National Academy of RUDSETI
Sponsors: SDME Trust & Canara Bank
Survey No. 30, Near Govt High School, Kumbalagodu, Bengaluru Urban Dt, Bengaluru - 560074, Ph: 9449045767, E Mail: info@rudsetacademy.org ;
Website: https://rudsetacademy.org

BUYER-ADDED ADDITIONAL TERMS AND CONDITIONS (ATC)

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

S. No.	Activity Description	Date
1.	Floating of RFP on GeM Portal and NAR Website	03.11.2026
2.	Last Date for Submission of Queries/ Pre-bid Clarifications (in the format at Annexure VIII, by e-mail only)	13.11.2026 up to 5:00 PM
3.	Pre-bid Meeting (through Video Conference/ physical mode)	17.11.2026 at 11:30 AM
4.	NAR's response to queries/ issue of Corrigendum, if any	19.11.2026
5.	Submission of Earnest Money Deposit (EMD), as prescribed at Clause 15.1, Part-I of RFP. Copy of the EMD or exemption certificate shall be submitted along with Technical Bid. Original EMD (DD/ Bank Guarantee) shall be submitted to NAR, Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India.	Rs 1.00 (one Lakh) favouring National Academy of RUDSETI (NAR) payable at Bengaluru. Original to be submitted on or before 11.12.2026 (within 7 days from the opening of technical bids)
6.	Last Date and Time for Online Submission of Bids on GeM Portal	04.12.2026 at 3:00 PM
7.	Opening of Technical Bids	05.12.2026 at 3:00 PM
8.	Presentation by technically responsive Bidders before the Technical Evaluation Committee	Will be intimated to the shortlisted agencies
9.	Opening of Financial Bids of technically qualified Bidders	Will be intimated through the GeM Portal or email communication

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NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

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SECTION I: NOTICE INVITING OFFERS (NIO)

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

1. Background

1.1. The Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), Government of India, is the flagship programme of the Government for rural poverty reduction through the promotion of self-managed institutions of the rural poor. The Mission has mobilised rural women into more than 92 lakh Self Help Groups (SHGs) and their federations, which stand cumulatively credit-linked to the extent of over ₹13.14 lakh crore. Financial inclusion and financial literacy together constitute one of the core pillars of the Mission's strategy for the economic empowerment of rural women.

1.2. Under this pillar, the Mission implements a dedicated Financial Literacy programme delivered through a cascaded, community led training architecture comprising Master Trainers and Financial Literacy Community Resource Persons (FL-CRPs) drawn from the SHG fold. The programme presently covers 30 States/ Union Territories, 704 districts and 6,756 blocks, and reaches approximately 3.5 crore SHG members annually, making it the largest community-led financial literacy effort in the country.

1.3. In view of the scale of the programme and the substantial transformation of the financial sector in recent years, the Ministry proposes to commission an independent, pan-India impact assessment of the Financial Literacy programme, and simultaneously to establish, for the first time, a standardised methodology for the assessment of financial literacy of SHG members against nationally recognised parameters of financial knowledge, attitude and behaviour.

2. Purpose of the Notice

2.1. The National Academy of RUDSETI (NAR), Bengaluru, on behalf of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development (MoRD), invites Bids under a two-bid system, i.e. Technical Bid and Financial Bid, from reputed and experienced agencies for "Undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM" on the terms and conditions set out in this RFP document.

2.2. The detailed Terms of Reference, eligibility conditions, evaluation criteria, contractual terms and formats are contained in Sections III and IV and in the Annexures to this RFP

document. The RFP document in its entirety, together with all Corrigenda and clarifications issued by NAR, shall constitute the bidding document.

3. Two-Bid System

3.1. Bidders shall submit their offers under two-bid system, comprising Technical Bid and Financial Bid, complete in all respects. Both bids shall be submitted online through the GeM Portal in the folder structure specified on the portal.

3.2. The Technical Bid shall not contain any financial information whatsoever. In the event that any financial information is found in the Technical Bid, the bid shall be summarily rejected.

3.3. The selection of the successful Bidder shall be made through the Quality and Cost Based Selection (QCBS) method, with a weightage of seventy per cent (70%) for the technical score and thirty per cent (30%) for the financial score, as detailed in Section IV of this RFP.

4. Submission on GeM Portal

4.1. The interested Bidders shall submit their bids online on the GeM Portal (https://gem.gov.in/) on or before the last date and time for submission of bids as specified in Clause 16 of Section III. The RFP documents can be downloaded from the websites https://gem.gov.in/ and https://rudsetacademy.org/.

4.2. If any agency submits the proposal in hard copy, by hand, by post or by courier, such agency shall be disqualified. This shall not apply to the submission of the Earnest Money Deposit, MSME registration certificate or Start-up recognition certificate, which shall be submitted in physical form in the manner prescribed in Clause 15.1 of Section III, in addition to being uploaded on the GeM Portal.

5. Important Dates

5.1. The schedule of the bidding process is set out in Clause 16 of Section III – Instructions to Bidders. Any modification to the schedule shall be notified through a Corrigendum on the GeM Portal and the website of NAR.

6. Validity of Bids

6.1. The bids shall remain valid and open for acceptance for a period of ninety (90) days from the date of opening of the Technical Bids. A bid valid for a shorter period shall be rejected as non-responsive.

7. Earnest Money Deposit

7.1. Bids shall be accompanied by an Earnest Money Deposit (bid security) of **₹1,00,000 (Rupees One Lakh only)** in the form and manner prescribed in Clause 15.1 of Section III. Micro and Small Enterprises registered with the competent authority and Start-ups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) are exempted from furnishing the Earnest Money Deposit on production of the relevant

registration certificate, in accordance with the provisions of the General Financial Rules, 2017.

8. Contact Details

8.1. All correspondence in respect of this RFP shall be addressed to:

Designation	Director General, National Academy of RUDSETI (NAR)
Address	Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India
E-mail (for queries and clarifications)	info@rudsetacademy.org & dg@rudsetacademy.org
Websites	https://gem.gov.in/ ; https://rudsetacademy.org/

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NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

SECTION II: GENERAL CONDITIONS OF CONTRACT

1. General Provisions

1.1 Definitions. Unless the context otherwise requires, the terms used in these General Conditions of Contract shall have the meanings assigned to them in the Request for Proposal. "Employer" means the National Academy of RUDSETI (NAR), acting on behalf of DAY-NRLM, Ministry of Rural Development; "Consultant" means the agency selected pursuant to the Request for Proposal; "Services" means the work described in the Terms of Reference; "Party" means the Employer or the Consultant, and "Parties" means both of them.

1.2 Relationship between the Parties. Nothing contained herein shall be construed as establishing a relationship of master and servant, or of principal and agent, as between the Employer and the Consultant. The Consultant shall be fully responsible for the Services performed by it and by its personnel.

1.3 Governing law and language. This Contract shall be governed by and construed in accordance with the laws of India. The language of the Contract, and of all notices and communications, shall be English.

1.4 Notices. Any notice under this Contract shall be in writing and shall be delivered by hand, by registered post or by electronic mail to the address of the Party specified in the Special Conditions of Contract, and shall be effective upon delivery or upon the expiry of seven (7) days from the date of despatch, whichever is earlier.

1.5 Authorised representatives. Any action required or permitted to be taken under this Contract may be taken by the authorised representative of the Party specified in the Special Conditions of Contract.

1.6 Entire agreement. This RFP together with the documents submitted along with Technical bid, Financial bid and correspondences till the formal contract agreement date shall constitute the entire agreement between the Parties and supersedes all prior communications, representations and understandings.

2. Commencement, Completion, Modification and Termination of the Contract

2.1 Effectiveness. This Contract shall come into effect on the date of its signature by both Parties, or on the date of the Letter of Award, whichever is earlier.

2.2 Commencement of Services. The Consultant shall commence the Services within seven (7) days of the date of the Letter of Award.

2.3 Duration. The Services shall be completed, and all deliverables submitted and accepted, within three (03) months, that is to say twelve (12) weeks, from the date of the Letter of Award. Time shall be of the essence of this Contract.

2.4 Modification. Any modification of the terms of this Contract, including any modification of the scope of the Services, may be made only by written agreement between the Parties, and shall not have the effect of extending the total duration beyond three (3) months.

2.5 Force Majeure. The provisions of Clause 21 of Section III of this RFP(Request for Proposal) shall apply to any event of Force Majeure, and the period for the performance of any obligation shall be extended by a period equal to the period of the Force Majeure.

2.6.1 Termination for convenience. The Employer may, by written notice of not less than thirty (30) days to the Consultant, terminate this Contract, in whole or in part, at any time for its own convenience. The notice of termination shall specify that termination is for the Employer's convenience, the extent to which performance of the Consultant under this Contract is terminated, and the date upon which such termination becomes effective.

2.6.2 Termination for default. The Employer may, by written notice to the Consultant, terminate this Contract with immediate effect if the Consultant: (a) fails to remedy a material breach of its obligations under this Contract within thirty (30) days of receipt of written notice from the Employer specifying such breach; (b) becomes bankrupt, insolvent, or enters into liquidation, receivership or winding-up, whether compulsory or voluntary; (c) is found to have engaged in any corrupt, fraudulent, collusive, coercive or obstructive practice, in terms of Clause 17 of Section III of the RFP, in competing for or in executing this Contract; (d) is blacklisted or debarred by any Central or State Government Ministry, Department, institution or Government-affiliated entity during the currency of this Contract; or (e) submits, or causes to be submitted, any material misrepresentation or false declaration.

2.6.3 Consequences of termination. Upon termination under Clause 2.6.1 or 2.6.2, the Consultant shall: (a) cease all further work, save such work as the Employer may specify to protect life, property or the work already performed; (b) hand over to the Employer all data, documents, reports and other deliverables, whether complete or in progress, prepared up to the date of termination, together with all raw and cleaned datasets; and (c) be paid for Services satisfactorily performed and accepted up to the date of termination, on a pro-rata basis with reference to the Payment Schedule (Section E) of Section V of this RFP, less any sums otherwise due to the Employer, including liquidated damages accrued and the cost of completing the balance Services through an alternative agency. Termination for default under Clause 2.6.2 shall be without prejudice to the Employer's right to forfeit the Performance Security and to any other remedy available in law.

3. Obligations of the Consultant

3.1 Standard of performance. The Consultant shall perform the Services and carry out its obligations under this Contract with due diligence, efficiency and economy, in accordance with generally accepted professional standards and practices, and shall observe sound management, engineering, statistical and research practices.

3.2 Conflict of interest. The Consultant shall hold the Employer's interests paramount, without any consideration for future work, and shall strictly avoid conflicts with other assignments or its own corporate interests, in terms of Clause 18 of Section III of the RFP.

3.3 Confidentiality. The Consultant shall keep confidential and not disclose to any third party any documents, data or other information furnished by the Employer or generated by the Consultant in the course of the Services, save with the prior written approval of the Employer, in terms of Clause 19 of Section III of the RFP. This obligation shall survive the completion, expiry or termination of this Contract.

3.4 Insurance. The Consultant shall, at its own cost, effect and maintain for the duration of this Contract: (a) workmen's compensation or equivalent insurance in respect of its personnel and field staff, including field investigators and supervisors; and (b) such further insurance, if any, as is specified in

the Special Conditions of Contract. The Consultant shall furnish evidence of such insurance to the Employer upon request.

3.5 Actions requiring the Employer's prior approval. The Consultant shall obtain the prior written approval of the Employer before: (a) substituting any key personnel, save as permitted under Clause 4.2; (b) sub-contracting any part of the Services, other than the engagement of field investigators, translators and data entry personnel permitted under Clause 4.3 of Section III of the RFP; and (c) issuing any press release or public statement, or using the name, logo or insignia of the Employer, the National Academy of RUDSETI or DAY-NRLM, in connection with the assignment.

3.6 Compliance with law. The Consultant shall comply with all applicable laws in the performance of the Services, including labour laws applicable to its personnel and field staff (including, where applicable, minimum wages and statutory social security contributions), and the provisions of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, in respect of its own personnel.

3.7 Safeguarding of respondents. The Consultant shall ensure that every field investigator and other personnel deployed for door-step or in-person data collection undergoes a police verification or equivalent background check prior to deployment, and is sensitised on child protection and on the prevention of sexual harassment, exploitation or abuse of respondents, consistent with Clause 6 (Ethical Compliance) of Section IV of the RFP. The Consultant shall establish a grievance redressal mechanism, publicised to respondents, through which any complaint against field personnel may be raised, and shall report any such complaint to the Employer within forty-eight (48) hours of its receipt, together with the remedial action taken.

3.8 Ownership of deliverables. All reports, data, instruments and other deliverables prepared by the Consultant in the course of the Services shall vest in the Employer, in terms of Clause 20 of Section III and Clause 15 of Section IV of the RFP.

3.9 Equipment and documents furnished by the Employer. Any equipment, documents or data furnished by the Employer for the purposes of the Services shall remain the property of the Employer and shall be returned to the Employer, or destroyed with the Employer's written approval, on completion or termination of this Contract.

4. Consultant's Personnel

4.1 Description of Personnel. The Consultant shall deploy the key personnel named in its Technical Bid, in accordance with the qualifications, experience and level of effort set out in their curricula vitae at Annexure VII, Section 3, and shall deploy such further field supervisors, investigators and support staff as are necessary for the timely and satisfactory performance of the Services, at its own cost.

4.2 Removal and/or replacement of Personnel. The Consultant shall not substitute any key personnel after the submission of its bid. Any proposed substitution, whether on account of resignation, incapacity or otherwise, shall require the prior written approval of the Employer, and any approved substitute shall possess qualifications and experience equal to or better than those of the person replaced, at no additional cost to the Employer, in terms of Clause 11.3 of Section IV of the RFP.

4.3 Removal at the Employer's instance. Where the Employer, for reasons to be recorded in writing, considers the performance or conduct of any member of the Consultant's core team or field force to be unsatisfactory, the Employer may require the Consultant to withdraw and replace such person, and the Consultant shall comply within fifteen (15) days, in terms of Clause 11.5 of Section IV of the RFP, without any additional cost to the Employer or extension of time on that account.

4.4 Working arrangements. The Consultant's personnel shall observe such working hours, leave arrangements and codes of conduct as the Consultant considers necessary for the performance of the

Services. The Employer shall not be liable for any remuneration, overtime, leave encashment or other benefit payable by the Consultant to its personnel or field staff, all of which shall be borne by the Consultant within the contract price.

5. Obligations of the Employer

5.1 Assistance and facilitation. The Employer shall render the assistance described at Clause 14 of Section IV of the RFP, including the nomination of a nodal officer, the issuance of letters of introduction to the State Rural Livelihoods Missions of the sampled States/ Union Territories, and facilitation of the co-operation of the district and block units.

