

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

6th Floor, Shastri Bhawan New Delhi
Dated the 21st January, 2019

Notice inviting Expression of Interest

Expression of Interest (EOI) for **Engagement of Services of a Consultancy Firm for Concurrent Evaluation of Pradhan Mantri Matru Vandana Yojana (PMMVY)** is floated for inviting bids. The documents are also uploaded on Central Public Procurement (CPP) Portal (<http://www.eprocure.gov.in>).

2. Eligible firms may submit their bids as per prescribed proforma attached in the documents.


21/01/19

(V.C.Choudhary)
Under Secretary to the Government of India
Tel No: 011 23388513
Email Id: vc.choudhary@nic.in



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

Important Dates

#	Event	Deadline
1.	Publication of EoI document	21.01.2019
2.	Bid download start	21.01.2019
3.	Last date for Submission of Pre-bid Queries	23.01.2019 up to 17:00 Hours
4.	Pre-Bid Conference	24.01.2019 at 11:00 Hours
5.	Response to Queries/Issue of Corrigendum	29.01.2019
6.	Bid submission start date and time	30.01.2019; 09:00 Hours
7.	Last date and time for bid Submission	08.02.2019; Up to 13.00 Hours
8.	Tentative Date and time of opening of bids	08.02.2019; 16.00 Hrs

1. Ministry of Women and Child Development (MoWCD), the Nodal Ministry, has been administering a number of women and child centric programs/schemes in the country. These schemes and programmes cover welfare and support services, training for employment and income generation, awareness creation and gender sensitization.

2. Background:

Under-nutrition continues to adversely affect majority of women in India. Every third woman is undernourished and every second woman is anemic. An undernourished mother almost inevitably gives birth to a low birth weight baby. When poor nutrition starts in-utero, it extends throughout the life cycle since the changes are largely irreversible. 'Pradhan Mantri Matru Vandana Yojana' (PMMVY), a Maternity Benefit Programme, is being implemented in all the districts of the country through the respective State Government/UT Administration as a Centrally Sponsored Scheme. The scheme implementation is considered as a key intervention to augmenting nutritional requirements for Pregnant Women and Lactating Mothers (PW&LM). Considering the critical importance of this scheme in the overall context of nutrition supplementation, wage compensation and good health seeking behavior, this scheme is being monitored

by the highest authority in the Government. Successful implementation of PMMVY is critical for the well-being of the nation.

In order to nurture successful implementation and ensure coverage of targeted beneficiaries, the scheme is being taken up on a 'Mission Mode' across the country. MoWCD along with the States/UTs has put in place requisite capacity for scheme implementation and operations, including mechanisms for constant improvements for its effective adoption.

3. About the Scheme:

PMMVY seeks to provide a cash incentive of INR 5,000 in three instalments to Pregnant Women and Lactating Mothers (PW&LM) for the first live child through DBT. This programme has been launched after the completion of the Indira Gandhi Matritva Sahyog Yojana (IGMSY) (which was operational in 53 pilot districts) and covers all districts in the country.

PMMVY was announced on 31st December 2016 by the Hon'ble Prime Minister Shri Narendra Modi and became applicable from 1st January 2017. All PW&LM who were eligible as beneficiaries under this programme as on 1st January 2017 are being enrolled. At the Central-level, MoWCD is responsible for the implementation of the scheme. At the State-level, the scheme is administered by the WCD/Social Welfare or the Health Department, as per the choice of the State.

This scheme is applicable to one married couple for their first live child. This means that a woman is eligible for benefits under this scheme only once in her lifetime and for her first born child only.

4. 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 behaviour amongst the PW&LM.

