

**F.No.17/20/2018-PMMVY**  
**Government of India**  
**Ministry of Women & Child Development**  
**PMMVY Section**


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6<sup>th</sup> Floor, Shastri Bhawan New Delhi  
Dated the 14<sup>th</sup> January, 2019

**Notice inviting Expression of Interest**

Expression of Interest (EOI) for engagement of Advisory Unit in Ministry of Women & Child Development for implementation of Pradhan Mantri Matru Vandana Yojana (PMMVY) is floated for inviting bids. The documents are also uploaded on Central Public Procurement (CPP) Portal (<http://www.eprocure.gov.in>).

2. Eligible firms may submit their bids as per prescribed proforma attached in the documents.

  
14/01/19

(V.C.Choudhary)

Under Secretary to the Government of India

Tel No: 011 23388513

Email Id: vc.choudhary@nic.in



## EXPRESSION OF INTEREST FOR ENGAGEMENT OF ADVISORY UNIT

### Important Dates

#	Event	Deadline
1.	Publication of Eoi document	12.01.2019
2.	Bid download start	12.01.2019
3.	Bid submission start date and time	14.01.2019; 09:00 Hours
4.	Last date and time for bid Submission	28.01.2019; 16:00 Hours
5.	Tentative Date and time of presentations	01.02.2019; 11:00 Hours. The final date and time of shortlisted bidders will be communicated separately

1. Ministry of Women and Child Development (MoWCD), the Nodal Ministry, has been administering a number of women and child centric programs/schemes in the country. These schemes and programmes cover welfare and support services, training for employment and income generation, awareness creation and gender sensitization

### 2. Rationale

- Under-nutrition continues to adversely affect majority of women in India. Every third woman is undernourished and every second woman is anemic. An undernourished mother almost inevitably gives birth to a low birth weight baby. When poor nutrition starts in-utero, it extends throughout the life cycle since the changes are largely irreversible.
- 'Pradhan Mantri Matru Vandana Yojana' (PMMVY), a Maternity Benefit Programme, is being implemented in all the districts of the country through the respective State Government/UT Administration as a Centrally Sponsored Scheme.
- The scheme implementation is considered as a key intervention to augmenting nutritional requirements for Pregnant Women and Lactating Mothers (PW&LM). Considering the critical importance of this scheme in the overall context of nutrition supplementation, wage compensation and good health seeking behavior, this scheme is being monitored by the highest authority in the Government. Successful implementation of PMMVY is critical for the well-being of the nation.
- In order to nurture successful implementation and ensure coverage of targeted beneficiaries, the scheme is being taken up on a 'Mission Mode' across the country. MoWCD

along with the States/UTs has put in place requisite capacity for scheme implementation and operations, including mechanisms for constant improvements for its effective adoption.

- A dedicated framework of Advisory Unit is envisaged to assist MoWCD in the scale up of PMMVY scheme and also in aligning and/or converging the scheme in the area of Direct Benefit Transfer over the long term.
- MoWCD proposes to engage competent agencies to assist in the areas of programme & technology management, software and hardware services.
- Through this Expression of Interest (Eoi), MoWCD proposes to empanel reputed agencies fulfilling requisite eligibility criteria to act as an Advisory Unit. Amongst the empaneled agencies, MoWCD plans to select one agency, through a duly established process, for performing the activities as envisaged in this EOI.
- The selected advisory agency shall steer and strengthen the PMMVY programme. The activities shall be provided through a small team of two (02) suitably qualified/experienced resources whose tasks would range from research / policy, program support and governance, oversight of solution development and service delivery, capacity building initiatives and communication interventions, etc.
- The appointment of the agency shall be initially for a period of two years, which may be extended/ renewed through mutual consent and the same shall be at the sole discretion of MoWCD.

