



Government of India
Ministry of Women and Child Development

POSHAN *Abhiyaan*

INVITATION FOR EXPRESSION OF INTEREST

1. POSHAN *Abhiyaan*, a flagship programme under Ministry of Women and Child Development, invites sealed proposals from Indian consulting agencies for undertaking Outcome Based Evaluation of POSHAN *Abhiyaan* based on certain defined evaluation parameters.
2. The EOI document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation parameters etc. can be downloaded from the website <http://wcd.nic.in> and <https://icds-wcd.nic.in/nmn/home.htm>
3. Last date for submission of EOI is within 21 days of publication of this advertisement. Sealed envelope marked to the captioned address, containing EOI may be submitted either by Registered post mentioning "**EOI for Outcome Based Evaluation of POSHAN *Abhiyaan***" on the top cover or submitted in person at the undermentioned address between 10:00 am to 05:00 pm on all working days.

Project Manager

POSHAN *Abhiyaan*

NNRC-CPMU

3rd Floor, Jeevan Vihar Building, Sansad Marg,

New Delhi -110001

Expression of Interest for Engagement of Services of a Consultancy Firm for Outcome-Based Evaluation of POSHAN Abhiyaan

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. Background:

- Government of India has launched POSHAN *Abhiyaan*, to address mal-nutrition challenges of India, commencing from 2017-18. The goal of POSHAN *Abhiyaan* is to achieve improvement in nutritional status of Children from 0-6 years, Pregnant Women and Lactating Mothers in a time bound manner during the next three years beginning 2017-18 with fixed targets. The Mission aims to reduce mal-nourishment from the Country in a phased manner, through the life cycle concept, by adopting a synergised and result oriented approach. The Mission will ensure mechanisms for timely service delivery and a robust monitoring as well as intervention infrastructure. The Phase I of the Mission targets 315 districts in year 2017-18, phase II 235 districts in 2018-19 and balance in year 2019-20 across all 36 States/UTs.
- **Goals of Mission:** The goals of NNM are to achieve improvement in nutritional status of Children from 0-6 years, Adolescent Girls, Pregnant Women and Lactating Mothers in a time bound manner during the next three years beginning 2017-18 with fixed targets as under:

Sl.No	Objective	Target
1.	Prevent and reduce Stunting in children (0- 6 years)	By 6% @ 2% p.a.
2.	Prevent and reduce under-nutrition (underweight prevalence) in children (0-6 years)	By 6% @ 2% p.a.
3.	Reduce the prevalence of anemia among young Children (6-59 months)	By 9% @ 3% p.a.
4.	Reduce the prevalence of anemia among Women and Adolescent Girls in the age group of 15-49 years.	By 9% @ 3% p.a.
5.	Reduce Low Birth Weight (LBW).	By 6% @ 2% p.a.

- Target of Mission is also to bring down stunting of the children in the age group of 0-6 years from 38.4% to 25% by the year 2022.

3. A summary of the main components of POSHAN *Abhiyaan* is given at **Annexure I**.

4. 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.
- The scheme implementation is considered as a key intervention to augmenting nutritional requirements for Pregnant Women and Lactating Mothers (PW&LM), adolescent girls and children. 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.
- 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.
- In a large Scheme like this it is important that implementation and progress are monitored on a regular basis as well as in an unbiased manner.
- MoWCD proposes to engage competent agency/firm to carryout consultancy based outcome-based evaluation of POSHAN Abhiyaan during the implementation of the Scheme, starting December 2018 to March 2020.

5. Suggested Methodology for Evaluation

- **Third party Survey to look at:** Roll-out & Implementation; Monitoring Mechanisms; Outcome Indicators; Impact & Outcomes.
- Systematic Selective Sampling Method – Stratified Random Sampling.
- Quantitative, qualitative and Mixed Methodologies of Evaluation.
- Concurrent Evaluation alongwith the roll-out of the Scheme.
- **Technology and Method of Data Collection**
 - a. Format for Data collection – Software Driven through Uniquely Designed Application.
 - b. Comprehensive Videography and Photography – Geo-tagged.
- **Footprint of Survey**
 - a. Samples of Anganwadi would be based on a combination of all kinds of geographical and demographical locations in India. (For e.g. Tribal, Rural, Semi-Urban, Urban etc.)

- b. Survey to be initiated with a sample size of 70,000 to 1 lakh anganwadis in 2019.
- c. Sample size – approximately 25 Aanganwadi in a Sector per CDPO, suggested, 10 beneficiaries across all cross-sections per anganwadi.
- d. About 2,00,000 Aanganwadi Sample to be taken across the Country for survey to be conducted in years 2019 and 2020.

