



Dharampal Satyapal Limited

Request for Proposal – Impact Assessment of various CSR Projects

Request for proposal for engaging an agency/agencies for conducting Impact Assessment of various projects undertaken by Dharampal Satyapal Limited under its CSR Initiatives between the FY 2021-22 to 2023-2024.

RFP by	Dharampal Satyapal Limited
Programme Vertical	Water Conservation and Community Development
Implementation Duration	2021-22 to 2023-24
Last date of Submission of Proposal	5 th December 2025
Expected Date for Closure of Assessment	15 th March 2026

About 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 help the communities and have 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, visit <https://www.dsgroup.com/corporate-social-responsibility/overview>.

Program Details

A. Water Conservation Initiatives

DS Group aims to ensure the long-term availability of water through geography-specific conservation measures and promoting its judicious utilization to improve the livelihoods of marginalized farmers in water-stressed regions of India. In the reporting period, DS has taken the following interventions:

- a. The project Creation of Water Economic Zone through Integrated Watershed development was implemented in Alsigarh Watershed in Girwa Block of Udaipur district, Rajasthan. Agriculture is the main source of livelihood, which is dependent on rainfall. Further, the project area falls under the drought-prone category, which consequently affects the socio-economic condition of the farmers. The project is planned around water conservation and sustainable use, such that the agricultural practices can be supported. The programme also aims to improve natural resource management, particularly water and soil, to increase the productivity of the land. The project aims to support small and marginal farmers in building a robust local economy.
- b. The project Water Economic Zones was implemented in Kurabad, Rajasthan and Khandwa and Katni in Madhya Pradesh. The project is implemented in drought prone areas, wherein the main source of livelihood is farming with a dependence on rainfall. Further, the farmers lack sufficient irrigation facilities, especially during the Rabi and the subsequent summer season and are therefore forced to migrate for their ensuring their livelihood. The project aims to ensure water conservation and management so that water is available for irrigation. Further, the project focuses on improved agricultural practices, aiming to improve the socio-economy of the farmers.

B. Community Development Project

- a. The Community Development initiative of the DS Group aims at fostering holistic development across various domains, including education, sports, health, and environmental sustainability. The project is designed to create value and strengthen existing structures within communities to enhance overall well-being and sustainability of the community in Village-Barota, Karnal and Purquazi, Muzaffarnagar.

Details of accomplishments are given in Annexure A to C.

Scope of Work

The objective of the Impact Assessment is to evaluate the outcomes and measure the impact of these projects undertaken by DS Group (DSL) from 2021-22 to 2023-24. The study should follow the following analytical framework in principle (minor changes to be done as per the nature of the project).

1. Delivery of services in terms of quality and quantity
2. Satisfaction level of project stakeholders
3. Impact of the project in alignment with its objectives
4. Learning and Challenges (limitations/ areas of improvement)

Proposal Requirements

The agencies submitting proposals need to ensure the following;

- The agencies should submit separate technical and financial proposals. The technical proposal should include a detailed workflow, processes, specifications proposing how the agency intends to address the scope of work, and a timeline.
- The agency will submit the financial proposal detailing the total cost, including all applicable taxes, with specific details.
- The agency can propose all or any number of projects for evaluation.
- The details of the proposed team members for this assignment should be shared in tabular form, with names, brief bios, and the work they would do in this assignment.
- The applying agency would need to share the details of the key contact person for this project, who will coordinate from the agency side via Email.

Weightage of technical and financial proposal

S. No.	Parameter	Weightage
1.	Year of experience in providing service for impact assessment/evaluation	10 %
2.	No of subject matter specific evaluation project conducted	20%
3.	Qualification of human resource allocated by the agency	25%
4.	Methodology of evaluation proposed in the proposal	35%
5.	Proposed adherence of ethical research standard	10%

Criteria for Agencies

The agency should meet the following criteria:

- 3 or more years of demonstrated and proficient experience in conducting sector-specific impact assessment of Projects with valid registration/recognition from the state/central Government of India.
- Valid registration under the Companies Act/ Registered firm/ Proprietorship/ cooperative/Societies Registration Act/ State/ Central government Authority in India.
- Conducted impact assessment of at least 5 sector-specific projects each year in the three preceding years
- At least three subject Matter Specialists in the thematic area for which the assessment/ evaluation is expected are on the roll of the organization, and 1 of them would have sector-specific minimum 15 years of experience.
- Experience in both qualitative and quantitative data collection, synthesis, analysis and report writing.
- Not be under debarment/blacklist period for breach of contract /deficiency in services / fraud/ corrupt practices by any company/state, or central government department/ or their agencies on the date of submission of proposal against any RFP for impact assessment/ Evaluation.
- Legally compliant with the applicable laws.

How to apply:

Email ID to submit the proposal: csr@dsgroup.com

Subject Line – Impact Assessment of CSR Projects 2025

Notification

- Agencies should provide details of their contact person, telephone, email, and address to ensure that replies to RFP can be conveyed promptly.
- DS Group will notify all short-listed respondents in writing or by email as soon as practicable about the outcome of their RFP. However, DS Group is not obliged to provide any reasons for any such acceptance or rejection.
- Shortlisted agencies after the shortlisting and interview by the assessment committee shall proceed with financial bidding at Ariba (DS internal financial bidding process).
- Based on the performance in the technical round and financial bidding, the agency will be finalized by the assessment committee.
- DS Group may, in its absolute discretion, engage in discussion or negotiation with any agency (or simultaneously with more than one agency) after the RFP closes to improve or clarify any response.
- DS Group may, in its absolute discretion, seek additional information or material from any of the agencies after the RFP closes, and all such information and material provided must be taken to form part of the agencies' response.
- Agencies are required to direct all communications related to this RFP through the given email.