5.2 Access to information. The Employer shall make available the programme documents, training modules, guidelines and such monitoring data and lists of Self-Help Groups and members as are reasonably necessary for the drawing of the sample, subject to the law for the time being in force relating to the protection of personal data.

5.3 Timely decisions. The Employer shall communicate its comments on each deliverable, and shall accept or reject the same, within the period specified at Clause 9.3 of Section IV of the RFP.

5.4 Payment. The Employer shall make payment to the Consultant in accordance with the Payment Schedule at Section V-E of the RFP and Clause 6 below.

5.5 Limitation. The Employer shall not be responsible for arranging the transport, accommodation or field logistics of the Consultant, or for deploying its own personnel or the community cadre for the collection of data, in terms of Clause 14.3 of Section IV of the RFP.

6. Payments to the Consultant

6.1 Lump-sum contract. This Contract is a lump-sum contract. The total contract price is fixed and is not subject to any escalation or price adjustment on any account whatsoever, save as expressly provided in this Contract.

6.2 Milestone payments. Payment shall be made against the milestones, percentages and indicative amounts set out in the Payment Schedule at Section V-E of the RFP, upon written acceptance of the corresponding deliverable by the Employer.

6.3 Invoicing. The Consultant shall submit its invoice, together with the accepted deliverable, and the Employer shall endeavour to release payment within thirty (30) days of acceptance, in terms of Clause E.4 of Section V of the RFP.

6.4 Deemed approval of the Final Report. If the Employer fails to communicate its comments on, or its rejection of, the Final Report within the period specified at Clause 9.3 of Section IV of the RFP, the Final Report shall be deemed to have been accepted for the purposes of release of the corresponding milestone payment, without prejudice to the Employer's right to point out any error apparent on the face of the record within a further period of thirty (30) days and to require its correction.

6.5 No advance payment. No advance, mobilisation or interim payment shall be made otherwise than against an accepted milestone.

6.6 Taxes. All payments are exclusive of Goods and Services Tax, which shall be paid extra at the applicable rate against a valid tax invoice. All payments shall be subject to deduction of tax at source at the prevailing rates. The Consultant shall be solely responsible for the discharge of its own statutory dues, and those in respect of its personnel and field staff.

6.7 Currency. All payments under this Contract shall be made in Indian Rupees.

6.8 Interest on delayed payment. No interest shall be payable by the Employer on any payment made within the period specified at Clause 6.3 above. Where payment is delayed beyond the said period for

reasons attributable solely to the Employer, the Employer may, at its discretion, consider payment of interest at the rate specified in the Special Conditions of Contract.

7. Fairness and Good Faith

7.1. The Parties undertake to act in good faith with respect to each other's rights under this Contract and to adopt all reasonable measures to ensure the realisation of the objectives of this Contract.

7.2. If either Party considers that any provision of this Contract operates unfairly by reason of any circumstance not foreseen at the time of its execution, that Party may bring the matter to the notice of the other Party, and the Parties shall use their best efforts to agree upon such action as may be equitable. No failure to agree shall, by itself, give rise to a dispute.

8. Settlement of Disputes

8.1. The provisions of Clause 22 of Section III of the Request for Proposal, relating to amicable settlement and arbitration, and of Clause 23 thereof, relating to governing law and jurisdiction, shall apply to any dispute arising out of or in connection with this Contract.

8.2.Notwithstanding the existence of any dispute or the pendency of any arbitral proceeding, the Consultant shall continue to perform its obligations under this Contract, and the Employer shall continue to make payments in respect of the undisputed deliverables duly accepted.

9. Liquidated Damages

9.1.If the Consultant fails to submit any deliverable within the timeline prescribed in this Contract, liquidated damages at the rate of one half of one per cent (0.5%) of the total contract value shall be levied for each week of delay or part thereof, subject to a maximum of ten per cent (10%) of the total contract value, in terms of Clause 24 of Section III.

9.2. The levy of liquidated damages shall be without prejudice to the right of the Employer to terminate this Contract and to forfeit the Performance Security.

9.3. Where the delay is attributable to reasons beyond the control of the Consultant, and the Consultant has given timely written intimation, the Employer may, at its sole discretion, grant an extension of time without the levy of liquidated damages, and the decision of the Employer in that behalf shall be final and binding.

10. Miscellaneous Provisions

10.1 Amendment. This Contract may be amended only by an instrument in writing signed by the duly authorised representatives of both Parties.

10.2 Non-waiver. No failure or delay on the part of either Party in exercising any right under this Contract shall operate as a waiver of such right, nor shall any single or partial exercise of any right preclude any other or further exercise thereof.

10.3 Severability. If any provision of this Contract is held to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

10.4 Assignment. The Consultant shall not assign this Contract, or any right or obligation arising thereunder, without the prior written consent of the Employer. The Employer may assign this Contract to any successor department, mission or agency of the Government of India administering DAY-NRLM.

10.5 No third-party rights. This Contract is for the sole benefit of the Parties and confers no right or benefit on any third party, save as expressly provided herein.

10.6 Survival. The obligations of the Consultant relating to confidentiality (Clause 3.3 above), ownership of data and intellectual property (Clause 3.8 above), and ethical compliance (Clause 3.7 above), shall survive the completion, expiry or termination of this Contract.

10.7 Counterparts. This Contract is executed in two originals, one for each Party, each of which shall be deemed an original.

10.8 Language and headings. The language of this Contract shall be English. Clause headings are for convenience of reference only and shall not affect the interpretation of this Contract.

11. Standard GFR RULES

a. NAR reserves the right to accept or reject any or all bids, in whole or in part, or to cancel or annul the bidding process at any time, or to amend, modify or withdraw any of the terms and conditions contained in this Bid Document, without assigning any reason whatsoever and without incurring any liability to the affected Bidder or Bidders.

b. NAR is not bound to accept the lowest bid or any bid, and no Bidder shall have any claim, right or remedy against NAR on account of such non-acceptance.

c. Any effort by a Bidder to influence NAR in the evaluation of bids or in the decision concerning the award of contract shall result in the rejection of the bid.

d. Conditional bids, bids containing deviations from the terms of this RFP, and bids received after the prescribed date and time shall be summarily rejected.

e. This RFP is not an offer, agreement or contract and is issued with no commitment. NAR reserves the right to withdraw the RFP and to change or vary any part thereof at any stage.

f. The bidding process and any contract awarded pursuant thereto shall be governed by the General Financial Rules, 2017, the Manual for Procurement of Consultancy and Other Services (as amended from time to time), the applicable guidelines of the Central Vigilance Commission, and the extant instructions of the Government of India relating to public procurement, including the restrictions applicable to bidders from countries sharing a land border with India in terms of Rule 144(xi) of the General Financial Rules, 2017.

(Director General)

National Academy of RUDSETI (NAR)

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SECTION III: INSTRUCTIONS TO BIDDERS

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

1. Cost of Bid

1.1. The Bidder shall bear all costs associated with the preparation and submission of its bid, including but not limited to the cost of preparing documentation, attending the Pre-bid meeting, making presentations before the Technical Evaluation Committee, and any other costs incidental to participation in this bidding process. NAR & MoRD shall, under no circumstances, be responsible or liable for such costs, regardless of the conduct or outcome of the tender process.

2. Examination of RFP Documents

2.1. The Bidder is expected to examine all instructions, forms, terms, conditions, Terms of Reference and Annexures contained in the RFP document. Failure to furnish all information required by the RFP document, or the submission of a bid that is not substantially responsive to the RFP document in every respect, shall be at the Bidder's risk and may result in rejection of the bid.

2.2. The Bidder shall be deemed to have satisfied itself, before submitting its bid, as to the nature, scale, geographical spread and complexity of the assignment, and as to the conditions and circumstances that may affect the cost and duration of the Services. No claim shall be entertained on the ground of any misunderstanding or misapprehension in this regard.

3. Alterations to the RFP Document

3.1. The Bidder shall not make, or cause to be made, any alteration, erasure or obliteration to the text of the RFP document. Any unauthorised alteration shall render the bid liable to rejection.

4. Eligibility

4.1. The Bidder shall be a Single Entity. Joint Ventures, Consortia and associations of entities are not permitted under this RFP.

4.2. The Bidder shall satisfy each of the eligibility conditions set out in Section V-A of this RFP. Bids that do not meet the said eligibility conditions shall not be taken up for technical evaluation.

4.3. Sub-contracting of the assignment, in whole or in part, is not permitted. Engagement of field investigators, translators and data entry personnel by the successful Bidder for the purposes of the assignment shall not be construed as sub-contracting, provided that the Bidder shall at all times remain solely responsible for the quality and integrity of the work.

5. Preparation of Bids

5.1. Language

Bids and all accompanying documents shall be in the English language. Where any accompanying document is in a language other than English, it shall be accompanied by an English translation certified as a "True Translation of the contents of the document". In the event of any discrepancy between the English version and the original document, the English version shall prevail for the purpose of interpretation.

5.2. Form of Bid

The form of bid shall be completed in all respects and duly signed and stamped by an authorised representative of the Bidder. A relevant power of attorney authorising the representative to sign the bid on behalf of the Bidder must be attached to the submission, in the format at Annexure III.

5.3. Currency of Bid and Payment

The Bidder shall submit the Financial Bid in Indian Rupees (INR). All payments under the resultant contract shall also be made in Indian Rupees.

5.4. Documents Comprising the Bid

The Technical Bid shall comprise the documents listed in the Checklist at Annexure I, including the Tender Submission Letter (Annexure II), Bidder's Authorisation Certificate (Annexure III), Affidavit (Annexure IV), Information on Bidder's Organisation (Annexure V), Annual Turnover statement (Annexure VI), and the Technical Proposal in the format prescribed at Annexure VII, comprising Section 1 (Relevant Experience in Similar Assignments), Section 2 (Approach and Methodology) and Section 3 (Core Team Composition, Qualifications and Experience). The Financial Bid shall be submitted in the format prescribed at Page No 60 &61.

6. Clarifications by Bidders

6.1. Bidders requiring any clarification on the RFP document may contact the Procurement Division of NAR in writing by e-mail within the timeline specified in the Schedule of Bidding Process. The seeking of clarifications by a Bidder shall not be construed as conferring any right upon the Bidder to alter, supplement or revise its bid.

6.2. All correspondence requesting clarifications must be submitted in the format specified at Annexure VIII and sent by e-mail to info@rudsetacademy.org & dg@rudsetacademy.org

6.3. NAR shall endeavour to respond to the queries raised or clarifications sought by the Bidders. However, NAR reserves the right, at its sole discretion, not to respond to any query or to provide any clarification. Nothing in this clause shall be construed, interpreted or implied as obligating NAR to respond to any query or to provide any clarification. Only such clarifications or amendments as are issued through an official Corrigendum uploaded on the designated portals shall be treated as part of this RFP and shall be binding on all Bidders.

6.4. At any time prior to the Bid Due Date, NAR may, at its sole discretion and for any reason, whether at its own initiative or in response to clarifications requested by any Bidder, modify the RFP document through the issuance of an Addendum/ Corrigendum/ Clarification. Any such Addendum/ Corrigendum/ Clarification shall be communicated to the Bidders by e-mail and/or uploaded on the website of NAR (https://rudsetacademy.org/) and/or on the GeM Portal (https://gem.gov.in/). All such modifications shall be binding on the Bidders and shall form an integral part of the RFP document. Bidders are responsible for regularly checking the website and the GeM Portal for updates or changes to the RFP, and are required to acknowledge receipt of such modifications and incorporate them into their bids.

7. Pre-bid Meeting

7.1. In order to clarify and discuss issues with respect to the assignment and the RFP document, a Pre-bid Meeting shall be held as per the details provided in Clause 16 herein. The meeting shall be conducted through Video Conference and in physical mode. Bidders intending to participate shall inform NAR by writing to info@rudsetacademy.org & dg@rudsetacademy.org well before as per the time schedule specified, so that Video Conference details may be shared.

7.2. Prior to the Pre-bid Meeting, Bidders may submit a list of queries and proposed suggestions, if any, in editable word format, in the format prescribed at Annexure VIII.

7.3. Bidders are advised that NAR will not entertain any deviations to the RFP document, either at the time of submission of the proposal or thereafter. The proposal submitted by the Bidder must be unconditional and unqualified, and by submitting a proposal the Bidder shall be deemed to have accepted all the terms and conditions of the RFP document, including all its contents. Any conditional proposal shall be regarded as non-responsive and shall be liable for rejection.

7.4. In the event of any change in the schedule of the Pre-bid Meeting, the same shall be communicated to Bidders by e-mail and/or posted on the NAR website and/or the GeM Portal.

7.5. Attendance at the Pre-bid Meeting is not mandatory. NAR will endeavour to respond to all queries received by the scheduled date, from all Bidders, irrespective of their attendance at the Pre-bid Meeting.

7.6. No interpretation, revision or other communication from NAR in respect of this solicitation shall be considered valid unless it is issued in writing. NAR may, at its discretion, communicate responses to all Bidders whose proposals are under consideration, either in writing or through standard electronic means, or by uploading the responses on the official website(s), including a description of the enquiry but without identifying its source.

8. Format and Signing of Bid

8.1. The documents comprising the bid shall be typed, and all pages of the bid shall be signed by a person duly authorised to sign on behalf of the Bidder.

8.2. The bid shall contain no alterations, omissions or additions, except those made to comply with instructions issued by, or to correct errors made by the Bidder. In such cases, the corrections shall be initialled by the person signing the bid.

8.3. The bids shall be properly typed, numbered, signed and scanned to ensure clarity and legibility. Any unclear or illegible page or evidence found in the bid shall not be considered or scored.

8.4. The Bidder shall furnish an index and page numbering for the entire Technical Bid, with cross-references to the Checklist at Annexure I, so as to facilitate evaluation.

9. Submission of Bids

9.1. The Bidder shall submit its offer under a two-bid system, i.e. Technical Bid and Financial Bid, complete in all respects. Bidders must upload and submit their bids only on the GeM Portal (https://gem.gov.in). All documents must be uploaded as per the folder structure specified on the portal. Any agency submitting a proposal in hard copy shall be disqualified. The Earnest Money Deposit, as detailed at Clause 15.1 hereunder, or the MSME certificate/ Start-up recognition certificate, shall be submitted before the Technical Bid submission deadline, clearly marked to the NAR Procurement Cell, Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India, between 10:00 a.m. and 12:30 p.m., and handed over only to the NAR Procurement Cell team.

