PRESENTATION)</b>			<b>140</b>
C1	Understanding of the Scheme, challenges, progress till date and targets.		40
C2	Proposed Approach & Methodology along with Risks and Mitigation Strategies		40
C3	Question and Answers		60

## Annexure 4: Format of Technical Proposal

Technical Proposals not submitted in this format may be rejected.

Proposer is requested to include one-page value statement indicating why they are most suitable to carry out the assignment.

<i>Name of Proposing Organization:</i>	
<i>Country of Registration:</i>	
<i>Type of Legal entity:</i>	
<i>Name of Contact Person for this Proposal:</i>	
<i>Address:</i>	
<i>Phone:</i>	
<i>E-mail:</i>	

### ***Section 1.0: Expertise and Capability of Proposer***

#### **1.1 Organizational Architecture**

- **Background:** Provide a brief description of the organization submitting the proposal, including if relevant the year and country of incorporation, types of activities undertaken, and approximate annual revenue.
- **Financial capacity:** The Proposer shall demonstrate its financial capacity and reliability regarding the requirements of the Terms of Reference, which can be established by supporting documentation including for example the most recent Audited Financial Statements duly certified by a public accountant.

#### **1.2 Awards**

- Include reference to any award.

### 1.3 General Organizational Capability

- Outline General Organizational Capability which is likely to affect performance (i.e. size of the organization, strength of project management support e.g. project management controls, global networking, financial stability).
- Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organization may have participated in.
- Explain any partnerships with local or other organizations relevant to the performance of the TOR. Special attention should be given to providing a clear picture of roles, responsibilities, reporting lines and accountability. Letters of commitment from partners and an indication of whether some or all have worked together previously.

### 1.4 Subcontracting

- Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the role of roles, responsibilities, reporting lines and accountability.

### 1.5 Quality assurance procedures, risk and mitigation measures

- Describe the potential risks for the performance of the TOR that may impact achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks.

### 1.6 Relevance of Specialized Knowledge and Experience on Similar Projects

- Detail any specialized knowledge that may be applied to performance of the TOR. Include experiences in the region.
- Describe the experience of the organization performing similar goods/services/works. Experience with other Government/ major multilateral / or bilateral programmes is highly desirable.

- Provide at least 3 references

Project	Client	Contract Value	Period of performance (from /to)	Role in relation to the undertaken goods/services/works	Reference Contact Detail (Name, Phone Email)
1-					
2-					
3-					

***Section 2.0: Proposed Work Plan and Approach***

**2.1 Analysis approach, methodology**

- Provide a description of the organization’s approach, methodology, and timeline for how the organization will achieve the TOR.
- Explain the organization’s understanding of MoWCDs needs for the goods/services/works.
- Identify any gaps/overlaps in program coverage based on the information provided.

**2.2 Management - timeline, deliverables and reporting**

Provide a detailed description of how the management for the requested services will be implemented in regard to the TOR

***Section 3.0: Resource Plan, Key Personnel***

**3.1 Composition of the team proposed to perform TOR, and the work tasks (including**

supervisory)

Describe the availability of resources in terms of personnel and facilities required for the TOR. Describe the structure of the proposed team/personnel, and the work tasks (including supervisory) which would be assigned to each. An organogram illustrating the office location (city and country), reporting lines, together with a description of such organization of the team structure, should be submitted.

Provide Curriculum vitae of the proposed personnel that will be involved either full time or part time. Highlight the relevant academic qualifications, specialized trainings and pertinent work experience.

Substitution of key personnel shall only be permitted in accordance with section 2.4 of the General Conditions of Contract.

Please use the format below, with each CV no more than THREE pages in length.

Sample CV template:

Name:

Position for this Assignment:	
Language Skills:	
Educational and other Qualifications	

Employment Record: [Insert details of as many other appropriate records

as necessary] From[Year]:\_\_\_\_\_To[Year]:\_\_

Employer:\_\_\_\_\_

Positionsheld: \_\_\_\_\_

Relevant Experience (From most recent; Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under the TOR) [Insert details of as many other appropriate assignments as necessary]
--

Period: From - To	Name of project/organization:	Job Title, main project features, and Activities undertaken
References (minimum 3)	(Name/Title/Organization/Contact Information – Phone; Email)	

## Annexure 5: Format of Financial Proposal

The financial proposal must be prepared as a separate PDF file from the rest of the RFP response. The components comprising the total price must provide sufficient detail to allow MoWCD to determine compliance of proposal with requirements as per TOR of this RFP. The proposer shall include a complete breakdown of the cost elements associated with each line item and those costs associated with any proposed subcontract/sub-awards (separate breakdown) for the duration of the contract.

