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Ministry of Rural Development
Rural Livelihoods Division
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**Hiring an agency for Conducting a Mid-Term Evaluation of Start-up
Village Entrepreneurship Programme (SVEP)**

New Delhi
Date 8th January 2018

Reference No (CPPP e-publishing): 2018_NRLM_279776_1
Ref No: SVEP/1/2017-18

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 a Mid-Term Evaluation of Start-up Village Entrepreneurship Programme (SVEP), a sub-scheme implemented under Deendayal Antyodaya Yojana (DAY-NRLM) by the Ministry of Rural Development (MoRD), Government of India.
2. Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM) is a centrally sponsored programme implemented since June 2011. The central objective of the Mission is to eliminate rural poverty through innovative implementation strategies involving four core components viz., (i) social mobilization and community institution building; (ii) financial inclusion; (iii) livelihoods promotion; and (iv) convergence and social development.
3. Start-up Village Entrepreneurship Programme (SVEP) is a budget announced scheme and was approved by the Hon. Minister RD on May 6th, 2015 as a sub-scheme under the National Rural Livelihoods Mission and the guidelines were issued on 15th June 2015. The objective of SVEP is to help the rural poor come out of poverty by helping them set up enterprises and provide support till the enterprises stabilize. It focuses on providing sustainable livelihoods and self-employment opportunities with financial assistance and training in business management of soft skills while creating local community cadre for promotion of enterprises. The programme is expected to promote 1.8 lakh enterprises in 125 blocks in 24 states in four years and create employment for 3.78 lakh rural poor in four years from 2015.

Strategy, Objectives and Components of SEVP

4. The SVEP proposes to address following three major problems of rural start-ups. Through the program, the rural entrepreneurs will get technical support such that the enterprises (both existing and newly promoted) would be profitable through addressing eco-system viz., (i) a missing knowledge eco-system; (ii) a missing incubation eco-system; and (iii) a missing financial eco-system;

5. The SVEP is implemented in a project mode through Project Implementation Agencies (PIAs). The PIAs include the State Rural Livelihoods Missions (SRLMs), higher level SHG federations and NGOs with a good track record of promoting rural livelihoods.
6. The current pattern of central assistance for SVEP projects is 60:40 (center-state) in respect of projects implemented in major states, while in the North-Eastern and Himalayan states the ratio of central to state assistance is 90:10. The ceiling on administrative cost of SVEP projects is 6% of the total approved cost.
7. The objective of the Consultancy Services: The MoRD-GoI, seeks to commission Mid-term Evaluation of Start-up Village Entrepreneurship Programme (SVEP). The central purpose of the study is to assess the contribution of the Mission to the livelihoods of the rural poor through promotion of Rural Enterprises under the SVEP on sustainable basis. The purpose of the study is to early outcome of the SVEP in general and assess the assessing the contribution towards the outcomes achieved by the project so far; Learning on best practices for improving the strategy/approach in other blocks; and to Providing recommendations on key areas such as implementation strategy, promotion of new enterprises and handholding the enterprises, promotion of market linkage, and financial support to entrepreneurs, use of CRP-EPS to support rural enterprises etc., The evaluation, look into the key potential outcomes, assesses and provide evidence based information on the key achievements so far. Further, the agency is required to undertake an evaluation of the key processes adopted in the implementation. The agency is also required to identify and document certain best practices and innovations. A detailed ToR will be issued along with the RfP to the eligible agencies which qualify at the EoI stage.
8. 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 undertaking mid-term evaluation of SEVP, including collecting rural Enterprises data, in an efficient and reliable manner, data on implementation process, outcomes of Individual enterprises promoted/supported under SVEP, data analysis and report writing. The study i.e data collection from individual entrepreneurs, is to be conducted in 6 states viz., (i) Uttar Pradesh; (ii) Madhya Pradesh; (iii) Bihar; (iv) Kerala; (v) Maharashtra; and (vi) Nagaland ., covering sample implementation areas of 4 NROs who are supporting the State Mission in the implementation of SVEP component. For detailed scope, consultant may the draft TOR placed on www.ajjeevika.gov.in.
9. MORD now invites Letters of Expression of interest from qualified and experienced consulting firms /agencies/organisations to indicate their interest in providing the services for Undertaking Mid-Term Evaluation of Start-up Village Entrepreneurship Programme (SVEP).

