

File No. CCRT/ 27015/21/2022 dated 30th November 2022
CENTRE FOR CULTURAL RESOURCES AND TRAINING
PLOT NO. 15 A, SECTOR 7,
DWARKA, NEW DELHI 110075.

REQUEST FOR PROPOSALS

Director, Centre for Cultural Resources and Training (an autonomous body of Ministry of Culture) on behalf of Ministry of Culture, invites proposals from Eligible Institutions/Organizations/agencies/ companies for conducting “Effectiveness Study for Azadi Ka Amrit Mahotsav” commenced on 12th March 2021 and up to 15th August 2023. The interested agencies may submit their proposal in sealed envelope as per details published on CCRT website www.ccrindia.gov.in . The proposal should reach CCRT, New Delhi on or before 21st December 2022 by 03.30 P.M.

Director, CCRT, reserves the right to accept or reject any or all proposal or part thereof without assigning any reason.

Director

File No. CCRT/27015/21/2022
CENTRE FOR CULTURAL RESOURCES AND
TRAINING PLOT NO. 15 A, SECTOR 7, DWARKA,
NEW DELHI 110075.

REQUEST FOR PROPOSALS

for Conducting

“Effectiveness Study for Azadi Ka Amrit Mahotsav”

INTRODUCTION

Azadi Ka Amrit Mahotsav (AKAM) is an initiative of the Government of India to celebrate and commemorate 75 years of progressive India and the glorious history of its people, culture and achievements. This Mahotsav is dedicated to the people of India who have not only been instrumental in bringing India thus far in its evolutionary journey but also hold within them the power and potential to enable Prime Minister Narendra Modi's vision of activating India 2.0, fueled by the spirit of AatmaNirbhar Bharat. It is an embodiment of all that is progressive about India's socio cultural, political and economic identity. The official journey of "Azadi Ka Amrit Mahotsav" commenced on 12th March 2021 which started a 75- week countdown to our 75th anniversary of independence and will end post a year on 15th August 2023.

Research Objectives: -

As initiatives around Azadi Ka Amrit Mahotsav progress, varied themes like Women, Child, Sustainability, Languages, Tribal, Water, Unity will be rolled out every quarter along with the central theme of Celebration of 75 years of progressive India & its glorious history.

The research objectives as part of this continuous study can be broadly divided into 3 parts:

a. Impact assessment of Azadi Ka Amrit Mahotsav initiatives at a quarterly level:

1. Gauge Awareness of Azadi Ka Amrit Mahotsav
2. Recall of the key Themes of the Mahotsav
3. Key Message Comprehension around these themes
4. Reach of the Mahotsav across states & regions
5. Evaluation of Mahotsav events on *key* parameters – Enjoyability, Appeal, Relevance, Comprehension
6. Identify key Source of Awareness - TV, Print, Events, Radio.

- b. A continuous exploratory study to identify emerging new themes which can be included as part of the AKAM initiative. Analysis of data based on District, Region, Urban/Rural, Demography.
- c. Use a combination of primary & secondary data to measure effectiveness & impact of AKAM and guide future action points.

2. Notice Inviting REQUEST FOR PROPOSALS

a) Director, Centre for Cultural Resources and Training (an autonomous body of Ministry of Culture) on behalf of Ministry of Culture invites REQUEST FOR PROPOSALS from Institutions/ Organizations /agencies/ companies desirous of and having proven track record of having conducted similar studies.

b) Interested Agencies / Companies who meet the criteria may furnish their REQUEST FOR PROPOSALS with all the necessary documents in a sealed cover along with the covering letter duly signed by an authorized signatory and a Bid Security fee of Rs. 25,00,000/- (Rs. Twenty five lakhs Only) in the form of Account Payee Demand Draft, Fixed Deposit Receipt, Banker's Cheque or Bank Guarantee from any of the Commercial Banks or payment online in an acceptable form, safeguarding the purchaser's interest in all respects, drawn in favour of "**EARNEST MONEY ACCOUNTS CCRT**" payable at New Delhi. The document related to bid security may be enclosed in a separate envelope.

c) Government Agencies/organizations need not to submit bid security. However, as per the provision of GFR 170 (iii), they have to submit a declaration as per the Annexure-II along with their proposal.

