

Government of India  
Ministry of Rural Development  
Rural Livelihoods Division  
6<sup>th</sup> Floor, Hotel Samrat  
Kautilya Marg, Chanakyapuri, New Delhi  
Phone: +91- 11-24122947  
website: www.aajeevika.gov.in

**Conducting a Multi-State Impact Evaluation Survey of  
Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM)**

New Delhi  
Date 25<sup>th</sup> June 2017

India  
National Rural Livelihoods Project  
Loan No. 4978 IN

**Letter for Expression of Interest**

Dear Sir/Madam,

1. Letters of Expression of Interest are invited from qualified and experienced consulting firms who wish to undertake provision of consultancy services for undertaking “Conducting a Multi-State Impact Evaluation Survey of Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM)” for Ministry of Rural Development (MoRD), Government of India.
2. **Background:** The Ministry of Rural Development (MoRD), Government of India (Gol) launched the National Rural Livelihoods Mission (NRLM) in 2011. The key thrust of NRLM is rural poverty reduction through the creation and strengthening of institutional platforms of the rural poor. The centrally sponsored NRLM provides a combination of financial resources and technical support to the states to implement a comprehensive livelihoods approach to rural poverty alleviation. The approach of the Mission encompasses four-interlinked components viz., (a) mobilization of all rural poor households into effective Self Help Groups (SHGs), SHG federations and other organizations, in a phased manner; (b) enhancing access to financial, technical and livelihood support services; (c) building capacities and skills for gainful and sustainable livelihoods; and finally (d) improving the inclusive delivery of social and economic support services to the poor in convergence with other rural development programmes.
3. The mandate of the Mission is to cover over 8 crore rural poor households, across more than 650 districts, 6,000 blocks, 250,000 Gram Panchayats and 600,000 villages in the country through self-managed Self Help Groups and their federations and support them for livelihoods over a period of eight to ten years.
4. **The objective of the Consultancy Services:** The MoRD-Gol, seeks to commission an independent impact evaluation study (end line study) of NRLM in seven states viz., Bihar, Jharkhand, Odisha, Madhya Pradesh, Maharashtra, Chhattisgarh and Rajasthan. The objective of the study is to evaluate the impact of NRLM by tracking changes in the socio-economic indicators of rural households in the villages targeted under the Mission. Some of the indicators that need to be assessed in the survey include changes in asset base, income, consumption, savings, access to loans, terms and conditions of loans, access to work/ employment (self or wage-based) opportunities, food security, health status and nutrition, access to entitlements and public services, quality of life

and empowerment. In addition, information needs to be collected on SHGs and their federations as well as on the village level parameters.

5. The MoRD-GOI therefore seeks to hire the services of an independent agency or consortium of independent agencies (hereinafter referred to as the Agency) that would be responsible for collecting, in an efficient and reliable manner, panel data at the household, self-help group and village levels. The objective is to conduct a follow-up survey (also referred to as end-line survey) in the 7 states indicated above. For detailed scope, consultant may visit [www.aajeevika.gov.in](http://www.aajeevika.gov.in)
6. Letters of Expression of interest are invited from qualified and experienced consulting firms/agencies/organisations who wish to provide Consultancy services for **“Conducting a Multi-State Impact Evaluation Survey of Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM) .**
7. **Criteria for Short Listing of Firms/Agencies/Organisations**

MORD now invites eligible consulting firms/agencies/organisations to indicate their interest in providing the services. Interested firms/agencies/organisations should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The short listing criteria are as follows:

S. No	Description	Point
1.	The lead firm should have a successful track record of implementing large-scale household surveys of nation-wide/inter-state/state-wide development projects funded by GOI or State governments or their agencies/multilateral agencies/ international NGOs/ corporate sector during the last 3 years. Preference will be given to agencies with past experience in social sector/ development project funded by GOI or State governments or their agencies/multilateral agencies and agencies with past experience in seven sample states mentioned in the ToR. Provide details of only the completed projects viz., name of the client, name of the project, states covered, households sample size, status of the assignment, scope, whether any associates involved, etc.,	30
	<p>Sub Criteria for marking</p> <p>1.1.Total No of completed large-scale household surveys - [15 points]; minimum 2 projects - 5 marks; 3-4 projects 10; 5 and above - 15 marks.</p> <p>1.2 Coverage of sample states - 15 marks; experience in all the 7 sample states - 15 marks; experience in 6-4 states- 10 marks; experience in 3 or less than 3 states - 5 marks. For the purpose of marking, experience in a single project with coverage of maximum states will be considered.</p>	
2.	The lead firm should have experience of undertaking field-based CAPI data collection, electronic archiving of the data ensuring the highest level of confidentiality for research subjects as well as high validity of responses. Preference will be given to agencies with a field presence in 7 states mentioned in the ToR and availability of infrastructure. List of infrastructure available to be provided and brief description of the projects in which CAPIs are used for data collection viz., name of the	30