### **3. Eligibility Criteria**

The Bidder must fulfill the following:-

1. Be a non-profit / not for profit organization i.e
  - a. Trust registered under relevant applicable laws; or
  - b. Society registered under relevant applicable laws; or
  - c. Company registered under Section 8 of the Companies Act, 2013;
2. Be operational for a period of five (5) years as on 1-4-2018 and must have at least two (2) years of experience (as on 1-4-2018) in providing advisory in IT and/or program support services to Centre/State Government Department;
3. Preference will be given to the bidders having prior experience in WCD related services domain and/or DBT;
4. Be associated with the implementation of technology interventions or project(s) of similar nature in the preceding two years period (as on 1-4-2018) with any Central / State Government Department / Organization;
5. Have at least 20 (twenty) employees as on the date of submission of Eoi;
6. Have implemented or in the process of implementing or supported/supporting implementation of at least 1 (one) project of Centre / State Government(s) in the area of 'Direct Benefit Transfer' in last five (5) years (as on 1-4-2018).

#### **4. Support MoWCD in implementation of PMMVY**

The broad Area of Work for the selected non-profit / not-for-profit organization shall be:

- i. design and integration of PMMVY-CAS with various State Level/departmental Systems
- ii. Technical Advice and/or Review of appointed programme management unit (PMU) and/or software development agency (SDA)
- iii. Periodic Review OF Scheme implementation and provide guidance on actions for improvements
- iv. assist with policies that Encompass: Research, Development, updation, digitization, impact, etc. including review of current policies, procedures and processes
- v. Support in carrying out workshops and capacity building exercises for successfully meeting scheme objectives
- vi. Any other activity as per the requirement of MoWCD relevant to the spirit of the engagement

The organization selected by MoWCD shall act in an advisory capacity to steer and strengthen the PMMVY. The activities shall be provided through a small team of 2 suitably qualified/experienced resources whose tasks would range from research / policy, program support and governance, oversight of solution development and service delivery, capacity building initiatives and communication interventions, etc. as stated in the above.

#### **5. Arbitration Clause**

- (a)** In event of any dispute or difference between the parties hereto, such disputes or differences shall be resolved amicably by mutual consultation. If such resolution is not possible, then the unresolved dispute or difference shall be referred to arbitration of the sole arbitrator to be appointed by the Secretary, Ministry of Women & Child Development on the recommendation of the Secretary, Department of Legal Affairs ("Law Secretary"), Government of India. The provisions of Arbitration and Conciliation Act, 1996 (No.26 of 1996) shall be applicable to the arbitration. The venue of such arbitration shall be at Delhi or any other place, as may be decided by the arbitrator. The language of arbitration proceedings shall be English. The arbitrator shall make a reasoned award (the "Award"), which shall be final and binding on the parties." The cost of the arbitration shall be shared equally by the parties to the agreement. However, expenses incurred by each party in connection with the preparation, presentation shall be borne by the party itself.
  
- (b)** Pending the submission of and/or decision on a dispute, difference or claim or until the arbitral award is published; the Parties shall continue to perform all of their obligations under this Agreement without prejudice to a final adjustment in accordance with such award.

## **6. Proposal Submission**

Two hard copies of Proposals and one soft copy by Email/CD/Pendrive, in its complete form in all respects as specified in the EoI, must be submitted to the Ministry at the address specified below **on or before 28.01.2019; 16:00 Hours.**

The Under Secretary (PMMVY)  
Ministry of Women & Child Development  
Room No.621, 'A' Wing  
Shastri Bhavan  
Dr. Rajendra Prasad Road New Delhi-110001.  
Tel No.: 011-23388513  
Email: [vc.choudhary@nic.in](mailto:vc.choudhary@nic.in)

The EoI should be submitted in a sealed envelope clearly indicating the name, address, telephone number, E-mail ID and fax number of the bidder and shall be supported by the documentary evidence for the criteria specified herein in the proforma enclosed herewith.

To,  
The Under Secretary (PMMVY)  
Ministry of Women & Child Development  
Room No.621, 'A' Wing  
Shastri Bhavan  
Dr. Rajendra Prasad Road New Delhi-110001.  
Tele: 011-23388513  
Email: [vc.choudhary@nic.in](mailto:vc.choudhary@nic.in)

**Subject:** Submission of Expression of Interest (Eoi)

**Reference:** Expression of Interest for Engagement of Advisory Unit

Dear Sir,

We, the undersigned, offer to provide services in respect of the Eoi dated <insert date>. We are hereby submitting our Proposal, which includes all the required information.