6. Consultancy based Evaluation Parameters: The POSHAN Abhiyaan Evaluation mechanism will be broadly based on the following parameters, including their impact on the Scheme.

- Availability of Anganwadi **Infrastructure.**
- Adoption of Technology by field functionaries and its impact on beneficiaries.
- IEC & Mass Media and other awareness campaigns.
- Impact of Incentive Schemes, on the implementing Agencies.
- Capacity Building of Field Functionaries
- Convergence – impact of converged activities between anganwadi workers, ASHA and ANM. Actions under Convergence Action Plan at block, district and State level.
- Outcome of Jan Andolan and behavioural change Initiatives.

7. Proposed Scope of Work: Through this Expression of Interest (Eoi), MoWCD proposes to empanel reputed agency/firm fulfilling requisite eligibility criteria to act as an Evaluation Agency for POSHAN Abhiyaan through a third party consultancy and survey mechanism.

- The selected agency shall steer and conduct the evaluation through surveys all across the country.
- The broad Area of Work for the selected Agency/Firm shall be:
 - a. Finalize the methodology and Design for Survey and Evaluation in consultation with MoWCD and DMEO, NITI Aayog.
 - b. Develop mobile application and other technology based survey infrastructure.
 - c. Hiring and training of staff for conduct of survey.
 - d. Select Survey foot print as per norms defined (refer paragraph 5).
 - e. Physical conduct of Survey.
 - f. Prepare Evaluation report based on the survey inputs.
 - g. Any other activity as per the requirement of MoWCD relevant to the spirit of the engagement.
- **Evaluation Survey periodicity.**
 - a. Starting December 2018 to April 2020. First Survey till 31st March 2019. Second Survey from 1st April 2019 to 30th September 2019 and third survey from 1st October 2019 to 31st March 2020.

- b. First Report in April 2019 & Last in June 2020.
- c. Total 3 Reports.
- d. The appointment of the agency shall be initially for a period till June 2020, which may be extended/ renewed through mutual consent and the same shall be at the sole discretion of MoWCD.

8. Eligibility Criteria for Agency/Firm: The Bidder must fulfill the following: -

- It must be an agency/organization either private or government incorporated in India, been operational for a period of ten (10) years as on 1-4-2018.
- Must have atleast three (3) years of experience (as on 1-4-2018) in conducting large surveys across the country, with any Central /State Government Department/ Organization;
- Have at least 75 (seventy-five) employees as on the date of submission of Eol;

9. The interested Agencies/Firms are required to make a presentation covering the following areas:

- **Profile of the Agency/Firm:** The presentation should include a comprehensive background of the organization, including primary and secondary areas of research, across the fields of social welfare, health and nutrition; statistical modelling, qualitative research etc. This must also cover institutional turnover and manpower capacity.
- **Past projects completed:** The organization must present relevant key projects, i.e. large-scale surveys completed in the past five years. This must include the scale of the surveys (nation-wide, state-wide, district-wide, etc.) as well as their nature and purpose. The results of the survey and ultimate outcome must also be covered. Projects of greater relevance, such as social welfare schemes, health based schemes, will be provided greater weightage.
- **Proposed Team Composition:** The presenting institution must provide a brief description of the team composition, with a special focus on the team leader. The team should include experts in the fields of social welfare, health and nutrition etc. A gender-balanced team will be preferred.
- **Proposed Approach:** The presentation should cover the approach and methodology proposed to be followed. This would include:
 - a. Sampling methodology
 - b. Sample size
 - c. Survey methodology
 - d. Sources of additional information for supplementing the household surveys
 - e. Methodology for evaluation

- 10. Proposal Submission:** Two hard copies of Proposals and one soft copy by Email, 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 31 December, 2018; 16:00 Hours**. after which presentations will be scheduled within approximately one week – a final time and date will be communicated. In case of any doubts, telephone number given below may be contacted.

The Project Manager

POSHAN *Abhiyaan*, Ministry of Women & Child Development

3rd Floor, Jeevan Vihar Building

Parliament Street, New Delhi-110001.

Tel No.: 011-23368202

Email: u.motish@nic.in

- 11.** 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 Performa enclosed herewith at **Annexure II**.