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

5. Status of Implementation

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

STATE/UT	Total Number of			
	Districts	CDPOs	Field Functionaries (AWW/ASHA)	Beneficiaries Enrolled
ANDAMAN AND NICOBAR ISLANDS	3	5	715	2845
ANDHRA PRADESH	13	1,447	38,401	530,113
ARUNACHAL PRADESH	20	98	5,673	4,219
ASSAM	33	248	58,573	103,994
BIHAR	38	556	79,259	293,026
CHANDIGARH	1	18	186	9775
CHHATTISGARH	27	223	49,320	195,288
DADRA AND NAGAR HAVELI	1	13	305	3289
DAMAN AND DIU	2	6	86	1863
DELHI	11	95	10,951	71,072
GOA	2	15	1,257	7,634
GUJARAT	33	336	52,500	322,970
HARYANA	22	148	25,961	221,477
HIMACHAL PRADESH	12	79	18,926	81,405
JAMMU AND KASHMIR	22	148	27,003	64,726
JHARKHAND	24	224	38,270	204,336
KARNATAKA	30	205	65,914	409,189
KERALA	14	258	33,117	217,243
LAKSHADWEEP	1	1	107	511
MADHYA PRADESH	51	453	96,740	870,523
MAHARASHTRA	36	679	60,855	517,520
MANIPUR	16	50	11,501	6,949
MEGHALAYA	11	325	8,420	1,753
MIZORAM	8	27	2,244	9,494
NAGALAND	11	60	3,893	2,277
ODISHA	30	338	72,588	7
PUDUCHERRY	4	7	849	6086

STATE/UT	Total Number of			
	Districts	CDPOs	Field Functionaries (AWW/ASHA)	Beneficiaries Enrolled
PUNJAB	22	163	26,409	158,546
RAJASTHAN	33	304	61,753	609,546
SIKKIM	4	12	613	3548
TAMIL NADU	32	527	10,198	71,121
TELANGANA	31	608	21,248	194
TRIPURA	8	56	9,818	17,720
UTTAR PRADESH	75	1,096	1,60,642	1175193
UTTARAKHAND	13	105	19,838	62,797
WEST BENGAL	23	492	10,223	296,748
TOTAL	717	9,425	10,84,356	65,54,997

6. Rationale for the evaluation

In order to nurture successful implementation and ensure coverage of targeted beneficiaries, the scheme is being taken up on a 'Mission Mode' across the country. MoWCD along with the States/UTs has put in place requisite capacity for scheme implementation and operations, including mechanisms for constant improvements for its effective adoption. However, in a large Scheme like this it is important that implementation and results achieved are evaluated on a regular and unbiased manner. In light of the above, MoWCD proposes to engage a competent agency/firm to undertake the concurrent evaluation of PMMVY.

7. Evaluation objectives and parameters

The evaluation will look into the relevance, effectiveness and outcome of the scheme. Efficacy of implementation will be assessed through the roll-out of the scheme across states including beneficiary identification, screening, enrolment to timely delivery of benefits including other critical elements such as awareness of scheme (reach and retention of messages) and its various components among FFs and beneficiaries along with sources of information.

Availability and adequacy of PMMVY resources (staff, infrastructure and fund) including vacancy situation and quality as well as duration of capacity building of PMMVY staff should also be assessed. The evaluation should provide a clear feedback on the facilitators and barriers of programme implementation from all 3 levels, beneficiary, FFs and administration.

The evaluation should also calculate the number of days of rest taken by mothers during the critical pregnancy/ post pregnancy period from employment. It should also through light on the end use of financial incentives received as part of the scheme

8. Suggested Methodology and tools for Evaluation

We are proposing a mixed method approach, involving quantitative surveys, in depth interviews and group discussions, and review of records. We would also like the agency to consider developing case studies of success stories.

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, aspirational districts as well as high performing districts, etc. The AWC/ASHA must be the sampling unit for selection.

The evaluation must cover every State 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.

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.

9. Proposed Scope of Work: Through this Expression of Interest (Eoi), MoWCD proposes to empanel reputed agency/firm fulfilling requisite eligibility criteria to act as an Evaluation Agency for PMMVY.

- The selected agency shall conduct the evaluation through surveys across the country.
- The broad Area of Work for the selected Agency/Firm shall be:
 - a. Finalize the methodology and design for evaluation in consultation with MoWCD and NITI Aayog.
 - b. Develop mobile application and other technology based survey infrastructure.
 - c. Hiring and training of staff for conduct of evaluation.
 - d. Physical conduct of Survey
 - e. Data Analysis
 - f. Prepare Evaluation report
 - g. Any other activity as per the requirement of MoWCD relevant to the scope of the engagement

- **Evaluation Timeline and deliverables**

- a. The evaluation would be conducted at the earliest over a period of 6 months.
- b. Inception report along with research design and study tools.
- c. Raw data and Cleaned data with output tables.
- d. Draft Report
- e. Final Report