d) The REQUEST FOR PROPOSALS may be submitted on or before 21st December 2022 by 03:30 P.M at the following address:

DR. RAHUL KUMAR
DEPUTY DIRECTOR AND I/C AKAM
CENTRE FOR CULTURAL RESOURCES AND TRAINING
PLOT NO. 15 A, SECTOR 7, DWARKA, NEW DELHI 110075

e) Bid securities of the unsuccessful bidders should be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract.

f) The RFP submitted by telegram / fax / e-mail etc. shall not be considered. CCRT shall not be responsible for any postal delay or non-receipt / non- delivery of the documents. No further correspondence on the subject will be entertained.

3. CRITICAL INFORMATION

Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

SNo.	Information	Details
1	RFP No. and Date	CCRT/27015/21/2022 30.11.2022
2	Last date for submission of written queries for clarifications	15.12.2022
3	Release of response to clarifications on www.ccrindia.gov.in	18.12.2022
4	Last date for submission of RFP proposal	21.12.2022 by 03.30 P.M
5	Address at which proposal in response to RFP is to be submitted	DR. RAHUL KUMAR DEPUTY DIRECTOR & I/C AKAM CENTRE FOR CULTURAL RESOURCES AND TRAINING PLOT NO. 15 A, SECTOR 7, DWARKA, NEW DELHI 110075
6	Opening of responses / RFP	21 st December 2022 at 04.30 P.M

4. ELIGIBILITY CRITERIA

The invitation of bids is open to all entities registered in India who fulfill the criteria as specified below:

- a) **Incorporation** - The Bidder Institutions/Organizations/agencies/ companies should be a registered entity under the relevant Act of Government. The Institutions/Organizations/agencies/ companies should be in existence and functional for at least 5 (five) years at the time of submitting the proposal.

The Institutions/Organizations/agencies/ companies must be registered under Income Tax/ Goods and Service Tax Act and other applicable tax laws, as the case may be.

The Institutions/Organizations/agencies/ companies should not have been blacklisted by any State Government or any other Public Sector Undertaking or a Corporation as on the date of RFP. The Institutes that are in litigation with department/ any other public sector undertaking or a corporation of State Government or Central Government will not be eligible for this tendering process.

An undertaking to this effect should be submitted.

- b) **Expertise** - The agencies should have domain knowledge in the area of government work project.

The applicant should have experience of conducting at least two effectiveness study/ies with published reports. Reports should be available in public domain or copy should have been submitted to Government/International Agency.

An undertaking to this effect should be submitted.

Preference will be given to the Institutes which have more effectiveness study/ies experience.

- c) **Relaxation** - The work being of exclusive nature, if bids received are limited in numbers, the competent authority may relax one or any of the eligibility criteria at his discretion.

- d) **Turnover – Minimum Annual Turnover for last three years is 10 crore.**

5. SCOPE OF WORK

- a. Study Period - 1 year.
- b. Quantitative Face to Face Interview with the help of CAPI (Computer Aided Personal Interview) - Sample size: 60,000 nos. per quarter.
- c. Qualitative Research to identify emerging themes - 10 Focus Group Discussions (FGD) per quarter with systematic representation of demographic & geographic audience profile.
- d. Sampling Profile: Age: -12-19, 20-30, 31-45, 46-55, Above 55, Gender: -Female - 49%, Male -50%, Transgender 1%, SEC -A1, A2, B1, B2, C, D.
- e. Update reports of representative sample to be shared at a monthly level, with a detailed presentation & report at the end of the quarter.
- f. Areas to be covered 28 States+ 8 Union Territories across India
- g. CAPI - Interview Duration 10-12 Minutes; FGD -1-2 hour.

Sampling Methodology:

- I. Stratified Random Sample Selection - 28 States+ 8 Union Territories Representative Sampling based on Target Audience (M/F/TG, Age 12-55 and above, ABCD).
- II. Your *methodology* will ensure that Azadi Ka Amrit Mahotsav campaign effectiveness is captured in the mentioned markets across different regions at a continuous level.
- III. Face to Face Interviews are conducted with the help of CAPI (Computer Aided Personal Interview). For this, both quantitative and qualitative components are used.
- IV. Focus Group discussion (FGD) representing critical markets & audience cohorts.
- V. Sample break up: Cover a minimum of 500 districts in the next 1 year representing the 747+ districts in India and the regions of North East/Hilly areas.