S. No	Description	Point
	client, name of the project, states covered, households sample size, no of questionnaires used/ modules, average time required to administer a schedule/module, , status of the project., etc.,	
	<p>Sub Criteria for marking</p> <p>2.1 Total No of completed large-scale household surveys using CAPI in multiple states- [15 points]; (i) minimum 2 projects with a coverage of 2 or more states- 5 marks; (ii) 3-4 projects 10; and (iii) 5 and above - 15 marks.</p> <p>2.2 Experience "Experience with surveys that have used with a minimum of 100 CAPI devices simultaneously [15 marks (standalone) ; (i) simultaneous use of more than 100 CAPIs - 5 marks; (ii) availability of IT infrastructure/ reliable data centre for data storage on real time basis - 5 marks; (iii) Availability of technical team for customisation of CAPIs and data based management - 5 marks</p>	
3.	Availability to Team & brief CVs of the team	20
	<p>Sub Criteria</p> <p>(i)Availability of Key Staff - 15 marks; (ii) availability of suitable Investigators team - 5 marks; Preference will be given to the agencies having a core team who have worked on a multiple project covering the sample states.</p>	
4.	<p>The Lead firm should have an annual average turnover of Rs.6.0 Crore during the last 3 years and at least 20% of the turnover must have accrued from data collection/monitoring and evaluation projects/research studies/ studies of similar nature</p> <p>Sub Criteria for marking:</p> <p>If Avg Turnover is Rs. 6.00 crore - 5 points; (ii) if Avg turnover is between 6.01 crore to 10.00 crore - 8 points; (iii) if avg turnover is between Rs. 10.01 crore to 15.00 crore - 10 points; (iv) if avg turnover is between Rs.15.01 to 20.00 crore - 12 marks; (v) if avg turnover is between Rs. 20.01 crore to 25.00 crore - 14 Marks; and (vii) if avg turnover is between Rs. 25.01-30.00 crore - 16 marks; (viii) if Avg turnover is between Rs. 30.01- 35.00 crore - 18 marks; and (ix) if the turnover is more than 35.01 crore, 20 marks. Preference will be given to the agencies with relatively high turnover from similar studies.</p>	20

Note: Large-scale survey involving more than 5000 sample households.

Depending on the number of responses received, MORD may work out a sub criteria with in the broad criteria indicated above.

#### 8. Duration:

The total duration of the Consultancy Services will be for 6 months.

9. Consultants may associate with other firms / agencies/ organizations in the form of a **joint** venture or a partnership or association to enhance their qualifications. Consultants or associations of consultants, who are interested in being considered for the assignment, should submit information of all the parties in the format indicated in the attachment to this letter for expression of interest.
10. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers (January 2011)] ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.
11. A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Consultant Guidelines.
12. Further information can be obtained at the address below during office hours [10:00 to 17:30 hours].
1. The EOI must be delivered in **written form in the prescribed form (see Annexure -1 & 2) along with a soft copy in a CD/DVD** addressed to The Mission Director, DAY-NRLM, MORD, GOI on the address provided below. The Eoi is to be submitted with details and evidence related to the selection criteria listed above in a sealed envelope clearly indicating Eoi submission for undertaking "Conducting a Multi-State Impact Evaluation Survey of Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM)". **EOI should be submitted to the undersigned within 15 days from the date of publication of EOI i.e 11<sup>th</sup> July 2017. Consultants are required to submit the EOI along with a cover letter, duly filled Annexure-1 & 2 provided along with this EOI and necessary supporting documents. Incomplete EOIs and EOI responses received after the specific date and time will not be considered.**

The Mission Director  
Deendayal Antyodaya Yojana - National Rural Livelihoods Mission (DAY-NRLM)  
Ministry of Rural Development, Government of India  
6<sup>th</sup> Floor, Hotel Samrat  
Kautilya Marg, Chanakyapuri, New Delhi - 21

Please note that no proposals are required now. On the basis of information provided by interested consultants, the Mission will prepare a shortlist of up to 6 consultants who will be invited to submit proposals.