10. Criteria for Short Listing of Firms/Agencies/Organisations

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
1.	The “Lead consultant” firm should have a successful track record of designing and completing monitoring and evaluations of nation-wide/inter-state/state-wide Development project / social development project/ research projects/ Livelihoods projects involving extensions field based surveys funded by GOI or

S. No	Description
	<p>State governments or their agencies/ international NGOs/corporate sector/ multilateral and bilateral agencies etc.,</p> <p>The Lead bidder firm must have completed at least 3 large monitoring and evaluation studies or research studies or studies of similar nature involving fairly large samples (minimum 5000 House Holds) of baseline survey/follow-up studies/ process evaluation and Evaluation Studies/ Impact Evaluations etc., of livelihoods/ Rural Enterprises/ Entrepreneur development project/ Social /Rural development projects during the last 3 years. For the purpose of evaluation, only the completed projects will be considered.</p> <p>Experience in Process monitoring¹ and evaluation of Enterprises development programmes will be an added advantage. Agencies with poor track record in completing Baseline/ Impact evaluation/other studies commissioned by MORD and its autonomous bodies/ SRLMs shall not be considered.</p>
2.	<p>The firm must have a substantial research infrastructure to support field-based data collection, electronic archiving of the data ensuring highest-level of confidentiality for research subjects as well as high validity of responses.</p> <p>The Agency should have worked/ undertaken household survey using Computer Assisted Personal Interviewing (CAPIs) with multiple tools such as House Hold Survey questionnaire, Key Informant Interview (KIIs) with individuals, Focused Group Discussion (FGDs), KIIs with Self Help Groups (SHGs) and Community Based Organisations (CBOs) etc., and should have at least 50 CAPIs/ data base servers/ cloud storage facilities etc., in working condition for the proposed study.</p> <p>The firm should have experience of undertaking field-based data collection using CAPIs, electronic archiving of the data ensuring the highest level of confidentiality for research subjects as well as high validity of responses. 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, no of CAPIs used status of the project etc. Agencies with no experience in undertaking household survey with CAPIs shall not be considered.</p>
3.	<p>Availability of Professional Team. The Agency should have at least 15 key professionals viz., Senior Evaluation Professionals, Sampling Specialist, data analysts, evaluation experts, field supervisors, analysts etc., and should have a team of 30 field investigators or able to arrange required number of enumerators having experience in conducting household survey/KIIs/FGDs using CAPIs. Agencies are required to provide the details of staff available for the proposed study.</p>

¹ Process Monitoring involves assessment of the quality of implementation with reference to the prescribed design of implementation. Process Monitoring seeks to identify the deviations between the actual and prescribed process of implementation. Process Monitoring is generally commissioned to identify what is working and what is not and why? in the actual process of implementation. Process monitoring also identifies both internal and external constraints affecting the pace and quality of implementation and suggest appropriate corrective measures.

S. No	Description
4.	The Lead consultant firm should have an annual average turnover/ receipt of grant in aid and other receipts of Rs.3.00 crore during the last 3 years and at least 20% of the turnover must have accrued from monitoring and evaluation projects/research studies/studies of similar nature. Turnover from market research assessments shall not be considered.

Agencies not meeting the above criteria shall not be considered for RFP stage.

11. **Duration:** The total duration of the Consultancy Services will be for 6 months.
12. 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. EOIs submitted by an association of firms shall be evaluated based on the experience of the “Lead Firm”. Agencies applying jointly, details of the all the agencies shall be provided. EOIs with incorrect information and misrepresentation shall be summarily rejected.
13. The attention of interested Consultants is drawn to Manual for Procurement of Consultancy & Other Services 2017, issued by Ministry of Finance, Government of India and the provisions of GFR 2017.
14. A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Manual for Procurement of Consultancy & Other Services 2017, issued by Ministry of Finance, Government of India and the provisions of GFR 2017.
15. Further information can be obtained at the address below during office hours [10:00 to 17:30 hours].
16. The EOI must be delivered in **written form in the prescribed form (see Annexure -1 & 2) along with necessary supporting documents and a soft copy of the full EOI may also be provided 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 “**Hiring an agency for Conducting a Mid-Term Evaluation of Start-up Village Entrepreneurship Programme (SVEP).** EOI should be submitted to the undersigned within 15 days from the date of publication of EOI i.e., **22nd January 2018.** Incomplete EOIs as well as 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
6th 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 with eligible agencies (not less than 3 consultants) who will be invited to submit proposals at a later stage.

