

Request for Proposal

For

Impact Evaluation

Of

**Creation of water Economic Zone through Integrated Watershed Development- WEZ-
Alsiqarh and Kurabad, Udaipur Rajasthan.**

DS GROUP



Dharampal Satyapal Group

C 6-10, DS Group Headquarters, DS Road, Sector 67, Noida 201309

Gautam Budh Nagar, Uttar Pradesh

About the Dharampal Satyapal Group

The DS Group (Dharampal Satyapal Group) is a Multi-Business Corporation and one of the leading FMCG (Fast Moving Consumer Goods) conglomerates with a strong Indian and International presence. Founded in the year 1929, it is an inspiring and successful business story that blends a remarkable history and legacy with visionary growth. Guided by a clear set of values and built on a strong foundation of collective good, Corporate Social Responsibility is an integral part of the Group's business objectives. The Group works on projects across the country to achieve this objective with a focus on critical areas such as Water, Livelihood, and Education. These initiatives have a transformational impact on communities. Active participation from stakeholders is sought while creating awareness and during the implementation to ensure the long-term sustainability of the projects. Future-focused, the Group has been steadily expanding its 'green' initiatives, including Energy and Water Conservation, to reflect its response to what the world needs and its own role as a committed corporate citizen

CSR Initiatives of DS group

The group endeavours for the sustainable well-being of the stakeholder communities by addressing economic, environmental, and social issues and challenges. The Group works on projects across the country to achieve the aforesaid objective with a focus on critical areas such as Water Conservation, Livelihood Enhancement, and Education that helps the communities and has a long-term impact. Corporate Social Responsibility projects of the Group are designed on the principles that ***"indigenous knowledge and skills of the local community are important towards sustainable development"***. From creating awareness to implementation and ensuring sustainability, the projects encourage proactive participation from stakeholders, local bodies, and recognized NGOs.

To know more about the CSR initiatives, <https://www.dsgroup.com/corporate-social-responsibility/overview>

Brief background of the project for which Impact evaluation is desired

Started in 2018, the ***'Creation of Water Economic Zone (WEZ)'***, through an integrated watershed development project is one of its kind. The stated project focuses on enhancing natural resources, particularly water and soil whereby ensuring groundwater recharge, and improving the irrigation potential of identified geography, which in turn is expected to enhance the livelihoods of the people. Through this project, the company has envisioned treating 11000 hectares of land across the Alsigarh and Kurabad watersheds in the Udaipur district of Rajasthan in the project tenure of 5 years. As stated the project started in March 2018 and is expected to be complete by March 2024. Water and Soil conservation structures such as Anicuts or Check Dams, Mini Percolation Tanks or Earthen Dams, and other structures like Continuous Contour Trenches, Gabion, Gully Plugs, Recharge Pits, etc have been constructed in the ridge-to-valley approach. Also, the project is subsequently

promoting the efficient use of water through improved irrigation practices such as Drip Irrigation and Rain guns along with harvesting climate-friendly crops. Under this project, the company is targeting to enhance the livelihoods of 23000 people across 26 villages falling under the mentioned watershed zone.

Aim/Goal of WEZ Project:-

Prosperous life and livelihood enhancement through water conservation and management

Scope of work:-

1. DS seeks to appoint an experienced agency interested to conduct an impact evaluation of the **“creation of water economic zone”** project in 2 blocks of Udaipur district in Rajasthan. The impact evaluation is expected for project deliverables of the financial year 2020-2021.

1.1. Projects outreach

The project is reaching out to more than 23000 people from 26 villages, mostly from a tribal background, and is expected to cover an area of around 11000 hectares across both locations in Udaipur in the period of 5 years. Listed below is the project outreach for the financial year for which the impact evaluation is desired.

Sr. No.	Watershed Region	Household covered
1.	Alsigarh	432
2.	Kurabad	684

1.2. Activities that are undertaken during the project cycle (2020-2021):-

To achieve the overall aim of the project, following activities were planned and undertaken between the years 2020-2021.

