

Selection of Technical Consultant

**Request for Proposal (RFP) for Evaluation Study of Urea Subsidy and Nutrient Based
Subsidy Schemes**

DO No I-19014/20/2025-DMEQ

**September 2025
Government of India**

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No.I-19014/20/2025-DMEO
Government of India
NITI Aayog
Development Monitoring and Evaluation Office
Sansad Marg, New Delhi -110001

Invitation for Proposals

Date: 1st September 2025

Subject: Request for Proposal (RFP) for Evaluation of Urea Subsidy and Nutrient Based Subsidy Schemes

The Development Monitoring and Evaluation Office (DMEO), National Institution for Transforming India (NITI) Aayog, Government of India, intends to engage a Technical Consultant to support the **Evaluation of Urea Subsidy and Nutrient Based Subsidy Schemes** details of which have been provided in the RFP document.

DMEO, NITI Aayog invites proposals for this assignment, from national/international firms/organizations/institutions, which have requisite experience in this field as detailed in the RFP. The salient features of the study, eligibility criteria and instructions on how to bid and other details are available in the RFP document uploaded on the DMEO website (<https://dmeo.gov.in/tenders>) and Government e-Marketplace (<https://gem.gov.in/>). Important information & tentative dates are given in section 1 of the RFP.

Interested applicants are requested to log into Government e-Marketplace (GeM) and submit their RFP response online, on or before **22nd September 2025, Time: 17:00 hours**. Applicants can also refer to resources available on GeM (<https://gem.gov.in/support/sellers/?lang=english>) for further queries.

Shri Ashish Diwan
Economic Officer
Development Monitoring & Evaluation Office (DMEO)
Room No-431, NITI Aayog, Sansad Marg
New Delhi, 110001
Email: dmeoeval-niti@gov.in

Disclaimer

- i. The information contained in this Request for Proposals document (“RFP”) or subsequently provided to Applicants, whether verbally or in documentary or any other form by or on behalf of the Authority or any of its employees or advisers, is provided to Applicants on the terms and conditions set out in this RFP and such other terms and conditions subject to which such information is provided.
- ii. This RFP is neither an agreement nor an offer by the Authority to the prospective Applicants or any other person. The purpose of this RFP is to provide interested parties with information that may be useful to them in the formulation of their Proposals pursuant to this RFP. This RFP includes statements, which reflect various assumptions and assessments arrived at by the Authority in relation to the Consultancy. Such assumptions, assessments and statements do not purport to contain all the information that each Applicant may require. The assumptions, assessments, statements and information contained in this RFP, may not be complete, accurate, adequate or correct. Each Applicant should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements or information contained in this RFP and obtain independent advice from appropriate sources.
- iii. Information provided in this RFP to the Applicants is on a wide range of matters, some of which depends upon interpretation of law. The information given is not an exhaustive account of statutory requirements and should not be regarded as a complete or authoritative statement of law. The Authority accepts no responsibility for the accuracy or otherwise for any interpretation or opinion on the law expressed herein.
- iv. Applicants are advised that selection shall be based on their meeting various criteria enumerated in the different clauses of the RFP. Applicants shall be deemed to have understood and agreed that the Authority shall not be required to provide any explanation or justification in respect of any aspect of the selection process or selection.
- v. The Authority, its employees and advisers make no representation or warranty and shall have no liability to any person including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this RFP or otherwise, including the accuracy, adequacy, correctness, reliability or completeness of the RFP and any assessment, assumption, statement or information contained therein or deemed to form part of this RFP or arising in any way in this Selection Process.
- vi. The Authority may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, statements, assessment or assumption contained in this RFP.

- vii. The issue of this RFP does not imply that the Authority is bound to select an Applicant or to appoint the Selected Applicant, as the case may be, for the Consultancy and the Authority reserves the right to reject all or any of the Proposals without assigning any reasons whatsoever.
- viii. The selection Process shall be governed by the dispute settlement mechanisms (DSM) (Manual for Procurement of Consultancy and Other Services, June 2022).
- ix. Any information contained in the Proposal shall not in any way be construed as binding on the Authority, its agents, successors or assigns, but shall be binding against the Applicant if the Consultancy is subsequently awarded to it.

Acronyms

B.E.	Budget Estimates
CAPI	Computer Aided Personal Interviews
CV	Curriculum Vitae
DMEQ	Development Monitoring and Evaluation Office
FGD	Focus Group Discussion
GeM	Government e-Marketplace
KII	Key Informant Interview
NGOs	Non-Government Organization
R.E.	Revised Estimates
RFP	Request for Proposal
TIS	Tender Information Summary

Glossary for RFP

Applicant	As defined in RFP Clause 1.2.1
Authorized Representative	As defined in RFP Clause 1.12.2(D)
Authority	As defined in RFP Clause 1.1
Bid Security	As defined in RFP Clause 1.16
Conditions of Eligibility	As defined in RFP Clause 1.4
Conflict of Interest	As defined in RFP Clause 1.5
Consultancy Team	As defined in RFP Clause 1.3
Consultant	As defined in RFP Clause 1.1.2
Eligible Assignments	As defined in RFP Clause 4.2
Financial Proposal	As defined in RFP Clause 1.14
Key Personnel	As defined in RFP Clause 1.3
Lead Member	As defined in RFP Clause 1.2.1
Legal entity	As defined in RFP Clause 1.4.2 (A)
LOA	Letter of Award as specified in RFP Clause 3.4
Professional Personnel	As defined in RFP Clause 1.13.6
Proposal	As defined in RFP Clause 1.2
Proposal Due Date or PDD	As defined in Tender Information Summary
Selected Applicant	As defined in RFP Clause 4.5.2
Selection Process	As defined in RFP Clause 1.2.2
Sole Firm	As defined in RFP Clause 1.2.1
Support Personnel	As defined in RFP Clause 1.13.6
Team Leader	As defined in RFP Annexure A
Technical Proposal	As defined in RFP Clause 1.13

Glossary for Schedules

Form of Agreement	Form of Agreement as in Schedule-2
Agreement	As defined in Schedule-2 Clause 1.1.1(a)

Agreement Value	As defined in Schedule-2 Clause 6.1.2
Applicable Laws	As defined in Schedule-2 Clause 1.1.1(c)
Associate	As defined in Schedule-3 Clause 9(f)
Deliverables	As defined in Schedule-1 Clause 7
Effective Date	As defined in Schedule-2 Clause 1.1.1(g)
Final Evaluation Report	As specified in Schedule-1 Clause 7
Inception Report	As specified in Schedule-1 Clause 7
Member	As defined in Schedule-2 Clause 1.1.1(j)
Personnel	As defined in Schedule-2 Clause 1.1.1(l)
Project Manager	As defined in Schedule-2 Clause 4
Services	As defined in Schedule-2 Clause 1.1.1(n)
TOR	As defined in Schedule-1

Tender Information Summary (TIS)

1.0 Basic Tender Details		
1.1.	Tender Title/ Name of Assignment	RFP for Evaluation of Urea Subsidy and Nutrient Based Subsidy Schemes
1.2.	File Number	19014/20/2025-DMEO
1.3.	Tender Type	RFP-Open Tendering
1.4.	Tender Category	Services
1.5.	Proposal Submission	Two Separate Proposals viz Technical & Financial be submitted on GeM Portal
1.6.	Product Category	Consultancy
1.7.	Selection Method	Quality & Cost Based Selection (QCBS) in 70:30 Ratio
1.8.	Appointing Arbitration	Head of the Procuring Organization
1.9.	Language for all type Communication	English only
1.10	Form of Contract	Lumpsum
1.11	Organization:	NITI Aayog
1.12	The Procuring Entity:	DMEO- NITI Aayog
1.13	Mode of Procurement	Online- through GeM Portal
1.14	Tender Inviting Authority (TIA)	DG DMEO- NITI Aayog
1.15	Office Address & Communication for Correspondence	Shri Ashish Diwan Economic Officer Development Monitoring & Evaluation Office (DMEO) Room No-431, NITI Aayog, Sansad Marg New Delhi, 110001 Email: dmeoeval-niti@gov.in
2.0. Critical Dates		
2.1.	Publication on RFP on GeM Portal	1 st September 2025
2.2.	Pre-Proposal Queries	Yes
2.3.	Last date for Receiving queries /clarification	8 th September 2025
2.4.	i. Mode & Address for submission of Pre-Proposal Conference ii. Applicants may register for the same until a day prior to the Pre-proposal Conference by submitting the details of their representatives	i. Email: dmeoeval-niti@gov.in ii. https://forms.gle/2Ldw7f1xUcFTdPxA7

	attending the pre-proposal conference at the below link:	
2.5.	Pre-Proposal Conference, Date, Time & Venue	15 th September 2025, Link https://dmeo.webex.com/dmeo/j.php?MTID=mac62ec47c735e036653b6d963bdcd36e Venue: NITI Aayog, New Delhi.
2.6.	Authority response to Queries	17 th September 2025
2.7.	Proposal Due Date (PDD)/Last date ¹	22 nd September 2025 – Time 17:00 Hrs
2.8.	Opening of Technical Proposals date & Time	24 th September 2025
2.9.	Proposal Validity (Days from the date of Proposal Opening)	90 Days
3.0 Terms of Reference		
3.1	Period of Contract	5 Months
3.2.	Service Details:	As per Terms of Reference / Scope of Work.
4.0 Documents relating to Bid Security and Performance Security		
4.1.	Bid Security (EMD) Amount in INR:	Rs 5 Lakh
4.2.	Is Bid Securing Declaration permitted in lieu of Bid Security?	Only for educational institutions as per RFP Clause 1.16.2
4.3.	Performance Security	3% of the awarded value
4.4.	Bid/ Performance Security to be addressed/ in favor of:	PAO, NITI Aayog
4.5.	Form of Bid/ Performance Security	Refer Checklist of documents
4.6.	Payment Schedule	Inception report = 20% Mid-term report =30% Draft report = 30% Final report =20%
5.0 Critical URL Links		
A	Appendix I (Technical Proposal)	
5.1	Letter of Proposal	Form-1
5.2.	Particulars of Applicant	Form-2
5.3	Statement of Legal Capacity	Form-3
5.4	Power of Attorney	Form-4
5.5.	Financial Capacity of the Applicant	Form-5
5.6	Particulars of Key Personnel	Form-6
5.7	Proposed Methodology & Work Plan	Form-7

¹While extending the Proposal Due Date on account of an addendum, the Authority shall have due regard for the time required by Applicants to address the amendments specified therein. In the case of significant amendments, at least 15 (fifteen) days shall be provided between the date of amendment and the Proposal Due Date, and in the case of minor amendments, at least 7 (seven) days shall be provided.