9.2. A copy of the Earnest Money Deposit instrument/ MSME certificate/ Start-up recognition certificate shall form part of the Technical Bid uploaded online on the GeM Portal. Bids without the Earnest Money Deposit or without the MSME/ Start-up certificate claiming exemption shall be disqualified.

9.3. If any financial information is found in the Technical Bid, the bid shall be disqualified. Bidders shall not send any bid by hand, post, courier or by any other method. Such bids shall not be accepted, and the agency shall be disqualified.

9.4. A Bidder shall submit only one bid. Submission of multiple bids by the same Bidder, directly or through any affiliate or associate, shall result in the rejection of all such bids.

9.5. Conditional bids, or bids containing deviations from the terms of the RFP, shall be summarily rejected.

9.6. Validity of Bid: The bid shall remain valid and open for acceptance for a period of ninety (90) days from the date of opening of the Technical Bid. NAR may request the Bidders to extend the period of validity, and a Bidder may refuse the request without forfeiture of its Earnest Money Deposit.

10. Late and Delayed Bids

10.1. Bids must be received no later than the date and time stipulated in the RFP document. NAR may, at its discretion, extend the deadline for submission of bids, in which case all rights and obligations of both NAR and the Bidder shall remain the same as those applicable to the original deadline.

10.2. Bidders are encouraged to submit their bids well before the deadline, taking into account potential network or technical issues. Proposals not received by the deadline shall be disqualified and shall not be considered for evaluation. Bids received after the deadline, including any extension thereof, shall not be considered, and no exception shall be made in this regard.

11. Opening and Evaluation of Technical Bid

11.1. Technical Bids shall be opened in accordance with the tender opening procedure on the GeM Portal. Technical Bids not accompanied by the Earnest Money Deposit or by a valid MSME/ Start-up registration certificate shall be rejected.

11.2. The Technical Bid of the Bidder shall first be examined with reference to the eligibility criteria set out in Section V-A of the RFP document. Only such bids as are found to be responsive to the eligibility criteria shall be taken up for detailed technical scoring in terms of Section V-B.

11.3. Technical evaluation shall be carried out by a Technical Evaluation Committee constituted by NAR. Bids shall be evaluated on the basis of the information submitted by the Bidders. NAR reserves the right to seek clarifications or documents from the Bidders, if NAR considers it necessary for a proper assessment of the bid; however, such clarifications shall not permit any change in the substance of the bid.

11.4. Technically responsive Bidders shall be required to make a presentation before the Technical Evaluation Committee on the date and time to be intimated separately. The presentation shall cover the Bidder's understanding of the Terms of Reference, the proposed approach and methodology, the sampling design, the quality assurance arrangements, the composition and deployment of the core team, and the work plan. The presentation shall form part of the assessment under the criterion "Proposed Methodology and Work Plan".

11.5. Only those Bidders whose Technical Bids achieve a score of 70 (seventy) marks or more out of 100 (one hundred) shall qualify for opening of the Financial Bid. The qualified Bidders shall be ranked from the highest to the lowest on the basis of their technical score (St).

12. Opening of Financial Bid and Final Evaluation

12.1. The Financial Bids of the technically qualified Bidders shall be opened at a later stage in accordance with the process prescribed on the GeM Portal, after due intimation to such Bidders.

12.2. The selection of the Bidder shall be made on the basis of the Quality and Cost Based Selection (QCBS) method as prescribed on the GeM Portal, where the weightage of the technical score shall be seventy per cent (70%) and the weightage of the financial score shall be thirty per cent (30%).

12.3. The financial score (Sf) shall be computed by assigning one hundred (100) marks to the lowest evaluated Financial Bid (Fm), and the financial score of any other bid (F) shall be computed as Sf = 100 × Fm/F. The combined score (S) shall be computed as S = (St × 0.70) + (Sf × 0.30). In the event of any variance between the formula set out in this clause and the computation prescribed on the GeM Portal for Quality and Cost Based Selection, the computation on the GeM Portal shall prevail.

12.4. The Bidder obtaining the highest combined score shall be considered the successful Bidder. In the event of a tie between two or more Bidders, the bid with the higher technical score shall be ranked H-1.

12.5. NAR reserves the right to examine abnormally low or abnormally high Financial Bids and to seek justification from the Bidder. Unsatisfactory justification may lead to rejection of the bid. Any Financial Bid appearing to be abnormally low in relation to the estimated cost of the assignment shall be examined with reference to the deployment of personnel, the field costs and the quality assurance arrangements proposed by the Bidder, in accordance with the extant instructions of the Government of India.

12.6. The Financial Bid shall be evaluated on the total cost exclusive of Goods and Services Tax. Goods and Services Tax shall be payable extra at the applicable rates.

13. Right to Accept any Bid and to Reject any or all Bids

13.1. NAR is not bound to accept the lowest bid or any bid, and may at any time terminate the tendering process by providing written notice, without thereby incurring any liability to the Bidders.

13.2. NAR reserves the unequivocal right to cancel the Letter of Award (LOA) or to terminate the contract/ Work Order at any stage if it is discovered that the Bidder has been blacklisted on previous occasions by any Central or State Government Ministry, Department, institution, local body, municipality, Public Sector Undertaking or any other Government-affiliated entity. NAR may independently verify the Bidder's blacklisting status through official records, third-party verification, or any other means it deems appropriate. In such cases, the Bidder may provide all relevant documents to clarify the status upon NAR's request. Failure to do so, or any misrepresentation of facts, shall lead to immediate cancellation of the LOA or termination of the contract/ Work Order, without any liability on NAR's part. NAR's decision in this regard shall be final and binding.

13.3. NAR may cancel the LOA or terminate the contract in the event that the successful Bidder fails to furnish the required Performance Security or fails to execute the agreement within the stipulated period.

13.4. Any misrepresentation, false declaration or suppression of material facts at any stage shall result in rejection of the bid or termination of the contract, without prejudice to other remedies available to NAR, including forfeiture of the Earnest Money Deposit or the Performance Security, as the case may be.

13.5. NAR may cancel the LOA or terminate the contract if it is found that any insolvency petition is or was pending against the successful Bidder or its directors.

14. Award of Contract

14.1. NAR shall award the contract to the successful Bidder for the satisfactory performance of the Services in accordance with the terms and conditions incorporated in the RFP document and the contract.

14.2. NAR shall communicate the acceptance of the successful Bidder's bid by e-mail. Such e-mail, read with the conditions outlined in the contract, shall constitute the "Letter of Award (LOA)". The contract shall prescribe the amount which NAR will pay to the successful Bidder in consideration of the execution of the work/ services required.

14.3. The successful Bidder shall commence the assignment at the earliest, as communicated by NAR in this regard.

14.4. The successful Bidder shall execute the contract for the Services within a period of fifteen (15) days from the date of issuance of the Letter of Award, in the form prescribed at Annexure XI.

15. Earnest Money Deposit (EMD) and Performance Security

15.1. Earnest Money Deposit (bid security): The Bidder shall submit the original Earnest Money Deposit (An account payee demand draft, Bank Guarantee (including e-Bank Guarantee) issued or confirmed by any of the Scheduled Banks in India) to the NAR at Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India, within the time notified. Bids not accompanied by the Earnest Money Deposit, where applicable, shall be summarily rejected. Micro and Small Enterprises seeking exemption from submitting the Earnest Money Deposit are required to submit their MSME registration certificate as per the relevant provisions of the General Financial Rules, 2017. Similarly, Start-ups recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) are required to submit their Start-up recognition certificate as per the relevant provisions of the General Financial Rules, 2017. The Earnest Money Deposit shall remain valid for a period of forty-five (45) days beyond the validity of the bid.

15.2. The Earnest Money Deposit of unsuccessful Bidders shall be refunded, without interest, within a period of thirty (30) days from the date of award of the contract to the successful Bidder. The Earnest Money Deposit of the successful Bidder shall be refunded, without interest, upon furnishing of the Performance Security and execution of the contract.

15.3. The Earnest Money Deposit shall be forfeited if the Bidder withdraws or modifies its bid during the period of bid validity, or if the successful Bidder fails to execute the contract or to furnish the Performance Security within the stipulated period, or if the Bidder is found to have engaged in any fraudulent, corrupt, collusive or coercive practice.

15.4. The successful Bidder shall furnish Performance Security of such amount Equivalent to five per cent (5%) of the total value of the contract, in the form of an Insurance Surety Bond, an account payee demand draft drawn on a commercial bank, or a Bank Guarantee (including e-Bank Guarantee) as per the format provided in Annexure I

15.5. X, issued or confirmed by any Scheduled Bank in India, valid for a period of at least two (2) months beyond the expiry of the contract period, shall be furnished by the successful Bidder within fifteen (15) days of the issuance of the Letter of Award. Tsshe Performance Security shall be refunded within two (2) months of the date of expiry or completion of the contract, without any interest payable thereon. In the event of the agency failing to comply with any provision of the contract, the Performance Security shall stand forfeited, in whole or in part, at the discretion of NAR.

16. Time Schedule of Bidding Process

S. No.	Activity Description	Date
1.	Floating of RFP on GeM Portal and NAR Website	03.11.2026
2.	Last Date for Submission of Queries/ Pre-bid Clarifications (in the format at Annexure VIII, by e-mail only)	13.11.2026 up to 5:00 PM
3.	Pre-bid Meeting (through Video Conference/ physical mode)	17.11.2026 at 11:30 AM
4.	NAR's response to queries/ issue of Corrigendum, if any	19.11.2026
5.	Submission of Earnest Money Deposit (EMD), as prescribed at Clause 15.1, Part-I of RFP. Copy of the EMD or exemption certificate shall be submitted along with Technical Bid. Original EMD (DD/ Bank Guarantee) shall be submitted to NAR, Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India.	Rs 1.00 (one Lakh) favouring National Academy of RUDSETI (NAR) payable at Bengaluru. Original to be submitted on or before 11.12.2026 (within 7 days from the opening of technical bids)
6.	Last Date and Time for Online Submission of Bids on GeM Portal	04.12.2026 at 3:00 PM
7.	Opening of Technical Bids	05.12.2026 at 3:00 PM
8.	Presentation by technically responsive Bidders before the Technical Evaluation Committee	Will be intimated to the shortlisted agencies
9.	Opening of Financial Bids of technically qualified Bidders	Will be intimated through the GeM Portal or email communication

Pre-bid Meeting – The Pre-bid Meeting shall be conducted through Video Conferencing and in physical mode. Interested Bidders should write to info@rudsetacademy.org & dg@rudsetacademy.org well in advance so that Video Conference details may be provided and/or gate passes arranged.

17. Fraud and Corruption

17.1. NAR requires that Bidders, and the agency selected pursuant to this RFP, observe the highest standard of ethics during the selection process and the execution of the contract. For the purposes of this provision:

I. "corrupt practice" means the offering, receiving, or soliciting, directly or indirectly, of anything of value to influence the action of a public official in the selection process or in contract execution;

II. "fraudulent practice" means a misrepresentation or omission of facts in order to influence a selection process or the execution of a contract;

III. "collusive practice" means a scheme or arrangement between two or more Bidders, with or without the knowledge of MoRD, designed to establish prices at artificial, non-competitive levels;

IV. "coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in a procurement process, or to affect the execution of a contract;

V. "obstructive practice" means deliberately destroying, falsifying, altering or concealing evidence material to an investigation, or making false statements to investigators, or threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to an investigation.

17.2. NAR shall reject a proposal for award if it determines that the Bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive or obstructive practices in competing for the contract.

17.3. NAR may declare a Bidder ineligible, either indefinitely or for a stated period of time, for award of any contract by the Ministry, if it at any time determines that the Bidder has engaged in any of the practices described in Clause 17.1 above in competing for, or in executing, a Government-financed contract.

17.4. The Bidder shall permit NAR, or any person authorised by NAR, to inspect its accounts and records relating to the submission of the bid and the performance of the contract, and to have them audited by auditors appointed by NAR.

18. Conflict of Interest

18.1. A Bidder shall not have a conflict of interest. Any Bidder found to have a conflict of interest shall be disqualified. A Bidder shall be considered to have a conflict of interest with one or more parties in this bidding process if:

I. the Bidder, or any of its affiliates, has been engaged by NAR or by any State Rural Livelihoods Mission to provide consulting services for the preparation of this assignment, including the design of the Financial Literacy modules or the monitoring systems being evaluated.

II. the Bidder, or any of its affiliates, is engaged in the implementation, delivery, supervision or capacity building of the Financial Literacy programme under DAY-NRLM in any State/ Union Territory proposed to be covered under the assignment.

III. the Bidder has a business or family relationship with a member of the staff of NAR, MoRD or of any State Rural Livelihoods Mission who is directly or

indirectly involved in the preparation of the Terms of Reference, the selection process, or the supervision of the contract;

IV. the Bidder submits more than one bid in this bidding process, whether individually or through an affiliate.

V. the Bidder proposes to deploy any person as key personnel who is concurrently deployed on another assignment in a manner that would materially prejudice the performance of this assignment.

18.2. The Bidder shall disclose, in the Technical Bid, any situation of actual or potential conflict of interest that may affect its capacity to serve the best interests of NAR. Failure to disclose such a situation may lead to disqualification of the Bidder or termination of the contract.

19. Confidentiality and Data Security

19.1. Information relating to the evaluation of bids and recommendations concerning the award shall not be disclosed to the Bidders or to any other person not officially concerned with the process until the publication of the award of the contract.

19.2. The Bidder, and the agency selected pursuant to this RFP, shall treat all data, documents, instruments, respondent information and findings arising from the assignment as confidential, and shall not disclose, share, publish or use the same for any purpose unrelated to this assignment without the prior written approval of NAR.

19.3. All data collected under the assignment shall be stored and processed within India and shall be handed over to NAR on completion of the assignment. The agency shall comply with the law for the time being in force relating to the protection of personal data, and shall inform NAR forthwith of any loss of or unauthorised access to the data.

19.4. The obligations under this clause shall survive the completion, expiry or termination of the contract.

20. Intellectual Property Rights

20.1. All data, whether raw or processed, survey instruments, training manuals, reports, analyses, dashboards, presentations, the Financial Literacy Assessment and Certification Framework, and all other deliverables generated under the contract shall vest absolutely and exclusively with NAR and MoRD. The agency shall have no right to use, reproduce, publish, present or disseminate the same, in whole or in part, for any purpose whatsoever, including academic or promotional purposes, without the prior written approval of NAR.