- VI. The selected districts should represent the Socio-Cultural region of the state. (SCR). e.g. If 10000 samples are to be covered in a state these would be distributed across key districts and Socio-Cultural regions (e.g. of region - Western UP, Bundelkhand, etc).

6. EVALUATION PROCESS (Technical Evaluation)

Applicant shall be selected under Quality cum Cost Based Selection (QCBS) method and as per the procedure described in this RFP. Criteria for evaluation of Technical Proposal are as follows:

Sl. No.	Evaluation Criteria
1	Institutions/Organizations/agencies/ companies should have experience of conducting effectiveness study/ies. It should have successfully completed & submitted at least two such research projects to the satisfaction of the commissioning Organization. Maximum Marks 30
2	Institutions/Organizations/agencies/ companies having Headquarter in Delhi/NCR and have centres covering all the 28 States and 8 Union Territories in India for conducting such research studies. Maximum Marks 10
3	Details of the Project Team including the project/research assistants: Maximum Marks : 10 CV of the Research/Project Supervisor having experience of conducting effectiveness studies/research for more than 10 years and published at least 1(one) such research report. More marks would be given for the reports which have been used in the domain of public policy.
4	Specific Methodology must be mentioned including sample size & indicative questionnaire and work plan along with Power Point Presentation: Maximum Marks : 25 Institutions/Organizations/agencies/ companies will be required to submit the power point presentation along with proposal.

5	<p>Quality & Monitoring:</p> <p>i) Monitoring of the interview to be done through CAPI (Computer Aided Personal Interview on Tablets)</p> <p>ii) Monitoring the movement of the surveyor / Interviewer while conducting the interview to ensure fool proof system of conducting the Survey. Identify location through Geo-Stamping.</p> <p>iii) Real time audio quality checks with fully equipped and integrated back end infrastructure to ensure quality control along with regional languages proficiency to monitor field work.</p> <p>iv) Defined process by the agency for data verification and field visits by the CCRT team</p> <p>Maximum Marks: 25</p>
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6.2 The eligibility criteria will be evaluated as defined in this RFP for each applicant. Detailed technical evaluation will be taken up in respect of only those applicants/ agencies, who meet the prescribed minimum qualifying eligibility criteria. The applications securing minimum 70% marks in technical evaluation shall be considered for opening of financial proposals.

6.3 The agencies/firms whose technical bid will qualify in technical evaluation shall be notified in writing about the date & time for public opening of their Financial Bid.

6.4 CCRT will constitute an Evaluation Committee to evaluate the responses of the applicants. The Evaluation Committee constituted by CCRT shall evaluate the responses to the RFP and all supporting documents & documentary evidence. The committee may seek additional documents / presentations as it deems necessary.

6.5 Each of the responses shall be evaluated to validate competence of the applicant according to the supporting documents specified in this document. In case of excessive qualifying responses received, weightage shall be given based on the written statement of the agency describing its strengths and its claim for suitability for the job and a merit list of qualifying companies shall be prepared.

6.6 The decision of the Evaluation Committee in the evaluation of responses to the Request for Proposal shall be final. No further correspondence will be entertained in this regard.

6.7 The Evaluation Committee reserves the right to reject any or all proposals.

7. FINANCIAL EVALUATION

Agency shall submit an all-inclusive lump sum quotation for conducting “Effectiveness Study for Azadi Ka Amrit Mahotsav” in Annexure III.

Evaluation Criteria for Financial Bid:

The bid with the lowest cost / quoted price shall be given a financial score of 100 and the other bid given financial score that are inversely proportionate to their prices.

$$F(s) = LEC / EC$$

F (s) stands for financial score

EC stands for Evaluated Cost of the financial bid

LEC stands for Lowest Evaluated Cost of the financial bid.

The Authority shall adopt a two stage selection process in evaluating the Bid as per **Quality-cum-Cost Based Selection (QCBS)** process under which 70% weightage will be given to the Technical Evaluation and 30% weightage to the Financial Evaluation.