10. Eligibility Criteria for Agency/Firm: The Bidder must fulfill the following:-

- It must be an agency/organization either private or government incorporated in India, been operational for a period of seven (7) years as on 01-04-2018.
- 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/ Organization; preferably with a national priority mission/ programme.
- Have at active field presence with offices across all zones of the country
- Must have at least 150 employees on payroll as on the date of submission of EOI
- Must have an annual turnover of at least Rs. 50 crores with at least 10 crores coming from survey related projects;

11. The interested Agencies/Firms are required to submit their EOI covering the following areas:

- **Profile of the Agency/Firm:** The EOI should include a comprehensive background of the organization, including primary and secondary areas of research, across the fields of social welfare, health and nutrition; statistical modelling, qualitative research etc. This must also cover institutional turnover and manpower capacity.
- **Past projects completed:** The organization must present relevant key projects, i.e. large-scale surveys completed in the past five years. This must include the scale of the surveys (nation-wide, state-wide, district-wide, etc.) as well as their nature and purpose. The results of the survey and ultimate outcome must also be covered. Projects of greater relevance, such as social welfare schemes, health based schemes, will be provided greater weightage.
- **Proposed Team Composition:** The bidder must provide a brief description of the team composition, with a special focus on the team leader. The team should include experts in the fields of social welfare, health and nutrition etc. A gender-balanced team will be preferred.
- **Proposed Approach:** The EOI should cover the approach and methodology proposed to be followed. This would include:
 - a. Sampling methodology
 - b. Sample size
 - c. Survey methodology
 - d. Sources of additional information for supplementing the household surveys

e. Methodology for evaluation

- 12. Proposal Submission:** Two hard copies of EOI and one soft copy by Email, in its complete form in all respects as specified in the Eoi, must be submitted to the Ministry at the address specified below **on or before _____ 2019; 15:00 Hours** after which presentations will be scheduled within approximately one week – a final time and date will be communicated.

To,
The Under Secretary (PMMVY)
Ministry of Women & Child Development
Room No.621, 'A' Wing
Shastri Bhavan
Dr. Rajendra Prasad Road New Delhi-110001.
Tele: 011-23388513
Email: vc.choudhary@nic.in

- 13.** The Eoi should be submitted in a sealed envelope clearly indicating the name, address, telephone number, E-mail ID and fax number of the bidder and shall be supported by the documentary evidence for the criteria specified herein in the Performa enclosed herewith at **Annexure I**.

Annexure I: Format for submission of EOI

Form 1- Covering Letter

To,
The Under Secretary (PMMVY)
Ministry of Women & Child Development
Room No.621, 'A' Wing
Shastri Bhavan
Dr. Rajendra Prasad Road New Delhi-110001.
Tele: 011-23388513
Email: vc.choudhary@nic.in

Subject: Submission of Expression of Interest (Eoi)

Reference: for Engagement of Firm for Concurrent Evaluation of PMMVY

Dear Sir,

We, the undersigned, offer to provide services in respect of the Eoi dated <insert date>. We are hereby submitting our Proposal, which includes all the required information.

We, hereby, declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We agree to abide by all the terms and conditions of the Eoi document.

We understand that you are not bound to accept any Proposal(s) that you receive.

Yours sincerely,

Authorized Signature (In full and initials):

Name and Title of Signatory:

Name of Firm:

Address:

Date:

Form 2- Profile of the firm

Please find below our correspondence and other relevant details information:

#	Parameters	Details to be Furnished
1.	Name and address of the bidding Company	
2.	Year of Establishment	Certificate of Incorporation
3.	Date of Registration	Registration Certificate
4.	Details of company registration	Registration Certificate
5.	Details of registration with appropriate authorities for service tax (GST)	GST No
6.	Name, Designation, Address, E-mail, Fax number and Mobile Number of Contact person	
7.	Corporate website & URL	
8.	Company turnover	Audited Statement of accounts
a.	FY 2015-16	
b.	FY 2016-17	
c.	FY 2017-18	

Form 3: Relevant projects completed in the last five years**

Assignment name:	Approx. value of the contract:
Country:	Duration of assignment months:
Location within country:	
Name of Client:	Total No of staff-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract:
Start date month/year:	No of professional staff-months provided by associated Consultants:
Completion date month/year:	
Name of associated Consultants, if any:	Name of senior professional staff of your firm involved and functions performed indicate most significant profiles such as Project Director/Coordinator, Team Leader:
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

**** Ministry reserves the right to seek documentary evidences to verify the credentials**

Form 4

1. Proposed Team Composition (500 words)

2. Proposed Approach (2400 words)