21. Force Majeure

21.1. For the purposes of this RFP and the resultant contract, “Force Majeure” means an event which is beyond the reasonable control of a Party, is not foreseeable, is unavoidable and not brought about by or at the instance of the Party claiming to be

affected by such event, and which makes a Party's performance of its obligations impossible or so impractical as reasonably to be considered impossible in the circumstances. Such events include, but are not limited to, war, riots, civil disorder, earthquake, fire, explosion, storm, flood or other extreme adverse weather conditions, epidemics or pandemics and consequential restrictions imposed by competent authority, strikes, lockouts or other industrial action (except where such action is within the power of the Party invoking Force Majeure to prevent), confiscation or any other action by Government agencies.

21.2. Force Majeure shall not include any event caused by the negligence or intentional action of a Party or of its personnel or agents, nor any event which a diligent Party could reasonably have been expected both to take into account at the time of conclusion of the contract and to avoid or overcome in the carrying out of its obligations. Insufficiency of funds or inability to make any payment shall not constitute Force Majeure.

21.3. The Party affected by an event of Force Majeure shall notify the other Party of the occurrence of such event as soon as possible, and in any case not later than fourteen (14) days following the event, providing evidence of the nature and cause of such event, and shall similarly give written notice of the restoration of normal conditions as soon as possible. Any period within which a Party is required to complete any action or task shall be extended by a duration equal to the time during which such Party was unable to perform on account of Force Majeure**.**

22. Settlement of Disputes and Arbitration

22.1. Amicable Settlement: In the event of a dispute arising between the Parties concerning any matter under the contract, either Party may send a written Notice of Dispute to the other Party. Upon receipt of such notice, the receiving Party shall consider the notice and respond to it in writing within thirty (30) days. If the receiving Party fails to respond within thirty (30) days, or if the dispute is not amicably settled within sixty (60) days following the response, the provisions of Clause 22.2 shall become applicable.

22.2. Arbitration: Any dispute arising out of, in relation to, or in connection with the contract between NAR/MoRD and the agency, which has not been settled amicably, may be referred by either Party to arbitration under the Arbitration and Conciliation Act, 1996. Having regard to the value of the contract, the dispute shall be referred to a sole arbitrator to be appointed by the President of NAR, Bengaluru. The Arbitration and Conciliation Act, 1996 and any statutory modification or re-enactment thereof shall apply to the arbitral proceedings.

22.3. The arbitration proceedings shall be held in Bengaluru, India, and the language of the arbitration proceedings and of all documents and communications between the Parties shall be English.

22.4. The award of the arbitrator shall be final and binding upon both Parties. The cost of the arbitration, including the arbitrator's fees, shall be shared equally by the Parties, while the expenses incurred by each Party in connection with the preparation and presentation of its case shall be borne by that Party. The arbitral award shall be in writing and shall state the reasons for the award.

22.5. Notwithstanding the existence of any dispute or the pendency of arbitration proceedings, the agency shall continue to perform its obligations under the contract, and NAR/MoRD shall continue to make payments in respect of undisputed deliverables duly accepted.

23. Governing Law and Jurisdiction

23.1. This RFP and the contract arising therefrom shall be governed by and construed in accordance with the laws of India. The courts at Bengaluru shall have exclusive jurisdiction over all matters arising out of or relating to this RFP and the resultant contract, subject to the arbitration provisions contained herein.

24. Liquidated Damages

24.1. In the event that the agency fails to submit any deliverable within the timeline prescribed in the contract, liquidated damages at the rate of 0.5% (zero decimal five percent) of the total contract value shall be levied for each week of delay or part thereof, subject to a maximum of ten per cent (10%) of the total contract value. Levy of liquidated damages shall be without prejudice to the right of NAR to terminate the contract and to forfeit the Performance Security.

24.2. Where the delay is attributable to reasons beyond the control of the agency, and the agency has given timely written intimation to NAR, NAR may, at its sole discretion, grant an extension of time without levy of liquidated damages, and the decision of NAR in this regard shall be final and binding.

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SECTION IV: TERMS OF REFERENCE (TOR)

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

1. Background

1.1. Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development, Government of India, is the Government's flagship programme for rural poverty reduction through the promotion of self-managed institutions of the rural poor. The Mission organises poor households into Self Help Groups (SHGs) and their federations, and works to strengthen their livelihoods and overall socio-economic resilience through institution building, capacity building and convergence with Government schemes and financial institutions. Financial inclusion and financial literacy together constitute one of the core pillars of the Mission's strategy for the economic empowerment of rural women.

1.2. Since its inception, DAY-NRLM has achieved significant scale in institution building. As on date, the Mission has mobilised rural women into more than 92 lakh Self Help Groups, which stand cumulatively credit-linked to the extent of over ₹13.14 lakh crore, reflecting a credit linkage ratio of about 70 per cent and a portfolio quality, in terms of non-performing assets, of only around 1.84 per cent. This scale of institution building is supported at the grassroots by a dedicated community cadre, including over 55,000 Bank Sakhis facilitating access to banking services and about 34,000 Vittiya Sakhis supporting enterprise financing, at the doorstep of SHG members.

1.3. Under this pillar, the Mission has facilitated bank linkage of SHGs at an unprecedented scale, enabling access to savings, credit, insurance and pension products for crores of rural women. This has been complemented by considerable national progress in expanding financial infrastructure over the past decade. With more than 53 crore Jan Dhan accounts, approximately 95 per cent of households possessing at least one bank account, and nearly 99.95 per cent of inhabited villages located within 5 km of a banking touchpoint, the supply-side architecture of formal financial services has been substantially strengthened. Deposits under the Pradhan Mantri Jan Dhan Yojana (PMJDY) stand at approximately ₹2.31 lakh crore, and banking outlets in villages have grown from 67,694 in March 2010 to 16.48 lakh by December 2023. Flagship schemes such as PMSBY, PMJJBY, MUDRA, APY and the overdraft facility under PMJDY have further widened the range of formal financial products accessible to the rural poor. The figures cited in this paragraph relate to national financial inclusion indicators as reported in the public domain as on the dates indicated, and are set out for context

only. They do not form part of the technical requirements of this assignment, and bidders shall not rely upon them for the purpose of the design of the study.

2. Financial Inclusion under DAY-NRLM

2.1. Financial Inclusion is a key pillar of DAY-NRLM, aimed at ensuring rural poor households, especially women SHG members, have access to affordable credit, banking services, insurance, pensions and financial literacy support. Through a community-led approach involving SHGs, Bank Sakhis, Financial Literacy CRPs and SAKSHAM Centres, the Mission has created a strong ecosystem for improving financial access and empowering women to make informed financial decisions. Key initiatives include SHG–Bank Credit Linkage, individual enterprise financing, digital financial inclusion through BC Sakhis, financial literacy, social security coverage and community-based financial service delivery. Since 2013–14, DAY-NRLM has facilitated over ₹12.97 lakh crore institutional credit to SHGs, expanded doorstep banking through 1.54 lakh BC Sakhis, trained more than 3.5 crore SHG households annually on financial literacy, and strengthened access to insurance and pension schemes. Going forward, the Mission is focusing on promoting enterprise-led credit, financial resilience and sustainable livelihoods through initiatives such as enhanced interest subvention support and promotion of Lakhpati Didis.

3. Financial Literacy under DAY-NRLM: the Initiative and its Architecture

3.1. The Financial Literacy programme under DAY-NRLM is delivered through a structured training architecture. Standardised modules have been developed covering, inter alia, savings, budgeting, bank transactions, credit and debt management, insurance, pension and digital financial services. These modules are contextualised and translated by the State Rural Livelihoods Missions (SRLMs) to suit local requirements.

3.2. The most distinctive feature of the initiative is its community cadre. Trainings at the village level are imparted by Financial Literacy Community Resource Persons (FL-CRPs), who are themselves drawn from the SHG fold, trained and deployed to conduct sessions with SHGs and their members at the doorstep. This cadre-based delivery model rests on a cascaded structure, under which national and State level resource persons train the FL-CRPs, who in turn reach out to SHG members.

3.3. The initiative has emerged as the largest community-led financial literacy effort in the country. As per current data, it covers 30 States/ Union Territories, 704 districts and 6,756 blocks. Under the cascaded architecture, 2,987 Master Trainers and 57,687 FL-CRPs (Field Trainers) have been deployed, through whom about 3.5 crore SHG members are reached every year. By comparison, the bank-led Financial Literacy Counselling Centres (FLCCs) reach approximately 40 lakh persons annually, and the Centres for Financial Literacy (CFLs) supported by the Reserve Bank of India and NABARD reach approximately 48 to 50 lakh persons annually. A real-time monitoring system tracks coverage and quality at scale. The effort is expected to have contributed to enhanced uptake and better usage of financial services by SHG households, improved repayment behaviour, and greater participation of rural women in the formal financial system.

Parameter	Status of the initiative
States/ Union Territories covered	30
Districts covered	704
Blocks covered	6,756
Master Trainers deployed	2,987
FL-CRPs (Field Trainers) deployed	57,687
SHG members reached annually	Approximately 3.5 crore
Bank Sakhis	Over 55,000
Vittiya Sakhis	Approximately 34,000
SHGs mobilised (cumulative)	More than 92 lakh
Cumulative credit linkage	Over ₹13.14 lakh crore

4. Rationale for the Study

4.1. Given the scale and community-led reach of the programme, and in view of the significant changes that the financial sector has undergone in recent years — including the rapid expansion of digital payments (such as UPI and AePS), differentiated banking, and new insurance and pension products, alongside the deepening of national initiatives such as PMJDY, DBT, PMJJBY, PMSBY and APY — it is timely to undertake a comprehensive, independent, pan-India study to assess the impact of the Financial Literacy programme.

4.2. In alignment with MoRD's strategic objectives, an independent nationwide study will be undertaken by NAR & MoRD to evaluate the comprehensive impact of the Financial Literacy initiative. The assessment will evaluate the efficacy of the delivery architecture, curriculum content, and program outcomes against the rapidly evolving financial inclusion landscape.

4.3. The study will adopt industry standard, validated metrics across financial knowledge, attitude, and behaviour. Adopting these established parameters will allow the Mission to measure member proficiency against national benchmarks and provide an empirical foundation for future initiatives.

5. Objectives of the Study

- To evaluate the effectiveness of financial literacy interventions in enhancing the financial knowledge, attitudes, and behaviour of SHG members.
- To examine changes in the financial practices of SHG members following financial literacy interventions, particularly in relation to savings, access to and use of credit, uptake of insurance and pension products, adoption of digital financial services, etc.

- To identify the gaps, challenges, and enabling factors that influence the translation of financial knowledge into actual financial behaviour among SHG members, in order to inform improvements to future financial literacy programming under DAY-NRLM.
- To assess the current level of financial literacy among SHG members under DAY-NRLM.

6. Scope of Work

6.1. The study shall be a pan-India, sample-based assessment, covering a representative spread of States/ Union Territories, districts, blocks, villages and SHG members, so as to reflect the diversity of programme maturity and of regional contexts. The entire assignment shall be completed within a period of three (3) months from the date of the Letter of Award, and the methods proposed by the agency shall be capable of being implemented within that period and within the contract price.

6.2. The scope of work shall cover:

I. measuring the outcomes of the Financial Literacy programme in terms of the financial knowledge, attitude and behaviour of SHG members and the usage of financial services by them and by their households.

II. assessing the effectiveness of the training modules, of the cascaded delivery architecture and of the FL-CRP cadre, and the extent to which they remain aligned with the changing financial sector.

III. identifying the gaps in implementation, the challenges and the good practices, and explaining the variation in performance across States and regions.

IV. assessing the financial literacy levels of SHG members against nationally recognised parameters.

V. documenting stories of change; and

VI. providing actionable recommendations which are specifically linked to the findings of the study and are capable of being implemented by the Mission, and not generic suggestions.

6.3. The assignment shall be executed within the prescribed timeline.

7. Methodology

7.1. The selected agency shall propose an appropriate impact assessment methodology, including the quantitative and qualitative approaches, the sampling strategy, the analytical framework and the quality assurance mechanism, subject to the approval of NAR. This Clause prescribes only the minimum expectations of NAR and the agency shall have the flexibility to determine the methods best suited to the objectives of the study and to the period and the cost of the assignment.

8. Sampling Framework

8.1. The sampling design, the sample size and the basis of comparison shall be proposed by the agency and shall be approved by NAR. This RFP does not prescribe any particular sampling technique, sample size or statistical procedure.

8.2. The sample shall, however, be pan-India in character, drawn from a spread of States/ Union Territories representing the different regions of the country and different levels of maturity of the programme, and shall be adequate to support the reporting of findings at the national and State levels. However, the broad framework of the impact study is detailed in the following paragraphs.

8.3. The Bidder shall state clearly in its Technical Bid the coverage proposed, in terms of the number of States/ Union Territories, districts, blocks and villages; the number of respondents proposed to be covered under the quantitative survey; the number of focus group discussions and key informant interviews proposed; and the justification for the coverage and the sample so proposed. The same units shall be reflected in the indicative cost break-up at Annexure VII. The adequacy of the proposal in this behalf shall be assessed under criterion 3 of Section V-B.

8.4. The final list of the sampled States/ Union Territories and districts shall be settled in consultation with NAR at the inception stage, and NAR may require the inclusion of any particular State/ Union Territory or district in the sample. The following distribution shall be adopted:

8.5. The **Geographical coverage and Proposed District-wise Sample Distribution of SHG's Members** are distributed as set out below.

Table-1 Geographical Coverage				
Total States Covered	**Districts covered per State**	**Total Districts covered**	**Blocks per District**	**Total Blocks Covered**
12	3	36	4	144

Table-2 Proposed District-wise Sample Distribution of SHG's Members:						
Region	**Indicative States/ UTs (final selection in consultation with MoRD)**	**No. of States/ UTs**	**No. of Districts covered**	**No. of Blocks covered**	**Sample SHG Members covered**	**Basis of selection**
North	Rajasthan, Uttar Pradesh	2	6	24	1440	One high-performing and one moderate-performing State
East	Jharkhand and West Bengal	2	6	24	1440	One high-performing and one moderate-performing State
West	Maharashtra, Madhya Pradesh	2	6	24	1440	One high-performing and one moderate-performing State
South	Karnataka, Andra Pradesh	2	6	24	1440	One high-performing and one moderate-performing State.
North-East	Assam, Meghalaya	2	6	24	1440	One high-performing and one moderate-performing State
Hill/ Central-tribal	Uttarakhand, Himachal Pradesh	2	6	24	1440	One high-performing and one moderate-performing State

Total	**12**	**36**	**144**	**8640**	

- **SHG Members Covered –** 12 members per SHG × 5 SHGs per Block × Total Number of Blocks.

8.6. In addition to the individual survey of SHG members, the following respondent categories shall be covered through the instruments indicated.