5.8	Eligible Assignments of the applicant	Form-8
5.9	Deployment of professional Personnel	Form-9
5.10	Support Personnel	Form-10
5.11	(a) Bid Security Declaration Form (b) UDYAM Certification	(a) Form-11 (for government owned universities/academic institutions only) (b) UDYAM Certification for MSME Applicant
5.12	Letter of Intent for Technical Collaboration	Form-12
B	Appendix II (Financial Proposal)	
5.13	Covering Letter	Form-1
5.14	Financial Proposal	Form-2
5.15	Estimated Personnel Cost	Form-3
C.	Documents of LOA	
5.16	Form of Agreement	Schedule-2
5.17	Terms of Reference	<i>Schedule 1 of the RFP</i>
5.18	Deployment of Personnel	Appendix I Form 9
5.19	Estimate of Personnel Costs	Appendix II Form 3
5.20	Cost of Services	Appendix II Form 2
5.21	Payment Schedule	Schedule 2 Annex 5
5.22	Bank Guarantee for Performance Security	Schedule 2 Annex 6
5.23	Judicial Stamp Paper	<i>To be appended with Form of Agreement</i>
5.24	Guidance Note on Conflict of Interest	Schedule-3

Checklist of documents

01. Documents to be uploaded on GeM Portal online on or before PDD:		
1.1.	Technical Proposal	As per Appendix-I, Form 1-12 (available on DMEQ website)
1.2.	Financial Proposal	As per Appendix-II, Form 1-3 (available on DMEQ)
02. Documents to be submitted offline.		
2.1.	Bid Security [Insurance Surety Bonds/Account Payee Demand Draft/Fixed Deposit Receipt/Banker's Cheque (only for EMD)/Bank Guarantee]	To be submitted upto 5 days after PDD.
2.2	Power of Attorney	To be submitted before the award of Contract (Appendix-I Form-4 as available on DMEQ website)

0.3. Documents to be submitted offline on signing of Contract:		
3.1.	Performance Security [Insurance Surety Bonds/Account Payee Demand Draft/Fixed Deposit Receipt/Banker's Cheque (only for EMD)/Bank Guarantee]	Bank Guarantee to be submitted as per Schedule 2, Annex 6 (available on DMEO Website)
3.2.	Form of Agreement	Schedule-2 (as available on DMEO website)
3.3.	Judicial Stamp Paper (To be appended with Agreement)	On Rs 200 Stamp Paper

1. Introduction and Instructions to Applicants

1.1 Background

- 1.1.1 The Development Monitoring and Evaluation Office (DMEO) (**“the Authority”**) is an attached office of NITI Aayog. Constituted in September 2015 by merging the erstwhile Program Evaluation Office (PEO) and the Independent Evaluation Office (IEO), DMEO works to fulfill the monitoring and evaluation (M&E) mandate and to build the M&E ecosystem in India. DMEO has been mandated to actively monitor and evaluate the implementation of schemes, programs and Initiatives of the Government of India (GoI) to strengthen their implementation and scope of delivery on an ongoing basis. Further, evidence-based policy making should be integral to overall governance structure in the country.
- 1.1.2 Request for Proposal
The Authority invites proposals (**the “Proposals”**) for selection of a Technical Consultant (**the “Consultant”**) who shall conduct an evaluation study of the Scheme, in accordance with the TOR (**collectively the “Consultancy”**).

1.2 Scope of Proposal

- 1.2.1 Detailed description of the objectives, scope of services, deliverables and other requirements relating to this Consultancy are specified in this RFP. In case an applicant possesses the requisite experience and capabilities required for undertaking the Consultancy, it may participate in the Selection Process either individually (the **“Sole Firm”**) or as lead member of a Consortium of firms (the **“Lead Member”**) in response to this invitation. The term applicant (**the “Applicant”**) means the Sole Firm (in case of firms) or the Lead Member of a Consortium or Universities or Academic Institutions as the case may be. The manner in which the Proposal is required to be submitted, evaluated and accepted is explained in this RFP.
- 1.2.2 The Authority has adopted a two-stage selection process (**collectively the “Selection**

Process”) for evaluating the Proposals comprising technical and financial bids. In the first stage, a technical evaluation will be carried out. Based on this technical evaluation, a list of short-listed applicants shall be prepared. In the second stage, a financial evaluation will be carried out. Proposals will finally be ranked according to their combined technical and financial scores. The first ranked Applicant shall be selected for negotiation (**the “Selected Applicant”**).

- 1.2.3 The Applicant shall submit its proposal (Both Technical & Financial) on GeM Portal. The Technical Proposal shall be submitted in the form as per Appendix-I (as available on DMEO website) and the Financial Proposal to be submitted in the form as per Appendix-II (as available on DMEO website). The Forms to be uploaded on GeM can be accessed on DMEO Website (<https://dmeo.gov.in/>). Upon selection, the Applicant shall be required to enter into an agreement with the Authority in the form specified as per Schedule-2 (as available on DMEO website). The responsibility for the completion of study in terms of submission of deliverables and achievements of milestones, as prescribed in Terms of Reference, lies with the Applicant.
- 1.2.4 Sub-Contracting by the applicant is not permitted. However, for conducting field surveys the applicant may engage field investigators or field survey firms. The responsibility to maintain the highest quality of data collected from this study lies with the applicant. The applicant shall submit the credentials of the survey firms proposed for conducting the field survey in the inception reports.

1.3 Key Personnel

The Consultant shall form a multi-disciplinary team (the **“Consultancy Team”**) for undertaking this assignment. The Consultancy Team shall consist the key personnel (the **“Key Personnel”**) who shall discharge their respective responsibilities as specified below as per Annexure A of RFP:

1.4 Conditions of Minimum Eligibility of Applicants

- 1.4.1 Applicants must read carefully the minimum conditions of eligibility (the **“Conditions of Eligibility”**) provided herein. Proposals of only those Applicants who satisfy the Conditions of Eligibility will be considered for evaluation. The Minimum Conditions of Eligibility as specified in the RFP may be relaxed for a particular Applicant, if applicable, subject to furnishing of relevant and valid documents or certificates, supporting such relaxations or exemptions under Applicable Laws.
- 1.4.2 To be eligible for evaluation of its Proposal, the Applicant shall fulfill the following
 - A. **General Eligibility of the Applicant:** The Applicant must be a **legal entity** as per Applicable Laws. The **'legal entity'** denotes an organization, that is recognized as a

distinct entity under law. It can be an incorporated Company or LLP under Indian Laws or university, academic institution and research & development organization. The Applicant should not have been debarred or blacklisted on the date of application by the Central Government, any State Government, any Statutory Authority of the Government, or a Public-Sector Undertaking, from participating in any consulting assignment.

- B. **Technical Capacity:** The Applicant should have, **over the past 8 (Eight) financial years** preceding the PDD, undertaken **a minimum of 2 (two) Eligible Assignments** as specified in Clause 4.2
 - C. **Financial Capacity:** The Applicant should have a minimum annual total revenue/turnover of Rs 5 crore in preceding 3 (three) financial years from the date of the application.
 - D. **Availability of Key Personnel:** The Applicant should offer and make available all Key Personnel meeting the requirements specified in Annexure A of RFP.
 - E. **Age limit of Key Personnel:** All Key Personnel must below the age of 60 Years and fulfill the Minimum Conditions of Eligibility specified in Annexure A of RFP:
- 1.4.3 The Applicant should enclose with its Proposal, certificate(s) from its Statutory Auditors² stating its Annual Turnover/Total Revenue³ for the preceding 3 (three) financial years from the date of application. In the event that the Applicant does not have a statutory auditor, it should provide the requisite certificate(s) from the firm of Chartered Accountants that ordinarily audits the annual accounts of the Applicant.
- 1.4.4 The Applicant should submit a Power of Attorney (POA) as per the format of Appendix-1, Form-4 (as provided on DMEO website). However, that such Power of Attorney would not be required if the Application is signed by a partner in case the Applicant is a partnership firm or limited liability partnership.
In the case of government owned academic institutions in lieu of POA, a letter of authorization duly signed by the competent authority such as Head of the Department, Dean, Registrar, Director etc. should be submitted.
- 1.4.5 An Applicant should, during the last three years, neither have failed to perform on any agreement, as evidenced by imposition of a penalty by an arbitral or judicial authority or a judicial pronouncement or arbitration award against the Applicant, nor have been expelled from any project or agreement nor have had any agreement terminated for breach by such Applicant.
- 1.4.6 While submitting a Proposal, the Applicant should attach clearly marked and referenced continuation sheets in the event that the space provided in the specified forms in the Appendices is insufficient.

² \$ Please do not attach complete printed annual financial statements. In case relevant extracts of duly audited annual financial statements containing the requisite details are provided, duly countersigned by the authorized signatory, a separate certification by statutory auditors would not be necessary.

³ Turnover of university means Revenue from all sources + Grant in Aid

1.5 Conflict of Interest

- 1.5.1 An Applicant shall not have a conflict of interest as per Schedule 3 (as available on DMEO website) that may affect the Selection Process or the Consultancy. Any Applicant found to have a Conflict of Interest shall be disqualified. In the event of disqualification, the Authority reserves the right to take action as per the Bid Security or Bid Security Declaration for, inter alia, the time, cost and effort of the Authority including consideration of such Applicant's Proposal, without prejudice to any other right or remedy that may be available to the Authority hereunder or otherwise.
- 1.5.2 It is expected that the Consultant shall provide professional, objective, and impartial advice and at all times hold the Authority's interests' paramount, avoid conflicts with other assignments or its own interests, and act without any consideration for future work. The Consultant should not accept or engage in any assignment that would be in conflict with its prior or current obligations to other clients, or that may place it in a position of not being able to carry out the assignment in the best interests of the Authority.
- 1.5.3 Some guiding principles for identifying and addressing Conflicts of Interest have been illustrated in the Guidance Note on conflict of interest at Schedule-3 (as available on DMEO website).

1.6 Number of Proposals

No Applicant or its Associate should submit more than one Application for the Consultancy. An Applicant applying individually or as an Associate shall not be entitled to submit another application either individually or as a member of any consortium, as the case may be. If any Applicant or its Associate is found to submit more than one application either individually or as a member of any consortium, all of their applications shall be rejected.

1.7 Cost of Proposal

The Applicants shall be responsible for all of the costs associated with the preparation of their Proposals and their participation in the Selection Process including subsequent negotiation, visits to the Authority etc. The Authority will not be responsible or in any way liable for such costs, regardless of the conduct or outcome of the Selection Process.

1.8 Verification of information

Applicants are encouraged to submit their respective Proposals after verification of the documents, reference materials, etc. within the purview of this RFP and the Applicable Laws and regulations or any other matter considered relevant by them.

1.9 Right to reject any or all Proposals

- 1.9.1 Notwithstanding anything contained in this RFP, the Authority reserves the right to accept or reject any Proposal and to annul the Selection Process and reject all Proposals, at any time without any liability or any obligation for such acceptance, rejection or annulment, and without assigning any reasons thereof.
- 1.9.2 Without prejudice to the generality of Clause 1.9.1, the Authority reserves the right to reject any Proposal if:
- A. at any time, a material misrepresentation on the part of the applicant is made or discovered, or
 - B. the Applicant does not provide, within the time specified by the Authority, the supplemental information sought by the Authority for evaluation of the Proposal.

Misrepresentation/ improper response by the Applicant may lead to the disqualification of the Applicant. If the Applicant is the Lead Member of a consortium, then the entire consortium may be disqualified / rejected. If such disqualification / rejection occurs after the Proposals have been opened and the highest-ranking Applicant gets disqualified / rejected, the Authority reserves the right to annul the Selection Process.

1.10 Clarifications

- 1.10.1 Applicants should seek clarifications, if any, on the RFP either through GeM portal (<https://gem.gov.in/>) by logging in through their registered ID or by sending an email to dmeoeval-niti@gov.in before the date mentioned in the TIS (Critical Dates) .

The Authority shall endeavor to respond to the queries within the period specified therein but not later than 7 (seven) days prior to the Proposal Due Date. The Authority shall post the reply to all such queries on the Official Website/GeM portal without identifying the source of queries.

- 1.10.2. The Authority reserves the right not to respond to any questions or provide any clarifications, in its sole discretion, and nothing in this Clause 1.10 shall be construed as obliging the Authority to respond to any question or to provide any clarification.

1.11 Amendment of RFP

- 1.11.1. At any time prior to the Proposal Due Date, the Authority may, for any reason, modify the RFP document by the issuance of Amendment and posting it on the Official Website at <https://dmeo.gov.in>

- 1.11.2. All such amendments shall be posted on the GeM portal <https://gem.gov.in/> along with the

revised RFP containing the amendments and will be binding on all Applicants.

- 1.11.3. In order to afford the Applicants a reasonable time for taking an amendment into account, or for any other reason, the Authority may, in its sole discretion, extend the Proposal Due Date.