Provide separate figures for each functional grouping or category as per the format below:

### A. Financial Proposal - Breakdown of Professional Fees & Expenses Professional Fee

<i>Name</i>	<b>Description of Role/Function</b>	<b>Number of Person Days (Field)</b>	<b>Number of Person Days (Office)</b>	<b>Suggested Fee Rate (INR)</b>	<b>Estimated Amount (INR)</b>
<i>Total Fees (A)</i>					

### B. Out of Pocket Expenses

	<b>NO.</b>	<b>CLASS</b>	<b>RATE (JNR)</b>	<b>COST (INR)</b>
<i>TRAVEL COSTS</i>				
<i>Specify Sectors</i>				
<i>Sub Total</i>				
<i>Accommodation and Subsistence</i>				
<i>Person / days and cities to be specified</i>				
<i>SUB TOTAL</i>				
<i>ANY OTHER (Specify)</i>				
<i>Sub Total</i>				
<i>Total Projected Out of Pocket Expenses (B)</i>				



Total Proposed Cost: (A+B) \_\_\_\_\_

Note:

- i. All Travel should be by most direct and economical route. Air travel should be by economy class irrespective of duration of travel.
- ii. OPE expenses will be reimbursed based on actual expenditure incurred and with a ceiling not to exceed the amount indicated in the financial bid.
- iii. Please do not give costs as a lump sum but provide a detailed breakdown for all costs.

C. Summary of Fees And Expenses For The Assignment

<i><b>PARTICULARS</b></i>	<b>AMOUNT (INR)</b>
<i>Professional fees</i>	
<i>Out of Pocket Expenses</i>	
<i>Sub -Total</i>	
<i>Taxes ( Please quote applicable GST)</i>	
<b>TOTAL FOR THE ASSIGNMENT</b>	

- Estimates for cost-reimbursable items, if any, such as travel, and out-of-pocket expenses should be listed separately.
- In case of an equipment component to the service provided, the financial proposal should include figures for both purchase and lease/rent options. MoWCD reserves the option to either lease/rent or purchase outright the equipment through the contractor.

[Note: This table should be accompanied by a short narrative summary that explains the figures supplied and that adds any relevant information that has been used to make the calculations]

Signature of Financial Proposal

The Financial Proposal should be authorized and signed as follows: "Duly authorized to sign the Proposal for and on behalf of \_\_\_\_\_(Name of Organization)

Signature/Stamp of Entity/Date

**Name of representative:**

**Address:**

**Telephone:**

**Email:**

**ANNEXURE 6-JOINT VENTURE/CONSORTIUM/ASSOCIATION  
INFORMATION FORM**

(to be completed and returned with your technical proposal)

**JV / Consortium/ Association Information**

<b>Name of leading partner (with authority to bind the JV, Consortium/Association during the Bidding process and, in the event a Contract is awarded, during contract execution)</b>	[insert name, address, telephone/fax or cell number, and the e-mail address]
<b>JV's Party Legal Name:</b>	[insert JV's Party legal name] {Attach original copy of document of incorporation/registration of the JV, in accordance with Clause 3 (Eligible Bidders)}
<b>JV's Party Country of Registration:</b>	[insert JV's Party country of registration]
<b>JV's Party Year of Registration:</b>	[insert JV's Party year of registration]
<b>JV's Party Legal Address in Country of Registration:</b>	[insert JV's Party legal address in country of registration]

**Consortium/Association's names of each partner/authorized representative and contact information**

<b>Name of partner:</b> _____	<b>Name of partner:</b> _____
<b>Address:</b> _____	<b>Address:</b> _____
<b>Phone Number(s):</b> _____	<b>Phone Number(s):</b> _____
<b>Email Address(es) :</b> _____	<b>Email Address(es) :</b> _____
<b>Name of partner:</b> _____	<b>Name of partner:</b> _____
<b>Address:</b> _____	<b>Address:</b> _____
<b>Phone Number(s):</b> _____	<b>Phone Number(s):</b> _____
<b>Email Address(es) :</b> _____	<b>Email Address(es) :</b> _____
<b>Consortium/Association Agreement</b>	Attached are copies of original documents of: [check the box(es) of the attached original documents] <ul style="list-style-type: none"> <li>• Articles of Incorporation or Registration of firm named in 2,</li> </ul>

	above, in accordance with Clause 3 (Eligible Bidders). <ul style="list-style-type: none"><li>• JV Agreement, or letter of intent to enter into such an Agreement, signed by the legally authorized signatories of all the parties</li></ul>
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Signatures of all partners/authorized representatives

We hereby confirm that if the contract is awarded, all parties of the Joint Venture, or Consortium/Associations shall be jointly and severally liable to MOWCD for the fulfillment of the provisions of the Contract.

Name of partner: \_\_\_\_\_

Name of partner: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Name of partner: \_\_\_\_\_

Name of partner: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_