Sr. No.	Activities undertaken	Sub-activities	Unit	Number
1	Soil and Water conservation works	Continuous contour trench/scattered continuous trench	cum	36537.11
		Masonry Gabion	cum	14.70
		DCCT	cum	9056.15
		Loose stone Check Dam	cum	1203.3
		Excavation of stone bund/contour stone bunds	cum	104.39
		Stone bund/continuous stone bund.	cum	1827
		Excavation of foundation of gully plug/stone bund/contour stone bund.	cum	171.40
		Stonework in gully plug.	cum	1064.45
		Rooftop rainwater harvesting structure.	No	3
		Parapet construction	No	4
		Beri construction.	No	8

2	Efficient water use management practices.	Drip irrigation	No	84
3	Livelihood enhancement Interventions	Trellis/mandap establishment and other components i.e seed, plant nutrients, operating tools	No	54
		Low cost compost units	No	100
		Distribution of horticulture plants	No	2500
		Floriculture seed distribution.	No	
		Pasture land development	Ha	19
		Capacity building of farmers on improved agriculture practices and vegetable Wadi.	No	364
		Marketing support (Difference cost in Income v/s expenditure)		100

2. Impact study desired by DSL is confined to the watershed project implemented by DSL in Kurabad and Alsigarh watershed zone for the financial year 2020-2021.
3. The study will cover 10% of HHS from the total project outreach in the financial year 2022.
4. Sample basis assessment of Soil and Water Conservation structures is expected to undertake.
5. Benchmark practices in the related area which could be incorporated into our ongoing project.
6. Impact on the nutrition of the target HHs.
7. **Analytical framework for Impact Evaluation:-** The study should follow the following analytical framework

Sr. No.	Analytical parameter	
1.	Natural resource Analysis	Covering land use, land cover, and social profile.
2.	Agriculture sector	Area production and productivity analysis, analysis of allied sectors like livestock, horticulture, etc.
3.	Institutional analysis	Project Implementation Agency (PIA), its efficiency and cost-effectiveness.
4.	Community Involvement analysis	How far the project is community-driven
5.	Equity Analysis	Distribution of investment return by class, caste, and gender.
6.	Overall analysis	A conclusive overall

Institutional Proposal Requirements:-

The Agencies submitting proposals (technical and cost) will need to ensure the following are included in their proposals:-

1. A separate technical proposal including detailed workflow, processes, and specifications proposing how the agency intends to address the scope of work and development plan and financial proposal needs to be submitted.
2. All similar works need to be mentioned in the technical section.
3. Details of proposed team members for this assignment should be shared in tabular form with names, brief bio, and the work they would do in this assignment.
4. The applying agency would need to share the details of the key contact person for this project who would be coordinating from the agency side with Email.
5. The agency will submit the total cost proposal which should be inclusive of all applicable taxes with specific details.

Criteria for evaluation:-

The agency should meet the following criteria:-

1. 3 years of demonstrated and proficient experience in conducting an impact evaluation of the watershed and livelihood projects.
2. Experienced in coordinating multiple stakeholders and implementing partners on impact evaluation.
3. Demonstrated record of ensuring quality in watershed project evaluation.
4. How well the proposal address all the components laid out under the scope of work and cost of the proposal.
5. Key team members with qualifications or equivalent experience relevant to ridge-to-valley watershed development and livelihood promotion.
6. Agency should be legally compliant with the taxation laws of the country.
7. Agency needs to submit the certificate of incorporation, PAN number, and GST details, with the proposal.
8. Experience in the project baseline study, evaluation, and assessment of development assistance activities, in particular, NGO program assessments and evaluations
9. Methodological/technical knowledge and experience to carry out baseline and evaluation study.

Weightage to technical and financial proposal:-

Sr. No.	Particulars	Weightage
1	Technical proposal	60%
2	Financial proposal	40%

Note: - The selected agency will be notified on or before **10 December 2022** and a separate contract with specific clauses, and deliverables including timelines would be issued for the work agreement after the selection of the agency. The payment schedule will also be decided during the contracting process.

How to apply:-

Email Id to submit a proposal: - pallavi.priya@dsgroup.com

Last date to submit the proposal: - 30 November 2022

Notification:-

- Respondents should provide details of their contact person, telephone, fax, email, and full address (es) to ensure that replies to RFP could be conveyed promptly.
- DSL will notify all short-listed respondents in writing or by email as soon as practicable about the outcome of their RFP. DSL is not obliged to provide any reasons for any such acceptance or rejection.
- DSL may, in its absolute discretion, engage in discussion or negotiation with any Respondent (or simultaneously with more than one Respondent) after the RFP closes to improve or clarify any response.
- DSL may, in its absolute discretion, seek additional information or material from any of the Respondents after the RFP closes and all such information and material provided must be taken to form part of that Respondent's response.
- Recipients are required to direct all communications related to this RFP, through the Nominated Point of Contact person via email.