Impact Assessment of Digital Literacy Campaign in Rural Areas

Tender ID: RFP/4144/2025

Ministry/Department: Ministry of Agriculture and Farmers Welfare

Date: 27/2/2024

1. PROJECT BACKGROUND

The Ministry of Agriculture and Farmers Welfare is implementing a comprehensive impact assessment of digital literacy campaign in rural areas to address critical development challenges in Rajasthan. This initiative aims to enhance the socio-economic conditions of farmers through evidence-based interventions and policy reforms. The program covers multiple districts across Rajasthan and focuses on sustainable development outcomes that align with national development goals.

The geographic scope of this evaluation encompasses 14 districts in Rajasthan, covering approximately 253 villages and 25 urban areas. The target population includes 132507 beneficiaries, with special focus on farmers who constitute the primary stakeholders of this development intervention.

The primary objectives of this evaluation study include assessing the effectiveness of current implementation strategies, measuring impact on beneficiary outcomes, identifying implementation gaps and challenges, and providing actionable recommendations for program improvement. The study will employ mixed-method approaches combining quantitative surveys with qualitative assessments to ensure comprehensive evaluation coverage.

2. SCOPE OF WORK

The selected consultant shall undertake the following activities:

• Design and validate comprehensive data collection instruments including structured questionnaires, interview guides, and focus group discussion protocols

• Conduct extensive field surveys covering 168 villages and 40 urban locations with appropriate sampling methodology

• Implement rigorous data cleaning, validation, and analysis procedures using advanced statistical software and visualization tools

• Facilitate focus group discussions with community leaders, beneficiaries, and implementing agencies to gather qualitative insights

• Develop comprehensive policy briefs and actionable recommendations based on evaluation findings

• Create interactive dashboards and data visualization tools for real-time monitoring and reporting

• Conduct stakeholder workshops and dissemination events to share evaluation findings with relevant government departments

• Provide capacity building support to government officials on evaluation methodologies and data interpretation

3. DELIVERABLES & TIMELINE

Project Duration: 3 months

Milestone Chart:

• Inception Report & Methodology - Month 1

• Data Collection & Field Survey - Month 2-3

• Data Analysis & Draft Report - Month 4

• Final Report & Dissemination - Month 3

Expected Outputs:

• Comprehensive evaluation report (150+ pages) with executive summary

• PowerPoint presentations for stakeholder meetings and dissemination

• Interactive dashboards and data visualization tools

• Clean datasets and statistical analysis files

• Policy briefs and recommendation documents

• Training materials and capacity building resources

4. TEAM COMPOSITION

The consulting firm must deploy a minimum team of 9 qualified professionals with relevant experience in development evaluation and research. All team members must submit detailed CVs demonstrating prior experience in similar assignments.

Mandatory Team Positions:

• Team Leader/Principal Investigator: PhD in relevant field with 10+ years experience

• Field Manager: Masters degree with 5+ years field experience and local language proficiency

• Data Analyst/Statistician: Masters in Statistics/Economics with expertise in SPSS, R, Stata

• Research Associates (2-3): Masters degree in social sciences with field research experience

• Field Investigators (4-6): Bachelors degree with data collection experience

5. ELIGIBILITY CRITERIA

Technical Qualifications:

- Minimum 3 completed projects of similar nature in the last 5 years

- Experience working with government agencies and development programs

- Demonstrated expertise in mixed-method evaluation approaches

- Strong track record in data collection and analysis

- Publication record in development evaluation or related fields

Financial Requirements:

- Average annual turnover of minimum $25 lakhs in last 3 years

- Positive net worth in the last financial year

- Valid tax registration and compliance certificates

- Bank solvency certificate for project value

Proposal Submission: Technical and Financial proposals must be submitted separately. Evaluation will be conducted using Quality and Cost-Based Selection (QCBS) method with 70:30 weightage for technical and financial scores respectively.

6. LEGAL CLAUSES AND CONDITIONS

Confidentiality and Data Protection: The consultant shall maintain strict confidentiality regarding all project data, beneficiary information, and government documents. Non-disclosure agreements must be signed by all team members.

Intellectual Property Rights: All research outputs, datasets, reports, and analytical tools developed during the project shall be the exclusive property of the contracting ministry.

Termination Clauses: The contract may be terminated by either party with 30 days written notice. In case of unsatisfactory performance, the ministry reserves the right to terminate the contract immediately.

Dispute Resolution: Any disputes arising from this contract shall be resolved through arbitration as per the Arbitration and Conciliation Act. The arbitration shall be conducted in the respective state.

Force Majeure: Neither party shall be liable for any failure to perform their obligations due to circumstances beyond their reasonable control, including natural disasters or government actions.

Blacklisting Policy: Consultants found guilty of corrupt practices, fraudulent documentation, or significant performance failures may be blacklisted from future tenders.

This document contains 19 pages and is subject to terms and conditions as specified in the detailed RFP document.