Preparation and Submission of Proposal

1.12 Format and signing of Proposal

- 1.12.1 The Applicant shall provide all the information sought under this RFP. The Authority will evaluate only those Proposals that are received in the specified forms and complete in all respects.
- 1.12.2 Bids along with all the scanned copies of the document should be submitted in the electronic form only through the GeM e-tendering system before the PDD. Before the bid documents are uploaded, all attached documents should be signed using digital signatures of any of the following:
- by the proprietor, in case of a proprietary firm; or
 - by a partner, in case of a partnership firm and/or a limited liability partnership; or
 - by a duly authorized person holding the Notarized Power of Attorney, in case of a Limited Company or a corporation; or
 - by the Authorized Representative of the Lead Member holding the notarized Power of Attorney, in case of consortium.
 - by the Competent Authority from the Educational Institution

A Notarized copy of the Power of Attorney certified under the hands of a partner or director of the Applicant and notarized by a notary public in the form specified in Appendix-I (Form-4) (as provided on DMEQ website) shall be uploaded along with the Proposal.

- 1.12.3 The documents mentioned below shall be sent separately to the Authority in original through Speed Post/Registered Post or delivered by hand to the person specified in **‘Tender Information Summary’ (page no.9 of this RFP)**.
- Notarized Power of Attorney as required under Clause 1.4.4 prior to the award of contract and,
 - Insurance Surety Bond/Demand Draft/Account Payee/ Fixed deposit/ Receipt/ Banker’s

Cheque /Bank Guarantee (including e-Bank Guarantee) towards Bid Security or Bid Security Declaration, as required under Clause 1.16. Scanned copy of the same shall be uploaded on the GeM portal. Hard copy of the same will have to be submitted directly to the Authority not later than 5 (five) working days after the bid opening (Opening of Technical Proposal date & time).

Kindly note that the proposal shall be rejected if a hard copy of the Bid security or Bid Security Declaration is not submitted not later than 5 (five) working days after the bid opening. However, the hard copy of Power of Attorney shall be submitted prior to the award of contract.

The envelope should be sealed and shall clearly subscript the following: RFP for “Evaluation Study of Urea Subsidy and Nutrient Based Subsidy Schemes”

- 1.12.4 Applicants should note the Proposal Due Date, as specified in TIS, for submission of Proposals. Except as specifically provided in this RFP, no supplementary material will be entertained by the Authority, and that evaluation will be carried out only on the basis of Documents uploaded on the GeM portal by the closing time of Proposal Due Date as specified in the TIS. Applicants will ordinarily not be asked to provide additional material information or documents subsequent to the date of submission, and unsolicited material if submitted will be summarily rejected.
- 1.12.5 The Authority is neither a party nor a principal in the relationship between the Applicant and the organization hosting the e-procurement portal (hereinafter called the GeM Portal). Applicants must comply with the rules, regulations, procedures, and implied conditions/agreements of the GeM portal, including registration, compatible Digital Signature Certificate (DSC) etc. Consultants shall settle clarifications and disputes, if any, regarding the Portal directly with them. The Consultant is advised to go through the terms and conditions of the GeM Portal carefully before applying.

1.13 Technical Proposal

- 1.13.1 Applicants should submit the technical proposal online on GeM Portal in the prescribed formats available at Appendix-I (the “**Technical Proposal**”) (as provided on DMEQ website)’.
- 1.13.2 While submitting the Technical Proposal, the Applicant shall, in particular, ensure that:
 - A. The Bid Security or Bid Security Declaration is provided;
 - B. All scanned copies of the forms are submitted in the prescribed formats and signed by the authorized signatories;
 - C. Power of Attorney, if applicable, is executed as per Applicable Laws;
 - D. CVs of all Key Personnel and other professional personnel are duly signed
 - E. Key Personnel and other professional meet the Minimum Conditions of Eligibility laid

- down at Annexure-A of the RFP;
- F. Only one CV for each Key Personnel position has been furnished and no alternates are given.
 - G. The latest CVs are signed and dated in blue ink or digitally signed by the respective Personnel and digitally countersigned by the authorized signatory. Only a copy of the CV signed by respective Key Personnel, duly digitally countersigned by the authorized signatory, shall be accepted. If 50% of the submitted CVs are not signed by the key personnel, the evaluation of the technical bid shall be carried without considering these unsigned CVs and, if this Consultant is finally selected, the signed CVs shall be submitted by the Selected Consultant before signing of the LoA . The replacement of such key personnel would not be allowed during the evaluation of bids. If 75% of the submitted CVs are not signed by the respective proposed key personnel, the proposal shall be treated as non-responsive and rejected at the technical evaluation stage.
 - H. The CVs contain an undertaking from the respective Key Personnel about his/her availability for the duration specified in the RFP;
 - I. Professional Personnel proposed should have good working knowledge of English language;
 - J. All Key Personnel will be available for the period indicated in the TOR.
 - K. The proposal is responsive in terms of Clause 2.1.3.
- 1.13.3 Failure to comply with the requirements spelt out in this Clause 1.13 shall make the Proposal liable to be rejected.
- 1.13.4 If it is found by the Authority at any stage that an applicant or individual Key Personnel has made a false averment regarding his qualification, experience or any other particulars, or his commitment regarding availability for the Project is not fulfilled, the Applicant, Individual Person or both shall be liable under breach of Code of Integrity for Public Procurement and shall be debarred for any future assignment of the Authority for a period not exceeding 2 (two) year as per GFR Rule 151. The award of this Consultancy to the Applicant may also be liable to **be cancelled** in such an event. In such an event, the Authority also reserves the right to forfeit bid security and/or debar the Applicant, without prejudice to any other right or remedy that may be available to the Authority.
- 1.13.5 The Technical Proposal should not include the financial proposal or any information relating to the Financial Proposal. In the event of the financial proposal being included in the technical proposal the bid will be treated as non-responsive and rejected at technical evaluation stage.
- 1.13.6 The proposed team should be composed of experts and specialists (the “**Professional Personnel**”) in their respective areas of expertise and managerial/support staff (the “**Support Personnel**”) such that the Consultant should be able to complete the Consultancy within the specified time schedule. The Key Personnel specified in Annexure-A of RFP shall be included in the proposed team of Professional Personnel. The CV of each such Professional Personnel, if any, should also be submitted in the format at Form-6 of Appendix-I.

1.13.7 The Authority reserves the right to verify all statements, information and documents, submitted by the Applicant in response to the RFP. Any such verification or the lack of such verification by the Authority to undertake such verification shall not relieve the Applicant of its obligations or liabilities hereunder nor will it affect any rights of the Authority thereunder.

1.14 Financial Proposal

1.14.1 Applicants should submit online the financial proposal in the Prescribed Formats available at Appendix-II (the “**Financial Proposal**”), clearly indicating the total cost of the Consultancy (Form-2 of Appendix-II, as provided on DMEO website) in both figures and words, in Indian Rupees (INR or ₹), and signed by the Applicant’s authorized signatories as mentioned in Clause 1.12.2. In the event of any difference between figures and words, the amount indicated in words shall prevail. In the event of a difference between the arithmetic total and the total shown in the Financial Proposal, the lower of the two shall prevail. In the event of a difference between the figures shown in the Financial Proposal Form-2 and the GeM Portal, the amount encrypted & submitted through GeM portal shall prevail

1.14.2 While submitting the Financial Proposal, the Applicant should ensure the following:

- A. All the costs associated with the assignment shall be included in the Financial Proposal. These shall cover remuneration for all the Personnel (Resident, in the field, office etc.), accommodation, air fare, equipment, printing of documents, surveys, geo-technical investigations etc. The total amount indicated in the Financial Proposal should be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the Financial Proposal, it shall be considered non-responsive and liable to be rejected.
- B. The Financial Proposal should be exclusive of any tax liabilities.
- C. The consultant is liable to pay all the taxes as applicable for this consultancy. Also, all payments by the Authority shall be subject to deduction of taxes at source as per Applicable Laws.
- D. Costs (including breakdown of costs) shall be expressed in INR exclusive of tax liabilities.

1.15 Submission of Proposal/e-Bid

1.15.1 The Applicants should submit the Proposal in the prescribed formats provided in the respective links as per TIS of this RFP on GeM Portal with all pages numbered serially and by giving an index of submissions. Each page of the submission shall be digitally signed by the Applicant’s authorized signatories as mentioned in Clause 1.12.2. In case the proposal is submitted on the document downloaded from the Official Website, the Applicant shall be responsible for its accuracy and correctness as per the version uploaded by the Authority and shall ensure that there are no changes caused in the content/format of the downloaded document. In case of any discrepancy between the downloaded or photocopied version of the

RFP and the original RFP issued by the Authority, the latter shall prevail.

- 1.15.2 The proposal should be submitted online on the GeM Portal only; manual/offline bids shall not be accepted under any circumstances. Also, the applicant will have to send the original hard copy of Bid Security or Bid Security Declaration and Notarized Power of Attorney separately as specified in Clause 1.12.3(b).
- 1.15.3 The Technical and Financial bids must be submitted separately on GeM Portal in their respective folders/options, one clearly marked “**Technical Proposal**” and the other clearly marked “**Financial Proposal**”. If financial proposal is included in the *folder/option* of technical proposal, the bid will be summarily rejected. The folder marked —Technical Proposal shall contain:
- (i) Application in the prescribed format (Form-1 of Appendix-I) along with Forms 2 to 12 of Appendix-I and supporting documents; and
 - (ii) Scanned copy of Bid security or Bid Security Declaration as specified in Clause 1.12.3(b).
- The folder marked —Financial Proposal shall contain the Financial Proposal in the prescribed format (Forms 1, 2 & 3 of Appendix-II).
- 1.15.4 The complete Proposal must be submitted online on or before 17:00 hours on the Proposal Due Date as specified in TIS. Proposals submitted by post, fax, telex, telegram, in-person or e-mail shall not be entertained.
- 1.15.5 The Proposal should be made in the Forms specified in this RFP at Appendix-I and Appendix-II. All such forms are also available on DMEO <https://dmeo.gov.in>. Any attachment to such Forms must be provided on separate pages and only information that is directly relevant should be uploaded. This may include scanned photocopies of the relevant pages of printed documents. No separate documents like printed annual statements, company brochures, etc. will be considered.
- 1.15.6 The rates quoted in the financial proposal should be firm throughout the period of performance of the assignment up to and including acceptance of the final report by the Authority and discharge of all obligations of the Consultant under the Agreement.

1.16 Bid Security

- 1.16.1 The Applicant should furnish as part of its Proposal, a bid security of Rs. 5 Lakh in the form of Insurance Surety Bonds/Demand Draft/ Account Payee/ Fixed Deposit/ Receipt/ Banker’s Cheque /Bank Guarantee (including e-Bank Guarantee) issued by one of the Nationalized/ Scheduled Banks in India in favor of PAO, NITI Aayog payable at New Delhi, except Micro and Small Enterprises (MSEs) who are registered on the Udyam Portal of Ministry of Micro, Small and Medium Enterprises (MSME) (subject to compulsory submission of Udyam

Certification) ([Udyam Portal](#)).

- 1.16.2 Bid securities of the unsuccessful bidders would be returned within 30 days of declaration of results, except two highest ranked Applicants. In the event that the first ranked Applicant commences the assignment as required in Clause 3.5, the second ranked Applicant, who has been kept in reserve, shall be returned its Bid Security forthwith, but in no case later than 120 (one hundred and twenty) days from PDD. After the award of the contract, the Selected Applicant's Bid Security shall be returned within 30 (thirty) days on receipt of the performance security in accordance with the provisions thereof. In case of government owned universities/academic institutions, the Applicant shall furnish, as part of its Proposal, a Bid Security Declaration (instead of bid security) as per format specified in Appendix-I Form-11. Universities/academic institutions (hereunder referred to as universities/institutions)/ should be recognized by University Grant Commission or any State or the Central Government Public Sector Undertakings (PSUs).
- 1.16.3 Any Bid not accompanied by the Bid Security or Bid Security Declaration, as the case may be, shall be rejected by the Authority as non-responsive.
- 1.16.4 The authority shall not be liable to pay any interest on the Bid Security and the same shall be interest free.
- 1.16.5 The Applicant, by submitting its Application pursuant to this RFP, shall be deemed to have acknowledged that without prejudice to the Authority's any other right or remedy hereunder or in law or otherwise, the Authority reserves the right to forfeit the bid security or take action as per the Bid Security Declaration for, inter alia, the time, cost and effort of the Authority in regard to the RFP including the consideration and evaluation of the Proposal under the following conditions:
- A. If an Applicant submits a non-responsive Proposal;
 - B. If an Applicant engages in any of the Prohibited Practices specified in Section 5 of this RFP
 - C. If an Applicant withdraws its Proposal during the period of its validity as specified in this RFP and as extended by the Authority from time to time;
 - D. In the case of the Selected Applicant, if the Applicant fails to reconfirm its commitments during negotiations as required vide Clause 3.1;
 - E. In the case of a Selected Applicant, if the Applicant fails to sign the Agreement or commence the assignment as specified in Clauses 3.5 and 3.6 respectively; or
 - F. If the Applicant is found to have a Conflict of Interest as specified in Clause 1.5.

1.17 Performance Security

- 1.17.1 The Applicant, by submitting its Application pursuant to this RFP, shall be deemed to have acknowledged that without prejudice to the Authority's any other right or remedy hereunder or in law or otherwise, its Performance Security shall be forfeited and appropriated by the

Authority under circumstances specified in this Clause 1.17.4.

- 1.17.2 An amount equal to 3% (three per cent) of the Agreement Value shall be deemed to be the Performance Security. Performance Security may be furnished in the form of Insurance Surety Bond/Bank Guarantee (including e-Bank Guarantee), Account Payee Demand Draft, Fixed Deposit receipt issued by one of the Nationalized/Scheduled Banks in India.
- 1.17.3 Bid security shall be refunded to the successful bidder on receipt of Performance Security.
- 1.17.4 The Performance Security may be forfeited and appropriated by the Authority if the work submitted by the Consultant is felt to be substandard by the Authority and non-compliance with the scope of the study.

2. Evaluation Process

2.1 Evaluation of Proposals

- 2.1.1. The Authority shall open the Proposals at 17:00 hours on the next working day after the Proposal Due Date via online bid opening. The folder of Technical Proposal shall be opened first. The folder of Financial Proposal shall be kept locked for opening at a later date.
- 2.1.2. Proposals withdrawn prior to Proposal Due Date shall not be considered for evaluation.
- 2.1.3. Test of Responsiveness: Prior to evaluation of Proposals, the Authority will determine whether each Proposal is responsive to the requirements of the RFP. The Authority may, in its sole discretion, reject any Proposal that is not responsive hereunder. A Proposal shall be considered responsive if:
- A. The Technical Proposal is received in the forms specified at Appendix-I; (All forms to be scanned and uploaded in pdf form on GeM Portal duly signed by the authorized signatory, statutory auditor and/or key personnel, as applicable)
 - B. It is received by the Proposal Due Date including any extension thereof pursuant to Clause 1.2;
 - C. It is accompanied by the Bid Security or Bid Security Declaration Form as specified in Clause 1.16 or Appendix-I Form-11 (as available on DMEO website).
 - D. It is digitally signed, numbered and submitted as stipulated in Clauses 1.15;
 - E. It is accompanied by the Power of Attorney as specified in Clause 1.12.3 and Appendix-I Form 4(as available on DMEO website);
 - F. It contains all the information (complete in all respects) as requested in the prescribed formats as per TIS of the RFP.
 - G. It does not contain any condition or qualification; and
 - H. It does not contain the financial proposal or any information regarding the financial proposal.
 - I. It is not non-responsive in terms hereof.

- 2.1.4. The Authority reserves the right to reject any Proposal which is non-responsive and no request for alteration, modification, substitution, or withdrawal shall be entertained by the Authority in respect of such Proposals.
- 2.1.5. The Authority shall subsequently examine and evaluate Proposals in accordance with the criteria set out in Section 4 of this RFP (Criteria for Evaluation).
- 2.1.6. After the technical evaluation, the Authority shall prepare a list of pre-qualified and shortlisted Applicants in terms of Clause 4.4 for the opening of their Financial Proposals. A date, time and venue will be notified to all Applicants for announcing the result of evaluation and opening of Financial Proposals. Before opening of the Financial Proposals, the list of pre-qualified and shortlisted Applicants along with their Technical Score will be read out. The opening of Financial Proposals shall be done in presence of respective representatives of Applicants who choose to be present. The Authority will not entertain any query or clarification from Applicants who fail to qualify at any stage of the Selection Process. The financial evaluation and final ranking of the Proposals shall be carried out in terms of Clauses 4.4 and 4.5.

2.2 Confidentiality

Information relating to the examination, clarification, evaluation, and recommendation for the selection of Applicants shall not be disclosed to any person who is not officially concerned with the process or is not a retained professional adviser advising the Authority in relation to matters arising out of, or concerning the Selection Process. The Authority shall treat all information, submitted as part of the Proposal, in confidence and shall require all those who have access to such material to treat the same in confidence. The Authority may not divulge any such information unless it is directed to do so by any statutory entity that has the power under law to require its disclosure or is to enforce or assert any right or privilege of the statutory entity and/or the Authority or as may be required by law or in connection with any legal process.

2.3 Clarification

- 2.3.1 To facilitate evaluation of Proposals, the Authority may, at its sole discretion, seek clarifications from any Applicant regarding its Proposal. Such clarification(s) shall be provided within the time specified by the Authority for this purpose. Any request for clarification(s) and all clarification(s) in response thereto shall be in writing.
- 2.3.2 If an Applicant does not provide clarifications sought under Clause 2.3.1 above within the specified time, the Authority may proceed to evaluate the Proposal by construing the particulars requiring clarification to the best of its understanding. The Applicant shall be barred from subsequently questioning such interpretation of the Authority.

3. Appointment of Consultant

3.1 Negotiations

- 3.1.1 The Selected Applicant may be invited for negotiations, if necessary. The negotiations shall generally be for re-confirming the obligations of the Consultant under this RFP. Issues such as deployment of Key Personnel, understanding of the RFP, methodology and quality of the work plan shall be discussed during negotiations. There shall be no change in the scope of the work/services during negotiation. **Up to two Key Personnel** who is/are not eligible as required in Annexure-A of RFP be replaced by the Applicant with better candidate (s) as per Clause 3.1.2. In case the Selected Applicant fails to reconfirm its commitment, the Authority reserves the right to forfeit the bid security or initiate debarment of the firm as per Bid security declaration of the Applicant in accordance with the provisions of Clause 1.16. Notwithstanding the above, the substitution of Key Personnel at the negotiations may be considered if due solely to circumstances outside the reasonable control of and not foreseeable by the applicant, including but not limited to resignation, death or medical incapacity. In such a case, the Selected Applicant shall offer a substitute Key Personnel within the period specified in the invitation letter to negotiate the Contract, who shall have equivalent or better qualifications and experience than the original candidate.
- 3.1.2 The Authority will examine the CVs of all other Professional Personnel and those not found suitable shall be replaced by the Applicant to the satisfaction of the Authority.
- 3.1.3 Before issuing a Letter of Award (LoA) to the successful Applicant, the Authority may, at its discretion, ask the selected Applicant to submit self-attested copies of **relevant certificates for minimum educational qualifications and proof of relevant experiences, given in the CVs in the proposal, of the Key Personnel for verification**. If so decided, the photocopies of such self-certified documents shall be verified and signed by the authorized signatories and kept in the records as part of the contract agreement. If the consultant fails to provide such originals or in case of substantive discrepancies in such documents, the proposal will be considered as non-responsive and rejected thereon. In such cases, the Authority may forfeit the Bid Security or/and initiate suitable action as per the provision of Bid Security Declaration.
- 3.1.4 The negotiations shall be concluded with a review of the finalized draft Contract, which shall be initiated by the Authority and the Applicant's authorized representative. If the negotiations fail, the Authority shall inform the Applicant in writing of all pending issues and disagreements and provide a final opportunity for the Applicant to respond. If disagreement persists, the Authority shall declare the proposal non-responsive, informing the Applicant of the reasons for doing so. The Authority shall invite the next- ranked responsive Applicant to negotiate a Contract. Once the Authority commences negotiations with the next-ranked Applicant, the Authority shall not reopen the earlier negotiations. In case, the second ranked applicant is invited for negotiation, the lower cost, as per financial proposals, between the highest ranked applicant and the second highest ranked applicant shall be offered to the second highest ranked applicant for the award of contract.

3.2 Substitution of Key Personnel (During the Subsistence of the Agreement)

- 3.2.1 The Authority will not normally consider any request of the Selected Applicant for substitution of Key Personnel as the ranking of the Applicant is based on the evaluation of Key Personnel and any change therein may upset the ranking. Substitution will, however, be considered only based on the Consultant's written request and due to compelling or unavoidable situations outside the reasonable control of the consultant, including but not limited to resignation, death or medical incapacity. The substitution shall be subject to the provision of equivalent or better qualified and experienced personnel being provided to the satisfaction of the Authority. Such a substitution shall ordinarily be limited to one Key Personnel subject to equally or better qualified and experienced personnel being provided to the satisfaction of the Authority. As a condition to such substitution, a sum equal to 10% (ten per cent) of the remuneration specified for the original Key Personnel shall be deducted from the payments due to the Consultant from the date of replacement till the completion of contract. In the case of a second substitution here under, such a deduction shall be 20% (twenty per cent) of the remuneration specified for the original Key Personnel shall be deducted from the payments due to the Consultant from the date of replacement till the completion of contract. Any further substitution may lead to disqualification of the Applicant or termination of the Agreement.
- 3.2.2 Substitution of the Team Leader will not normally be considered and may lead to disqualification of the Applicant or termination of the Agreement.
- 3.2.3 In case the Authority is not satisfied with the performance of any Key Personnel, the Authority may initiate a request for substitution of such Key Personnel.

3.3 Indemnity

The Consultant shall, subject to the provisions of the Agreement, is liable to indemnify the Authority for an amount of the contract value, for any loss or damage that is caused due to any deficiency in services.

3.4 Award of Consultancy/draft contract and cancellation

Letter of Award (the "LOA") shall be issued, in duplicate, by the Authority to the Selected Applicant and the Selected Applicant shall, within 7 (seven) days of the receipt of the LOA, sign and return the duplicate copy of the LOA in acknowledgement thereof. In the event the duplicate copy of the LOA duly signed by the Selected Applicant is not received within 7 days of receipt of the LOA, the Authority, unless it consents to extension of time for submission thereof, reserves the right to cancel the LOA and the application and forfeit the bid security.

3.5 Commencement of assignment

The agreement shall be signed between the authority and the selected applicant within 7 days of receipt of signed LOA. The date of the agreement will be the date of commencement. If the Consultant fails to sign the Agreement, the Bid Security of the Consultant shall be forfeited, or action shall be initiated by the Authority as per the Bid Security Declaration in accordance with the provisions of Clause 1.16.5. The Selected Applicant shall not be entitled to seek any deviation⁴ in the Agreement.

3.6 Proprietary Data

All documents and other information provided by the Authority or submitted by an Applicant to the Authority shall remain or become the property of the Authority. Applicants and the Consultant, as the case may be, are to treat all information as strictly confidential. The Authority will not return any Proposal, or any information related thereto. All information collected, analyzed, processed or in whatever manner provided by the Consultant to the Authority in relation to the Consultancy shall be the property of the Authority. The Consultant shall make suitable arrangements for the preservation of data collected during the study, such as filled in schedules, tabulation or working sheets, reports, photographs etc., relating to the Project in electronic form and this shall be shared with the Authority at the time of submission of Final report. The ownership of all such data shall remain with the Authority. All raw data compiled during the consultancy assignment shall be transferred to the authority. No data collected in context of the study may be destroyed or otherwise disposed of or given to any other organization/individual, unless so approved by the Authority.

4. Criteria for Evaluation

4.1 Evaluation of Technical Proposals

4.1.1 In the first stage, the Technical Proposal will be evaluated based on the eligibility criteria for the Applicant as laid down in Clause 1.4.2, their experience, understanding of the TOR, proposed methodology and Work Plan, and the qualifications and experience of the Key Personnel. Only those Applicants whose Technical Proposals get a score of 70 (seventy) marks or more out of 100 (one hundred) shall qualify for further consideration and shall be ranked from highest to the lowest based on their technical score.

4.1.2 Technical score (ST) is calculated by considering the highest Technical Proposal (TMax) and will be given a technical score (ST) of 100 points. The technical scores of other proposals

⁴ "Deviation" refers to any departure from the term and conditions specified in the RFP document.

will be computed as follows:

$$ST = 100 \times T / T_{Max}$$

(T = absolute score of Technical Proposal)

4.1.3 The scoring criteria to be used for evaluation shall be as follows.

S. No.	Parameter	Maximum Marks	Criteria
1.	Relevant Experience of the Applicant	30	<p>Maximum 10 assignments can be submitted by the applicant. *</p> <p>(a) Sample size of eligible assignments of the applicant (10 marks). The marks will be allocated based on the following: Each eligible assignment with survey sample size of:</p> <ul style="list-style-type: none"> • 1000 to 1500 respondents: 0.5 mark • >1500 to 2000 respondents: 0.7 mark • >2000 respondents: 1 mark⁵ <p>(b) Average annual total revenue/turnover of the applicant (10 marks)</p> <ul style="list-style-type: none"> • ₹5 crore to ₹ 7 crores: 8 marks • > ₹7 crore to ₹ 10 crores: 9 marks • > ₹ 10 crores: 10 marks <p>(c) Value of Eligible Assignments (10 marks). The marks will be allocated based on the following: Each eligible assignment with value:</p> <ul style="list-style-type: none"> • ₹10 Lakhs to ₹30 Lakhs: 0.5 mark • ₹30 Lakhs to ₹50 Lakhs: 0.8 mark • >₹50 Lakhs to ₹1 Crore: 0.9 mark • >₹1 Crore: 1 mark
2.	Proposed Methodology and Work Plan	40	<p>Evaluation will be based on the quality of submissions, as per Appendix-I Form-7, & Form-12 and the presentation made by the Applicant⁵.</p> <p>Proposed Methodology and work Plan</p>

⁵ The presentation shall be made by all the proposed team members (key personnel) only for their respective part of the proposal (in-person or virtually). The Team Leader must present the majority of the proposal (approximately 50%) of the proposal. In case of absence of Team leader and Deputy Team Leader (Project Manager) during presentation, the proposal may be rejected by the Authority.

			<ul style="list-style-type: none"> • $\left(\begin{array}{l} \text{Understanding o ToR} \\ \text{Methodology and Work Plan} \\ \text{Quality of Presentation} \\ \text{Response to Queries} \end{array} \right) = 36 \text{ marks}$ • Collaboration / consortium / partnership with academic institutions = 4 marks⁶
3.	Experience of Proposed Key Personnel of the Applicant	30	<p>Marks shall be awarded for the relevant experience based on the years of relevant experience</p> <ol style="list-style-type: none"> 1. Team leader (Maximum Marks 8) <ul style="list-style-type: none"> 5 to 7 years: 3 marks >7 to 9 years: 5 marks More than 9 years: 8 marks 2. Deputy team leader (Project Manager) (Maximum Marks 7) <ul style="list-style-type: none"> 4 years to 5 years: 3 marks >5 years to 7 years: 5 marks More than 7 years: 7 marks 3. Agriculture Expert (Maximum Marks 5) <ul style="list-style-type: none"> 3 years to 4 years: 2 marks >4 years to 5 years: 3 marks More than 5 years: 5 marks 4. Value Chain Analyst (Fertilizer sector) (Maximum Marks 5) <ul style="list-style-type: none"> 3 years to 4 years: 2 marks >4 years to 5 years: 3 marks More than 5 years: 5 marks 5. Economist/Statistician (Maximum Marks 5) <ul style="list-style-type: none"> 3 years to 4 years: 2 marks >4 years to 5 years: 3 marks More than 5 years: 5 marks
Total		100	

* only 1st ten assignments will be considered for evaluation

4.2 Eligible Assignments

⁶ The Applicant will present how it plans to involve and collaborate with academic institutions while designing and delivering on the Project, if collaborating with such an institution as per Form-12.

For the purposes of determining Conditions of Eligibility and for evaluating the Proposals under this RFP, advisory/ consultancy assignments, for the following projects shall be deemed as eligible assignments (the “**Eligible Assignments**”):

- A. In case the applicant submits more than ten assignments, only 1st ten assignments will be considered for evaluation
- B. Assessment/research/evaluation study in social inclusion/equity/justice/law & order/justice delivery sector conducted for Union/State Government/ regulatory commission/ tribunal/ bilateral agencies/ multilateral agencies/ statutory authorities/ public sector entities in India covering a minimum sample size of 1000.
- C. Provided that the Eligible Assignments have been completed in the 8 (eight) financial years preceding the PDD.
- D. Provided that the value of each eligible assignment submitted by the Applicant is at least Rs. 10 Lakhs.
- E. For the Eligible Assignments, the Applicant shall provide requisite supporting documents such as copies of contracts, agreements etc. The value for the assignment should be clearly mentioned in the supporting documents provided. In the absence of supporting documents with requisite details, the assignment will not be considered as an Eligible Assignment.

4.3 Shortlisting of Applicants

The technically qualified applicants shall be shortlisted for financial evaluation in the second stage.

4.4 Evaluation of Financial Proposals

- 4.4.1 In the second stage, the financial evaluation will be carried out as per this Clause. The financial score (SF) for the applicant will be arrived at based on the formula given in Clause 4.4.3.
- 4.4.2 For financial evaluation, the total cost indicated in the Financial Proposal will be considered
- 4.4.3 The Authority will determine whether the Financial Proposals are complete, unqualified and unconditional. The cost indicated in the Financial Proposal shall be deemed as final and reflecting the total cost of services. Omissions, if any, in costing any item shall not entitle the firm to be compensated and the liability to fulfill its obligations as per the TOR within the total quoted price shall be that of the Consultant. The lowest Financial Proposal (FMin) will be given a financial score (SF) of 100 points. The financial scores of other proposals will be computed as follows:

$$SF = 100 \times FMin/F$$

(F = amount of Financial Proposal)

4.5 Combined and Final Evaluation

- 4.5.1 Proposals will finally be ranked according to their combined technical (ST) and financial (SF) scores follows:

$$S = ST \times Tw + SF \times Fw$$

Where S is the combined score, and Tw and Fw are weights assigned to Technical Proposal and Financial Proposal, which shall be 0.70 and 0.30 respectively.

- 4.5.2 The “Selected Applicant” shall be the first ranked Applicant (having the highest combined score). The Authority reserves the right to take action as per the Bid Security Declaration in accordance with the provisions of Clause 1.16.5, in case the first-ranked Applicant withdraws, or fails to comply with the requirements specified in Clause 3 as the case may be.

5. Fraud and Corrupt Practices

- 5.1 The Applicants and their respective officers, employees, agents and advisers shall observe the highest standard of ethics during the Selection Process. Notwithstanding anything to the contrary contained in this RFP, the Authority shall reject a proposal without being liable in any manner whatsoever to the Applicant, if it determines that the Applicant has, directly or indirectly or through an agent, engaged in corrupt practice, fraudulent practice, anti-competitive practice, coercive practice, conflict of interest, obstructive practice in the Selection Process or after the issue of the LOA or the execution of the Agreement. In such an event, the Authority shall, without prejudice to its any other rights or remedies, take action as per the Bid Security or Bid Security Declaration, or forfeit and appropriate the Bid Security or Performance Security, as the case may be. Further, such an Applicant or Consultant shall not be eligible to participate in any tender or RFP issued by the Authority during a period of 2 (two) years from the date of such an order.
- 5.2 For the purposes of this Section, the following terms shall have the meaning hereinafter respectively assigned to them:
- (a) “**Corrupt practice**” means making an offer, solicitation or acceptance of a bribe, reward, gift or any material benefit in exchange for an unfair advantage in the Procurement Process or to otherwise influence the Procurement Process
 - (b) “**Fraudulent practice**” means any omission or misrepresentation that may mislead or attempt to mislead so that financial or other benefits may be obtained, or an obligation avoided. Such practices include a false declaration or false information for participation in a Procurement Process or to secure a Contract, or in the execution of the agreement
 - (c) “**Coercive practice**” means harming or threatening to harm persons or their property to influence their participation in the Procurement Process or affect the execution of the agreement
 - (d) “**Anti-competitive practice**” means any collusion, Proposal-rigging or anti- competitive arrangement, or any other practice including cartels coming under the purview of the Competition Act, 2002, between two or more Applicants, with or without the knowledge of the

Authority, that may impair the transparency, fairness, and the progress of the Procurement Process or to establish Proposal prices at artificial, non-competitive levels

- (e) **Conflict of interest**” means participation by a bidding firm or any of its affiliates who are either involved in the Consultancy Contract to which this procurement is linked; if they are part of more than one Proposal in the procurement; or if their personnel have a relationship or financial or business transactions with any official of Authority who are directly or indirectly related to tender or execution process of contract; or improper use of information obtained by the (prospective) Applicant from the Authority with an intent to gain unfair advantage in the Procurement Process or for personal gain or in any other manner specified in Clause 3 Guidance Note on Conflict of Interest .
- (f) **“Obstructive practice”** means materially impeding Authority’s investigation into allegations of one or more of the above-mentioned prohibited practices either by deliberately destroying, falsifying, altering; or by concealing evidence material to the investigation; or by making false statements to investigators and/ or by threatening, harassing or intimidating any party threatening, harassing or intimidating any party to prevent it from disclosing its knowledge of matters relevant to the investigation or from pursuing the investigation, or by impeding the Authority’s rights of an audit or access to information.

Annexure A

Details of minimum Education qualification & Experience required from the Consultancy Team

S. No.	Key Personnel	Minimum Educational Qualification	Minimum Length of Professional Experience	Minimum Length of Relevant Experience	Roles & Responsibilities
1	Team Leader	Master's degree (or equivalent)	15 years	At least 5 years in last 10 years immediately preceding the date of submission of application in handling evaluation/research projects.	Given in Annexure A (1)
2	Deputy Team Leader (Project Manager)	Master's Degree (or equivalent)	10 years	At least 4 years of experience in handling monitoring & evaluation/research projects in last 8 years.	Given in Annexure A (1)
3	Agriculture Expert	M. Tech./M. Sc. in Agriculture or any other related field.	8 years	At least 3 years of relevant work experience in agriculture science or related sectors in the last 6 years.	Given in Annexure A (1)
4	Economist/Statistician/Data Analytics Expert	Postgraduate degree in Economics/Statistics, Econometrics/Data Science or related fields	8 years	At least 3 years of relevant experience in economic modeling/data analysis/sampling methodology and use of statistical tools in project in the last 6 years.	Given in Annexure A (1)
5	Value Chain Analyst (Fertilizer sector)	MBA with specialization in Supply Chain Management/Logistics/Business Analysis/Finance or related fields	8 years	At least 3 years of experience in value chain analysis of the fertilizer sector or related sector in the last 6 years.	Given in Annexure A (1)
6	Junior Researcher	Master's degree (or equivalent)	3 years	At least 1 year of relevant experience in assessment/evaluation/research in agriculture sector	Given in Annexure A (1)

Annexure A (1)

S. No.	Key Personnel	Roles and responsibilities
1	Team Leader	<p>S/He will lead, co-ordinate and supervise the multidisciplinary team for preparation of the Evaluation Study, and act as a focal point to the Authority throughout the duration of the Consultancy. S/He will be responsible.</p> <ul style="list-style-type: none"> ● Overall execution of the consultancy assignment with DMEO. ● Accountable leadership providing guidance, problem solving support and leading discussions with senior stakeholders ● Ensure all deliverables and milestones are satisfactorily delivered ● Ensure high quality of data, analysis and report writing. ● Provide overall strategic input and guidance to the project. ● Drive discussions with senior officials in the Government at Centre and State levels, sector experts, key stakeholders, etc. to refine the investigative instruments and gain insights about the scheme. ● Act as the focal point of contact for the project-related activities and would be responsible for presenting the findings and recommendations of the evaluation study in the high-level meetings as per requirement. ● Sending periodic updates to DMEO, highlighting challenges and potential solutions in project execution. ● Coordinating with the core team, survey team and other stakeholders ● Ensuring content accuracy, creativity, consistency and innovation in the report. ● Project management as per agreed activities, timelines and deliverables ● Provide guidance on all the research activities including research tools, analysis plan and training. ● Perform other relevant duties as assigned by the authority. ● To brief authority biweekly on the progress and challenges apart from specific deliverables mentioned in the ToR.
2	Deputy Team Leader (Project Manager)	<p>S/He will assist the Team lead in leading, coordinating and supervising the multidisciplinary team for the evaluation Study. S/He will be responsible for:</p>

S. No.	Key Personnel	Roles and responsibilities
		<ul style="list-style-type: none"> Monitoring of the assignment as per agreed activities, timelines and deliverables Developing the evaluation matrix to address all the evaluation objectives. Detailed mapping of each evaluation objectives with the analysis plan. Designing the overall study approach to synthesize the analysis. Lead the research activities and development of research tools, analysis plan, and training of the survey team. Designing primary data collection tools like discussion guides for in-depth interviews, farmers/beneficiaries survey questionnaires, facility survey guides and preparing a data analysis plan. Drive discussions with senior officials in the Government at Centre and State levels as well as with the DMEQ. Coordinating with the team and other stakeholders. Organizing and overseeing the use of qualitative and quantitative evaluation techniques. Designing a meta-analysis plan based on the secondary data. Organizing and overseeing the use of qualitative and quantitative evaluation techniques Designing a meta-analysis plan based on the secondary data. Facilitating the data flow from the states and managing all field surveyors/field managers. Monitoring the field survey. Ensuring data quality of the primary data collected and the use of latest analytical tools for qualitative and quantitative data analysis
3	Agriculture Expert	<p>S/he will be responsible for:</p> <ul style="list-style-type: none"> Have in-depth knowledge on application of various fertilizers in agriculture sector. Engage with various stakeholders, including farmers, government officials, dealers, retailers, units related to the fertilizer industry, to gather insights and feedback on the schemes. Designing questionnaires/survey tools for the evaluation study Ensure validation of data Conduct research on emerging trends, challenges, and opportunities in the fertilizer sector from the farming side. Analyze data on soil specific fertilizer requirement and usage pattern of farmers. Analysis of data and preparation of reports
4	Economist/Statistician/Data Analytics Expert	<p>S/he will be responsible for:</p>

S. No.	Key Personnel	Roles and responsibilities
		<ul style="list-style-type: none"> ● Providing basic statistical rigor in developing methodology, including sampling, questionnaires, data analysis from primary and secondary sources. ● Finalizing primary data collection tools like discussion guides for focus group discussions, agenda for in depth interviews and survey questionnaires and preparing a data analysis plan. ● To oversee field surveys to identify and resolve any issue pertaining to the data collection ● Ensuring data quality of the primary data collected and the use of the latest analytical tools for qualitative and quantitative data analysis ● Conduct statistical analysis of data ● Assisting in cleaning primary data, storage, analysis and management. ● Conducting meta-analysis and secondary research from different sources for the study. ● Produce a report based on detailed analysis of all the primary and secondary data sets. ● Preparation of reports
5	Value Chain Analyst (Fertilizer Sector)	<p>S/He will be responsible for:</p> <ul style="list-style-type: none"> ● Map the end-to-end value chain of fertilizers, from production units to end-user farmers, including imports where applicable. ● Study the process flow and engage with stakeholders especially the manufacturers, dealers and retailers. ● Design survey tools ● Ensure validation of data ● Analyze efficiency and bottlenecks in production, procurement, transportation, and distribution of fertilizers ● Assess the role of various stakeholders, including manufacturers, importers, retailers, logistics, storage service providers and government agencies and their value addition at each stage of the process
6	Junior Researcher	<p>S/He will be responsible for ensuring:</p> <ul style="list-style-type: none"> ● Accompanying the field team for data collection in selected sites ● Conducting meta-analysis and secondary research from different sources for the study ● Data collection from both primary and secondary sources ● Producing reports based on detailed analysis of all the secondary data sets ● Assisting in data cleaning, storage, analysis and management ● Conducting data analysis and assisting in report writing.

Schedule-1: Terms of Reference

TERMS OF REFERENCE

FOR

Evaluation of Urea Subsidy and Nutrient Based Subsidy Schemes

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1. Quality Assurance of the Evaluation Report

The evaluation report submitted by the Consultant must comply with DMEO's quality standards to be accepted. In case of any compromise in the quality of the deliverables, a suitable penalty would be imposed on the Consultant as per the provisions given in the RFP.

An indicative DMEO's quality standard followed by DMEO is given below. The consultant may include more such standards to further enhance the report quality.

1.1 Executive Summary (ES)

The executive summary (ES) is meant to be read by a wider audience; thus it must be written with extreme neatness and attention to detail. It should be written with clarity, coherence, and crispness. Findings of the report should be elaborated with key statistics and recommendations following from findings. The ES should offer more than just a synopsis of the chapters; it should also triangulate all the evidence obtained during the study from the primary survey and secondary data and policy implications to flow from such findings. The ES should be forthright in its observations, precise in its deductions, and proactive in its suggestions. ES should ideally be written in short, separate paragraphs that do not exceed five pages. All data/findings/recommendations cited from the main report need to be properly referenced using page numbers. The ES should only briefly touch up the evaluation questions, issues, and problems. The ES needs to be sharp and centered on the conclusions and suggestions emerging from the evaluation study.

1.2 Professional Language and Referencing

The report should be written in a professional manner and in accordance with the standards of a typical double-blind, peer-reviewed publication. The report should be free from grammatical errors, plagiarism and spelling mistakes. Reports with more than 20 per cent plagiarized content will not be accepted. The plagiarism will be ascertained through software/tools such as Turnitin etc. It must adhere to the suggested report structure and appropriately referenced with necessary citations. Any data, diagrams, and graphs must be appropriately labelled and referenced.

1.3 Objective Findings and Recommendation

The report should be a succinct, stand-alone document with objective language that may be used to inform decision-making. The findings should be presented clearly, providing sufficient evidence, and systematically addressing all the evaluation objectives. The recommendations should be clearly formulated and logically derived from the findings of the report. It should be clearly articulated and prioritized based on their importance and potential impact for the improvement of the scheme. The conclusions drawn from primary and secondary research must be given equal weight. Recommendations that lead to an increased financial burden on the government (such as those on increasing budgetary allocation) should be avoided, unless there is sound evidence emerging from the analysis that an increase may be expedient. The focus should be on resource optimization/judicious usage of resources.

1.4 Ethical Considerations and Data Protection

Ethical considerations, such as confidentiality and data protection, and data quality, must be upheld throughout the process.

2. Background

Fertilizers along with seeds and irrigation are a critical input for enhancing agricultural productivity in India. Increasing use of fertilizers has been instrumental in raising food grain output and advancing national food self-sufficiency. Empirical evidence shows that growth in total agricultural output and output of various crops in India has moved up and down depending upon the growth in use of fertilizer. For sustained agricultural growth and to promote balanced nutrient application, it is imperative that fertilizers are made available to farmers at an affordable price and is used judiciously and optimally.

India is the second-largest consumer of fertilizers globally, with urea making up over two-thirds of total fertilizer use, and the third-largest producer of nitrogen-based fertilizers, following China and the United States.

Over the past decade, the government has implemented several initiatives that led to a substantial increase in total fertilizer production, from 385.39 Lakh Metric Tonnes (LMT) in 2014-15 to 503.35 LMT in 2023-24⁷. In 2023-24, the public sector contributed 17.43% to total fertilizer production, the Cooperative sector 24.81%, and the private sector 57.77%. During the same year, the country's total fertilizer consumption was approximately 601 LMT, met with 503 LMT of domestic production and 177 LMT of imports.

The Department of Fertilizers under the Ministry of Chemicals & Fertilizers is mandated to ensure adequate and timely availability of fertilizers at affordable prices for maximizing agricultural production in the country. The main functions of the Department include planning, promotion, and development of the fertilizer industry and monitoring of production, import, and distribution of fertilizers.

The Department of Agriculture & Farmers Welfare (DA&FW), in coordination with State Governments, assesses the fertilizer requirement for the Kharif and Rabi seasons prior to the start of each cropping cycle. The estimated demand is shared with the Department of Fertilizers. To ensure timely availability, the Movement Division prepares a monthly supply plan in consultation with fertilizer manufacturers and importers, aligning it with the projected demand provided by DA&FW.

In this regard, Integrated Fertilizer Management System (iFMS) has been fully operational since 2016. Currently, the iFMS platform has registrations from 173 fertilizer manufacturers, 24,965 wholesalers, and 2,21,629 retailers, ensuring end-to-end digital monitoring of subsidized fertilizer distribution⁸. The Department of Fertilizers is responsible for the implementation of two Central Sector Schemes in the fertilizer sector, namely:

⁷ Annual Report 2023-24, Department of Fertilizers

⁸ 5th Report Standing Committee on Chemicals & Fertilizers, 2019-20

- A. Urea Subsidy
- B. Nutrient Based Subsidy

2.1 Urea Subsidy

The Urea Subsidy Scheme in India has been in place since the implementation of the Retention Price Scheme (RPS) in 1977. It is applicable for both Kharif and Rabi seasons and consists of three primary components: Indigenous Urea, imported Urea, and Uniform Freight Subsidy. Indigenous Urea subsidy comprises the subsidy administered to the indigenous urea production units. Imported Urea subsidy is directed towards imports made to bridge the gap between assessed demand and indigenous production of urea in the country. Both components also incorporate a freight subsidy to support the nationwide distribution of urea.

At present, Urea is being provided to the farmers at a statutorily notified Maximum Retail Price (MRP) of Rs. 242 per 45 kg bag of urea (exclusive of charges towards neem coating and taxes as applicable). An extra MRP of 5% is charged by fertilizer manufacturing entities on Neem Coated Urea.

To improve transparency and minimize leakages, the government introduced Direct Benefit Transfer (DBT) for fertilizers in 2018. The subsidy is paid to fertilizer companies after the fertilizer has been sold to farmers, as recorded by Point of Sale (PoS) devices installed at retail outlets. These transactions are tracked through the Integrated Fertilizer Management System (iFMS), which ensures real-time monitoring of inventory movement and sales.

The difference between the delivered cost of urea at farm gate and MRP payable by the farmer is given as subsidy to the fertilizer manufacturer/importer by the Government. Accordingly, all farmers of the country are supplied Urea at the subsidized rates and are beneficiaries of this scheme. The amount of subsidy paid to the Urea manufacturing units is determined through a concession rate mechanism, which accounts for both fixed costs (such as salaries and wages, contract labour, repair and maintenance, overheads, insurance, selling expenses, etc.) and variable costs (energy cost, bag cost, electricity duty, water cost). These rates differ from unit to unit, depending on factors such as the plant's age, energy efficiency, water norms, electricity, bag rates, location, and local input costs. The Fertilizer Industry Coordination Committee (FICC), an office under the Department of Fertilizers, is responsible for computing and validating these concession rates. The mode and methodology of computations and disbursement has been laid down in various policies issued from time to time.

The objectives of the Urea Subsidy scheme are:

- a. To ensure the availability of an adequate quantity of Urea to the farmers at a statutory controlled price
- b. To maximize indigenous production
- c. To rationalize the subsidy outgo of the Government
- d. To enable Urea units to sustain their operations and energy efficiency
- e. To fill up the gap between assessed demand and estimated production through imports

In addition to above, three components were notified by DoF in July, 2023 under the Urea Subsidy scheme. They are (i) PM programme for Restoration, Awareness Generation, Nourishment and Amelioration of

Mother Earth (PM-PRANAM) for a period of three years (FY 2023-24 to FY 2025-26), (ii) Market Development Assistance (MDA) to promote Organic fertilizers for a period of three years (FY 2023-24 to FY 2025-26), (iii) Sulphur Coated Urea with the name of ‘Urea Gold’.

2.1.1. PM-PRANAM

PM-PRANAM aims to support the mass movement of campaign initiated by States/UTs for saving the health of Mother Earth by way of promoting balanced/sustainable use of chemical fertilizers.

50% of the fertilizer subsidy saved by a State/UT in a particular financial year by way of reduction in consumption of chemical fertilizers (Urea, DAP, NPK, MOP) compared to previous 3 years’ average consumption, will be passed on to that State/UT as a Grant. 95% of the total grant received is proposed to be used by the State and 5% by Government of India. Out of 95% of States’ share, 65% will be utilized towards capex projects and rest untied fund (30%) can be utilised by the States for Information, Education, communication (IEC) activities that promote health of soil and alternate fertilizers. The estimated saving is around Rs. 19,450 cr during the period 2023-24 to 2025-26.

2.1.2. Market Development Assistance (MDA)

Market Development Assistance scheme promotes the usage of organic fertilizers for sustainable agriculture. The use of organic fertilizer helps in the balanced application of nutrients and reduces the excessive use of chemical fertilizers.

An assistance of Rs.1500/MT is provided for the sale of FOM/LFOM/PROM⁹ produced at BG/CBG¹⁰ plants under GOBARdhan initiatives in packed/bulk form either through fertilizer marketing companies or by manufacturers themselves. GoI has approved the Market Development Assistance scheme with a budget outlay of Rs. 1451.82 cr for 3 years from FY 2023-24 to FY 2025-26.

2.1.3 Urea Gold

There is an acute Sulphur deficiency in different parts of the country, which led to the promotion of innovative coated/fortified fertilizers in the form of Sulphur-coated urea termed as ‘Urea Gold’, comprising of Nitrogen and Sulphur. Urea Gold aims to promote nutrient efficiency and provide Sulphur nutrition along with Nitrogen which is an essential secondary plant nutrient.

Urea Gold was launched in the market in October, 2023 and is available in a 40 kg bag with an MRP of Rs. 266.50.

2.2 Nutrient Based Subsidy Scheme

Nutrient Based Subsidy (NBS) Policy came into effect from April 1, 2010, for P&K Fertilizers. The policy was designed to promote balanced use of fertilizers and improve agricultural productivity in India. Under this policy, a predetermined subsidy amount is granted for the notified P&K fertilizers. The subsidy is

⁹ FOM: Fermented Organic Manure; LFMO: Liquid Fermented Organic Manure; PROM: Phosphorous Rich Organic Manure

¹⁰ BG: Bio Gas; CBG: Combined Bio Gas

decided on an annual or bi-annual basis, depending on the nutrient content of P&K fertilizers.

Currently, the Nutrient Based Subsidy (NBS) policy covers 28 grades of Phosphatic and Potassic (P&K) fertilizers. This includes Di-Ammonium Phosphate (DAP), Mono Ammonium Phosphate (MAP), Muriate of Potash (MOP), Triple Super Phosphate (TSP), three grades of Single Super Phosphate (SSP), Ammonium Sulphate (AS) produced by FACT and GSFC, Potash Derived from Molasses (PDM), and 19 other grades of NPKS complex fertilizers. To ensure smooth availability of DAP at affordable prices to farmers, the Government has provided special packages on DAP over and above the NBS subsidy rates on a need basis. The per kilogram subsidy rates for the nutrients Nitrogen (N), Phosphate (P), Potash (K), and Sulphur (S) are converted into per tonne subsidy on various P&K fertilizers covered under NBS.

20% of the price decontrolled fertilizers produced/imported under NBS in India are in the movement control under the Essential Commodities Act 1955 (ECA).

The objectives of the NBS Subsidy scheme are:

- a. To promote balanced use of fertilizers
- b. To improve timely availability of fertilizers to farmers at affordable prices
- c. To encourage competition among fertilizer companies
- d. To encourage the introduction of new and innovative fertilizers
- e. To rationalize fertilizer subsidy

3. Actual Expenditure under Urea and NBS Subsidy Schemes

Table 1

Year	Actual Expenditure	
	Urea	NBS
2020-21	93,857	37,372
2021-22	1,04,870	52,770
2022-23	1,68,677	86,122
2023-24	1,30,221	65,200
2024-25	1,24,320	52,810

4. Objectives for Evaluation of Urea & NBS Subsidy Schemes

The following objectives under Point 4.1 to Point 4.8 apply to both Urea and NBS Subsidy Schemes and scheme-specific objectives are indicated in parentheses wherever applicable. Point 4.9 is exclusively applicable for PM-PRANAM, MDA, and Urea Gold, under the Urea Subsidy Scheme. Point 4.10 shall be

attempted through secondary research only.

4.1 Availability, Accessibility, and Affordability of Urea and P&K Fertilizers

- i. To assess the availability and accessibility of an adequate quantity of urea at a statutory controlled price
- ii. To assess the availability and accessibility of P&K fertilizer to farmers on time and at an affordable price (NBS Subsidy)

4.2 Fertilizer Usage and its Impact

- i. To assess the usage of fertilizer as per prescribed norms
- ii. To analyse the impact of usage of fertilizer on production and productivity
- iii. To assess the regional variation in uptake of the scheme and reasons thereof
- iv. To analyse the variation in fertilizer usage intensity, if any

4.3 Production and Imports

- i. To analyse trends in the present level of fertiliser production
- ii. Identify challenges in increasing indigenous production including availability of raw material
- iii. Analyse the extent to which the policy has reduced import dependency
- iv. Assess the initiatives taken by domestic manufacturers in terms of innovation in products (Urea Subsidy)
- v. Analyse how existing policies, pricing regimes, and subsidy structures influence competitiveness of the sector (NBS Subsidy)

4.4 Energy Efficiency

- i. Examine energy efficiency norms vis-a-vis present Urea subsidy mechanism in encouraging adoption of energy-saving technologies (Urea Subsidy)

4.5 Distribution

- i. Analyse the distribution system in terms of demand forecasting, allocation, and utilization of fertilizers along the supply chain and identify gaps, if any
- ii. Analyse the impact of freight subsidy in improving distribution efficiency

4.6 Operational Issues

- i. To analyse the operational efficiency of the existing DBT mechanism
- ii. Assess the availability and accessibility of soil testing facilities and nutrient advisory service
- iii. Review existing grievance redressal mechanisms
- iv. Analyse how existing policies, pricing regimes, and subsidy structures influence operational efficiency (Urea Subsidy)

4.7 Analysis of Subsidy Usage

- i. Assess the long-term fiscal sustainability of the current subsidy outgo under various fertilizer subsidy schemes

4.8 Policy and Regulatory Environment

- i. Assess incentives and regulatory environment to promote fresh investment and new & innovative fertilizers
- ii. Evaluate whether the current fertilizer subsidy incentivizes balanced nutrient use and promotes sustainable fertilizer usage (NBS Subsidy)
- iii. To examine other international best practices in the field of fertilizer subsidy

4.9 Components under Urea Subsidy Scheme

- i. To assess the effectiveness, efficiency, sustainability, and implementation mechanism of PM-PRANAM, Market Development Assistance, and Urea Gold
- ii. To assess the level of awareness of farmers and other stakeholders in balanced and sustainable use of chemical and alternative fertilizers under PM-PRANAM
- iii. Assess the impact of Market Development Assistance scheme on sale of FOM/LFOM/PROM¹¹
- iv. Analyse the impact of Urea gold and its role in improving nutrient use efficiency

4.10 Trend Analysis

- i. To assess and present an indices of price parity between the price of nitrogen (N) in urea and the prices of phosphorus (P) and potassium (K) and nitrogen (N) in other fertilizers (such as DAP, MOP, SSP, TSP, and others). Subsequently, examine how this price parity affects the Minimum Support Prices (MSP) of wheat and paddy
- ii. To analyse the long term (at least two decades) changes in price of urea, corresponding subsidy content, and its impact of usage pattern
- iii. To assess the impact of changes in urea prices on domestic production in last two decades
- iv. To evaluate the effects of changes in fertilizer policy and new initiatives like PM-PRANAM and MDA for organic fertilizers on balanced use of fertilizers
- v. To assess changes in the imbalance of fertilizer use across major States and examine how these relate to changes in balanced fertilizer usage

5. Methodology and Framework

A mixed-methods approach, consisting of qualitative and quantitative methodology will be utilized to assess the objectives of this study.

¹¹ FOM: Fermented Organic Manure; LFMO: Liquid Fermented Organic Manure; PROM: Phosphorous Rich Organic Manure

The assessment of the schemes should be conducted along the principles of Relevance, Efficiency, Effectiveness, Sustainability, Impact, Coherence, and Equity of the schemes in line with the OECD-DAC framework for evaluation.

6. Primary and Secondary Research

The methods of qualitative and quantitative data collection and analysis will consist of both field-level survey and desk research including literature review.

6.1 Primary Research

The reference period for primary research is from 2022-23 to 2024-25.

Primary research may include:

- i. Field survey with farmers, fertilizer retailers/FPOs/Primary Agricultural Credit Societies (PACS), dealers, manufacturers.
- ii. Key Informant interviews with Officials of the Department of Fertilizers, State-level officials, District-level agriculture officers, dealers, and farmers.

6.2 Indicative Sampling Frame

Study Design: The evaluation will adopt a multi-stage stratified sampling design to ensure adequate representation of India's diverse geography and Soil types. The sampling plan is aligned with 6 geographical zones and 8 soil types of the country. State/Union Territory (UT) has been first categorized on the basis of fertilizer ($N+P_2O_5+K_2O$) consumption per hectare of gross cropped area in comparison to average national consumption. From each geographical zone, two states/UTs have been selected on the basis of highest and lowest fertilizer consumption. These states/UTs have been further mapped with 8 soil types of the country.

The list of the 13 selected states for field data collection are as follows:

Table 2

S. No.	Geographic Zone	States	$N+P_2O_5+K_2O$ per hectare of gross cropped area (kg)
1	North & Central	Punjab	253.9 (Higher)
		Uttar Pradesh	192.5 (Higher)

S. No.	Geographic Zone	States	N+P ₂ O ₅ +K ₂ O per hectare of gross cropped area (kg)
		Madhya Pradesh	93.8 (Lower)
2	South	Andhra Pradesh	233.2 (Higher)
		Kerala	64.2 (Lower)
3	East	Odisha	125.8 (Lower)
		Jharkhand	114.7 (Lower)
4	West	Maharashtra	163.8 (Higher)
		Rajasthan	58.6 (Lower)
5	Northern Hilly	Uttarakhand	132.7 (Lower)
		Himachal Pradesh	62.8 (Lower)
6	North-Eastern	Assam	65.8 (Lower)
		Meghalaya	0.01 (Lower)

Source: Fertilizer Statistics 2021-22

6.3 Sampling Plan

Minimum number of samples to be covered under Farmer Survey, FGDs, and KIIs are as follows:

Farmer Survey

- Number of Districts: 3 districts will be selected from each State based on fertilizer consumption pattern
- Number of Blocks: 2 blocks will be sampled from each selected district based on fertilizer consumption pattern
- Number of Villages: 3 villages will be selected per block

This yields a sample coverage as follows:

Table 3

No. of States	No. of Districts	No. of Blocks	No. of Villages
13	39	78	234

Number of Beneficiaries/Farmers: The survey will target 12 farmers with a suitable representation from various categories of farmers including marginal, small, medium and large farmers.

Hence, total minimum no. of farmers to be covered in this study would be 2808 (i.e, 12 farmers per village).

KIIs

KIIs will be conducted at the national-, state-, district-, and block-level with the following stakeholders:

Table 4: Details of KIIs with officials and stakeholders

Category	Level	Key Informant Interviews	No. of KIIs
A	National	Ministry of Chemicals and Fertilizers (Department of Fertilizers), Ministry of Agriculture & Farmers Welfare (Department of AC&FW), National Payment Corporation of India (NPCI), Indian Council of Agricultural Research (ICAR), Fertilizer Association of India, State trading enterprises for import of fertilizers	6
	State	State Departments of Agriculture and other relevant Departments, State Fertilizer Controllers/State Agriculture Universities	26
	District	District Agriculture Officer/District level Fertilizer Officer/Agriculture Cooperatives/Industry Association/Farmers' Organisations	117
B	Value Chain Operators	Manufacturing unit	48
		Dealers	78
		Retailers/FPO/Cooperatives	156

		Importers	10
Total			441

Focus Group Discussions (FGDs)

FGDs will be conducted at block level with a homogenous group of 12-15 members from FPO/PACS¹²

Total Sample Size

Table 5: Summary of primary survey sample size

S. No.	Category	No. of sample
1	Farmer Survey	2808
2	KIIs	441
3	FGDs	69
Total		3318

Measures to be taken by the consultant before, during, and after the fieldwork

Activities to be carried out by the consultant during the fieldwork are as follows:

- i. All the data collected under the evaluation study is confidential and the consultant will adhere to it strictly.
- ii. Formulation of questionnaires/discussion guides for in-depth interviews in consultation with DMEQ. The drafts of survey instruments (questionnaires, discussion guides, etc.) would be prepared by the consultant and need to be approved by DMEQ.
- iii. Preparation of analysis plan.
- iv. Pre-testing and finalizing the required tools in partnership with DMEQ team.
- v. Establishment of a managerial structure for field operations.
- vi. Recruitment of investigators and training/capacity building of the field investigators.
- vii. Putting in place appropriate IT hardware and application software for data collection and management.
- viii. Collecting and compiling quality data from the selected sample areas.
- ix. High-quality data management and adherence to quality assurance mechanisms as per agreed protocols, plans, and schedules.
- x. Data verification
- xi. Collation and data cleaning
- xii. Running data analysis and submitting cross-tabulations/summarizations.
- xiii. Preparation of draft report and conducting stakeholder consultations.
- xiv. Submission of final report and dissemination of the key findings.
- xv. Incorporating concurrent feedback into the workflow.

¹² FPO: Farmer Producer Organization, PACS: Primary Agricultural Credit Society

6.4 Secondary Research

The reference period for secondary research is since the inception of the schemes.

The evaluation will emphasize secondary research based on an extensive literature review of documents and data collated from relevant sources. The primary data collected through farmers' surveys, KIIs and FGDs will be considered as an input for triangulation with the secondary findings. The agency will share a detailed analysis plan for secondary data with the Authority and undertake the analysis to answer the primary objectives of the evaluation study and the objectives of the scheme. The data and methods for secondary research will involve a review, collation, and analysis of:

- i. Urea Subsidy and NBS official guidelines and relevant scheme documents.
- ii. Monitoring Information System (MIS) data/dashboards/administrative data.
- iii. Financial data on allocation and expenditures pertaining to Urea Subsidy and NBS.
- iv. Annual reports and implementation documents to assess the institutional arrangements.
- v. Findings and recommendations from peer reviewed journal articles, book chapters, working papers/white papers, and national and international reports.
- vi. Any other credible and authentic document available on public domain.

6.5 Secondary Data Analysis

Secondary data sources such as operational guidelines of the scheme, budget documents, standing committee reports, previous evaluation reports by various independent institutions, organizations or individual researchers and administrative and MIS data should need be utilized for this evaluation study.

Mechanisms to ensure Data Quality

A multi-pronged robust quality control process must be followed during data collection. The following aspects need to be considered:

The field investigators to be engaged in conducting the KIIs and FGDs should have at least 1 year of experience conducting similar surveys/interviews. 2-step training (classroom and then on-the-field training) should be conducted for all field investigators.

1. It is recommended that pilot study should be conducted on at least 2% of the sample size for Key Informant Interviews, FGDs and beneficiaries to fine tune the survey tools. A brief on the learnings from such a pilot exercise and subsequent improvements in the tools/questionnaires should also be shared with DMEQ.
2. 100% data collected should be validated using a validation checklist. Missing data points should be recollected.

3. In the case of FGDs/beneficiaries, at least 5% of data should be verified through back checks to ensure data quality.

Use of mobile-based, near real-time and geo-tagged data collection and validation tools should be done to ensure efficiency and accuracy in data collection. Access to tools and data should be provided to the Authority.

7. Deliverables & Timelines

Table 6: Deliverables & Timelines

S. No.	Deliverable	Broad Topics (Indicative)
1.	Inception report (maximum 20-30 pages excluding annexures) and presentation	<ul style="list-style-type: none"> ● Introduction and background of the study ● Objectives of the study ● Approach and methodology ● Literature review and preliminary findings ● List of stakeholders and insights from preliminary stakeholder consultations ● Sampling plan including sample coverage ● Pilot plan ● Analysis framework and plan (Mapping of objectives with data points and potential data sources, etc.) ● Deliverables and timeline of the study (Weekly Gantt Chart) ● Survey team structure ● Training plan for the survey team ● Field movement plan (indicative) ● Quality control mechanism ● Perceived risks/limitations and mitigation plan ● Research tools/instruments/software - Qualitative and Quantitative <ul style="list-style-type: none"> ○ Questionnaires, discussion guides, etc. ○ Details of CAPI questionnaire development ○ Data/information analysis software for both quantitative and qualitative research ● Detailed report structure

S. No.	Deliverable	Broad Topics (Indicative)
2.	Mid-term report (maximum 30-40 pages excluding annexures) and presentation (to be submitted as per the timeline and covering a minimum of 40% of the sample)	<ul style="list-style-type: none">● Study progress details including training and pilot summaries● Summary on data collected so far including methods used● Challenges faced and mitigation measures● Preliminary findings and key observations● Revised work plan, if applicable● Measures adopted for ensuring data quality including data verification, data validation, back checks, surprise inspections, use of CAPI and tracking systems.
3.	Draft evaluation report (maximum 120 pages excluding annexures and references) and presentation for stakeholder consultation	<ul style="list-style-type: none">● Executive Summary (It should be crisp, direct, lucidly written with emphasis on appropriate sections such as Findings and Recommendations. Findings should be elaborated with key statistics and the recommendations should follow the findings. Length of the Executive Summary should be between 5 to 10 pages.)● Sector and scheme Overview● Study Objectives, Approach & Methodology (Brief discussion in the main report. The details could go in the Annexure)● Analysis of the scheme based on the REESI+C+E framework and using the primary survey data.● Secondary and administrative data and literature to be used to triangulate findings from primary survey.● Identify gaps and challenges for each component separately under the REESI+C+E framework.● Key Takeaways & Recommendations for each component of the scheme.● Actionable points under each recommendation for the M/D to implement.● To record best practices and case studies. References & Appendices
4.	Final evaluation report (maximum 120 pages excluding annexures and references) and presentation after incorporation of inputs from all concerned stakeholders	
5.	Presentations and sub-reports on primary data collection, data quality check, secondary research, best practices compendia, etc. as and when requested by DMEO	

- a. All the reports are required to be submitted in hard copy (5 copies) and in soft copy, together with relevant intermediate work products like excel sheets, data sets, etc. In addition to the reports, for further analysis, verified raw data in soft copy should also be shared with DMEO. This will include detailed transcripts of KIIs and FGDs.
- b. It is to be noted that the consultant shall maintain high quality in the report content (including proper reference) which will be peer-reviewed by DMEO. The flow of findings and recommendations shall be clearly indicated in the report based on intellectual rigor. In case of any compromise in the quality, a suitable penalty would be imposed on the consultant as per the provisions given in the RFP.
- c. The timelines for the above deliverables and activities are given below.

8. Timeline for Project Execution

- i. The total duration of the evaluation study is **5 months (150 days)**, wherein the inception report is to be submitted by the consultant within 15 days from signing of the contract.
- ii. In the Inception report, the consultant is required to submit a Gantt Chart (weekly) of all the activities and sub-activities. The consultant shall propose the timeline for the payment linked deliverables which are a) Mid-Term Report b) Draft Evaluation Report and c) Final Evaluation Report.
- iii. The payment linked deliverable shall adhere to the requirements given in table no 9 - (Deliverables and Timelines) of the Terms of Reference.
- iv. The project monitoring will be done by the Authority based on the timelines submitted by the consultant in the Inception report (Gantt chart) for the payment linked deliverables.
- v. In case of any delay in the submission of payment linked deliverables namely, inception report, mid-term report, draft evaluation report and final evaluation report, the consultant will be penalized as per the extant provisions of the RFP.

Table 7: Timeline for Deliverables

S. No	Deliverables	Timeline
1	Signing of Contract	T
2	Inception Report	T+21 days
3	Mid-term Evaluation Report	T+75 days
4	Draft Evaluation Report	T+130 days
5	Final Evaluation Report	T+150 days

9. Payment Schedule

The payment schedule linked to the specified deliverables above is given below:

Table 8: Payment Schedule

Key Date No.	Description of Deliverables	Payment
KD1	Inception Report approved by Authority	20%
KD2	Mid-term report approved by Authority	30%
KD3	Draft Evaluation Report approved by Authority	30%
KD4	Final Evaluation Report approved by Authority	20%
Total		100%

10. Indicative Report Structure¹³

The Final Evaluation Report should cover the following aspects:

Executive Summary

1. Introduction
 - a. Background and context
 - i. Objective of the study
 - ii. Scope of the study
 - iii. Structure of the report
 - b. Sector overview
2. Approach & Methodology
 - a. Sampling - Sample size, Sample selection including selection of States, Districts, Blocks etc.
 - b. Qualitative and Qualitative Instrument/Tools
 - i. Stakeholder and geographical coverage
 - ii. Qualitative Tools - Evaluation Instruments/Tools
 - iii. Quantitative Tools - Evaluation Instruments/Tools
3. Scheme Analysis
 - a. Scheme Name
 - i. Background and components
 - ii. Fund flow process
 - iii. Key stakeholders of the scheme

¹³ This is an indicative structure, which will evolve through the project timeline.

- iv. Physical and financial progress
- v. Performance Analysis using REESCI + Equity Criteria
 - 1. Relevance
 - 2. Effectiveness
 - 3. Efficiency
 - 4. Sustainability
 - 5. Coherence
 - 6. Impact
 - 7. Equity
- 4. Key takeaways and recommendations
- 5. Actionable Points
- 6. Scheme rationalization
- 7. References

11. Reporting

- i. The Consultant will work closely with the Authority. The Authority has established a Working Group (the “WG”) to enable conduct of this assignment. A designated Project Director of the Authority will be responsible for the overall coordination and project development. He will play a coordinating role in disseminating the Consultant’s outputs, facilitating discussions, and ensuring required reactions and responses to the Consultant.
- ii. The Consultant may prepare Issue Papers highlighting issues that could become critical for the timely completion of the Project and that require attention from the Authority.
- iii. The Consultant will make a presentation on the Inception Report and Draft Evaluation Report for discussion with the WG at a meeting. This will be a working document. The Consultant is required to prepare and submit a weekly update that includes and describes, inter alia, general progress to date; data and reports obtained and reviewed, conclusions to date, if any; concerns about availability of, or access to, data, analyses, reports; questions regarding the TOR or any other matters regarding work scope and related issues; and so on. The Consultants’ work on the TOR tasks should continue while the report is under consideration and is being discussed.
- iv. Regular communication with the WG and the Project Director is required in addition to all key communications. This may take the form of telephone/ teleconferencing, emails, faxes, and occasional meetings.

12. Meetings

The Authority may review with the Consultant any or all of the documents and advice forming part of the Consultancy, in meetings and conferences held at the Authority’s office. No travel time allowance shall be payable for attending meetings at the Authority’s office. The consultant is required to work at the Authority’s office, if required.

13. Miscellaneous

- 13.1 All the study outputs including primary data shall be compiled, classified and submitted by the Consultant to the Authority in soft form apart from the reports indicated in the Deliverables (Section 7 of TOR). The study outputs shall remain the property of the Authority and shall not be used for any purpose other than that intended under these Terms of Reference without the permission of the Authority. The Consultancy shall stand completed on acceptance by the Authority of all the Deliverables of the Consultant and execution of the Agreement. The Consultancy shall in any case be deemed to be completed with mutual consent of the Authority and the Consultant.