

S-18020/302/2015-SBM
Government of India
Swachh Bharat Mission (Gramin)

Notice for award of IVA Contract

- **Project Name:** *Swachh Bharat Mission Support Operation*
- **Loan No.:** 8559 – IN **Contract No.** MDWS/IVA/2
- Ministry of drinking water & Sanitation had invited EOIs for engagement of an Independent Verification Agency (IVA) as part of the World Bank funded project to conduct a National Annual Rural Sanitation Survey (NARSS). After evaluating 19 Proposals, 6 (six) agencies were shortlisted on the basis of Expression of interest and following six firms submitted their RFP proposal:-
 1. M/s IPSOS Public Affairs, IPSOS India with NR Management Consultants Pvt. Ltd.
 2. M/s IPE Global Limited India, with IMRB International.
 3. M/s AMS Consulting Research Training.
 4. M/s Nielsen (India) P. Ltd.
 5. M/s AFC India Ltd.
 6. M/s Sambodhi Research & Communication P. Ltd.
- The RFP proposals of six firms were examined/evaluated and were assigned ranks as shown in the **Table A** below (along with the scores against each firm).

Table- A

S.no	Firm	Total marks	Ranking
1.	IPSOS	77.06	3
2.	IPE Global Limited India	73.07	4
3.	AMS Consulting Research Training	66.43	5
4.	Nielsen	95.10	1
5.	AFC India Ltd.	60.14	6
6.	Sambodhi Research & Communication P. Ltd.	81.81	2

- Thereafter, the two firms namely, AMS Consulting Research Training and AFC India Ltd were technically disqualified because they could not secure the minimum qualifying marks.
- The prices offered by the four agencies as read out and as have been evaluated is as below-

Table B

Sl. No.	Name of the bidders	Amount of Financial Bid
1.	M/s IPSOS Public Affairs, IPSOS India with NR Management Consultants Pvt. Ltd.	<i>Quoted rate for only base line round survey as Rs.13,53,82,100/-</i>
2.	M/s IPE Global Limited India, with IMRB International.	Rs.37,85,47,149
3.	M/s Nielsen (India) P. Ltd.	Rs.83,26,95,592
4.	M/s Sambodhi Research & Communication P. Ltd.	Rs.52,97,25,385

- The overall technical scores and scores assigned for each criterion and sub-criterion to each agency is at **Annexure I**.
- The final combined scores and the final ranking of the agencies (final proposal of IPSOS was not evaluated as it had furnished conditional bid) is as below-

Table-C

Competitive chart of technical and financial score of the tender for IVA						
Name of the Agencies	Technical score (St)	Weightage of St (70% of St)	Financial Score (Sf)	Weightage of Sf (30% of Sf)	Combined technical and financial score (S)	Ranking
a	b	c	d	e	f= (c+ e)	g
IPE Global Limited India	73.07	51.15	100.00	30.00	81.15	1
Nielsen (India) P. Ltd.	95.10	66.57	45.46	13.64	80.21	2
Sambodhi Research & Communication P. Ltd.	81.81	57.27	71.46	21.44	78.71	3

- Contract awarded to: **IPE Global Limited in association with Hindustan Thompson Associates Private Limited [represented by KANTAR PUBLIC (A specialist unit of HTA Pvt. Ltd /IMRB International division).**

B-84, IPE Global House, Defence Colony, New Delhi – 110024, India

- Date of signing of Contract: **19.05.2017**
- Value of Contract: **Rs.37, 85, 47,149 exclusive of local indirect taxes.**
- **Period of Contract:** The contract shall be for 5 assessment cycles (i.e 60 months). The continuation of the Contract will be subject to satisfactory annual performance review.
- **Summary scope of the Contract:** The Government of India launched , Swachh Bharat Mission – Gramin [(SBM(G)] programme, on 2nd October 2014. This program represents a renewed commitment to accelerate efforts towards achieving an open defecation free (ODF) and clean rural India, by 2nd October 2019. As part of SBM (G), both outputs and outcomes are to be monitored. For this, the outcomes need to be defined in terms of clearly measurable indicators. Government of India has taken loan from the World Bank (World Bank Support Operation to Swachh Bharat Mission) to put in place an incentive mechanism for the States for achieving the goal of SBM(G). This incentive mechanism is based on three outcomes called Disbursement Linked Indicators (DLIs)- reduction in the population practicing open defecation; achieving and sustaining open defecation free (ODF) status of villages; and population with access to improved Solid and Liquid Waste Management (SLWM).