For working out the combined score, the employer will use the following formula:

$$\text{Total points} = T(w) \times T(s) + F(w) \times F(s), \text{ where}$$

T (w) stands for weight of the technical score (70%). T(s) stands technical score

F (w) stands for weight of the financial bid (30%) F (s) stands for financial score

The bids will be ranked for in terms of total points scored. The bid with the highest total points (H-1) for each Category will be considered for award of contract.

8. PAYMENT TERMS

The selected Agency shall be entitled for 30% payment as advance against the bank guarantee as per Government norms, against a bill submitted to CCRT and 20% on submission of interim study report. Balance 50% will be released after submission of the final study report.

1% of the agreement amount will be imposed as penalty per day, if the work is not completed within the schedule time or maximum 10% of the agreement amount if the delay is more than 10 days.

9. TIMELINE FOR COMPLETION:

The interim study report will be submitted quarterly from the date of acceptance of the Order and final report by 28st December 2023. A relaxation up to 15 days may be granted with the approval of Competent Authority.

10. SUBMISSION OF RFP

a) The application shall be submitted in a single sealed envelope and superscripted as ***“Effectiveness Study for Azadi Ka Amrit Mahotsav”*** and RFP No. CCRT/27015/21/2022 dated 30.11.2022. The envelope should contain signed hard copy of RFP proposal and other necessary documents mentioned below. The technical document, financial bid and security deposit must be placed in separate envelope under the main envelope.

b) Applicant shall enclose supporting proofs and documents as specified in para 4 above as will be necessary to prove the eligibility of the applicant to be considered for the award of work.

c) No overwriting/changes is allowed in submitted RFP documents.

11. RFP PROPOSAL PREPARATION COSTS & RELATED ISSUES

- a) The Applicant is responsible for all costs incurred in connection with participation in this process, including, but not limited to, costs incurred in preparation of proposal, participation in meetings / discussions. CCRT in no case will be responsible or liable for these costs, regardless of the conduct or outcome of the RFP process.
- b) This RFP does not commit CCRT to award a contract or to engage in negotiations. Further, no reimbursable cost may be incurred in anticipation of award or for preparing this RFP.
- c) All materials submitted by the Applicants will become the property of CCRT and may be returned completely at its sole discretion.

12. QUERIES

- a) All queries may be sent to the following Officer of CCRT by post or e-mail on or before 15-12-2022.

DR. RAHUL KUMAR

DEPUTY DIRECTOR & I/C AKAM

CENTRE FOR CULTURAL RESOURCES AND TRAINING PLOT NO. 15 A,
SECTOR 7, DWARKA, NEW DELHI 110075

E-mail: akam-ccrt@gov.in

- b) All enquiries / clarifications from the Applicants, related to this RFP, must be directed in writing exclusively to the contact person(s) notified in 11 (a) above. Enquiries received after the due date shall not be entertained.
- c) The preferred mode of delivering questions is through e-mail. Telephonic responses, if sought for, shall not be treated as valid responses. The queries by the applicants shall be raised in the following format:

S. No.	Page	Clause of the RFP	Clarification required

13. RESPONSES TO PRE-SUBMISSION QUERIES & ISSUE OF CORRIGENDUM

a) Based on the response to the RFP, queries from interested parties would be taken to clarify / to amend the scope / mechanism of sampling criteria / data collection / analysis and reporting responsibilities etc. and revised scope / term shall be issued to the parties responding to the RFP. Further, evaluation of bids received shall be as per Para 6. After distribution of the RFP, the contact person notified by CCRT will begin accepting written questions from the applicants. CCRT will endeavor to provide timely response to all queries. However, CCRT makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does CCRT undertake to answer all the queries that have been posed by the applicants. The responses to the queries from all Applicants will be posted online on www.ccartindia.gov.in by 18.12.2022.

b) At any time prior to the last date for receipt of RFP, CCRT may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the RFP document by a corrigendum.

c) The corrigendum (if any) shall be posted only online at www.ccartindia.gov.in

d) Any such corrigendum shall be deemed to be incorporated into this RFP.

e) In order to provide prospective applicants reasonable time for taking the corrigendum into account, CCRT may, at its discretion, extend the last date for the receipt of RFP proposals which shall again be notified online through CCRT's Website www.ccartindia.gov.in

14. MONITORING OF THE WORK

The monitoring of the entire work of Effectiveness Study for AKAM (MoC) for 01 year will be done by CCRT and Director (AKAM), Ministry of Culture, Government of India, jointly.