Table-3 Others samples covered

S. No.	Sample Category	Sample per State	No. of States	Total Sample	Suggested Tool	Purpose of Interview
1	SHG office bearers (4 per districts x 36 districts)	12	12	144	Structured Questionnaire & FGD	To assess the level of financial literacy, awareness of financial services, access to credit/insurance/pension, and changes in financial behaviour.
2	VO as unit (4 per districts x 36 districts)	12	12	144	Structured Questionnaire & FGD	To understand the role of VOs in promoting financial literacy and supporting SHG members in accessing financial services.
3	CLF as unit (4 per districts x 36 districts)	12	12	144	Structured Questionnaire & FGD	To assess the role of CLFs in planning, coordinating and monitoring financial literacy and financial inclusion activities.
4	FL-CRPs (4 per districts x 36 districts)	12	12	144	FL-CRP Assessment Questionnaire & FGD	To assess knowledge, training effectiveness, field-level activities, outreach, counselling practices and challenges faced by FL-CRPs.
5	Master Trainers (4 per districts x 36 districts)	12	12	144	Master Trainer Assessment Questionnaire & FGD	To assess the effectiveness of Master Trainer training, knowledge transfer, training delivery and support provided to FL-CRPs.
6	Bank Sakhis/ Vittiya Sakhis/ BC Sakhis	6	12	72	Structured Questionnaire	To assess their role in last-mile financial service delivery, financial literacy, customer support, transaction facilitation and linkages with banks.
7	Bank officials (branch managers, Regional Rural Bank officials, Lead District Managers) (1 per State)	1	12	12	Key Informant Interview (KII) Guide	To understand bank–SHG linkages, access to financial services, role of FL initiatives, credit delivery and challenges in financial inclusion.
8	District-level SRLM staff (1 per State)	1	12	12	Key Informant Interview (KII) Guide	To understand district-level implementation, monitoring, coordination, outreach and effectiveness of financial literacy interventions.

9	State-level SRLM leadership and Financial Inclusion team (1 per state)	1	12	12	Key Informant Interview (KII) Guide	To assess the overall strategy, institutional arrangements, implementation, convergence, monitoring and sustainability of financial literacy interventions at the State level.
	Total			**828**		

Table 4: Consolidated Sample Coverage for the Study					
SHG's per Blocks	**SHG's members per Blocks**	**Total Blocks per District**	**SHG's members per Districts**	**Total Districts**	**Total SHG's members from all Districts**
5	60	4	240	36	8640
Other samples covered (Table-3)					828
Total Samples covered					**9468**

8.7. The agency shall ensure that all sampled units are covered, and that substitution is resorted to only in accordance with the replacement protocol approved at the Inception stage. The overall replacement rate shall not exceed ten per cent (10%) of the sampled units, and every substitution shall be documented with reasons.

9. Deliverables

9.1. The agency shall submit the following deliverables. All deliverables shall be submitted in soft copy in editable format and shall be subject to acceptance in writing by NAR.

S. No.	Deliverable	Description and minimum content	Timeline from the date of the Letter of Award
1	Inception Report	The proposed methodology, sampling strategy, sample size, basis of comparison, analytical framework and quality assurance protocol; the draft survey instruments; and the work plan with the deployment schedule of the core team. To be presented before the Contract Monitoring Committee.	Week 2
2	Final Survey Instruments	Integrated quantitative instrument and qualitative instruments, in English and in the languages of the States/ Union Territories covered, revised after pre-testing, together with the note on the pre-test, the interviewer manual and the CAPI compatible file; and confirmation of the completion of the training of the field teams.	Week 4
3	Completion of Field Data Collection	Completion of the field data collection covering both Components, and submission of the raw data files, properly arranged, together with a brief note on the conduct of the fieldwork and on the quality assurance measures applied.	Week 8
4	Draft Report, Dataset and Presentation	Draft report in the abridged and the main versions, comprising the executive summary; the methodology, with the assumptions and limitations stated; the findings under objectives mentioned; the stories of change; and the conclusions and recommendations. Accompanied by the draft Financial Literacy Assessment. The workbook of tables in Microsoft Excel, and the cleaned dataset with the codebook and	Week 10

S. No.	Deliverable	Description and minimum content	Timeline from the date of the Letter of Award
		the qualitative transcripts. To be presented before the Contract Monitoring Committee.	
5	Final Report Submission	Final report, in the abridged and the main versions, incorporating the comments of NAR with actionable recommendations; the final Financial Literacy Assessment with the recommendations for piloting; the final workbook and datasets; and the final presentation cum dissemination. Printed copies as directed by the Ministry.	Week 12

9.2. All reports shall be submitted in English.

9.3. The Contract Monitoring Committee (CMC) of NAR shall ordinarily communicate its comments on each deliverable within ten (10) days of its receipt, and the agency shall incorporate the comments and resubmit the deliverable within ten (10) days thereafter. There shall ordinarily be a single round of comments on each deliverable. In respect of the Final Report, the provisions of Clause 6.4 of the SECTION II: General Conditions of Contract, relating to deemed approval, shall apply.

10. **Team Composition**

10.1. The agency shall deploy a dedicated core team comprising the four key positions specified at Annexure VII, Section 3, read with the distribution of marks at Section V-C, namely the Team Leader, the Financial Inclusion and Financial Literacy Expert, the Research and Data Analysis Expert, and the Field Operations and Qualitative Research Expert. The agency may deploy such additional personnel as it considers necessary for the performance of the assignment, at its own cost.

S. No.	Position	No. of positions	Area of expertise	Minimum qualifications and experience	Indicative person-months
1	Team Leader	1	Overall leadership; evaluation of rural development and financial inclusion programmes	Post-graduate degree in Economics, Development Studies, Rural Development, Public Policy, Management or Social Sciences, with a minimum of 15 years' experience in the design and conduct of large-scale quantitative and qualitative evaluations, of which at least 5 years shall be in rural livelihoods, financial inclusion or allied domains. Experience of having led at least 2 multi-State studies as Team Leader is essential.	5.0
2	Financial Inclusion Expert	1	Financial inclusion, financial literacy and financial education	Post-graduate degree in Economics, Finance, Banking, Management or a related discipline, with a minimum of 10 years' experience in financial inclusion or financial literacy programmes, including familiarity with the National Strategy for Financial Education, SHG–bank linkage, micro-insurance, pension and digital financial services.	4.0

S. No.	Position	No. of positions	Area of expertise	Minimum qualifications and experience	Indicative person-months
3	Statistician/ Sampling Expert	1	Sampling design, weighting, estimation and psychometrics	Post-graduate degree in Statistics, Econometrics or Mathematics, with a minimum of 10 years' experience in the design of multi-stage sample surveys, computation of sampling weights and design effects, and experience of item analysis or psychometric calibration.	3.5
4	Survey Specialist/ Field Operations Manager	1	Planning, coordination and supervision of multi-State field operations	Post-graduate degree in any discipline, with a minimum of 10 years' experience in managing multi-State field surveys of comparable scale, including CAPI-based data collection and field quality assurance systems.	6.0
5	Data Analyst	1	Data management, cleaning and statistical analysis	Post-graduate degree in Statistics, Econometrics, Data Science or a related discipline, with a minimum of 5 years' experience in the analysis of large survey datasets using STATA, R, SPSS or an equivalent statistical package.	5.0
6	Behavioural Finance Expert	1	Financial behaviour, behaviour change and instrument design	Post-graduate degree in Psychology, Behavioural Economics, Economics or a related discipline, with a minimum of 7 years' experience in the measurement of financial or health-related behaviour, the design of assessment instruments, or the design of behaviour change communication.	2.5
7	Monitoring and Evaluation Expert	1	Evaluation design, theory of change and indicator frameworks	Post-graduate degree in Economics, Development Studies, Public Policy or Statistics, with a minimum of 8 years' experience in the design and conduct of impact evaluations, including quasi-experimental designs.	3.0
8	Social Development/ Gender Expert	1	Gender, social inclusion and qualitative research	Post-graduate degree in Social Work, Sociology, Anthropology, Gender Studies or a related discipline, with a minimum of 8 years' experience in qualitative research on gender and social inclusion in rural settings, including the conduct and analysis of Focus Group Discussions and in-depth interviews.	3.0
9	Regional Field Coordinators	6	Regional coordination of fieldwork and quality control	Graduate in any discipline, with a minimum of 5 years' experience in the supervision of field data collection, including experience of working in rural areas and knowledge of the regional language.	4.0 each

10.2. The core team shall be gender diverse. The Team Leader shall be responsible for the overall quality and the timely delivery of the assignment and shall be the single point of contact for all communications with NAR.

10.3. The key personnel proposed in the Technical Bid shall be deployed for the level of effort indicated in the curriculum vitae. No key personnel shall be substituted after the submission of the bid, save with the prior written approval of NAR, and any approved substitute shall possess qualifications and experience equal to or better than those of the person replaced. No additional cost shall be payable on account of any substitution.

10.4. In addition to the core team, the agency shall deploy a field force of supervisors and investigators adequate to complete the fieldwork within the period specified at Clause 10.

10.5. NAR may, for reasons to be recorded in writing, require the agency to withdraw and replace any member of the core team or of the field force whose performance or conduct is found to be unsatisfactory, and the agency shall comply within fifteen (15) days.

11. Reporting, Review and Monitoring

11.1. A Contract Monitoring Committee (CMC) under the chairpersonship of the Director General, NAR shall be constituted to conduct periodic reviews of the work carried out by the agency with respect to: adherence to the objectives of the study; the methodology and process of data collection; the timeliness and pace of the work; the plan of action for timely completion; and the quality and adequacy of the deliverables.

11.2. The CMC team of the NAR/MoRD shall continuously monitor the progress of the study. It shall track timelines, ensure the quality of the training of investigators, and ensure that the agency follows proper quality assurance methods during data collection so as to maintain data quality. Along with thematic experts, the CMC team shall work closely with the agency to review and finalise the study tools, reports and presentations.

11.3. The agency shall designate a single point of contact for all communications with the CMC of NAR and shall submit a brief monthly progress note, and such further progress reports as the Contract Monitoring Committee may direct.

11.4. CMC of NAR, or any officer authorised by it, may observe any field team, and undertake independent verification of the fieldwork at any time.

11.5. Having regard to the period of three months prescribed for the assignment, the reviews shall ordinarily be conducted through video conference, and the agency shall not be required to prepare any documentation for the reviews other than the progress notes and the deliverables prescribed at Clause 9.

12. Ethical Compliance

12.1. The informed consent of every respondent shall be obtained before the commencement of the interview or the discussion. The respondent shall be informed of the purpose of the study, of the identity of the agency and of the NAR, of the expected duration, of the voluntary nature of the participation and of the right to decline to answer any question or to withdraw at any stage. The fact of consent shall be recorded in the CAPI application.

12.2. No inducement of any kind shall be offered to any respondent, and no representation shall be made that participation in, or abstention from, the study will affect any entitlement, benefit or credit linkage of the respondent or of her Self-Help Group.

12.3. The identity of the respondents shall be kept confidential. The datasets delivered to the NAR shall be anonymised, and the identifiers shall be delivered separately in a protected file. No personally identifiable information shall appear in any report, presentation or case study, save with the specific written consent of the person concerned.

12.4. No photograph, audio recording or video recording shall be made without the prior consent of the person concerned, and any consent so obtained shall be documented.

12.5. Interviews and discussions shall be conducted in a manner that respects the privacy, the dignity and the convenience of the women respondents, in terms of Clause 6.2.

12.6. The agency shall comply with the law for the time being in force relating to the protection of personal data, and all data shall be stored and processed within India in terms of Clause 19.3 of Section III. Where the agency has an institutional ethics review mechanism, the study protocol shall be placed before it and the clearance obtained shall be furnished along with the Inception Report.

13. Roles and Responsibilities

13.1. NAR, shall:

I. nominate a nodal officer for all type of Communication.

II. issue letters of introduction to the State Rural Livelihoods Missions of the sampled States/ Union Territories, and facilitate the co-operation of the district and block units;

III. make available the programme documents, the training modules, the guidelines and such monitoring data and lists of Self-Help Groups and members as are necessary for the drawing of the sample, subject to the law relating to the protection of personal data;

IV. communicate its comments on the deliverables within the period specified at Clause 9.3, accept the deliverables and release the payments in accordance with the Payment Schedule at Section V-E.

13.2. The agency shall be solely responsible for the design, conduct and quality of the study, and in particular for: the development, translation, pre-testing and programming of the instruments; the licensing of the CAPI platform; the recruitment, training, deployment, supervision and payment of the field force; all travel, boarding, lodging and field logistics; the collection, processing, analysis and safe custody of the data; the preparation of the reports, the

workbook and the presentations; and the handing over of all data and deliverables. All costs of every description in that behalf shall be borne by the agency within the contract price.

13.3. NAR shall not be responsible for arranging the transport, accommodation or field logistics of the agency, or for deploying its own personnel or the community cadre for the collection of data. The agency shall obtain such State level permissions as may be necessary, and NAR shall render facilitation in that behalf.

14. Ownership of Data and Intellectual Property

14.1. All data, whether raw or processed, survey instruments, translations, analysis syntax, transcripts, photographs, reports, workbooks, presentations, the Financial Literacy Assessment and Certification Framework and all other deliverables generated under the contract shall vest absolutely and exclusively with NAR in terms of Clause 20 of Section III.

14.2. The agency shall hand over all such material, including the raw and the cleaned datasets, before the release of the final instalment of the payment. The agency shall thereafter delete or destroy all copies in its possession within thirty (30) days, save one archival copy which may be retained in secure custody for the purposes of audit for a period of three (3) years, and shall furnish a certificate of deletion to NAR.

14.3. The agency shall not use, reproduce, publish, present or disseminate any part of the data, the findings or the deliverables, for any purpose whatsoever, including any academic or promotional purpose, without the prior written approval of NAR. This obligation shall survive the completion, expiry or termination of the contract.

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SECTION V. ELIGIBILITY AND EVALUATION CRITERIA

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

A. Eligibility Criteria

The following are the essential requirements for the Technical Bid. If the Bidder does not meet each of the eligibility criteria set out below, its bid shall not be considered for technical evaluation. Documentary evidence in support of each criterion shall be uploaded with the Technical Bid, cross-referenced to the Checklist at Annexure I.

S. No.	Eligibility criterion	Documentary evidence required
i.	Submission of Earnest Money Deposit, where applicable, in the form and manner prescribed at Clause 15.1 of Section III. Micro and Small Enterprises and DPIIT-recognised Start-ups may claim exemption on production of the relevant certificate.	Copy of the EMD instrument, or valid MSME registration certificate/ DPIIT Start-up recognition certificate
ii.	The Bidder shall be a Single Entity, legally registered in India under the Companies Act, 2013, the Societies Registration Act, 1860, the Indian Trusts Act, 1882, the Limited Liability Partnership Act, 2008, or any other applicable law, or shall be a university, an institution of national importance or a recognised research institution. Joint Ventures and Consortia are not permitted.	Certificate of incorporation/ registration with registration number, and the constitutional document
iii.	The Bidder shall hold a valid Goods and Services Tax registration and a Permanent Account Number.	Copy of GST registration certificate and PAN card
iv.	The Bidder shall have a minimum average annual turnover of ₹1.00 crore (Rupees One Crore only) from consultancy, research or evaluation services during the last three completed financial years. In the case of a Start-up recognised by the Department for Promotion of Industry and Internal Trade (DPIIT), the minimum average annual turnover shall be ₹25.00 lakh (Rupees Twenty-five Lakh only). Whether the relaxed threshold applicable to a DPIIT-recognised Start-up is claimed: Yes/ No. If yes, DPIIT recognition number and date:	Audited statements of accounts for the three financial years and a certificate from a Chartered Accountant in the format at Annexure VI with UDIN number.

S. No.	Eligibility criterion	Documentary evidence required
	_____ (copy of the recognition certificate to be enclosed).	
v.	The Bidder shall have satisfactorily completed at least three (3) similar assignments during the last five financial years. In the case of a DPIIT-recognised Start-up, the number shall not be less than two (2). "Similar assignment" means an evaluation, impact assessment or large-scale sample survey employing both quantitative and qualitative techniques (including focus group discussions and in-depth interviews), with a minimum achieved sample of 500 respondents.	Copies of work orders/ contracts/ sanction orders, together with completion certificates from the client or proof of final payment, in the format at Annexure VII, PART-1
vi.	Of the similar assignments referred to at (v) above, at least one (1) shall be in the domain of financial inclusion, financial literacy, microfinance or banking, and at least one (1) shall be in the domain of rural development or rural livelihoods.	Work orders and completion certificates, with a brief description of each assignment
vii.	The Bidder shall have a dedicated core team with the composition, qualifications and experience prescribed at Annexure VII, Section 3, available for deployment on this assignment.	Curricula vitae in the format at Annexure VII, PART -3, duly signed by each expert
viii.	The Bidder shall have the capacity to undertake multi-State field data collection and statistical analysis in-house.	Self-declaration on the letterhead of the Bidder, with brief particulars of the field and data processing capacity
ix.	The Bidder shall not have been blacklisted or debarred by any Central or State Government, Public Sector Undertaking, autonomous body or other Government-affiliated entity during the last five (5) years, and shall not be under liquidation, court receivership, insolvency or similar proceedings, and shall not be bankrupt.	Affidavit on non-judicial stamp paper of ₹500 in the format at Annexure IV
x.	The Bidder shall furnish a declaration of compliance with Rule 144(xi) of the General Financial Rules, 2017 relating to bidders from countries sharing a land border with India.	Covered by the affidavit at Annexure IV

Technical evaluation shall be undertaken only for those Bidders who have submitted all the required documents and meet the pre-qualification/ eligibility criteria specified above. Only such technically responsive bids shall be considered for detailed technical scoring.

B. Technical Evaluation (Scoring) Criteria

The Technical Bids of eligible Bidders shall be evaluated out of a total of 100 (one hundred) marks in accordance with the following matrix. The scoring is designed to give weightage to demonstrated

experience in financial inclusion and financial literacy, impact evaluation, large-scale household surveys and rural development research, to the quality of the proposed methodology, and to the quality of the core team.

S. No.	Criteria and sub-criteria	Marks Maximum	Marks Minimum	Supporting documentation required
1	Financial capacity – average annual turnover of the Bidder from consultancy, research or evaluation services in the last three financial years: • ₹1 crore and up to ₹3 crore – 7 marks; • above ₹3 crore and up to ₹6 crore – 8 marks; • above ₹6 crore – 10 marks. For DPIIT-recognised Start-ups & MSE: • ₹25 lakh and up to ₹75 lakh – 7 marks; above • ₹75 lakh and up to ₹1.5 crore – 8 marks; • above ₹1.5 crore – 10 marks.	10	7	Audited statements of accounts and Chartered Accountant's certificate (Annexure VI)
2	Relevant experience of the Bidder in the last five financial years: (a) Studies in the domain of financial inclusion, financial literacy, microfinance or banking: • one study – 3.5 marks; • two studies – 4 marks; • three or more studies – 5 marks. (Minimum marks-3.5 & Maximum-5) (b) Impact evaluation or impact assessment studies employing mixed methods: • Three studies – 3.5 marks; • Above 3 to 4- studies-4 marks • Above 5 studes-5 marks (Minimum marks-3.5 & Maximum-5) (c) Large-scale household or beneficiary surveys with an achieved- • One survey sample of 1,000 to 3000 respondents -3.5 marks • Two to Four surveys sample of 3,000 to 5000 respondents -4 marks • Above surveys sample of 5000 respondents-5 marks (Minimum marks-3.5 & Maximum-5) (d) Studies in the domain of rural development or rural livelihoods, including studies relating to SHGs and community institutions: • one study – 3.5 marks • two or four studies – 4 marks. • Above four-5 marks (Minimum marks-3.5 & Maximum-5)	20	14	Work orders/ contracts/ sanction orders and completion certificates or final payment proof (Annexure VII, PART- 1)

S. No.	Criteria and sub-criteria	Marks Maximum	Marks Minimum	Supporting documentation required
3	Proposed approach, methodology and work plan, assessed on the basis of: a. understanding of the Terms of Reference and coverage of study objective – 7 marks; b. proposed evaluation framework for the assessment of the impact of the Financial Literacy programme, including the assumptions and limitations stated – 10 marks; c. proposed sampling framework, and the adequacy of the coverage and of the sample proposed, in terms of Clause 7 of Section VI – 9 marks; d. proposed design of the integrated survey instrument, including the application of nationally recognised parameters of financial knowledge, attitude and behaviour and the approach to benchmarking – 7 marks; e. proposed approach to the development of the draft assessment and certification approach and the implementation roadmap – 5 marks; f. work plan, quality assurance mechanism and team deployment – 2 marks. The presentation before the Technical Evaluation Committee shall form part of the assessment under this criterion. (Minimum marks-28 & Maximum-40)	40	28	Technical Proposal (Annexure VII, PART-2) and presentation
4	Qualifications and experience of key personnel, assessed position-wise as per the marks distribution at Section C below. For each position: • 50 per cent of the marks for meeting the minimum educational qualification; • 25 per cent for meeting the minimum experience requirement; • The remaining 25 per cent awarded proportionately for each completed year of relevant experience beyond the minimum prescribed. (Minimum marks-21 & Maximum-30)	30	21	Curriculum vitae of each key expert in the format prescribed (Annexure VII, PART- 3)
Total		**100**	**70**	

Total marks: 100. Minimum qualifying marks for opening of the Financial Bid: 70 marks.

NAR reserves the right to verify the credentials, experience and documents submitted by Bidders, including through site visits, third-party verification or direct confirmation from the clients named by the Bidder, at any stage of the evaluation process.

C. Key Personnel – Marks Distribution

S. No.	Position	Marks
1	Team Leader	10
2	Financial Inclusion and Financial Literacy Expert	8
3	Research and Data Analysis Expert	6
4	Field Operations and Qualitative Research Expert	6
Total		**30**

Note: Curricula vitae of all key personnel must be clear, concise and specific to this assignment. Generic or non-customised curricula vitae may attract lower scores.

D. Financial Evaluation and Combined Score

D.1 The Financial Bids of only those Bidders who secure a technical score of 70 marks or more shall be opened. The financial score (Sf) shall be computed by assigning 100 marks to the lowest evaluated Financial Bid (Fm); the financial score of any other bid (F) shall be computed as Sf = 100 × Fm/F.

D.2 The combined score (S) shall be computed as S = (St × 0.70) + (Sf × 0.30), where St is the technical score. The Bidder securing the highest combined score shall be declared the successful Bidder. In the event of a tie, the Bidder with the higher technical score shall be ranked first.

D.3 The Financial Bid shall be evaluated on the total cost exclusive of Goods and Services Tax. Arithmetical errors, if any, shall be corrected on the basis that, where there is a discrepancy between the amount in figures and the amount in words, the amount in words shall prevail.

E. Payment Schedule

E.1 Payment shall be made to the agency on the basis of the satisfactory achievement and acceptance of the milestones set out below. No advance payment shall be made. All payments shall be subject to deduction of tax at source at the prevailing rates. Goods and Services Tax shall be payable extra at the applicable rate on production of a valid tax invoice.

S.No.	Milestone	Period from the date of the Letter of Award	Payment (%) of the bid amount +GST
1	Acceptance of the Inception Report and presentation to the Contract Monitoring Committee	Week 2	10%
2	Acceptance of the final survey instruments and the translations, and completion of the training of the field teams	Week 4	15%
3	Completion of the field data collection covering both Components, and submission of the raw data and of the note on the quality assurance measures applied	Week 8	35%
4	Acceptance of the Draft Report, the dataset and the draft assessment and certification framework, and presentation to the Contract Monitoring Committee	Week 10	25%
5	Acceptance and approval of the Final Report handing over of all data and deliverables, and the final presentation cum dissemination	Week 12	15%

S.No.	Milestone	Period from the date of the Letter of Award	Payment (%) of the bid amount +GST
Total			**100%**

E.2 Payment against each milestone shall be released only upon written acceptance of the corresponding deliverable by the NAR. Where the deliverable is not acceptable, the reasons shall be recorded in writing and the payment shall be released only after resubmission and acceptance, without prejudice to the right of the NAR to levy liquidated damages.

E.3 The agency shall submit its invoice together with the deliverable, and NAR shall endeavour to release the payment within thirty (30) days of acceptance of the deliverable.

National Academy of RUDSETI
Sponsors: SDME Trust & Canara Bank
Survey No. 30, Near Govt High School, Kumbalagodu, Bengaluru Urban Dt, Bengaluru - 560074, Ph: 9449045767, E Mail: info@rudsetacademy.org **;**
Website: https://rudsetacademy.org

ANNEXURE I: CHECKLIST

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

The Bidder shall complete this Checklist and upload it as the first document of the Technical Bid. The Bidder shall furnish an index and page numbering for the entire Technical Bid, cross-referenced to the entries in this Checklist, in terms of Clause 8.4 of Section III.

S. No.	Tender requirement	Yes/ No	Page No. where documentation is inserted
1	Technical Bid, containing no financial information whatsoever		
2	Copy of Earnest Money Deposit or valid MSME/ DPIIT Start-up certificate claiming exemption		
3	Certificate of incorporation/ registration with registration number, and constitutional document		
4	Copy of GST registration certificate and PAN card		
5	Audited statements of accounts for the last three completed financial years and Chartered Accountant's certificate of average annual turnover of not less than ₹1.00 crore from consultancy, research or evaluation services; in the case of a DPIIT-recognised Start-up, of not less than ₹25.00 lakh (Annexure VI)		
6	Details of at least three (3) similar assignments completed during the last five financial years, or of not less than two (2) such assignments in the case of a DPIIT-recognised Start-up, each with a minimum achieved sample of 500 respondents and employing both quantitative and qualitative techniques including focus group discussions and in-depth interviews, supported by work orders/ contracts/ sanction orders and by completion certificates or proof of final payment (Annexure VII, Section II)		
7	Affidavit on non-judicial stamp paper of ₹500, duly notarised, regarding non-blacklisting and debarment, solvency, submission of a single bid, and compliance with the Code of Integrity under Rule 175 of the General Financial Rules, 2017 (Annexure IV)		
8	Annextures from I to XI duly filled, signed and sealed.		
9	Index and page numbering of the entire Technical Bid, cross-referenced to this Checklist, in terms of Clause 8.4 of Section III		
10	Financial Bid in the format provided at the end of this RFP, uploaded only in the financial cover on the GeM Portal and not included in the Technical Bid		

ANNEXURE II: TENDER/ RFP SUBMISSION LETTER

To,
The Director General
National Academy of RUDSETI (NAR)
(Under the aegis of the Ministry of Rural Development, Government of India)
Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple,
Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India

Sub: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

Ref: RFP No.

I/ We, the undersigned, having examined the RFP document in its entirety, together with all Addenda, Corrigenda and clarifications issued thereunder, offer to provide the above Services to the National Academy of RUDSETI (NAR), acting on behalf of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development. We are hereby submitting our bid.

I/ We hereby declare that:

- We enclose and submit our bid, containing the details as per the requirements of the tender, for your evaluation and consideration, including all required documents and forms specified in the tender document.
- I/ We have carefully read the terms and conditions of the tender document attached hereto and hereby agree to abide by the said terms and conditions.
- The bid submitted is unconditional and unqualified.
- I/ We undertake that the documents submitted are genuine and authentic and that no material information has been concealed. I/ We understand that the contract is liable to be cancelled if it is found to have been obtained through fraudulent means or through concealment of information.
- We shall make available to NAR any additional information it may find necessary, or require, to clarify, supplement or authenticate the bid.
- Until a formal agreement is prepared and executed, acceptance of this tender document shall constitute a binding contract between NAR and us, subject to such modifications as may be mutually agreed.
- We confirm that we have no conflict of interest of the nature described at Clause 18 of Section III of the RFP document. We further undertake to disclose forthwith any actual or potential conflict of interest arising at any stage.
- Our Technical Bid contains no financial information whatsoever, and our Financial Bid has been submitted separately, in the format in the financial cover on the GeM Portal.
- We are a Single Entity within the meaning of Clause 4.1 of Section III. This bid has not been submitted as a Joint Venture, consortium or association of entities, and we shall not sub-contract the assignment, in whole or in part, in terms of Clause 4.3 of Section III.

- We have submitted only one bid in this bidding process, whether directly or through any affiliate or associate, in terms of Clause 9.5 of Section III.
- We have taken into account all Addenda, Corrigenda and clarifications issued by NAR up to the date of submission of this bid, and we acknowledge that the same form an integral part of the RFP document.
- In the event that our bid is accepted, we undertake to furnish the Performance Security in the manner prescribed at Clause 15.4 of Section III, and to execute the contract in the form prescribed at Annexure XI, in each case within fifteen (15) days of the issuance of the Letter of Award, in terms of Clause 14.4 of Section III.
- We agree to keep this bid valid for acceptance for a period of ninety (90) days from the date of opening of the Technical Bid, in terms of Clause 6.1 of Section I and Clause 9.6 of Section III.

We understand that NAR is not obligated to accept any tender submitted, and that NAR reserves the right to reject any or all tenders without assigning any reason.