To measure the three DLIs, a National Annual Rural Sanitation Survey (NARSS) shall be conducted for five Annual rounds, starting in Financial Year 2017-18. The baseline round is expected to start in July 2017, followed by four more annual rounds. The NARSS shall measure and provide statistically representative estimates for progress made by for all States/UT against the DLIs. Based on the above, the IVA shall conduct NARSS and shall provide the reports to MDWS that will form the basis for release of Performance Incentives to States. The IVA shall be responsible for the conduct of the NARSS and for producing independent verification reports for submission to MDWS.

Annexure I

Average of Evaluation for IVA RFP								
SlNo	Criteria/Sub Criteria	Max Scores	Short listed firms					
			IPSOS	IFE	AMS	NIELSEN	AFC	SAMBOD III
Experience in successful conduct of similar surveys in the last five years Marks-20:								
I	Number of successfully completed surveys	5	3.64	3.64	2.71	4.86	2.14	3.93
	Nature of Surveys/similarity to given exercise							
	(i) Number of Surveys done in Rural Areas	2.5	1.79	1.86	1.64	2.43	1.36	1.86
	(ii) Number of surveys done in Social Sector	2.5	1.93	1.93	1.64	2.43	1.43	1.93
	Geographical extent* marks to be doubled > 20 states (5) Between 10 to 20 states(3) <10 States (2)	5						
			3.14	3.00	3.00	4.86	2.57	3.71
	Sub Total (marks given out of 15 is converted into marks out of 20)	20	14.00	13.90	12.00	19.43	10.00	15.24
Proposed methodology and work plan in responding to the Terms of Reference (ToRs) Marks- 30:								
II	Proposed methodology and work plan in responding to the Terms of Reference (ToRs)	30	22.57	21.00	18.71	28.43	18.14	22.86
Key Expert/manpower proposed for the project Marks-40								
III	Team Leader (20 marks)	General qualification (4 Marks)	3.86	3.64	3.79	3.86	3.64	3.86
		Adequacy for the Assignment (15 Marks)	12.14	10.71	10.43	14.14	9.29	13.29
		Relevant experience on Transferring knowledge (1 Mark)	1.00	1.00	0.79	1.00	0.79	1.00
	Deputy team Leader/Data Management Specialist/Analyst (12 Marks)	General qualification (2.4 Marks)	2.17	2.17	2.17	2.26	2.13	2.21
		Adequacy for the Assignment (9 Marks)	6.43	7.00	6.71	8.14	5.71	7.86
		Relevant experience on Transferring knowledge (0.6 Mark)	0.47	0.53	0.54	0.54	0.43	0.54
	IT Manager (8 marks)	General qualification (1.6 Marks)	1.51	1.44	1.33	1.54	1.16	1.46
		Adequacy for the Assignment (6 Marks)	4.71	4.29	3.64	5.86	2.93	5.14
		Relevant experience on Transferring knowledge (0.4 Mark)	0.36	0.34	0.30	0.40	0.29	0.36
	Sub Total	40	32.66	31.13	29.70	37.74	26.36	35.71
IT infrastructure Marks-10								
IV	Experience in advance data processing software	5	3.50	3.21	2.97	4.64	2.79	3.86
	Ability in hosting data on secure servers	3	2.47	2.19	1.93	2.93	1.64	2.21
	Experience in portable electronic devices	2	1.86	1.64	1.11	1.93	1.21	1.93
	Sub Total	10	7.83	7.04	6.01	9.50	5.64	8.00
	GRANT TOTAL	100	77.06	73.08	66.43	95.10	60.14	81.81

[Handwritten Signature]
05/11/17