

F.No.17/20/2018-PMMVY-Part (1)
Government of India
Ministry of Women & Child Development
PMMVY Section

6th Floor, Shastri Bhawan New Delhi
Dated the 29th January, 2019

OFFICE MEMORANDUM

Subject: Ministry's clarifications with respect to queries received with respect to Expression of Interest (EoI) for engagement of a Consultancy Firm for Concurrent Evaluation of Pradhan Mantri Matru Vandana Yojana (PMMVY).

The undersigned is directed to refer to the queries received with respect to Expression of Interest (EoI) for engagement of a Consultancy Firm for Concurrent Evaluation of Pradhan Mantri Matru Vandana Yojana (PMMVY) till 23rd January, 2019 and issue the clarification as Annexed.


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Replies for Pre-Bid queries

Expression of Interest (Eoi) for engagement of a Consultancy Firm for Concurrent Evaluation of Pradhan Mantri Matru Vandana Yojana (PMMVY)

S.No	Page no, Clause no	Clause	Query/Clarification/Request	MWCD's Clarification
1	Pg 7, Clause 11	Must have an annual turnover of at least Rs. 50 crores with at least 10 crores coming from survey related projects	<p>We are a leading M&E organization in India. Our practice solely focuses on survey based M&E offerings such as concurrent evaluations.</p> <p>We request that the stated clause be changes to the below: Must have an annual turnover of INR 20 Cr from Monitoring and Evaluation Projects with at least INR 10 Crores coming from survey related projects</p>	<p>We want to shortlist organizations who have requisite financial resources, human resources and geographical presence to undertake a Pan India evaluation of PMMVY.</p> <p>Hence, we would not be able to change the clause</p>
2	Pg 7, Clause 11	Must have at least 150 employees on payroll as on the date of submission of EOI.	<p>We request that the stated clause be changes to the below:</p> <p>Must have at least 75 employees on payroll as on the date of submission of Eoi</p>	Same as above
3	Pg 7, Clause 11	Must have conducted at least three (3) large surveys across the country (involving at least 10 or more states), with any Central /State government Department/Organizational /State government Department/Organizational /State government Department/Organizational ; preferably with a national priority mission/program.	<p>We request that the stated clause be changes to the below:</p> <p>Must have conducted at least three (3) large surveys across the country (involving at least 5 or more states), with any Central /State government Department/Organizational ; preferably with a national priority mission/program.</p>	Same as above
4	NA	General	<p>1. Can the ministry make any baseline study conducted for the scheme available for the bidders?</p> <p>2. Who is to be considered as the beneficiary for the study, the PW/LM who are currently enrolled in the scheme or those who have been enrolled for a period already?</p>	<p>1) No baseline study has been conducted for the scheme</p> <p>2) The pregnant women and Lactating mothers are two clear categories of beneficiaries. One should not be substituted with other. A lactating mother is one who has received/ is eligible for all three installments, whereas a pregnant women is eligible for only 2 installments. Secondly, through this study we would like to cover the currently enrolled as well as the ones who have received maternity benefit since start of the scheme. The research questions would vary for each category and the same needs to be incorporated in your design</p>

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5	Page 4	Status of implementation	<p>1. Are the figures given in the table under section 4 updated? Especially the number of beneficiaries?</p> <p>2. Does the ministry also have the data provided in the table AWC/ASHA wise with state break-ups? Can the ministry make the AWC level data available to bidders prior to submission of EOI?</p>	<p>1) Data provided in the table is to give you an idea about the current spread of the programme.</p> <p>2) The same would be shared with the selected agency before commissioning the study</p>
6	Page 6	Suggested methodology and tools for evaluation	<p>1. Define what is "review of records"?</p> <p>2. Does the review of records happen at state level or AWC level, or district level?</p> <p>3. Our understanding is review the record happens at two levels 1) at AWC to list number of eligible PW/LM enrolled at AWC and the number of PW/LM enrolled in PMMVY scheme. 2) at beneficiary level through observation of MCP card and collate information from it.</p>	<p>1. Review of records has been suggested as method to triangulate the data at various levels (state, district, project, AWC) and appreciate the programme in it's totality. Data/ Records pertaining to beneficiaries, service delivery parameters, human resources, IEC, etc may be verified during the evaluation.</p> <p>2) Please do not mix this with programme monitoring. Here review of records has been suggested as a method/tool for evaluation.</p> <p>3) Answered above</p>
7		Suggested methodology and tools for evaluation	<p>1) Are there any specific criteria that MoWCD wants the case studies to be selected upon?</p> <p>2) Would the case study be of the beneficiaries and their children?</p> <p>3) Is the ministry looking at any fixed number of case studies per state?</p>	<p>1) Case study is an established research approach to generate an in depth and multifaceted understanding of any programme. A similar research design has been suggested to bring in qualitative insights to the evaluation. There is no specific criteria for selecting the case studies.</p> <p>2) It could be related to beneficiaries and their lives. It could also relate to a AWW/ ASHA or to any specific intervention taken by state/ district/ CDPO/ village level to increase outreach or for Behaviour change.</p> <p>3) No</p>

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