Annexure A

Project Name - Creation of Water Economic Zone through Integrated Watershed development-Alsigarh, Udaipur
Location: Alsigarh, Udaipur Rajasthan

S No.	Activities	Unit	2021-22	2022-23	2023-24	Total
A	Water Harvesting/ Recharging Structures					
1	Low cost Sandwich Structure	Nos		6		6
2	Anicuts	Nos.	2	3	1	6
3	Anicuts Repair	Nos.	4		1	5
4	Pond (Nadi)	Nos.		7	2	9
5	Low Cost Water Harvesting Structure	Nos.	3			3
6	De-siltation Works	Nos.	2		1	3
B	Soil and Water Conservation Works					
1	CCT/SCT (Continuous contour trench/ Scattered Contour Trench)	Cum	873	669	155	1697
2	Masonry Gabion	Rmt.	4	57	21	82
3	LSCD (Loose Stone Check Dam)	Rmt.		45	20	65
4	Excavation of Stone Bund	Rmt.		129	4	133
5	Stone bund/ Stone bund contour	Cum		1169	25	1194
6	Excavation of foundation of gully plug	Cum		12	22	34
7	Stone work in Gully Plug	Cum		56	125	181
8	Field Bund	Nos.		901		901
9	Stone Outlet	Nos.		39		39
10	Parapet Construction/ Well renovation	Nos	10	27	3	40
11	Board Installation/ Repaint		5		15	20
C	Water Management					
1	Rain Gun System	Nos	10			10
2	Drip Irrigation		10			10
3	Solar Lift Irrigation		5			5
D	Livelihood Enhancement					
1	Wadi Establishment	Individuals		30	20	50
2	Improved Seed Support	Individuals	32	32		64
3	Floriculture Seed Support	Individuals	17			17
4	Vegetable Seed support	Individuals	95			95
5	Introduction of Millets	Nos.		39	50	89
6	Distribution of horticulture plants	Individuals	10		200	210
7	Improved Agricultural practices	Nos		100	480	580
8	Model Farmer Development			20		20
9	Documenting good agricultural practices	Nos		1		1
10	Compost Unit	Individuals	10			10
11	FPO Establishment	Nos		1		1

E	Others					
1	Training and Capacity Building on improved agriculture & Wadi	Nos.				0
2	Custom Hiring Centre	Nos.				0
3	Good Agricultural Practices	Nos.				0
4	Supply Chain Cold Storage	Nos.				0
5	Marketing Support (Difference Cost in Income vs expenditure)	Nos.				0

Annexure B

Project Name - Water Economic Zones (Kurabad, Khandwa & Katni)
Location: Kurabad, Khandwa and Katni, Rajasthan

S No.	Activities	Unit	2023-24	Total
A	Water			
1	CCT/CST/Box Trench	Cum	14627	14627
2	DCCT	Cum	1628	1628
3	Loose Stone Check Dam	Rmt	434	433.8
4	Seeding and Plantation	Ha	20	20
5	Anicuts Repair	Nos.	8	8
6	Mini Percolation Tank	Nos.	11	11
7	RMPTCW/ RMPT	Nos.	2	2
8	De-siltation of Pond	Nos.	1	1
B	Livelihood			
1	Micro Irrigation Systems	Nos.	15	15
2	High value crops with training and critical inputs	Nos.	15	15
3	Sanjeevan Eco Park	Nos.	1	1
4	Custom Hiring Centre (Seed Drill)	Nos.	1	1
5	Model Farmer Development	Nos.	30	30
6	Sustainable Agricultural Practices	Nos.	770	770
7	Developing documents of sustainable practices	Nos.	1	1
8	Capacity Building of Farmer	Nos.	40	40
9	Floriculture with honey bee farming	Nos.	10	10

Annexure C

Project Name - Karnal Community Development
Location: Barota, Karnal

S No.	Activities	Unit	2023-24		Total
			Karnal	Purquazi	
A	Education				
1	Teacher support to Government School	Nos	1		1
2	School infrastructure development at Primary School Barota	Nos	1		1
3	Infrastructure development at Inter Science College, Megha	Nos		1	1
4	School infrastructure development at Kasturba Gandhi School	Nos		1	1
5	Infrastructure (utensil support)	Nos	70		70
6	Science Teacher Support	Nos	1		1
7	Computer classes	Nos	162		162
8	Competitive Exam Coaching Centre	Nos	100		100
9	Remedial Classes	Nos	42		42
B	Sports Promotion				
1	Sports Complex (wrestlers)	Nos	42		42
2	Sports Complex Infrastructure	Nos	1		1
C	Healthcare Initiatives				
1	Eye Camp (outreach)	Individuals	1289		1289
2	General Health Camp (outreach)	Individuals	1946		1946
3	Gynaecologist Camp (outreach)	Individuals	1328		1328
4	Medical Equipment support to Civil Hospital Karnal	Nos	1		1
5	Medical Equipment to Community Health Centre, Nissing Karnal	Nos	1		1
6	Medical Equipment to PHC Barota, Karnal	Nos	1		1
7	Mobile Medical Clinic (outreach)	Individuals		24210	24210
D	Environment Sustainability				
1	Waste Management Centre	Households	155		155
E	Community Outreach				
1	CSC Camps (outreach)	Individuals	1707		1707