Yours faithfully,

Authorised Signatory

(with Name, Designation, Contact Number and Seal)

Note: To be furnished on the letterhead of the Bidder.

ANNEXURE III: BIDDER'S AUTHORISATION CERTIFICATE

To,
The Director General
National Academy of RUDSETI (NAR)
(Under the aegis of the Ministry of Rural Development, Government of India)
Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple,
Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India

Sub: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

Ref: RFP No. _____ (to be notified)

Dear Sir/ Madam,

I, …… {Name}, …… {Designation}, being competent to do so on behalf of M/s …… {Name of the Bidder}, hereby declare and certify that Shri/ Smt./ Ms. …… {Name}, …… {Designation}, is hereby authorised, by virtue of the Board Resolution/ power of attorney dated …… (a copy whereof is enclosed), to sign and submit, on behalf of the company/ firm/ society, all documents relating to RFP No. …… dated ……., including the Technical Bid, the Financial Bid, the affidavit at Annexure IV and all declarations, undertakings and correspondence, and to execute the contract in the event of the assignment being awarded to the Bidder. He/ She is also authorised to attend meetings, to make the presentation before the Technical Evaluation Committee, and to submit technical and commercial information and clarifications as may be required by you during the evaluation of the bid. All acts done by him/ her in pursuance of this authorisation shall be binding upon the Bidder. For validation purposes, his/ her verified signature is provided below.

Thanking you,

Name of the Bidder: _____
Name and Designation of the person granting this authorisation: _____
Signature of the person granting this authorisation: _____
Name and Designation of the Authorised Signatory: _____
Verified Signature: _____
Seal of the Organisation: _____
Date: _____ Place: _____

Note: Please attach the Board Resolution or the valid power of attorney in favour of the person named as the Authorised Signatory.

ANNEXURE IV: PROFORMA FOR AFFIDAVIT

(On non-judicial stamp paper of 500/-, duly notarised)

I, ……, aged …… years, son/ daughter of ……, Proprietor/ Director/ Partner/ Authorised Signatory of the firm M/s ……, having its registered office at ……, do hereby solemnly affirm and declare that our firm M/s …… has not been blacklisted or debarred by any Ministry, Department, institution, Public Sector Undertaking, autonomous body or any other Government-affiliated entity of the Central Government or of any State Government during the last five (5) years, reckoned from the date of invitation of this bid, and that there has been no cancellation of work awarded to us on account of poor performance, misconduct or non-compliance during the said period.

It is further certified that our agency is not bankrupt; that neither our agency nor any of its Directors or Partners is under liquidation, court receivership, insolvency or any similar proceedings; and that no insolvency petition is pending, or has been pending, against our agency or against any of its Directors or Partners.

It is further certified that our agency is not under any conflict of interest of the nature described at Clause 18 of Section III of the RFP document. In particular, neither our agency nor any of its affiliates — (a) has been engaged by NAR or by any State Rural Livelihoods Mission to provide consulting services for the preparation of this assignment, including the design of the Financial Literacy modules or of the monitoring systems being evaluated; (b) is engaged in the implementation, delivery, supervision or capacity building of the Financial Literacy programme under DAY-NRLM in any State or Union Territory proposed to be covered under the assignment; or (c) has any business or family relationship with any member of the staff of NAR, of MoRD or of any State Rural Livelihoods Mission who is directly or indirectly involved in the preparation of the Terms of Reference, in the selection process or in the supervision of the contract. We further undertake to disclose forthwith any situation of actual or potential conflict of interest arising at any stage.

It is further certified that our agency complies with the requirements of Rule 144(xi) of the General Financial Rules, 2017 and of the Order (Public Procurement No. 4) dated 23 July 2020 issued by the Department of Expenditure, Ministry of Finance, as amended from time to time, relating to bidders from countries sharing a land border with India; and that our agency is not from any such country or, being from such a country, is duly registered with the Competent Authority, a copy of the certificate of registration being enclosed.

It is further certified that our agency has submitted only one bid in this bidding process, whether directly or through any affiliate or associate.

It is further certified that our agency shall abide by the Code of Integrity in Public Procurement prescribed under Rule 175 of the General Financial Rules, 2017; and that our agency has not engaged, and shall not engage, in any corrupt, fraudulent, collusive, coercive or obstructive practice within the meaning of Clause 17.1 of Section III of the RFP document.

I further declare that the statements made hereinabove are true and correct to the best of my knowledge and belief, and that nothing material has been concealed therefrom.

VERIFICATION

Verified at …… on this …… day of …… 20……, that the contents of the declarations made hereinabove are true and correct to the best of my knowledge and belief, and that nothing material has been concealed therefrom.

……

Name of the Bidder

……

Signature of the Authorised Signatory

……

Name of the Authorised Signatory

Place: _____ Date: _____

Note: The affidavit shall be sworn before a Notary Public or an Oath Commissioner, and shall bear the seal and the register entry of the attesting authority.

ANNEXURE V: INFORMATION ON BIDDER'S ORGANISATION

S. No.	Particulars	Details
1.	Name of the Bidder	
2.	Registered address of the Bidder	
3.	Address for correspondence	
4.	Incorporation status of the Bidder (Company/ Society/ Trust/ LLP/ University/ Institution of national importance/ recognised research institution) — relevant certificate to be submitted in the Technical Bid	
5.	Year of establishment	
6.	Valid GST registration number (copy of certificate to be submitted)	
7.	Permanent Account Number (copy of PAN card to be submitted)	
8.	Number of full-time professional staff on the rolls of the Bidder	
9.	Number of States/ Union Territories in which the Bidder has undertaken field studies in the last five financial years	
10.	Mode of data collection ordinarily used, and location of data storage (data shall be stored and processed within India in terms of Clause 19.3 of Section III)	
11.	Name and designation of the contact person to whom all references shall be made regarding this bid	
12.	Telephone number (with STD code) and mobile number	
13.	E-mail address of the contact person	
14.	Website, if any	
15.	Whether the Bidder is a Micro or Small Enterprise registered with the competent authority, or a Start-up recognised by the Department for Promotion of Industry and Internal Trade (DPIIT). If yes, the registration or recognition number and date (copy of the certificate to be submitted)	
16.	In-house capacity for multi-State field data collection and for statistical analysis and data processing: number of field supervisors and investigators on the rolls, number of statisticians and data analysts, and the software or platforms used	
17.	Confirmation that the Bidder is a Single Entity and is not bidding as a Joint Venture, consortium or association of entities, in terms of Clause 4.1 of Section III	

……

Name of the Bidder

……

Signature of the Authorised Signatory

……

Name and Designation of the Authorised Signatory

Place: _____ Date: _____

ANNEXURE VI: ANNUAL TURNOVER

The Bidder shall have a minimum average annual turnover of ₹1.00 crore (Rupees One Crore only) from consultancy, research or evaluation services during the last three financial years. In the case of a DPIIT-recognised Start-up, the minimum average annual turnover shall be ₹25.00 lakh (Rupees Twenty-five Lakh only).

Financial year	**Annual turnover from consultancy, research or evaluation services, as per the audited statements of accounts (in ₹)**
2023-2024	
2024-2025	
2025-2026	
Total	
Average annual turnover of the three financial years	

Note: The above data is to be supported by copies of the audited statements of accounts for the three financial years and by a certificate from a Chartered Accountant certifying that the turnover shown above is from consultancy, research or evaluation services, and bearing the membership number of the Chartered Accountant and the Unique Document Identification Number.

……

Name of the Bidder

……

Signature of the Authorised Signatory

……

Name and Designation of the Authorised Signatory

Place: _____ Date: _____

ANNEXURE VII: TECHNICAL PROPOSAL FORMAT

PART-1: Relevant Experience in Similar Assignments

The Bidder shall furnish the following particulars in respect of each assignment relied upon for the purposes of eligibility criteria (v) and (vi) of Section V-A and of criterion 2 of Section V-B, supported by copies of the work order/ contract/ sanction order and by the completion certificate issued by the client or proof of final payment. Only assignments completed during the last five financial years shall be reckoned.

S. No.	Title of the assignment	Client and contact details	Contract value (₹)	Achieved sample size	No. of States/ UTs covered	Period (from – to) and date of completion	Methods used (quantitative/ qualitative/ mixed) and qualitative techniques employed (FGD/ IDI/ others)	Criterion under which claimed [(v)/ (vi) of Section V-A; 2(a)/ (b)/ (c)/ (d) of Section V-B]
1								
2								
3								
4								
5								
6								

Note 1: For the purposes of eligibility criterion (v) of Section V-A, an assignment shall qualify as a "similar assignment" only where it is an evaluation, an impact assessment or a large-scale sample survey employing both quantitative and qualitative techniques, including focus group discussions and in-depth interviews, with a minimum achieved sample of 500 respondents.

Note 2: For the purposes of criterion 2(c) of Section V-B, only large-scale household or beneficiary surveys with an achieved sample of 1,000 respondents or more shall be reckoned.

Note 3: The same assignment may be claimed under more than one sub-criterion, provided that the qualifying particulars in respect of each sub-criterion are separately established.

For each assignment, the Bidder shall additionally attach a description not exceeding one page, setting out the objectives, the methodology employed, the sampling design, the key deliverables and the outcome of the assignment.

PART-2: Approach and Methodology

The Bidder shall furnish its Approach and Methodology, not exceeding twenty-five (25) pages excluding annexures, structured in the following manner. The Bidder shall note that the detailed methodology shall be finalised only in the Inception Report, in consultation with and subject to the approval of NAR. Section 2 shall contain no financial information whatsoever; the inclusion of any financial information in the Technical Bid shall render the bid liable to rejection in terms of Clause 3.2 of Section I and Clause 9.3 of Section III.

- Understanding of the Terms of Reference, of the Financial Literacy programme under DAY-NRLM, and of the objectives of the study;

- Proposed evaluation for the assessment of the impact of the Financial Literacy programme, together with a statement of the assumptions and limitations of the approach adopted;
- Proposed sampling framework, stating the coverage proposed in terms of the number of States/ Union Territories, districts, blocks and villages, the number of respondents, focus group discussions and key informant interviews proposed, the method of selection and the justification for the same, in terms of Clause 7 of Section IV;
- Proposed design of the integrated survey instrument, including the manner in which the two sets of questions corresponding to the study objectives are proposed to be structured, the nationally recognised parameters proposed to be applied for the measurement of financial knowledge, attitude and behaviour, and the proposed approach to benchmarking;
- Proposed qualitative instruments and the categories of respondents proposed to be covered;
- Proposed analytical framework, including the disaggregation required under Clause 4.3.2 of Section IV;
- Proposed approach to the development of the draft Financial Literacy among SHG members , including the competency standards, the assessment methodology and the recommendations for piloting.
- Proposed field plan, including the training and deployment of field teams;
- Proposed quality assurance mechanism, covering translation, field supervision, back-checking and data validation;
- Work plan with a Gantt chart and a team deployment schedule, mapped to the deliverables prescribed at Clause 9 of Section IV, to the indicative implementation schedule at Clause 10 of Section IV, and to the milestones set out in the Payment Schedule at Section V-E, and demonstrating the completion of the entire assignment within three (3) months from the date of the Letter of Award;
- Principal risks to timely and quality completion, and the proposed mitigation measures.

The Approach and Methodology shall be assessed under criterion 3 of Section V-B, carrying 40 marks. The presentation before the Technical Evaluation Committee shall form part of the assessment under that criterion, in terms of Clause 11.4 of Section III.

PART 3: Core Team Composition, Qualifications and Experience

A. Minimum qualifications and experience of key personnel

The core team shall comprise the four positions specified below. The minimum educational qualification and the minimum relevant experience prescribed against each position shall constitute the basis for the award of marks under criterion 4 of Section V-B, read with the distribution of marks at Section V-C.

S. No.	Position	Minimum educational qualification	Minimum relevant experience	Marks (Section V-C)
1	Team Leader	Post-graduate degree in Economics, Statistics, Development Studies, Social Sciences, Public Policy or Management.	Ten (10) years in evaluation, impact assessment or development research, of which at least three (3) years in leading multi-State studies.	10
2	Financial Inclusion and Financial Literacy Expert	Post-graduate degree in Economics, Finance, Commerce, Banking or Rural Management.	Eight (8) years in financial inclusion, financial literacy, microfinance or banking, including work relating to the	8

S. No.	Position	Minimum educational qualification	Minimum relevant experience	Marks (Section V-C)
			measurement of financial capability or financial literacy.	
3	Research and Data Analysis Expert	Post-graduate degree in Statistics, Applied Statistics, Economics, Econometrics, Data Science or a related discipline.	Seven (7) years in the design of samples for, and in the processing and analysis of data from, large-scale sample surveys, using standard statistical software.	6
4	Field Operations and Qualitative Research Expert	Post-graduate degree in Social Sciences, Sociology, Rural Development, Development Studies or Management.	Seven (7) years in the management of multi-State field data collection, including the training and supervision of field teams, and in qualitative research, including focus group discussions and in-depth interviews.	6
	Total			**30**

B. Summary of the core team proposed

S. No.	Position	Name of the proposed expert	Highest educational qualification	Total relevant experience (years)	Whether on the full-time rolls of the Bidder (Yes/ No)	Page No. of the curriculum vitae
1	Team Leader					
2	Financial Inclusion and Financial Literacy Expert					
3	Research and Data Analysis Expert					
4	Field Operations and Qualitative Research Expert					

C. Proforma for the curriculum vitae of each key expert

A separate curriculum vitae shall be furnished in the following proforma in respect of each of the four positions. No curriculum vitae shall exceed four (4) pages.

S. No.	Particulars	Details
1.	Position proposed for	
2.	Name in full	
3.	Date of birth and nationality	
4.	Educational qualifications (degree, discipline, institution and year of award, in chronological order)	
5.	Professional certifications and memberships, if any	
6.	Total years of professional experience, and total years of experience relevant to this assignment	

S. No.	Particulars	Details
7.	Present employer, designation and date of joining; and whether on the full-time rolls of the Bidder	
8.	Languages known, with the level of proficiency in reading, writing and speaking	
9.	Employment record, in chronological order (period, employer, position held and principal responsibilities)	
10.	Particulars of relevant assignments undertaken (name of the assignment, client, period, role discharged, responsibilities, achieved sample size and States/ Union Territories covered)	
11.	Publications relevant to this assignment, if any	
12.	Proposed role and responsibilities on this assignment, and the level of effort proposed, in person-days	

Certificate of the expert

I, the undersigned, certify that the particulars set out above correctly describe my qualifications, my experience and me. I further certify that I am available for deployment on this assignment for the level of effort indicated, and that I am not concurrently deployed on any other assignment in a manner that would materially prejudice the performance of this assignment.