## Annex -1 : Format for Organizational Profile

**Name of the Assignment:**

**Date of advertisement:**

**(Note: Consultants submitting the EOI as a joint venture or intended to form a joint venture should provide the details of all the partners)**

<b>A - Consultant's Profile (Maximum 2 pages)</b>			
1.	Name of the Organization		
2.	Postal Address		
3.	Telephone: Mobile / Fax/ E-mail Website;		
4.	Contact Person name and designation with contract details		
5	Registration Details: Registered on (Date) Legal status ( for profit company; not for profit company; registered trust; registered trust; others (specify)	Provide copy of the registration certificate, PAN , Board of Directors, Executive Committee Members, General Body members, brief profile and latest annual report	
	No. of completed years		
6.	Details of Branch Offices ( provide details of branch offices located in the proposed sample states  In case of Joint Venture/Association, clearly indicate the details of the members who hold the branch offices.	State/Location of Branch office	No of Staff working

7.	<p><b>Financial Capacity:</b> The Lead firm should have an annual average turnover of Rs.6.0 Crore during the last 3 years and at least 20% of the turnover must have accrued from data collection/monitoring and evaluation projects/research studies/ studies of similar nature (Enclose Audited financial reports).</p>	<p>Provide the turnover of organization (on the basis of the audited accounts) in the last three financial years in Indian Rupees.</p> <table border="1"> <thead> <tr> <th>Year</th> <th>Total Turnover</th> <th>Turnover from similar studies</th> </tr> </thead> <tbody> <tr> <td>2015-16</td> <td></td> <td></td> </tr> <tr> <td>2014-15</td> <td></td> <td></td> </tr> <tr> <td>2013-14</td> <td></td> <td></td> </tr> <tr> <td>Average</td> <td></td> <td></td> </tr> </tbody> </table>	Year	Total Turnover	Turnover from similar studies	2015-16			2014-15			2013-14			Average			
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**B- Consultant's Experience (Maximum 10 pages)**

1.	<p>of implementing large-scale household surveys of nation-wide/inter-state/state-wide development projects funded by GOI or State governments or their agencies/multilateral agencies/ international NGOs/ corporate sector during the last 3 years. Please attach a letter issued by the client certifying completion of the assignment.</p>						
	<b>Name of Project</b>	<b>Client</b>	<b>Services Provided</b>	<b>Sample (Provide details of sample size such as HH, GPs, villages, Blocks, Districts and States covered)</b>	<b>Duration of Assignment and status as of May 17</b>		<b>Value of Contract (in INR)</b>
					<b>Effective date of original contract and Duration</b>	<b>Date of acceptance of final deliverables by the client</b>	

2	<p>Experience of undertaking field-based CAPI data collection, electronic archiving of the data ensuring the highest level of confidentiality for research subjects as well as high validity of responses.</p> <p>List completed large-scale household surveys using CAPI in multiple states and List of infrastructure available to be provided and brief description of the projects in which CAPIs are used for data collection viz., name of the client, name of the project, states covered, households sample size, no of questionnaires used/ modules, average time required to administer a schedule/module, , status of the project., etc.,</p>																															
3.	<p>Details of Key staff available (excluding office admin staff) and Presence in North-Eastern and North-Western States.</p> <table border="1" data-bbox="277 1086 1404 1682"> <thead> <tr> <th>Category ( provide each branch and partner wise details)</th> <th>No.</th> <th>No. of Senior Professionals relevant for the study</th> <th>No. Of filed staff</th> <th>No. of Associates /Consultants</th> </tr> </thead> <tbody> <tr> <td>Head office</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Branch office</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Total</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>							Category ( provide each branch and partner wise details)	No.	No. of Senior Professionals relevant for the study	No. Of filed staff	No. of Associates /Consultants	Head office					Branch office										Total				
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3 A	<p>Key staff profile of the organization/s. Please provide details of the key staff with experience in Baseline Survey/ Monitoring and Evaluation studies.</p> <p>Detailed CVs are not required at Eol stage. among other information, the brief CVs should include the following information in the following format:</p>																															
	<b>Name of the staff with education qualification</b>																															

	<b>Is he/she currently associated with the consultant? ( Yes/No) if yes, provide nature of engagement ( fulltime staff, part time staff, consultant etc)</b>	
	<b>Designation</b>	
	<b>Years of experience in the organization</b>	
	<b>Areas of expertise</b>	
	<b>Particulars of assignments handled</b>	
	<b>Particulars of service provided</b>	

Signature of the authorised representative.



**Annexure -2**

**Declaration**

Date:.....

**To whom so ever it may be concern**

I/We hereby solemnly take oath that I/We am/are authorized signatory in the firms/ Agency/ Institute/ Company and hereby declare that "Our firms/ Agency/ Institute/ Company do not face any sanction or any pending disciplinary action from any authority against our firms/ Agency/ Institute/ Company or partners." Further, it is also certified that our firm has not been blacklisted by any government or any other donor/partner organization in past.

In case of any further changes which affect this declaration at a later date, we would inform the mission accordingly.

We also confirm that the details provided in our response to EOI are true. If the client finds at any time that the information provided is not correct, we shall be bound by any action that the client deems fit and appropriate including termination of contract.

Authorized Signatory

(with seal)