Annex –1 : Format for Organizational Profile

Name of the Assignment:

Date of advertisement:

Reference No (CPPP e-publishing):

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

A – Consultant’s Profile (Maximum 2 pages)					
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	State/Location of Branch office	No of Staff working (excluding office support staff		
			Key Staff	Field Investigators	

	<p>In case of Joint Venture/Association, clearly indicate the details of the members who hold the branch offices.</p>	<table border="1"> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td></tr> </table>																
7.	<p>Financial Capacity: The Lead firm should have an annual average turnover/ receipt of grant in aid and other receipts of Rs.3.0 crore during the last 3 years and at least 20% of the turnover must have accrued from /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 data-bbox="596 607 868 763">Year</th> <th data-bbox="868 607 1139 763">Total Turnover</th> <th data-bbox="1139 607 1410 763">Turnover from similar studies</th> </tr> </thead> <tbody> <tr> <td data-bbox="596 763 868 837">2016-17</td> <td data-bbox="868 763 1139 837"></td> <td data-bbox="1139 763 1410 837"></td> </tr> <tr> <td data-bbox="596 837 868 911">2015-16</td> <td data-bbox="868 837 1139 911"></td> <td data-bbox="1139 837 1410 911"></td> </tr> <tr> <td data-bbox="596 911 868 985">2014-15</td> <td data-bbox="868 911 1139 985"></td> <td data-bbox="1139 911 1410 985"></td> </tr> <tr> <td data-bbox="596 985 868 1059">Average</td> <td data-bbox="868 985 1139 1059"></td> <td data-bbox="1139 985 1410 1059"></td> </tr> </tbody> </table> <p>The Agencies should attached a certificate from the Chartered Accountant certifying the yearly turnover and turnover from similar studies.</p>	Year	Total Turnover	Turnover from similar studies	2016-17			2015-16			2014-15			Average			
Year	Total Turnover	Turnover from similar studies																
2016-17																		
2015-16																		
2014-15																		
Average																		

B- Consultant's Experience (Maximum 10 pages)

1. The Lead firm should have experience in undertaking large-scale household surveys/ Impact Evaluations 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. Please provide the details of completed projects.**

Name of Project	Client	Scope of work	Sample States (provide the names of the sample states)	Duration of Assignment and status as of Oct 17		Value of Contract (in INR)	Key parameters		
				Effective date of original contract and Duration	Date of acceptance of final deliverables by the client		Total HHs	Experience in Proposed SVEP study sample states	Is it a CAPI Based Survey?

B- Consultant's Experience (Maximum 10 pages)

2 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, no of CAPIS used status of the project etc. Agencies with no experience in undertaking household survey with CAPIs shall not be considered.

Name of Project	Client	Scope of work	Sample States and Households	Duration of Assignment and status as of Oct'17		Value of Contract (in INR)	Key parameters regarding CAPI			Field survey Infrastructure available such as Servers and hardware for electronic archiving of the data and real time sharing of data with client.
				Effective date of original contract and Duration	Date of acceptance of final deliverables by the client		No of Modules	Average time required to administer the HH schedule	No of CAPIS used	

3.	Details of Key staff available (excluding office admin staff)				
	Category (provide each branch and partner wise details)	No.	No. of Senior Professionals relevant for the study	No. Of field staff	No. of Associates/Consultants
	Head office				
	Branch office				
	Total				
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 EoI stage. among other information, the brief CVs should include the following information in the following format:</p>				
	Name of the staff with education qualification				
	Is he/she currently associated with the consultant? (Yes/No) if yes, provide nature of engagement (fulltime staff, part time staff, consultant etc)				
	Designation				
	Years of experience in the organization				
	Areas of expertise				
	Particulars of assignments handled				
	Particulars of service provided				

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)