15. GOVERNING LAW AND JURISDICTION

This Agreement shall be governed by the laws of India. Further, only the Courts at Delhi shall have jurisdiction to try all disputes and matters arising out of and under the Agreement.

Covering Letter on Letterhead of the Applicant

<Location, Date>

DR. RAHUL KUMAR

DEPUTY DIRECTOR & I/C AKAM
CENTRE FOR CULTURAL RESOURCES AND TRAINING
PLOT NO. 15 A, SECTOR 7, DWARKA, NEW DELHI 110075

Kind Attn. – **DR. RAHUL KUMAR**, DEPUTY DIRECTOR

Dear Sir,

A

We, the undersigned, offer to provide our services to carry-out ***“Effectiveness Study for Azadi Ka Amrit Mahotsav”***. We are hereby submitting our REQUEST FOR PROPOSALS. We understand you are not bound to accept any proposal you receive.

We fully understand and agree to comply that on verification, if any of the information provided here is found to be misleading, we are liable to be dismissed from the RFP selection process or termination of the contract during the project.

We agree to abide by the conditions set forth in this RFP.

We hereby declare that our proposal submitted in response to this RFP is made in good faith and the information contained is true and correct to the best of our knowledge and belief.

Sincerely,

Signature:

Applicant's Name with seal>

Contact details

Annexure-II

(Declaration by the Authorized signatory on Letterhead)

BID SECURING DECLARATION

We accept that if we withdraw or modify the “REQUEST FOR PROPOSALS (RFP)” during the period of validity, or if we fail to sign the contract after the contract is awarded to us, or if we fail to submit a performance security before the deadline defined in the request for RFP / work order document, we will be suspended for the period of time specified in the RFP document from being eligible to submit the RFP for contracts with the entity that invited the proposal.

<Signature of the authorized signatory with seal>

<Name>

<Designation>

<Name of the Organization>

<Phone & E-mail>

Place:

Date

ANNEXURE III

FINANCIAL BID

PARTICULARS	AMOUNT (IN FIGURE)	AMOUNT (IN WORDS)
Effectiveness Study for Azadi Ka Amrit Mahotsav		

(All Taxes/Charges inclusive)

Signature of the authorized signatory with seal>

<Name>

<Designation>

<Name of the Organization>

<Phone & E-mail>

Place:

Date

RFP for engaging Institute for conducting *Effectiveness Study for Azadi Ka Amrit Mahotsav*

Format: Curriculum Vitae (CV) of Resource Persons/ Experts [Separate CV for each Resource Person/ Expert (2 persons at least)]

Position

NAME:

DATE OF BIRTH:

NATIONALITY:

EDUCATION: [year] [name of institution and degree]:

Please mention if PhD, Post Graduate/ Graduate and subjects clearly

MEMBERSHIP OF PROFESSIONAL ASSOCIATIONS:

COUNTRIES OF WORK EXPERIENCE LANGUAGES PROFESSIONAL BACKGROUND

[Description] EMPLOYMENT RECORD

[Year starting with present position] [employer]

RESEARCH EXPERIENCE in conducting survey research involving large sample size Other Research Experience

Certification:

I, the undersigned, certify to the best of my knowledge and belief that:

(i) This CV correctly describes my qualifications and experience;

[Signature of expert or authorized representative] _____ [Name of Expert/Authorized signatory].

RFP for engaging Institute for conducting *Effectiveness Study for Azadi Ka Amrit Mahotsav*

Format: Effectiveness Study Survey Report detail sheet

Details of the Effectiveness Study Survey Report involving large sample size (undertaken by the Institute – Please fill separate sheet survey report wise

PARTICULARS	DETAILS
Name of Survey Research Report	
Sample size	
Name(s) of the client for whom the effectiveness studies conducted	
Survey period	
Start Date (month/year)	
Completion date (month/year)	
Whether report has been accepted by the commissioning agency (letter/certificate needed)	
Date of Submission/publication	
Project value	
Brief Description of the effectiveness study report	
Whether the report has been utilized in public formation. If so, provide details:	

Authorized Signatory (In full initials and Seal).....

Name of the Organization.....