We, hereby, declare that all the information and statements made in this proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

Please find below our correspondence and other relevant details information:

#	Information Sought	Details to be Furnished
1.	Name and address of the bidding Company	
2.	Year of Establishment	
3.	Date of Registration	
4.	Details of company registration	
5.	Details of registration with appropriate authorities for service tax (GST)	
6.	Name, Designation, Address, E-mail, Fax number and Mobile Number of Contact person	
7.	Corporate website & URL	

Please find below our compliance to the eligibility criteria mentioned in the Eoi:

#	Criteria	Details of fulfillment
1.	Be a non-profit / not for profit organization i.e a. Trust registered under relevant applicable laws; or b. Society registered under relevant applicable laws; or c. Company registered under Section 8 of the Companies Act, 2013;	
2.	Be in operational for a period of five (5) years as on 1-4-2018 and must have at least two (2) years of experience (as on 1-4-2018) in providing advisory in IT and/or program support services to Centre/State Government Department;	
3.	Preference will be given to the bidders having prior experience in WCD related services domain and/or DBT	
4.	Be associated with the implementation of technology interventions or project(s) of similar nature in the preceding two year period (as on 1-4-2018) with any Central / State Government Department / Organisation;	
5.	Have at least 20 (twenty) employees as on the date of submission of EoI;	
6.	Have implemented or in the process of implementing or supported / supporting implementation of at least 1 (one) project of Centre / State Government(s) in the area of 'Direct Benefit Transfer' in last five (5) years (as on 1-4-2018)	

The CVs of proposed team members is annexed at **Annexure I**.

We undertake, if our proposal is accepted, to initiate the consulting services related to the assignment not later than the date mentioned in the work order by MWCD.

We agree to abide by all the terms and conditions of the EoI document.

We understand that you are not bound to accept any Proposal(s) that you receive.

Yours sincerely,

Authorized Signature (In full and initials):

Name and Title of Signatory:

Name of Firm:

Address:

Date:

## Form: Curriculum Vitae (CV) of Key Personnel

1. **Proposed Position** [*only one candidate shall be nominated for each position*]: \_\_\_\_\_
2. **Name of Firm** [*Insert name of firm proposing the staff*]: \_\_\_\_\_
3. **Full Name of Staff:** \_\_\_\_\_
4. **Date of Birth:** \_\_\_\_\_ **Nationality:** \_\_\_\_\_
5. **Education** [*Indicate college/university and other specialized education of staff member, giving names of institutions, degrees obtained, and dates of obtainment*]: \_\_\_\_\_
6. **Total No. of years of experience:** \_\_\_\_\_
7. **Total No. of years with the firm:** \_\_\_\_\_
8. **Areas of expertise and no. of years of experience in pertinent area (as required for the Profile):**  
\_\_\_\_\_
9. **Certifications and Trainings attended:** \_\_\_\_\_
10. **Details of Involvement in Projects (only if involved in the same):** \_\_\_\_\_
11. **Languages** [*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*]:
12. **Membership of Professional Associations:**
13. **Employment Record** [*Starting with present position and last 2 firms, list in reverse order, giving for each employment (see format here below): dates of employment, name of employing organization, positions held.*]:

From (Year):

To (Year):

Employer/Purchaser:



Positions held: \_\_\_\_\_

<p><b>14. Detailed Task Assigned</b></p> <p><i>[List of all tasks to be performed under this assignment]</i></p>	<p><b>15. Relevant Work Undertaken that Best illustrates the experience as required for the Role (provide maximum of 6 citations of 10 lines each)</b></p> <p><i>(Among the assignments in which the staff has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 14 and as required for the role as listed in 'List of the key professional positions whose CV and experience would be evaluated')</i></p> <p>Name _____ of _____ Assignment _____ or Project: _____</p> <p>Year: _____</p> <p>Location: _____</p> <p>Purchaser: _____</p> <p>Main _____ Project features: _____</p> <p>Positions held: _____ Value of Project (approximate value or range value: _____ Activities performed: _____</p>
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16. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, from the assignment if engaged.

\_\_\_\_\_  
*(Signature of staff member or authorized representative of the staff)*  
 \_\_\_\_\_  
*(Day/Month/Year)*

Full name of Authorized Representative: \_\_\_\_\_