Approach of POSHAN *Abhiyaan*

1. **Convergence:** POSHAN *Abhiyaan* ensures convergence with various programmes i.e. Anganwadi Services, Pradhan Mantri Matru Vandana Yojana (PMMVY), Scheme for Adolescent Girls of this Ministry; Janani Suraksha Yojana (JSY), National Health Mission (NHM) of MoH&FW; Swachh - Bharat Mission of Ministry of Drinking Water & Sanitation (DW&S); Public Distribution System (PDS) of Ministry of Consumer Affairs, Food & Public Distribution (CAF&PD); Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of Ministry of Rural Development (MoRD); Drinking Water & Toilets with Ministry of Panchayati Raj and Urban Local Bodies through Ministry of Urban Development. This will be done by setting achievable targets, sector level meetings with concerned Secretaries, joint meeting of Secretaries of line Ministries under the Chairmanship of Cabinet Secretary, joint guidelines for each level, joint monitoring visits and decentralized planning. It is aimed to initiate Convergent Action Plans at State, District, Block and at Village Level, to achieve synergy and desired results. This will be ensured by setting achievable targets, sector level meetings with concerned Secretaries, joint meeting of Secretaries of line Ministries under the Chairmanship of Cabinet Secretary, joint guidelines for each level, joint monitoring visits and decentralized planning.

The mechanism adopted under POSHAN *Abhiyaan* for the convergence at the National level, there is a National Council which is headed by vice chairman of NITI Aayog and this national council meets every 3 months, then there is an Executive Committee which is headed by Secretary MWCD, with participation from all the line ministries and Districts by rotation.

2. **Technology:** The ICDS-Common Application Software (CAS) is one of the main components of POSHAN *Abhiyaan*. The mobile application facilitates the capture of data by frontline functionaries and a six-tier dashboard ensures the monitoring and intervention mechanism. CAS replaces ~8.2 kg of paper registers with 173 gms of smartphone. It enables growth monitoring of children with the help of auto plotting of growth chart on the mobile application; Auto-generates task list and home visit scheduler for enabling AWW to focus on the beneficiaries based on priority. System generated SMS alerts are sent to beneficiaries and government officials.

3. **Capacity Building:** Capacity enhancement of ICDS functionaries is part of POSHAN *Abhiyaan* i.e. 'incremental learning by doing approach' (ILA). There are twenty-one thematic modules developed under ILA for training of State Resource Groups (SRG), District Resource Groups (DRG), Block Resource Groups (BRG) and AWWs.

e-ILA (Learning and Management Solution): An e-ILA software has been developed as a comprehensive training and evaluation web-based learning portal for the staff based in field; this will be in addition to ongoing face-to-face ILA sessions. This will contribute to the sustainability of the ILA and establish systems that allow for easy measurement of learning

outcomes through e-learning platforms. For Capacity Building of front-line workers and all service providers the training has been envisaged in 21 modules through Incremental Learning Approach (ILA)

4. **Community Mobilization and Behavioral Change**: is another important component of the Mission. The problem of malnutrition is inter-generational and is dependent on multiple factors which, inter-alia, include optimal Infant & Young Child Feeding (IYCF) practices, Immunization, Institutional Delivery, Early Childhood Development, Food Fortification, Deworming, access to safe drinking water & proper sanitation (WASH), Dietary diversification, and other related factors. Therefore, to address the problem of stunting, under-weight and wasting, especially in children, there is a need to take-up sustained efforts requiring multi-pronged approach and bring grass-root synergy and convergence. The Mission focuses on converting the agenda of improving nutrition into a Jan Andolan through involvement of Panchayati Raj Institutions/Villages Organizations/SHGs/volunteers etc. and ensuring wide public participation.

Annexure II

To,
The Project Manager
POSHAN *Abhiyaan*
Ministry of Women & Child Development
3rd Floor, Jeevan Vihar Building
Parliament Street, New Delhi-110001.
Tel No.: 011-23368202 / Email: u.motish@nic.in

Subject: Submission of Expression of Interest (Eol)

Reference: for Engagement of Firm for Outcome-Based Evaluation of POSHAN Abhiyaan

Dear Sir,

We, the undersigned, offer to provide services in respect of the Eol 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	
8.	Company turnover	
a.	FY 2015-16	
b.	FY 2016-17	
c.	FY 2017-18	

#	Information Sought	Details to be Furnished
1.	Profile of the Institution (250 words)	
2.	Relevant projects completed in the last five years (250 words)	
3.	Proposed Team Composition (250 words)	
4.	Proposed Approach (1000 words)	

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: