



Request for Proposal (RFP) for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

Department of Communication (DoC), Reserve Bank of India, 9th Floor, Central Office Building, Shahid Bhagat Singh Marg, Fort, Mumbai – 400001, invites two parts RFP bid applications through e-tendering process from eligible bidders for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India.

The bidders intending to participate in the tendering process should submit their bids online as per the RFP document, which may be downloaded from 'Tenders' section on RBI website (https://rbi.org.in/Scripts/BS_ViewTenders.aspx) and MSTC website (<https://www.mstcecommerce.com/eprochome/rbi/>).

Note: Any further Addenda/Corrigenda/extension of dates, clarifications/ responses to bidders' queries in respect of the above tender shall be posted on Bank's website (www.rbi.org.in) only and no separate notification shall be issued in the press.



**Request for Proposal (RFP)
for Outcome / Impact Assessment of the Public Awareness Campaigns of
Reserve Bank of India**

Dated: July 15, 2025

Issued by:

**Reserve Bank of India Department of
Communication 9th floor, Central Office Building
Shahid Bhagat Singh Marg Fort, Mumbai – 400001**

Disclaimer & Disclosures

Reserve Bank of India, Department of Communication, Central Office, Mumbai, has prepared this document as background information on the Project to the interested parties. While Reserve Bank of India has taken due care in the preparation of the information contained herein and believe it to be accurate, neither Reserve Bank of India nor any of its authorities or agencies nor any of their respective officers, employees, agents or advisors give any warranty or make any representations, express or implied as to the completeness or accuracy of the information contained in this document or any information which may be provided in association with it.

The information is not intended to be exhaustive. Interested parties are required to make their own inquiries and respondents will be required to confirm in writing that they have done so, and they do not rely only on the information provided by RBI in submitting an RFP. The information is provided on the basis that it is non-binding on Reserve Bank of India or any of its authorities or agencies or any of their respective officers, employees, agents or advisors.

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Any clarification sought can be mailed by authorised representative. Clarification can be sought up to date mentioned in the Bid Schedule Document. If a holiday is declared on the dates mentioned in the document, the bids shall be received / opened on the immediate next working day at the same time specified above and at the same venue unless communicated otherwise. No queries will be entertained after the date and time mentioned in this schedule

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1) Bid Schedule

Name of the Organisation	Reserve Bank of India
E-Tender number / Event No.	RBI/DoC-Central Office Departments/Others/10/25-26/ET/299
Date of publication of e-tender through Procurement Portal and RBI website	July 15, 2025 at 1600hrs
Date of availability of notice inviting RFP to the bidders for downloading	July 15, 2025 at 1600hrs
Date of starting of e-Tender for submission of Online bids	July 15, 2025 at 1600hrs
Submission of Pre-Bid queries on email	July 23, 2025 at 1200 hrs
Last Date and Time for submission of Technical and Commercial bids	August 05, 2025 at 1200 hrs
Date, time and venue for Pre bid meeting	July 25, 2025 at 1100hrs Over Web EX Meeting details are below Meeting No. 2511 699 3759 Password: rbi@12345
Date and time of publishing Pre bid minutes on the website	July 28, 2025 at 1800hrs
Cost of the Bid Document	Free of cost
Date & Time of Technical Bid Opening:	August 05, 2025 at 1600 hrs (Note: Commercial bids of eligible parties would be opened on a subsequent date after giving due notice)
Estimated cost	₹3,75,00,000/- taking ₹500 per response as the cost
Earnest Money Deposit (EMD)	₹7,50,000/- (Rupees Seven lakh Fifty Thousand only) to be paid on or before August 04, 2025 by 12PM by way of NEFT/RTGS/Bank Guarantee with a minimum validity of six months from the date of submission of bid. The BG should be submitted at the address of Communication as given below.
Address of Communication	The Chief General Manager Reserve Bank of India Department of Communication 9th floor, Central Office Building Shahid Bhagat Singh Marg Fort, Mumbai – 400 001

Contact Officials	<p>Smt. Haritha Dharavath, Manager (8355905360/ 022-22605057) Email Id: pacdoc@rbi.org.in</p> <p>Shri Darshan N, Asst. Manager (7760249748/ 022-22605057) Email Id: pacdoc@rbi.org.in</p>
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Note:

1. In the event of any unforeseen closure of work/holiday on any of the above days, the same will be opened on the next working day.
2. Bids received after due date and time will not be accepted
3. Bids not complying with the provisions of bidding documents are liable to be rejected.

Important instructions regarding E-tender

Bidders are requested to read the terms & conditions of this tender before submitting their online e tender. Bidders who do not comply with the conditions with documentary proof (wherever required) will not qualify in the e-tender for opening of the price bid.

I. Process of e-Tender:

(A) Registration: The process involves vendor's registration with MSTC e-procurement portal which is free of cost. Only after registration, the vendor(s) can submit his/their bids electronically. Electronic Bidding for submission of Techno-Commercial Bid as well as Price Bid over the internet will be done. The Vendor should possess Class III signing and encryption type digital certificate. Vendors are to make their own arrangement for bidding from a P.C. connected with Internet. RBI is not responsible for making such arrangement. (Bids will not be recorded without Digital Signature).

Special note:

The Technical & the Commercial bids have to be submitted on-line through MSTC Portal (Common Portal) at www.mstcecommerce.com. a) Vendors are required to register themselves online with www.mstcecommerce.com → e-Procurement → Common Portal → Vendor Login → Register → Filling up details and creating own user id and password → Submit b) Vendors will receive a system generated mail confirming their registration in their email which has been provided during filling the registration form. In case of any clarification, please contact RBI/MSTC, before the scheduled time of e-Tender.

MSTC Ltd. Contact Person (For vendors)

HO Central Help Desk: (For vendors)

Phone Number: 07969066600

helpdeskho@mstcindia.in (Please mention "HO Helpdesk" as subject while sending emails)

WRO Helpdesk: 7651915418/02269856817/02269856800

Availability

9:30 AM to 5:00 PM on all working days for all Technical issues e-Tenders, System settings etc.

Contact person (MSTC, WRO)

Tanmoy Sarkar, Deputy Manager Mobile:8349894664

Contact person (RBI, Mumbai):

- i. Mrs. Haritha Dharavath, Manager (8355905360/ 022-22605057)

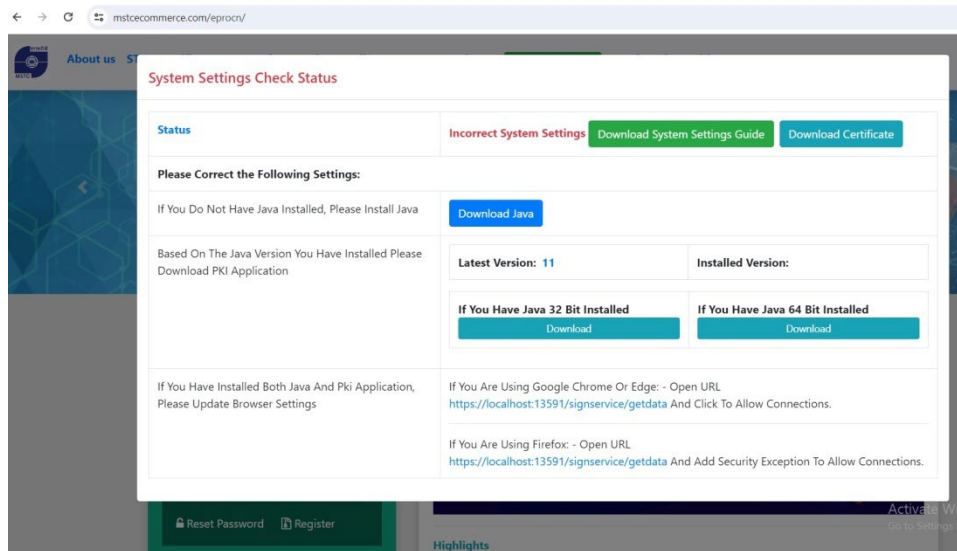
Email Id: pacdoc@rbi.org.in

- ii. Shri Darshan N, Asst. Manager (7760249748/ 022-22605057)

Email Id: pacdoc@rbi.org.in

1. System Requirement:

For details, vendor may refer to the **DOWNLOAD SYSTEM SETTING GUIDE** available <https://www.mstcecommerce.com/eprocn/>



2 Special Note towards Transaction fee: The vendors shall pay the transaction fee using “Transaction Fee Payment” Link against the specific tender in the “Bid Floor”/through the “Pay Transaction fee” in “Event catalog” through their login. Service Provider / Contractor / Vendor shall have the facility of making the payment either through NEFT or Online Payment. On selecting NEFT, Service Provider / Contractor / Vendor shall generate a challan by filling up a form. Service Provider / Contractor / Vendor shall remit the transaction fee amount as per the details printed on the challan without making change in the same. On selecting Online Payment, Service Provider / Contractor / Vendor shall have the provision of making payment using its Credit / Debit Card / Net Banking. Once the payment gets credited to MSTC’s designated bank account, the transaction fee shall be auto authorized.

Transaction fee is non-refundable. A vendor will not have the access to online e-tender without payment of the transaction fee.

NOTE: Bidders are advised to remit the transaction fee well in advance before the closing time of the event so as to give themselves sufficient time to submit the bid.

3. Information about tenders / corrigenda shall be sent by email only during the process till finalization of tender. Hence the vendors are required to ensure that their corporate email I.D. provided is valid and updated at the time of registration of vendor with the MSTC Ltd. Vendors are also requested to ensure validity of their class III signing and encryption type of DSC (Digital Signature Certificate).

4. E-tender cannot be accessed after the due date and time mentioned in NIT (Notice inviting

tender).

5. Bidding in E-tender:

Note: Vendors are instructed to use **Upload Documents** link in My menu to upload documents in document library. Multiple documents can be uploaded. Maximum size of single document for upload is 5 MB.

Once documents are uploaded in the library, vendors can attach documents through **Attach Document** link against the particular e-Tender. Please note that if the documents are not attached to any e-Tender, the same cannot be downloaded by RBI and it will be deemed that the vendor has not submitted the documents. For further assistance please follow instructions of vendor guide.

- a) Bidder(s) need to submit necessary EMD, E-Tender fees (If ANY) and Transaction fee separately for the e-tender. Transaction fees if any are non-refundable. No interest will be paid on EMD. EMD of the unsuccessful bidder(s) will be refunded by RBI.
- b) The process involves Electronic Bidding for submission of Techno Commercial Bid as well as Price Bid.

The bidder(s) who have submitted the above fees can only submit their Techno Commercial Bids and Price Bid through internet in MSTC website www.mstcecommerce.com → e-procurement → New Common Portal → Bid Floor Manager → live event → Selection of the live event → Transaction fee → Common terms → Attach Documents → Price Bid.

Please Note: The vendor after successful remittance of the transaction fees and EMD details, will get the attach documents and common terms tab enabled in their login. Post successful completion of this step, the vendors will be allowed to save the lot specific terms and submit their price bid against the lot through the portal or download and upload the excel file for submitting price bids, as the case may be. In case the attach documents and/or saving common terms step is unsuccessful, the tabs for saving lot specific terms and submitting price bid would be disabled. The status of whether the same is successful/pending would be displayed in the bid status button.

- c) First the vendor needs to fill up the Commercial specification if any and save it. Then the vendor should fill up the Techno-commercial bid. After filling the Techno-Commercial Bid, bidder should click 'save' for recording their Techno-Commercial bid. Once the same is done, the Price Bid link becomes active and the same has to be filled up and then bidder should click on "save" to record their price bid. Then once both the Techno-Commercial bid & price bid has been saved, the bidder can click on the "Final Submission" button to register their bid

NOTE: - After clicking the final submission "Delete bid" option would be shown. If the vendor wants to delete the bid after final submission and re-submit the bid, then he/she should click delete bid and resubmit the same and again click final submission.

- d) In all cases, bidder should use their own ID and Password along with Digital Signature at the time of submission of their bid.

- e) During the entire e-tender process, the bidders will remain completely anonymous to one another and also to everybody else.
- f) The e-tender floor shall remain open from the pre-announced date & time and for as much duration as mentioned above.
- g) All electronic bids submitted during the e-tender process shall be legally binding on the bidder. Any bid will be considered as the valid bid offered by that bidder and acceptance of the same by the Buyer will form a binding contract between Buyer and the Bidder for execution of supply/work. Such successful tenderer shall be called hereafter supplier/contractor.
- h) It is mandatory that all the bids are submitted with class III signing and encryption type of digital signature certificate otherwise the same will not be accepted by the system.
- i) Buyer reserves the right to cancel or reject or accept or withdraw or extend the tender in full or part as the case may be without assigning any reason thereof.
- j) No deviation of the terms and conditions of the e-Tender document is acceptable. Submission of bid in the e-tender floor by any bidder confirms his acceptance of terms & conditions for the e-Tender.
- k) Unit of Measure (UOM) is indicated in the e-tender Floor. Rate to be quoted should be in Indian Rupee as per UOM indicated in the e-tender floor/tender document.

2. Introduction, Purpose and Invitation

2.1 Introduction

The Reserve Bank of India (RBI) is a statutory body established in the year 1935 under the Reserve Bank of India Act, 1934 and is the central bank of India whose primary function is to manage and govern the financial system of the country. The central bank regulates the issue and supply of the Indian rupee, is the banker to banks and governments and also regulates the banking and non-banking sector. And most importantly, the RBI has a key role in the economic development of the country and drives social development agenda.

2. Consumer protection through financial literacy and awareness is also an important function of the Reserve Bank of India. Under the ambit of this function, RBI has undertaken an awareness initiative titled '[RBI Kehta Hai – Jaankaar Baniye, Sathark Rahiye](#)'. The objective of the initiative is to educate and empower the public about banking regulations as also to make them aware about good and safe banking practices and encourage responsible payment habits. It also aims to build financial literacy by fostering awareness around secure digital transactions and informed financial behaviour. It is a multi-media, multi-lingual campaign, which disseminates information to members of public using variety of mass media platforms, namely, SMS, print, television channels, radio, hoardings, websites, Whatsapp, Google and Youtube Ads and social media.

3. In order to strengthen the effectiveness of these outreach efforts, RBI seeks to evaluate its public awareness campaigns to derive actionable insights that enhance strategic planning, media channel selection, and creative design. The impact assessment is intended to measure changes in public behavior, evaluate the effectiveness of different media platforms, and assess the relevance and reach of regional language content to help optimise future public engagement efforts.

2.2 Purpose of the RFP

The purpose of this Request for Proposal (RFP) is to empanel an agency to conduct a comprehensive, scientific evaluation of the Reserve Bank's public awareness campaigns. The study will cover the level of awareness among the intended stakeholders, assess the performance of media platforms deployed, such as Television, Print, Radio, Digital, SMS, Hoardings, WhatsApp, Google and YouTube

Ads, and Social Media and evaluate their reach and recall. The assessment is also expected to provide evidence-based inputs on the cost-effectiveness and penetration of each medium, identify geographic or demographic gaps that may be useful for future outreach initiatives. For the above purpose, RBI invites applications from entities for carrying out the assessment and outcome analysis. The empanelled entity would be required to work on methodologies and timelines for completion of tasks and submission of reports as prescribed by the RBI.

2. The Public Awareness Campaigns are released in 14 languages, namely, Assamese, Bengali, English, Gujarati, Hindi, Kannada, Malayalam, Marathi, Odia, Punjabi, Sindhi, Tamil, Telugu and Urdu with adequate focus on regional languages. Therefore, it is incumbent on the part of the empaneled entity to cover the 14 languages given above for the proposed assessment.

3. Campaigns conducted during the year preceding the assessment and during the term of the assessment will be a part of the scope.

2.3 Invitation for the Bid

1. The Reserve Bank of India desires to undertake outcome / impact Assessment of its multilingual, pan-India public awareness campaigns with the following objectives:

- i) to assess the effectiveness of the communication channels (media platforms) in terms of reach, recall, and penetration among diverse audience segments.
- ii) to assess the outcomes of the awareness campaign, subject-wise in terms of knowledge retention, comprehension, and practical application by the public.
- iii) to understand the effectiveness of the messages, language-wise
- iv) to measure direct/ indirect impact on the lives of communities/ people (in terms of changes in financial behaviour, financial attitude and awareness levels and otherwise)
- v) To identify gaps in campaign delivery, such as underserved geographies, media fatigue, or ineffective formats, and suggest corrective measures.
- vi) To derive actionable insights to inform future content strategy, media planning, language adaptation, and targeting approaches.
- vii) To assess cost-effectiveness in the media mix used.

2. The application form and other proforma for the e-tender can be downloaded from the MSTC website (<https://www.mstcecommerce.com/eprochome/rbi/>) and RBI Website (<https://www.rbi.org.in>)

3. Scope of Work

1. Customise study tools, including:

- Questionnaires
- Focus Group Discussion (FGD) guidelines
- Mobile-based software for data collection

2. Pre-test the tools and incorporate necessary changes

3. Modify the following tools, if required:

- Questionnaires
- FGD guidelines
- In-depth interview schedules

4. Conduct training for data collectors/surveyors

5. Carry out the field survey

6. Share monthly progress reports during the survey period

7. Analyse survey results

8. Prepare the draft reports based on findings

9. Incorporate feedback and prepare the final report

10. Develop a logic model to:

- Map campaign outcomes
- Assess direct and indirect impacts
- Identify behavioural changes
- Provide actionable recommendations to improve future campaign design and delivery

3.1 Methodology

1. The outsourced agency shall undertake the survey fieldwork, supervision, data scrutiny, data coding, compilation, and tabulation of data etc. The successful bidder must deploy field interviewers for the task of collection of sample data. The questionnaire must be designed keeping in mind the objective of the proposed study. The successful bidder is required to adopt a cross section survey based mixed

research methodology, which should be combination of qualitative and quantitative methods of data collection, using structured and pertinent questionnaire. Computer assisted tools are expected to be deployed for data collection as well as analysis.

2. The data collected through survey needs to be computerised and supervised by a statistic expert and a Team Leader overseeing the entire project. A mixed-method approach shall be used, incorporating quantitative surveys and qualitative methods (Focus Group Discussions (FGDs), Key Informant Interviews (KIIs)). Proposals must include stratification across demographic segments (age, gender, literacy level, income, geography).

3. Comparison groups or control samples should be used wherever feasible.

4. Sampling Design- Justification of the 75,000 sample size must be provided using power calculations or statistical benchmarks. Bidders should propose confidence intervals and margin of error to establish data reliability.

3.2 Survey Strategy

The formulation of survey strategy should be based on the objective of the proposed study. The survey strategy should be prepared in a manner conforming to the rules and regulations laid down by the Reserve Bank.

3.3 Designing of Questionnaire

1. A standard, concise, questionnaire in English shall be designed by the empanelled bidder in consultation with the Reserve Bank of India. Once approved by the Bank, the questionnaire in English needs to be translated into 13 languages (including Hindi) by the bidder. Some of the key areas that need to be included in the questionnaire, based on the illustrative objectives of the research, include:

- Ability to recall the campaigns
- Media on which the campaigns were viewed (TV, Print, Radio, Digital, SMS, hoarding, WhatsApp, Google and Youtube ads, social media, etc.)
- Salience of the media campaigns
- Aided and unaided recall of key campaign items
- Whether the campaigns added information that was not known earlier
- Whether any action was taken based on the information from the campaigns
- Whether the respondent had prior experience which changed subsequent to

the campaign

- Whether respondent mentioned about the campaign to others (referral)

The objective of the research could also include outcomes of the campaign and direct/indirect impact. **The above list is only illustrative and not exhaustive.**

2. The agency should capture full audio-recording of the personal interview and capture accurate GPS coordinates data of the households compulsorily for quality checks. Failure to capture the GPS coordinates will be viewed seriously and the Bank reserves the right to cancel those interviews.

3.4 The bidder awarded the contract would, inter-alia, be responsible for undertaking various activities as enlisted below:

I. Project Planning

The bidder shall provide a project plan that identifies anticipated steps, processes, and resources required to complete the impact assessment of the project as described in this RFP. This will include a project schedule, staff requirements and corresponding deliverables. It should also address areas of anticipated risk and associated risk mitigation strategies. The plan should include details on data maintenance, file management, data security, and confidentiality treatments both during data collection and after data is transferred to RBI. The project work will begin immediately after the contract is awarded and the successful bidder is required to submit the initial deliverables such as the detailed work plan, questionnaires, and other relevant documents, within 10 days from the date of award, in accordance with the terms mutually agreed upon between the Bank and the bidder.

II. Project Implementation

The implementation of the project will include the following tasks which should be addressed in the proposal:

A. Earmarking of Team

The bidders shall provide the details of the number of team members earmarked at each stage and level, and their indicative qualification for the project including the survey teams in advance. CVs of key team members may be submitted so as to ascertain their qualifications. The minimum education qualification for the investigators, undertaking field investigation / data collection work, is graduate (preferably in statistics or economics) and the Bank may verify the original document, if required. Knowledge of the regions, local language etc. are essential and bidder

must have capacity in terms of trained field investigators/ supervisors and other resources to undertake the field survey at all regional locations.

B. Translation of Questionnaire & Training

The successful bidder is expected to translate the English questionnaires after being approved by RBI, into 13 languages (including Hindi) as mentioned at 2.2 and share it with RBI within 10 days of receipt of approval from RBI. The bidder shall ensure imparting requisite training to the team members for conducting such surveys and study. Training of enumerators may also be conducted under the supervision of RBI, without any cost to Bank. The training should be exhaustive and should include demonstration of how the questions should be administered on the field. Any other activity/(ies) which is incidental to the successful completion of the project would also form responsibility of the bidder.

C. Data Quality Control

RBI shall have the right to inspect the conduct of the assessment through various means, including visits to selected interviews or FGDs being conducted. Regular inspections by RBI may be carried out to secure the overall quality of data. The inspections may be in the form of concurrent or post-survey inspection. If any irregularities are found as a result of these inspections, the bidder needs to rectify the same. The bidder shall be responsible to provide requisite information and facilitate inspection by RBI officials. Data collected may also be shared concurrently during the assessment process to ascertain its quality. Inspection of data may also be in the form of call backs to survey respondents. RBI's decision in this regard shall be final and binding on the bidder.

D. Database Development

The bidder shall be responsible for coding and validating the data, factoring in the quality checks and observations of RBI. The database thus developed shall be the property of RBI. The bidder would then prepare the final data sets and would be responsible to respond and satisfy any queries raised by RBI team during the finalization of the results.

E. Deliverables

Deliverables as per the Scope of Work defined has to be delivered to the satisfaction of RBI. Broadly, this shall include:

- Sampling plan
- Survey instruments (Questionnaire in 14 languages as specified in 2.2(3), Software, Source codes, Computer Assisted Personal Interviewing (CAPI) etc.)
- Survey Database in MS Excel and Statistical Package for the Social Sciences (SPSS)
- Soft copies of complete video recordings covering 25% of respondents in each category as specified by Bank during all the rounds.
- Data sets/ Fact sheets and contact details of all respondents
- Reports with results of the outcome/impact assessment and recommendations after conduct of the study
- Presentation deck (editable PowerPoint)
- Visualization toolkit (Excel/Power BI dashboards)

RBI shall have unconditional and perpetual right and access to all the deliverables and will have the right to use the same at any later stage in any format, through any medium and through any bidder as desired. Changes may or may not be made to the final product.

F. Pre-Campaign Survey

The bidder will be required to carry out the pre-Campaign surveys 30 days prior to the launch of the campaigns. The messages for which pre-launch and post-campaign survey is to be carried out will be shared with the successful bidder. The campaign will be launched in all modes of mass media communication, including TV, Radio, newspaper, digital, Out Of Home (OOH), SMS, WhatsApp, Google and YouTube Ads in all languages enlisted in the RFP. The necessary groundwork related to collection of data, tabulation of data, submission of reports will be within the overall timeline for conduct of the impact evaluation. Pre-Campaign survey has to be conducted for campaign pertaining to two topics, which would be conveyed by RBI to the successful bidder/s. Survey results and reports have to be submitted within one month of the completion of the survey.

G. Post-Campaign Survey

The bidder will be required to carry out the post-Campaign surveys and arrange for collection of data post the campaign. Post-campaign survey has to be conducted for the same topic on which the pre-campaign survey would be conducted and on the same target group population so as to ascertain the effectiveness of the campaign. Same individual respondents are preferred for pre and post campaign surveys. Survey results and report have to be submitted within one month of the completion of the survey.

H. Sampling Plan

- i. A sample size of 15,000 each for the pre and post surveys, and 45,000 for the overall study (Other than Pre and post respondents) is expected to be covered by the successful bidder. So, total respondents of 75,000 has to be covered under this Project and the commercial bids have to consider the overall number of respondents of 75,000. The percentage of samples collected from rural area and urban area for data collection should be 40% and 60% respectively.
- ii. For the overall study, successful bidder needs to cover 75 districts across at least 15 States covering the length and breadth of the country, based on a) the banking penetration and b) population of these districts, based on latest census data available.

Sample size for pre and post Campaign survey

Sn o.	Sampling Unit	Size	Remarks
1.	Zones	5 zones	North, South, East, West, North East
2.	States	15	3 from each zone
3.	Districts	60	4 from each state
4.	Primary sampling unit	250	Representative sample from each district
5.	Respondents	15,000	15,000 for pre and same 15,000 respondents for post survey

Sample Size for overall study

S.no.	Sampling Unit	Sample Size	Remarks
1.	Zones	5	North, East, South, West, North East
2.	States	15	3 from each zone
3.	Districts	100	6-7 from each State
4.	Blocks	400	4 from each district
5.	Primary sampling unit	2250	5 - 6 from each block
6.	Respondents	45,000	20 from each primary sampling unit
7.	Focussed group discussions (FGDs)	100	One from each district (Mix of rural and urban)
8.	In-depth Interviews	30	2 from each State (Mix of rural and urban)

Note: As the work involves conduct of an overall outcome/impact assessment and a pre and post surveys, there is likely to be phase when both the overall study and pre-post surveys have to be conducted simultaneously.

iii. The sample size of 75,000 respondents, including pre, post, and overall surveys is indicative and not fixed. The surveys will be conducted on an ongoing basis at the discretion of the Bank, with varying numbers of respondents depending on the specific campaigns undertaken by the Bank. However, the cost per respondent is fixed at ₹500 and shall remain unchanged throughout the period of empanelment.

I. Timeline

The bidder is required to provide a Gantt chart in the following indicative format as part of the bid submission. Proposed timelines may be submitted round-wise for pre and post Campaign surveys and overall surveys.

S. N o.	Activity	Indicative Execution Timelines (In weeks)											
		W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
1	Questionnaire Design												

2	Instrument Design												
3	Feed Survey to Tablet												
4	Testing												
5	Team Recruitment												
6	Training												
7	Sampling												
8	Collection												
9	Research and Analysis												
10	Draft Report												
11	Final report												

J. Manpower requirement for impact evaluation survey

An indicative manpower requirement for conduct of impact evaluation study of RBI's Public Awareness Campaign is given below. The manpower requirement may vary depending on the geographical coverage of the evaluation study. The table provided below may be used by bidders to provide details about their resource persons intended to be deployed for the assessment.

S. No.	Name of Position	Number	Educational Qualifications (Minimum- Graduation)	Work Experience (number of years)
All India Level				
Field Team				

K. Implementation Schedule

The successful bidder is required to finish the entire work including post launch survey and final report submission within a maximum period of four months from the date of agreement. The bidder shall provide the details of the implementation schedule and the same has to be approved by RBI. Broadly, the bidder would be required to execute the following activities:

- Survey Designing (Includes development of sampling plan, translation of survey instruments in different languages, etc.)
- Survey Administration (Includes earmarking of team and imparting training) and detailed field work,
- Keeping in mind the intended target audience for the assessment, a face to face interview would be the most preferred alternative. The bidder who proposes a hybrid and layered approach will be preferred.
- Development of necessary software for capturing data
- Scrutiny of field work by the survey team
- Detailed scrutiny by the field supervisor
- Data entry
- Data sharing on a near real time basis over the three assessments. The successful bidder will need to provide at least two user login ids to RBI for accessing real time data.
- Validation of data and finalization of data sets
- Monthly update and work progress report
- Preparation and submission of factsheets and reports at the end of conduct of the surveys.
- Final report submission

L. Payment

The payment schedule would be drawn up on the basis of milestones identified for the work and mutually decided terms between RBI and the successful bidder.

M. Submission of Report

After careful analysis of the data obtained through survey, the final report must be submitted within 4 months from the commencement of the work. The report must be comprehensive and should be submitted in Hindi and English in both electronic and physical form. Two physical copies of the report each in English and Hindi shall be

submitted. RBI can, if need be, extend the timeline, due to unforeseen circumstances / Act of God.

3.5 Documents to be submitted along with the bid

The following documents inter-alia have to be submitted by bidders.

- Technical Bid form with irrevocable Bank Guarantee/NEFT towards EMD
- EMD can be deposited on the following NEFT details:
Beneficiary Name: Reserve Bank of India
A/C no: 41869229964
IFSC: RBIS0COD001 (5th, 9th and 10th character is zero)
- Certificate of Incorporation / Registration, as applicable.
- Copy of PAN and registration certificate regarding GST registration and other taxes/ duties applicable.
- Audited Annual report /Balance sheet of last three financial years and CA certificate
- Fulfillment of Eligibility Criteria (As per [Annex III](#))
- All supporting documents evidencing the fulfillment of eligibility criteria and Technical Evaluation Criteria.
- Technical Proposal - Compliance of Technical specifications
- No vigilance/blacklisting/court case declaration.
- Certified true copy of Board Resolution/Power of attorney/Authorization letter authorizing the signatory to sign all documents in respect of the bid including the Indicative Commercial Bid.
- Bank details.

The above details are mandatory, without which the bids are liable to be rejected.

3.6 Authentication of documents: The authorised signatory should sign every page of the proposal and should have the stamp of the organisation.

4. Period of Service:

The term of empanelment with the Reserve Bank of India shall be valid for a period of two (2) years, with annual review, and extendable by a period of one year. The Reserve Bank, however, reserves the right to take a final decision on this aspect. The

annual review and extension shall be subject to satisfactory performance and adherence to contractual obligations by the tenderer. During the entire period of empanelment, there will be no price escalation.

5. Bid Validity

Bids shall remain valid for a period of 180 days after the date of bid opening. RBI may extend the bid validity, if required. RBI holds the right to reject a bid valid for a period shorter than 180 days as non-responsive, without any correspondence.

6. Prices and Currency:

- a. The prices quoted should be in Indian Rupees.
- b. The bid price quoted is to be written in words as well as figures and in case of discrepancies between the price written in words and price written in figures, the price written in words shall be considered as correct. The validity of the bids would be six months from the date of bid opening. The bid validity may be extended beyond six months if needed on mutual agreement by RBI and the bidders.
- c. The price quoted should be exclusive of all taxes, with applicable tax component mentioned separately and should be valid for 3 (three) years, i.e till completion of the work.
- d. The price quoted by the bidder shall be firm and binding and cannot be altered or changed due to escalation whatsoever. It should be inclusive of any other charges of whatever nature, current or future.
- e. Document fees: The Request for Proposal (RFP) document fees is NIL.

7. Language of Bids

The bids prepared by the bidder and all correspondence and documents relating to the bids exchanged by the bidder and RBI, shall be in English language. In case of a difference of opinion on the part of the bidder in comprehending or interpreting any clause / provision of the Bid Document after submission of the bid, the interpretation by the RBI and its decision in that regard shall be final, conclusive and binding on the bidder. Once the bidder/s is /are shortlisted, the Agreement will be executed bilingually in Hindi and English. Successful bidder will have to submit the draft agreement in bilingual format.

8. Clarification of Bid Document

Any prospective bidder requiring clarification on the Bid Document may notify RBI in writing at the mailing address indicated earlier. RBI will respond in writing/ publish on its website regarding request for clarification on the Bid Document, received not later than the date prescribed in Bid Schedule. The response of RBI (including an explanation of the query but without identifying the source of enquiry) will be posted on the official website of RBI.

The bidder shall submit its proposal on MSTC portal and also submit hard copies of the supporting documents of the 'Technical Bid'- for Request for Proposal (RFP) for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India. In case of any discrepancy between the MSTC copy and hard copy, the copy submitted on MSTC would be taken as final and binding.

9. General Instructions

1. Bidders must strictly adhere to all the requirements of this RFP. No changes, substitutions or other alterations to the provisions stipulated in this RFP will be accepted unless approved in writing by RBI. However, whilst fully complying with the RFP requirements, bidders are encouraged to provide any suggestions and solutions that may achieve a more cost-effective value-for-money approach to fulfilment of requirements.

Submission of a proposal shall be deemed to constitute an acknowledgement by the bidder that all obligations stipulated by this RFP will be met and unless specified otherwise, the bidder has read, understood and agreed to all the instructions provided in this RFP.

2. Any proposal submitted will be regarded as an offer by the bidder and not as an acceptance of an offer/proposal by RBI. This RFP does not commit RBI to award a contract.

3. The bidder, selected for the work, will have to enter into a contract directly with RBI. The contract will contain various terms and conditions including services to be delivered, payment milestones and penalty for delay in delivery/ performance. All the survey documents, data, recordings and other related literature & information, provided by the bidder will also form a part of the agreement.

4. The bidder, selected for the work, will have to enter into a contract directly with RBI. The contract will contain various terms and conditions including services to be delivered, payment milestones and penalty for delay in delivery/ performance. All the survey documents, data, recordings and other related literature & information, provided by the bidder will also form a part of the agreement.

5. Bidders are required to complete, sign, and submit in the required number of copies in the formats given in the Submission Checklist as given in [Annex VIII](#).

6. **Errors:** Proposals shall be prepared in indelible ink. It shall contain no interlineations or overwriting, except as necessary to correct errors made by the bidder. Any such corrections must be authenticated by the persons or person who sign(s) the proposal.

10. Indemnification

The successful bidder shall, at its own cost and expenses, defend and indemnify RBI against all third-party claims including those of the infringement of Intellectual Property Rights, including patent, trademark, copyright, trade secret or industrial design rights, arising from use of the Products or any part thereof in India.

2. If RBI is required to pay compensation to a third party resulting from such infringement, the successful bidder shall be fully responsible therefore, including all expenses and court and legal fees. The bidder shall also be liable to indemnify RBI, at its own cost and expenses, against all losses/ damages, which RBI may suffer because of violation by the successful bidder of any or all national/ international trade laws, norms, standards, procedures, etc.

11. Earnest Money Deposit

Bidder will submit a Bank Guarantee from a scheduled commercial bank drawn in favour of Reserve Bank of India payable at Mumbai towards Earnest Money Deposit (EMD) for ₹7,50,000/- (Rupees Seven Lakh Fifty Thousand only) or a NEFT deposit to the account details mentioned at para 3.15, along with bid application (format given in [ANNEX IV](#)). The Bank Guarantee submitted as part of the EMD should be valid for a period of six months from the date of bid submission. The end date of the claim period would be one month from the date of expiry of its validity. The EMD of unsuccessful bidders shall be returned within 30 days from the declaration of the

results of the bidding process on the RBI website. No interest shall be paid on the EMD. The EMD of the successful bidder shall be returned after the successful bidder furnishes the Performance Bank Guarantee as required in this bid document. Offers made without the EMD are liable to be rejected. The amount of Earnest Money Deposit would be forfeited in the following scenarios:

1. In case the bidder withdraws the bid during the validity period of the bid for any reason whatsoever.
2. In case the successful bidder fails to accept and sign the contract within the timeline as specified in this document for any reason whatsoever; or
3. In case the successful bidder fails to provide the performance bank guarantee within 30 days from the date of placing the order by the RBI, for any reason whatsoever.

12. Performance Bank Guarantee

Performance Bank Guarantee (PBG) should be submitted by successful bidder as a guarantee for the performance of the services mentioned in the RFP and Agreement that the bidder has agreed to deliver. Performance Bank Guarantee (PBG) equal to 5% of total value of the project and should be executed by SCBs on stamp paper (format given in [Annex VII](#)) within 10 days from issuing the work order

- PBG should remain valid up to 6 months after completion of the full project.
- PBG is non-interest bearing.

13. Authorised Signatory for signing the contract

The successful bidder shall indicate the Authorized signatories who can discuss and correspond with the Bank, about the obligations under the contract. The Authorized signatory should give a declaration and through authenticated documentary evidence establish that he/she is empowered to sign the bid documents and bind the bidder. The successful bidder shall furnish proof of signature identification for above purposes as required by the Bank.

14. Pre-bid Meeting

For clarification of doubts of the prospective bidders on issues related to this Bid Document, RBI intends to hold a pre-bid meeting via video conferencing. The date

and time of the pre-bid meeting will be as per the bid schedule. The queries of the bidders should reach by e-mail in MS Excel format on or before the stipulated date, as mentioned in this bid document. It may be noted that no queries of any prospective bidder shall be received or entertained after the pre-bid meeting. The clarifications given in the pre-bid meeting will be made available on the official website of RBI. The queries on points / clauses in the bid document are to be mailed / submitted only in the format given in [Annex V](#).

15. Opening of bids

Bid offers received within the prescribed closing date and time will be opened in the presence of bidders' representatives (physically/ over Video Conference). In case of physical meeting, the bidder's representatives would be required to sign a register of attendance and they should be authorised by their respective companies to do so. A copy of the authorization letter should be brought for verification. Not more than two representatives may be present for each bidder.

16. Eligibility Criteria (Pre-Qualification Criteria):

- i. The eligibility Criteria is given at [Annex III](#).
- ii. All the eligible bidders shall be called for presentation on a specified date to make an exclusive presentation of 20 minutes
- iii. The Presentation should cover the parameters mentioned in the scoring criteria below and soft copy of the presentation should be submitted to the Bank within two days after the receipt of invitation for the presentation.

Technical Evaluation Criteria and Scoring

S.No	Criteria	Details	Marks
	Overall quality of the agency		
1.	Financial Turnover of the company for last three years a. 2 – 3 crores b. 4 – 5 crores c. < 5 – 10 crores	Copy of audited balance sheets and profit and loss and certificate from Chartered Accountant to be provided	a. 5 b. 7 c. 10
2	Number of Impact Assessment Surveys undertaken nation-wide during the last three years a. Upto 5 surveys	Work orders/work completion certificates	a. 5 b. 7 c. 10

	b. 5-10 surveys c. More than 10 surveys		
3	Committed time for completion of survey (for 50,000 households) a. beyond 5 months b. upto 5 months c. upto 3 months	Detailed implementation timeline/work plan - Gantt chart - Field team deployment plan	a. 5 b. 7 c. 10
4	Team Structure and qualification of members Requisite number as per the implementation plan a. CVs, Organogram, deployment plan as mentioned above b. deviation in the above	CVs, Organogram, deployment plan as mentioned above	a. 5 b. 2
5	Value of Individual Impact Assessment Projects (Single Billing > ₹50 lakh in Last 3 Years) a. 3 – 5 work orders b. 6-10 work orders c. 11 and above work orders	Work orders and work competition Certificates	a. 5 b. 7 c. 10
6.	Largest Survey Sample Size Handled in Past Projects a. 20,001–30,000 b. 30,001–50,000 c. 50,001 and above	Project documentation	a. 2 b. 3 c. 5
7.	BFSI sector/Govt/PSU/, State/Central Governments, UN/bilateral/multilateral agencies - clients have worked for in last three years a. upto 5 clients b. 6-10 clients c. more than 10 clients	Work orders/ work competition Certificates from clients	a. 5 b. 7 c. 10
8.	Language Coverage in Past Projects a. Upto 8 languages b. 9-13 languages c. All 14 languages	Earlier project details along with work completion certificates	a. 2 b. 3 c. 5
9.	Geographical coverage (overall, pre, post surveys) a. Less than 11 states b. 11 to 18 states c. 19 to 29 states	Earlier project details along with work completion certificates	a. 2 b. 3 c. 5

10.	Presentation i. Understanding of the objective of the Impact Assessment ii. Methodology of Execution iii. Deployment of Manpower iv. Data availability and reporting v. Quality Control Checks vi. Presentation of data	30
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Note: Minimum score for a bidder to qualify the technical evaluation should be 70%. The bidder should submit relevant documentation supporting the eligibility/qualification criteria. In case of non-compliance with any of the eligibility criteria mentioned above, the bidder shall be liable to be disqualified without any notice and the bids of the bidder may not be processed further. Any additional / irrelevant document enclosed with the bid, may lead to disqualification.

The minimum score for qualifying in the technical evaluation will be 70%, wherein presentation part is mandatory for all the bidders.

The price bid of only those bidders who score at least 70% and above will be opened.

17. Commercial Evaluation

RBI will open and scrutinize the commercial offers of the technically qualified bidders only. Commercial bids should not have any alteration or overwriting. RBI may reject or load the financial implication of any alteration, if found into the commercial bid submitted by the respective bidder. The bidder needs to quote an all-inclusive cost for conducting the impact assessment for the sample size given in the RFP, exclusive of taxes. The calculation arrived by the RBI will be final and will be binding on the bidders. If any cost items in the commercial bid is found to be blank and not filled with any amount, then it shall be considered as zero and the same will have to be offered to the RBI free of any charges. The commercial bid of only those bidders who score 70% or above in technical evaluation will be opened. The bidder who quotes the lowest from among the bidders who qualified in the technical evaluation, will be the successful bidder and will be awarded the work (L1 bidder).

18. Terms and Conditions

1. The successful bidder has to start the work within a maximum of 30 days from the date of agreement, unless otherwise explicitly permitted by RBI in writing.
2. Successful bidder to carry out the fieldwork, field supervision, quality checks, data scrutiny, coding, data entry, data validation and tabulation of the survey results as required by the RBI.
3. The minimum required qualification (may be verified with the original document) of enumerator & field supervisor/ coordinator for undertaking field investigation/ data collection work is graduation preferably with Economics/ Statistics/ Mathematics as a subject.
4. The minimum work experience for the enumerators is 2 years and minimum work experience for the supervisors is 5 years.
5. The field-work shall be conducted by the successful bidder as per the guidelines provided by Department of Communication, Central Office, RBI, ensuring accuracy and aptness of the responses.
6. To ensure cooperation with female respondents, the survey team should include female staff.
7. At least 25% of the interviews have to be video recorded for a 3-minute duration on a random basis, preferably when the technical questions are being asked and report of the video recording system along with soft version of video recording have to be submitted to RBI.

8. While it is understood that sharing contact details of respondents may not be feasible due to research ethics and code of conduct, successful agency shall share demographic details such as age, gender and other details such as occupation, education, etc. to aid in the profiling of respondents. Contact details of certain percentage of respondents will however still be required for verifying the integrity of the assessment exercise.
9. Hardware and relevant software required to be used for survey work has to be arranged/ procured by the successful bidder and RBI will not bear any responsibility in this regard and no separate payment will be made by RBI for the same.
10. The data scrutiny for its correctness/ consistency and data coding/entry as well as compilation are also required to be done by the successful bidder.
11. The successful bidder has to perform thorough / exhaustive quality checks to ensure data quality before submitting to RBI. Successful bidder has to ensure that there is no compromise on the data quality and any lapses will be viewed seriously.
12. After scrutinizing the data, the successful bidder shall submit the entire stratified data to RBI, so that RBI official can verify the data over the phone as well as through physical site-visit.
13. RBI reserves the right to cross-check the quality and accuracy of data through physical verification as well as through telephonic verification. The successful bidder shall ensure that the concerned investigator accompanies officials of RBI for identification of the respondent/ location, at the time of physical verification. In case of any discrepancies found in the data, the partial/whole lot pertaining to concerned investigator may be rejected. Further, if incidences of such discrepancies occur repeatedly, then RBI reserves the right to impose penalty or terminate the contract or both.
14. Time shall be considered as the essence of the contract to be entered into between RBI and the bidder and under no circumstances, extension of time limit shall be allowed. The time frame indicated by RBI requires completion of the complete job within the specified time period and the bidder has to strictly adhere to the same.
15. The successful bidder shall be liable to pay liquidated damages at the rate of ₹10,000/- (Rupees ten thousand only) per day for each day of delay in submission of the final report after analysis / after 4 months from the day of commencement of work. However, any delay for more than 5 days will not be permitted in any circumstances.

In the event of delay of submission of report beyond 5 days by the bidder, the RBI reserves the right to invoke the Performance Bank Guarantee.

16. Successful bidder has to submit individual survey response data in electronic format on near real time basis by means of adopting automation technique.
17. The data collected shall be the property of RBI and the successful bidder will under no circumstances reveal the details such as information collected, methodology etc., or the findings of the survey to third parties, including press/media. The successful bidder shall treat all documents, information, data, and communication of and with the Bank as privileged and confidential and shall be bound by the terms and conditions of the Non-Disclosure Agreement to be signed as part of the agreement.
18. RBI will examine the overall quality of the work done by the bidder to determine whether the same meets the expectations of RBI. RBI shall also have the right to inspect the conduct of the assessment in various ways including visits to some of the interviews or FGDs. The successful bidder will have to submit the plan with places of FGD, interviews, etc. before hand to RBI.–In case the successful bidder fails to meet the expectations of RBI, RBI will be at liberty to terminate the contract with the successful bidder and award the project to another bidder.
19. The successful bidder is required to submit performance bank guarantee (PBG) for an amount of 5% of the total quoted value of the project cost. The successful bidder is required to submit PBG using the enclosed pro-forma in [Annex VII](#) along with the contract and the PBG should remain valid up to 6 months after completion of the full project.
20. If the successful bidder fails to undertake the work or fails to complete the work within the stipulated time frame to the satisfaction of RBI, the contract will be terminated and the bidder will be blacklisted from undertaking any projects of RBI in future as well as their performance bank guarantee will be invoked.
21. At any stage, the awarding of a project or termination of the contract will be at the discretion of RBI and subject to its satisfaction with regards to the criteria laid down by RBI. The decision of RBI in matter of award or termination of the contract will be final. No dispute shall be raised with regard to the award or termination of the contract and the RBI shall not be liable for any costs or damages or consequences for termination, if any.

22. Adherence to Standards: The successful bidder shall adhere to all applicable laws of land and 'rules, regulations and guidelines' prescribed by various regulatory, statutory and government authorities, e.g., Minimum Wages Act and other labour laws. Successful bidder shall indemnify the Bank in case of any claim or demand, action or proceeding, directly or indirectly resulting from or arising out of any breach or alleged breach of this warranty.
23. Jurisdiction of Courts in case of dispute: All legal suits, actions, proceedings, disputes and differences of any kind arising in this connection shall be subject to jurisdiction of courts at Mumbai only to the exclusion of all other courts.
24. Applicability of Income Tax: In pursuance of the provisions of Section 194C of Income Tax Act, it is obligatory upon RBI to deduct tax at the applicable rate on the amount payable under contract to any person providing service to RBI. If the applicable tax is not payable by the successful bidder, they may produce the required certificate of exemption from the Income Tax Office (ITO) of the circle. RBI shall also deduct any other taxes from the bill as may be applicable at the time of making the payment.
25. RBI will not bear any tax and will not be responsible for payment of any tax, which the successful bidder is liable to pay under any law for the work undertaken under the contract.
26. It shall be the sole responsibility of the successful bidder to arrange, at its own cost and responsibilities, the tools and equipment (hardware and software), if any, which may be required for the demonstration of the benchmarks, performance, technical specifications, etc., if any, for the survey.
27. The bidder would undertake to continuously and unfailingly advise RBI of new technologies (hardware & system software) in regard to the survey.
28. Termination of the Contract to be entered into between RBI and the bidder, either wholly or partly in respect of any survey, will not absolve bidder of any other surviving contractual obligations under the Contract.
29. The successful bidder shall certify that the hardware & system software used for the survey do not violate or infringe upon any patent, copy right, trade secret of other entity. Successful bidder shall indemnify RBI from any claim or demand, action or proceeding, directly or indirectly resulting from or arising out of any breach or alleged breach of this warranty.

30. The successful bidder or RBI shall not be responsible for delays or non-performance of any or all contractual obligations, caused by war, revolution, insurrection, civil commotion, riots, mobilizations, strikes, blockade, acts of god, plague or other epidemics, fire, flood, acts of government or public enemy or any other event beyond the control of either party, which directly, materially and adversely affect the performance of any or all such contractual obligations. If a force majeure situation arises, the bidder shall promptly notify RBI in writing of such conditions and any change thereof. Unless otherwise directed by the Bank in writing, the bidder shall continue to perform his obligations under the contract as far as possible and shall seek all means for performance of all other obligations, not prevented by the force majeure event.
31. Notwithstanding anything contained in the terms and conditions of the agreement, the successful bidder shall not be liable for damages on termination of agreement for survey for default or non-performance or non-completion or delays and shall be relieved of the performance and the completion of its obligations and liabilities for delays, if such default, non-performance, non-completion or delay in respect of the survey is caused by Force Majeure.
32. Continuation of the performance of terms and conditions of the agreement shall be reviewed by the Parties to the agreement, if the force majeure continues beyond ten days.
33. If any of the terms and conditions of the agreement is held invalid, illegal or unenforceable, that will not affect the validity, legality or enforceability of the other terms and conditions of the agreement.
34. Completion or termination of the Agreement will not absolve either party, either partly or fully, of its surviving contractual obligations under the Agreement, relating to confidential information, title and ownership. All information acquired and related to the survey and survey findings shall be kept strictly confidential. Confidentiality of survey findings shall remain perpetual. Information may be shared only with the prior written consent and approval of the RBI
35. If any clause in the agreement is found to be illegal or unenforceable under law, then that clause shall be deemed to have been severed from the agreement and the parties shall, to the maximum extent possible, try to arrive at the closest commercial meaning thereof.

36. Acceptance or Rejection of Bid: The Bank reserves the right not to accept any bid, or to accept or reject a particular bid at its sole discretion without assigning any reason whatsoever.
37. The successful bidder shall take care of any liability/insurance cover to its field investigators/ supervisors, etc. engaged for this survey. RBI will not be responsible for any claim from any of investigators/their legal heir, etc. in case of any loss/damage to their life or property while working for this survey.
38. The successful bidder shall also agree to extend the follow-up survey work at pro-rata basis, if required by RBI.
39. All the documents/communications/deliverables with regard to this project is strictly confidential and property of RBI. These cannot be shared by the survey bidder with any third party including the NGOs.
40. Prevention of Sexual Harassment of Women at Work place: The bidder shall comply with the provisions of “the Sexual Harassment of women at workplace (Prevention, Prohibition and Redressal) Act, 2013”. In the case of any complaint of sexual harassment against its employee within the premises of the Bank, the complaint will be filed before the Internal Complaints Committee constituted by the bidder and the bidder shall ensure appropriate action under the said Act in respect to the complaint. Any complaint of sexual harassment from any aggrieved employee of the bidder against any employee of the Bank shall be taken cognizance of by the Regional Complaints Committee constituted by the Bank. The bidder shall be responsible for any monetary compensation that may need to be paid in case the incident involves the employees of the bidder, for instance any monetary relief to Bank’s employee, if sexual violence by the employee of the bidder is proved. The successful bidder shall be responsible for educating its employees about prevention of sexual harassment at work place and related issues.
41. The successful bidder shall be solely responsible for any violation of provision of the labour laws or any other statutory provisions and shall further keep the RBI indemnified from all acts of omission, fault, breaches and/or any claim, demand, loss, injury and expenses arising out from the non-compliance of the aforesaid statutory provisions. bidder’s failure to fulfil any of the obligations hereunder and/or under the said Acts, rules/regulations and/or any bye-laws or rules framed under or any of these, the Reserve Bank of India shall be entitled to recover any of the such losses or expenses, which it may have to suffer or incur on account of such claims,

demand, loss or injury, from the successful bidder's payment and Security Deposit, if any.

42. The successful bidder shall abide by the provisions of the Child Labour (Prohibition and Regulation) Act 1986, shall not deploy any person in violation of the provisions of the said act.
43. The successful bidder shall comply with the provisions of the Factories Act 1948, Contract Labour (Regulation and Abolition) Act 1970, Child Labour (Prohibition and Regulation) Act 1986, Employees State Insurance Act 1948, Workmen's Compensation Act 1923, Employees Provident Fund and Miscellaneous Provisions Act 1952, Employees Liability Act, 1938, Employment of Children Act 1938, Minimum Wages Act 1948, Payment of Wages Act 1936, Payment of Bonus Act 1965, Payment of Gratuity Act 1972, Maternity Benefit Act 1961 and the Rules where under or any other Laws and Rules as may be applicable to the contract workmen from time to time. The successful bidder shall produce registers and records and comply with other directions issued by the Bank for compliance of the statutory provisions.

19. Signing of Contract

- a. After RBI notifies the successful bidder that its bid has been accepted; the successful bidder should sign the Agreement and complete the execution of all other documents.
- b. The signing of Agreement should be accompanied by the submission of Performance Bank Guarantee, Non-Disclosure Agreement, and other applicable documents.
- c. The Contract form and all other documents would be signed at Mumbai only within 30 days of receipt of notification of award of work.
- d. Payment of stamp duty would be as per applicable laws in the State of Maharashtra.
- e. The successful bidder shall bear all costs and expenses for the execution, stamp duty and submission of the contract and agreements in English and Hindi (bilingual). RBI/Bank shall not be responsible or liable for reimbursing / compensating these costs and expenses.

-END -

Annex I – Proposal for RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

(To be duly signed, sealed, and submitted)

Date:

To
The Chief General Manager
Reserve Bank of India
Department of Communication
9th floor, Central Office Building
Shahid Bhagat Singh Marg
Fort, Mumbai – 400 001

Dear Sir,

Re: _____ dated _____ or Request for proposal Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

I/We.....enclose herewith our proposal for selection of my /our entity for RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of RBI. We also certify that the information/data/furnished in our bid are factually correct and true to the best of our knowledge and abilities and request the Reserve Bank to accept information mentioned herein. The Reserve Bank may, however, verify the facts given by us, with any authority, if required. If it is found at any point of time that the information furnished by us is inaccurate, the Reserve Bank will have the right to disqualify /blacklist us or may initiate any action as it deems fit.

While submitting this bid, we certify that:

- We have not induced nor attempted to induce any other bidder to submit or not submit a bid for restricting competition.
- We agree that the quotes, terms and conditions furnished in this RFP are for the Reserve Bank of India. If our offer is accepted, we undertake, to start the assignment under the scope immediately after receipt of your order.
- We also note that the Reserve Bank reserves the right to cancel the order and order cancellation clause as per terms and condition would be applicable.

- We understand that for delays not attributable to us or on account of uncontrollable circumstances, penalties will not be levied and that the decision of the Reserve Bank will be final and binding on us.
- We also accept that in the event of any information / data / particulars are found to be incorrect, we stand to be blacklisted.

We undertake to comply with the terms and conditions of the bid document. We understand that the Reserve Bank may reject any or all of the offers without assigning any reason whatsoever.

Yours sincerely,

Authorised Signature [In full and initials]:

Name and Title of Signatory:

Name of Company/Firm:

Address

Annex II – Bidder's Profile

Details of the bidder					
1.	Name of the Entity				
2.	Address of the head office of the entity				
3.	Status of entity (Public Ltd./Pvt. Ltd./ Partnership firm / LLP / Others				
4.	Details of Incorporation	Date:			
		Ref No.			
5.	Valid GST registration no.				
6.	Permanent Account Number (PAN)				
7.	Primary business of the bidding entity				
8.	Years of experience in survey/evaluation business				
9.	Total number of skilled employees proposed to be engaged for this assignment and their indicative qualification				
10.	Financials of the entity for the last three years	Particulars	2022-23	2023 - 24	2024-25
		Turnover			
		Net Profit			
		Net worth			
11.	Name and Designation of the contact person to whom all references shall be made regarding the RFP				
12.	Telephone No. (with STD Code) & Mobile No.				
13.	E-mail of the contact person				
14.	Fax No. (with STD Code)				
15.	Website				
	Year	2022-23	2023-24	2024-25	
16.	Gross billing from survey/evaluation business				
17.	PAT				

Annex III – Eligibility Criteria

S.No	Qualifying Requirement	Documents to be enclosed	Relevant Documents attached (Y/N)
1	Bidder must be a registered NGO/Registered Society or Trust/LLP/Company registered with registrar of Companies in India having interest in the business of conducting surveys for clients and have successfully completed 5 years	Certificate of Incorporation / Registration under the relevant Act	
2	Bidder should have statutory registrations (s) with Tax and other compliance authority	A Copy of PAN/TAN/VAT/Service Tax/ GST Registration No. (whichever applicable) in the name of bidder	
3	The agency must have a minimum turnover of ₹2 crore from impact evaluation/survey-related activities in each of the last three financial years (FY 2021–22, 2022–23, and 2023–24) and must have had positive net worth in the last year	Specify for each year and this must be supported by Audited financial statements and a certificate from a Chartered Accountant	
4	The agency must have completed at least three survey/impact evaluation projects per year in the last three years	Work Orders/Completion Certificates showing project value and year for all three years	
5	The agency should have executed at least one large-scale projects (Multi state) across urban and rural areas in the last three years with entities such as financial regulators, PSBs, State/Central Governments, UN/bilateral/multilateral	Project list with scope, client details, and supporting documents/testimonials	

	agencies, CPSEs.with sample size of 50,000		
6	The agency must have a technically competent in-house team experienced in survey methodology, field operations, digital tools, analytics, and reporting, and must demonstrate the ability to deploy field teams across India, including rural/remote areas.	CVs of key team members, staffing chart, state-wise presence/deployment capability, list of digital tools used	
7	The agency (including its networked agencies) shall be in full compliance of the provisions of Contract Labour (Regulation & Abolition) Act 1970, relevant minimum Wages Acts and other labour laws wherever applicable, while engaging workers/ staff for the survey works. The agency shall give written assurance to the Bank every year in this regard, keeping the RBI always indemnified.	Self-declaration on agency letterhead signed by MD/CEO	
8	The agency must not have been blacklisted by any Government/PSU/Banks/ Financial institutions in India	Self-declaration on agency letterhead signed by MD/CEO	

Annex IV – Earnest Money Deposit

To,
The Chief General Manager
Reserve Bank of India
Department of Communication
9th floor, Central Office Building
Shahid Bhagat Singh Marg
Fort, Mumbai – 400 001

Subject: Providing an Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

WHEREAS the Reserve Bank of India (RBI), having its Central Office at Shahid Bhagat Singh Marg, Mumbai has invited RFPs for carrying out an outcome/impact assessment for Public Awareness Campaigns of Reserve Bank of India.

1. It is one of the terms of invitation of RFPs that the bidder shall furnish a Bank Guarantee for a sum of ₹7,50,000/- (Rupees Seven lakh Fifty Thousand only) as Earnest Money Deposit.
2. M/s. _____, (hereinafter called as bidder), who are our constituents intend to submit their RFP for the said work and have requested us to furnish guarantee to the RBI in respect of the said sum of ₹7,50,000/- (Rupees Seven lakh Fifty Thousand only).

NOW THIS GUARANTEE WITNESSETH

1. We, _____ (Bank) do hereby agree with and undertake to the Reserve Bank of India, their Successors, Assigns that in the event of the Reserve Bank of India coming to the conclusion that the bidder have not performed their obligations under the said conditions of the RFP or have committed a breach thereof, which conclusion shall be binding on us as well as the said bidder, we shall on demand by the Reserve Bank of India, pay without demur to the Reserve Bank of India, a sum of rupees mentioned as EMD, i.e., ₹7,50,000/- (Rupees Seven lakh Fifty Thousand only) or any lower amount that may be demanded by the Reserve Bank of India. Our guarantee shall be treated as equivalent to the Earnest Money Deposit for the due performance of the obligations of the bidder under the said conditions, provided, however, that our liability against such sum shall not exceed the sum of EMD ₹7,50,000/- (Rupees Seven lakh Fifty Thousand only)
2. We also agree to undertake and confirm that the sum not exceeding the EMD amount, i.e., ₹7,50,000/- (Rupees Seven lakh Fifty Thousand only) as aforesaid shall be paid by us without any demur or protest, merely on receipt of a demand from the Reserve Bank of India by a notice in writing stating the amount is due to them and we shall not ask for any further proof or evidence and the notice in writing from the Reserve Bank of India shall be conclusive and binding on us and the demand by the Reserve Bank of India by notice in writing shall

Not be questioned by us in any respect or manner whatsoever. We undertake to pay the amount claimed by the Reserve Bank of India within a period of one week from the date of receipt of the notice as aforesaid.

3. We confirm that our obligation to the Reserve Bank of India under this guarantee shall be independent of the agreement or agreements or other understandings between the Reserve Bank of India and the bidder.
4. This guarantee shall not be revoked by us without prior consent in writing of the
5. Reserve Bank of India.
6. We hereby further agree that –
 - a) Any forbearance or commission on the part of the Reserve Bank of India in enforcing the conditions of the said agreement or in compliance with any of the terms and conditions stipulated in the said RFP and/or hereunder or granting of any time or showing of any indulgence by the Reserve Bank of India to the bidder or any other matters in connection therewith shall not discharge us in any way our obligation under this guarantee. Our liability under these presents shall not exceed the sum of., ₹7,50,000/- (Rupees Seven lakh Fifty Thousand only)
 - b) Our liability under this agreement shall not be affected by any infirmity or irregularity on the part of our said constituents in RFP for the said work or their obligations there under or by dissolution or change in the constitution of our said constituents.
 - c) This guarantee shall remain in force up to a minimum period of six months from the date of submission of bid provided that if so desired by the Reserve Bank of India, this guarantee shall be renewed for a further period as may be indicated by them on the same terms and conditions as contained herein.
 - d) Our liability under this presents will terminate unless these presents are renewed as provided herein above on the day when our said constituents comply with their obligations, as to which certificate in writing by the Reserve Bank of India alone is the conclusive proof whichever date is later. Unless a demand by a notice in writing is made by the Reserve Bank of India within six months from that date or any extended period, all the rights of the Reserve Bank of India against us under this guarantee shall be forfeited and shall be released and discharged from all our obligations and liabilities hereunder.

Yours faithfully,

For and on behalf of

Bank

Authorised official

(NB: This guarantee will require stamp duty as applicable in the State where it is executed and shall be signed by the official whose signature and authority shall be verified).

Annex V – Format of Pre-bid Queries

(To be submitted in excel file format)

RFP for Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

Bidder Name:

Contact Person:

Contact no. and email id:

Alternate contact person:

Contact no. and email ID of alternate contact person:

Sr. No.	RFP Ref Page no.	RFP Clause no.	Clause Details	Clarification Sought

Signature:

Name of the Authorised Person:

Designation:

Company Seal:

Annex VI – Details of Survey Staff

To
The Chief General Manager
Reserve Bank of India
Department of Communication
9th floor, Central Office Building
Shahid Bhagat Singh Marg
Fort, Mumbai – 400 001

Sub: Outcome / Impact Assessment of the Public Awareness Campaigns of Reserve Bank of India

S.No.	Name of the surveyor	Age	Educational Qualification	Field Experience

Signature:

Name of the Authorised Person:

Designation:

Company Seal:

Annex VII – Pro-forma of Performance Bank Guarantee

(For successful financial bidder)
(Submitted along with the formal agreement)

To

The Chief General Manager
Reserve Bank of India
Department of Communication
9th floor, Central Office Building
Shahid Bhagat Singh Marg
Fort, Mumbai – 400 001

Dear Sir,

WHEREAS _____ (Name of the successful bidder) hereinafter called “Successful bidder” has undertaken, Contract No. _____ dated _____, 2025 to _____ (Description of Surveys) hereinafter called “the Contract” in pursuance of Request for Proposal Document dated _____

AND WHEREAS it is one of the terms and conditions of the RFP document that the successful bidder has to submit a performance bank guarantee by a scheduled bank for entering into a contract.

AND WHEREAS it has been stipulated by you in the said contract that the successful bidder shall furnish you with a bank guarantee by a schedule bank for the sum specified therein as security for the compliance with the successful bidder performance obligations in accordance with the contract.

AND WHEREAS we have agreed to give guarantee for the successful bidder.

THEREFORE WE here by affirm that we are guarantors and responsible to you up to a total sum of ` _____ only and we undertake to you, upon your first written demand declaring the successful bidder to be in default under the contract and without demur cavil or argument, any sum or sums within the amount as aforesaid, without your needing to prove or to show the grounds or reason for your demand or the sum specified therein.

2. A letter from your office that the successful bidder has committed default in the due and faithful performance of all or any of its obligations under and in accordance with the contract shall be conclusive, final and binding on us. We further agree that you shall be the sole judge as to whether the successful bidder is in default in due and faithful performance of its obligations under the contract and your decision that he is in default shall be final and binding on us notwithstanding any differences between you and successful bidder or any disputes between you and him pending before an Arbitrator or any other court or tribunal or authority.

3. In order to give effect to this guarantee you shall be entitled to act as if we are the principal debtor and any change in our constitution or that of successful bidder shall not, in any way, or manner affect our liability or obligation under this guarantee.

4. You shall have liberty, without affecting in any manner our liability under this guarantee, to vary at any time, the terms and conditions of the contract or to extend the time or period for the compliance or to postpone for any time the exercise of any of your rights or enforce or forebear from enforcing any of the terms and conditions of the contract and we shall not be released from our liability or obligation under this guarantee by any exercise of such liberty by you or other forbearance, indulgence, act or omission on your part.

5. We undertake not to revoke this guarantee during its currency.

6. Any notice by way of request, demand or otherwise hereunder may be sent by the post addressed to us at the above referred branch, which shall be deemed to have been duly authorised to receive such notice and to effect payment thereof forthwith, and if sent by post it shall be deemed to have been given at the time when it ought to have been delivered in due course of post and in proving such notice, when given by post, it shall be sufficient to prove that the envelope containing the notice was posted and a certificate signed by any of your officers that the envelope was so posted shall be conclusive.

7. This guarantee shall come into force with immediate effect and shall remain in force and effect up to 6 months after completion of the full project or until it is released by you pursuant to the provisions of the contract.

Signed and sealed this day of..... 2025 at

SIGNED, SEALED AND DELIVERED

For and on behalf of

By:

(Signature)

(Name)

(Designation)

(Address)

Annex VIII – Response to RFP – List of Documents

Documents, other than the commercial bids, must be submitted in the following order as part of the response to the RFP.

S. No.	Documents to be submitted	Submitted (Yes/No)
1	EMD	Yes / No
2	All Annexures duly filled, signed and stamped	Yes / No
3	Bidder's profile along with supporting documents	Yes / No
4	Eligibility fulfilment accompanied by all the supporting documents	Yes / No
5	Technical Evaluation Criteria with all supporting documents	Yes / No
6	Signed copy of the RFP	Yes / No
7	Authorization for signing of RFP Document (Certified true copy of Board Resolution/Power of attorney/Authorization letter.)	Yes / No
8	Bank details	Yes / No
9	Details of Survey Staff	Yes / No