Signature of the expert: _____ Date: _____

Countersigned by the Authorised Signatory of the Bidder: _____

Note 1: Each curriculum vitae shall be duly signed by the expert concerned and countersigned by the Authorised Signatory of the Bidder, in terms of eligibility criterion (vii) of Section V-A.

Note 2: Curricula vitae of all key personnel shall be clear, concise and specific to this assignment. Generic curricula vitae, or curricula vitae not customised for this assignment, shall be scored low, in terms of the note below Section V-C.

Note 3: The key personnel proposed shall not be substituted after the submission of the bid, save with the prior written approval of NAR.

ANNEXURE VIII: FORMAT OF PRE-BID QUERIES

To,

The Director General

National Academy of RUDSETI (NAR)

(Under the aegis of the Ministry of Rural Development, Government of India)

Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple,

Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India

Sub: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

Ref: RFP No. _____ (to be notified)

Dear Sir/ Madam,

The clarifications and suggestions sought by us in respect of the terms and conditions and the scope of work of the subject RFP are set out below. The list is exhaustive, and no further query or suggestion shall be raised by us subsequently.

S. No.	Section, Clause No. and page reference	Extract of the RFP provision	Query/ suggestion of the Bidder
1			
2			
3			
4			
5			

(Additional rows may be inserted as necessary.)

Yours faithfully,

Authorised Signatory

(with Name, Designation, Contact Number and Seal)

Note: To be furnished on the letterhead of the Bidder, in editable word format, and sent by e-mail to info@rudsetacademy.org & dg@rudsetacademy.org *so as to reach NAR on or before the last date and time for the submission of queries specified in the Schedule of Bidding Process at Clause 16 of Section III. Queries received after the said date and time, or submitted in any other format or by any other mode, shall not be entertained.*

ANNEXURE IX: FORM OF BANK GUARANTEE FOR PERFORMANCE SECURITY

To

The Director General
National Academy of RUDSETI (NAR)
Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India.

WHEREAS _____ [name and address of the service provider] (hereinafter called "the Agency") has undertaken, in pursuance of Contract No. _____ dated _____, to provide the services on all the terms and conditions set forth in the Contract and in the Request for Proposal _____ [name of assignment] (hereinafter called "the Contract");

AND WHEREAS it has been stipulated by you in the said Contract that the Agency shall furnish you with a Bank Guarantee issued or confirmed by a Scheduled Bank in India, for a sum equivalent to five per cent (5%) of the total value of the Contract, as security for compliance with its obligations in accordance with the Contract;

AND WHEREAS we have agreed to give the Agency such a Bank Guarantee;

NOW THEREFORE we hereby affirm that we are the Guarantor and responsible to you, on behalf of the Agency, up to a total of _____ [amount of Guarantee] _____ [in words], being five per cent (5%) of the total value of the Contract, such sum being payable in the types and proportions of currencies in which the Contract Price is payable, and we undertake to pay you, upon your first written demand and without cavil or argument, any sum or sums within the limits of _____ [amount of Guarantee] as aforesaid, without your needing to prove or to show grounds or reasons for your demand for the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the Agency before presenting us with the demand.

We further agree that no change, addition or other modification of the terms of the Contract, or of the services to be performed thereunder, or of any of the Contract documents, which may be made between you and the Agency, shall in any way release us from any liability under this guarantee, and we hereby waive notice of any such change, addition or modification.

The liability of the Bank under this Guarantee shall not be affected by any change in the constitution of the Agency or of the Bank.

This Guarantee shall remain valid and in full force and effect for a period of not less than two (2) months beyond the expiry of the contract period, that is to say up to _____, and we undertake to extend the validity of this Guarantee, upon written demand made by you at any time before the expiry of the said period, for such further period as you may require.

This guarantee shall also be operatable at our …… Branch at Bengaluru, from whom confirmation regarding the issue of this guarantee, or its extension or renewal, shall be made available on demand. In the contingency of this guarantee being invoked and payment thereunder claimed, the said branch shall accept such invocation letter and make payment of the amounts so demanded under the said invocation.

Notwithstanding anything contained hereinbefore, our liability under this guarantee is restricted to ₹ _____ (Rupees _____) and the guarantee shall remain valid till _____. Unless a claim or a demand in writing is made upon us on or before _____, all our liability under this guarantee shall cease.

Notwithstanding anything contained hereinabove:

- our liability under this guarantee shall not exceed ₹_____ (Rupees_____);
- this bank guarantee shall be valid up to _____;
- we are liable to pay the guarantee amount or any part thereof under this bank guarantee only and only if you serve upon us a written claim or demand on or before _____.

Signature and Seal of the Guarantor: _____

In the presence of:

1. _____ (Name, Signature and Occupation)
2. _____ (Name, Signature and Occupation)

Name of the Bank: _____ Address: _____ Date: _____

Note: The Bank Guarantee shall be issued or confirmed by a Scheduled Bank in India and shall be furnished within fifteen (15) days of the issuance of the Letter of Award, in terms of Clause 15.4 of Section III. The Performance Security may alternatively be furnished in the form of an Insurance Surety Bond or of an account payee demand draft drawn on a commercial bank. The Performance Security shall be refunded within two (2) months of the date of expiry or completion of the contract, without any interest payable thereon.

ANNEXURE X: INDEMNITY BOND

(On non-judicial stamp paper of ₹500/- Certificate No.: _____)

THIS DEED of Indemnity is executed at Bengaluru on this …… day of …… 2026 by _____, hereinafter called "the Agency" (which expression shall, unless repugnant to the context or meaning thereof, mean and include its heirs, successors, executors, administrators and assigns), in favour of the National Academy of RUDSETI (NAR), Kumbalagudu, Bengaluru [under the aegis of Ministry of Rural Development, Government of India, New Delhi – 110001], hereinafter called "the Beneficiary" (which expression shall, unless repugnant to the context or meaning thereof, mean and include its successors, executors, administrators and assigns).

WHEREAS we, M/s ……, have entered into a contract with NAR /MoRD in accordance with the terms and conditions of Agreement No. …… (hereinafter referred to as "the said Contract").

We, M/s ……, hereby undertake as follows:

- We hereby undertake to indemnify NAR & MoRD and to keep NAR and MoRD indemnified, from time to time, to the extent of any loss in accordance with the said Contract, against any loss or damage caused to or suffered by NAR/MoRD by reason of any breach or breaches on our part of any of the terms and conditions contained in the said Contract, or due to any negligence or any other act or omission on our part. In the event that we make any default in carrying out any of the works under the said Contract, we shall forthwith on demand pay to NAR/MoRD such sum as may be claimed by NAR/MoRD to the extent of its losses, damages, costs, charges or expenses by reason of such default on our part.
- Notwithstanding anything to the contrary in these presents or in the said Contract, NAR/MoRD's decision as to whether we have made any default or committed any breach of the Contract, and as to the amount to which NAR/MoRD is entitled by reason thereof, shall be binding on us for the purposes of this indemnity, and we shall pay the same on demand without demur. This shall be without prejudice to the other rights of NAR/MoRD under the Contract and/or this indemnity.
- We shall indemnify NAR & MoRD to the extent of the losses caused to NAR & MoRD due to any act or omission on our part, including any breach of confidentiality or of the provisions of the Digital Personal Data Protection Act, 2023.
- NAR & MoRD shall have the fullest liberty, from time to time, to enforce or to forbear from enforcing any of the terms and conditions of the said Contract, and we shall not be released from our liability under this indemnity by the exercise of NAR/ MoRD's liberty with reference to the matters aforesaid, or by reason of any time being given to us, or any forbearance, act or omission on our part.
- This indemnity bond and the powers and provisions herein contained are in addition to, and not by way of limitation of or substitution for, any other bank guarantees or indemnities heretofore given to NAR/MoRD by us, and this indemnity does not revoke or limit such indemnities or guarantees.

Yours faithfully,

( )

Name and Seal of the Agency

Witness:

1. _____

2. _____

ANNEXURE XI: DRAFT FORM OF CONTRACT

This Annexure sets out the form of the contract to be executed by the successful Bidder within fifteen (15) days of the issuance of the Letter of Award, in terms of Clause 14.4 of Section II. The form is indicative and may be modified by NAR to the extent necessary to give effect to the RFP document, to the Letter of Award and to the accepted bid.

I. Contract

This CONTRACT (hereinafter called the "Contract") is made on the _____ day of _____, 20___, BETWEEN the National Academy of RUDSETI (NAR), Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple, Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India, acting on behalf of the Deendayal Antyodaya Yojana – National Rural Livelihoods Mission (DAY-NRLM), Ministry of Rural Development, Government of India (hereinafter called the "Employer"), of the ONE PART, AND M/s _____, having its registered office at _____ (hereinafter called the "Consultant"), of the OTHER PART.

WHEREAS the Employer invited bids by Request for Proposal No. _____ dated _____ for the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM (hereinafter called the "Services");

AND WHEREAS the Consultant, having represented to the Employer that it possesses the requisite professional skills, personnel and technical resources, submitted its bid, which was accepted by the Employer by Letter of Award No. _____ dated _____;

NOW IT IS HEREBY AGREED between the Parties as follows:

1. The following documents shall be deemed to form, and shall be read and construed as part of, this Contract, and, in the event of any inconsistency, shall take precedence in the order in which they are listed:

- this Contract, together with the Special Conditions of Contract;
- the Letter of Award and any corrigendum or clarification issued thereafter;
- the General Conditions of Contract;
- the Request for Proposal (RFP) which includes general terms & conditions, Terms of Reference, evaluation methodology, eligibility criteria, Annexures I to XI, together with all Addenda, Corrigenda and clarifications issued thereunder;
- the Technical Bid submitted by the agency/consultant, including all supporting documents; and
- the Financial Bid submitted by the Consultant.

2. The Consultant shall perform the Services in accordance with the Terms of Reference at Section IV of the Request for Proposal, and shall submit the deliverables specified at Clause 9 thereof within the timelines specified at Clause 10 thereof.

3. The duration of the Contract shall be three (3) months from the date of the Letter of Award, and the Contract shall stand completed upon the acceptance of the Final Report and the handing over of all data and deliverables.

4. The Employer shall pay to the Consultant a total lump-sum fee of ₹ _____ (Rupees _____ only), excluding of Goods and Services Tax, in the instalments and against the milestones specified in the Payment Schedule at Section V-E of the Request for Proposal.

5. The Consultant has furnished Performance Security of ₹ _____, being five per cent (5%) of the total value of the Contract, valid up to _____.

IN WITNESS WHEREOF the Parties have executed this Contract on the day, month and year first above written.

For and on behalf of the Employer	For and on behalf of the Consultant
Signature: _____	Signature: _____
Name: _____	Name: _____
Designation: _____	Designation: _____
Witness 1: _____	Witness 2: _____

National Academy of RUDSETI
Sponsors: SDME Trust & Canara Bank
Survey No. 30, Near Govt High School, Kumbalagodu, Bengaluru Urban Dt, Bengaluru - 560074, Ph: 9449045767, E Mail: info@rudsetacademy.org **;**
Website: https://rudsetacademy.org

FINANCIAL BID

To,
The Director General
National Academy of RUDSETI (NAR)
(Under the aegis of the Ministry of Rural Development, Government of India)
Survey No. 30, NAR Building, Near Government School, Behind Yadava Sangha Temple,
Kumbalagodu Post, Kengeri Hobli, Bengaluru – 560074, Karnataka, India

NAME OF THE WORK: Hiring of services of an agency for undertaking the Impact Assessment of Financial Literacy Interventions and Assessment of Financial Literacy Levels among Self-Help Group Members under DAY-NRLM.

Dear Sir/ Madam,

Having thoroughly examined the RFP document, together with all Addenda, Corrigenda and clarifications issued thereunder, we, the undersigned, hereby offer to provide the above Services in full conformity with the said RFP document, and we herewith submit our Financial Bid.

- We offer to provide the Services for a total lump-sum fee of ₹ …… (Rupees …… only), in Indian Rupees, exclusive of Goods and Services Tax.
- Where there is any discrepancy between the amount stated in figures and the amount stated in words, the amount stated in words shall prevail, in terms of Clause D.3 of Section V.
- All costs of every description required for the performance of the assignment, including professional fees, field costs, travel, boarding and lodging, training of field teams, translation, data collection, data processing and analysis, printing, workshops and dissemination, are included in the above amount. No reimbursement over and above the quoted amount shall be claimed.
- Goods and Services Tax shall be charged extra at the prevailing Government rates on production of a valid tax invoice.
- We understand and accept that payment shall be made only against the satisfactory achievement and written acceptance of the milestones set out in the Payment Schedule at Section V-E; that no advance payment shall be made; and that all payments shall be subject to deduction of tax at source at the prevailing rates.
- This Financial Bid shall remain valid and open for acceptance for a period of ninety (90) days from the date of opening of the Technical Bid.

The indicative break-up of the above lump-sum fee, furnished solely to enable the evaluation of the bid in terms of Clause 12.5 of Section III, is as follows. The contract shall nevertheless be a lump-sum contract, and the break-up shall not entitle us to any payment over and above the total lump-sum fee quoted above.

S. No.	Particulars	Unit	Units (Nos.)	Unit cost (₹)	Total cost (₹)
1	Survey charges				
1(a)	Interviews of the programme population	Nos.			
1(b)	Interviews of the comparison population	Nos.			
1(c)	Focus group discussions	Nos.			
1(d)	Key informant interviews	Nos.			
1(e)	Case studies/ stories of change	Nos.			
2	Professional charges (position-wise, for each of the four key positions and for the field supervisors)	Person-days			
3	Translation, printing, CAPI licences, stationery, communication and other miscellaneous charges	Lump sum			
4	Training of field teams, travel, boarding and lodging, and dissemination	Lump sum			
Total	**Total lump-sum fee, exclusive of Goods and Services Tax**				

We agree to abide by this bid and by the rates quoted therein for the orders awarded by NAR within the period prescribed in the bid, which shall remain binding upon us.

We undertake that, in competing for, and, if the award is made to us, in executing the above contract, we shall strictly observe the laws against fraud and corruption in force in India, and shall abide by the Code of Integrity in Public Procurement prescribed under Rule 175 of the General Financial Rules, 2017.

We confirm that we have complied with all the terms and conditions of the RFP. We understand and accept that NAR/MoRD are not bound to accept the lowest or any bid that they may receive.

Dated this …… day of …… 2026

……

Name of the Bidder

……

Signature of the Authorised Signatory

……

Name and Designation of the Authorised Signatory

Place: _____ Date: _____

Note: To be furnished on the letterhead of the Bidder and uploaded only in the financial cover on the GeM Portal. No financial information whatsoever shall be included in the Technical Bid.