



## 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 2020-21 to 2022-2023

RFP by	Dharampal Satyapal Limited
Programme Vertical	Water Conservation, Livelihood and Community Development
Implementation Duration	2020-21 to 2022-23
Last date of Submission of Proposal	3 <sup>th</sup> December 2024
Expected Date for Closure of Assessment	15 <sup>th</sup> March 2025

#### 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 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>

## Program Details

### A. Water Conservation Initiatives

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

- a. Creation of Water Economic Zones through Integrated Watershed Development Kurabad Watershed Kurabad Block, Udaipur (Rajasthan) aims to improve the quality of life of tribal and rural community of 14 villages of Kurabad block of Udaipur District by sustainable livelihood enhancement through Natural Resource Management. The project is titled as “Creation of Water Economic Zones through Integrated Watershed Development” is planned around the most important component i.e. water, with specific importance given to maximize conservation and harvesting through various interventions so as to improve production in agriculture and allied activities, which can yield increased productivity and help these families sustain their livelihood. The major aim of the programme is to improve natural resource management particularly water and soil to increased productivity of land. The project is aiming for a prosperous Life and livelihood enhancement through Water Conservation and Management.
- b. The project “Restoring livelihood through Rain Water Harvesting and recharging Structures and water productivity enhancement in Daang Region” was aimed for sustainable improvement in the quality of lives and livelihood of deprived rural families of the Daang region through rainwater harvesting/recharging and soil conservation structures, water productivity enhancement and better livestock management. The major objectives of the project are mobilizing and strengthen the rural people into village institution for their empowerment in long run, implement decentralized cost-effective rainwater harvesting structure in 5 project villages to improve the irrigation potential in agriculture and reduce erosion, Strengthening livelihoods through the utilization of irrigation and in agriculture and to increase productivity in the farming sector, Enhance the water use efficiency or water productivity for judicious use of water, Reduce the demand of the water for irrigation by promoting SRI (System of Rice Intensification) and SWI (System of wheat Intensification), ensure sustainable livelihood from livestock by better livestock management and improve better health and hygiene, Ensure sustainable livelihood to the weaker and most marginalized farmer i.e., landless, widow, etc., Build the capacity of the farmers for better manage their assets i.e., water, soil, livestock, etc.
- c. In alignment with its core objective, DS Group has taken the intervention “Recharging springs for Water security” to revive springs in Himalayan state of Uttarakhand. Springs are the major source for drinking as well as for irrigation in agriculture for the region. As per 2018 NITI Aayog Report details the precipitous decline in Himalayan spring water availability and quality. Anthropogenic factors (land use change, urbanization/tourism, fuel wood/fodder demands, and spring shed bacterial/chemical contamination) and environmental factors (climate change, increased variability in seasonal and geographic precipitation and temperatures) contribute to springs decline. To address the above mentioned problem and ensure good quality of water to

Himalayan community, a project “Recharging springs for water security” has been designed to enhance the discharge of water from sources by recharging of spring through spring-shed management based on hydrogeology of the area. They will recharge or rejuvenate 65 springs which will benefit the 5200 inhabitants of the 40 villages of Dhari Block.

- d. The Project ‘Conservation of rainwater by constructing RRWHs and reviving water bodies in Khadir cluster (Dholavira and its surrounding villages) and collaborating with the government flagship programmes of Bhachau block of Kutch District’. This intervention was designed to create and revive the traditional water conservation techniques/system for water availability for drinking and domestic use of 913 families and irrigation for 343 families and provide access to drinking water sources throughout the year along with the reduction in migration. The goal of the project is to reduce migration for the marginalized communities by constructing/facilitating water structures, leveraging government funds for reviving the water-based assets, and creating water security and safety for the villages. In the western part of the country, DS Group has implemented a project to ensure the conservation of rainwater through various structures to address the issue of water scarcity. In Kutch, the water salinity is the major problem and conservation of Rains is extremely critical and important for the community for its survival.

#### **B. Revitalizing Rural Economy as a response of COVID 19 Pandemic**

In partnership with PRDAN, the company has started an intervention to improve the livelihood marginalized farmer’s communities through the formation of Farmer’s Producer Organizations and Convergence/ Leverage of Government Schemes in 140 villages of Jharkhand. This project enables communities to leverage the benefits of MGNREGA for boosting the agricultural economy. Key developmental interventions like FPO promotion, incubating Agri-entrepreneurs, and Integrated Natural Resource Management are part of this project.

#### **C. Community Development Project**

The company has started an intervention for the Integrated Development in Barota village near to Karnal. The project aims to holistic development of area ranging from Healthcare facility improvement, School Infrastructure revamp, elementary education support, Solid & Liquid waste management, Sports development etc.

### **Details accomplishments are given in Annexure A to F**

#### **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) between 2020-21 to 2022 -23. The study should follow the following analytical framework in principle (minor changes to be done as per the nature of the project).

- A. Delivery of services in terms of quality and quantity
- B. Satisfaction level of project stakeholders
- C. Impact of the project in alignment with its objectives
- D. 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 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 for 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 with Email.

### Weightage to 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 Govt. of India.
- Valid registration under 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 03 subject Matter Specialist of the thematic of for which the assessment/ evaluation is expected is on roll of the organisation 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](mailto:csr@dsgroup.com)

Subject Line – Impact Assessment of CSR Projects

**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 via email.

**Annexure A**

<b>Project Name</b> - Creation of Water Economic Zones through Integrated Watershed Development
<b>Location:</b> Kurabad, Udaipur, Rajasthan
<b>Project Area</b> – 14 Villages

S No.	Activities	Unit	2020-21	2021-22	2022-23	Total
<b>A</b>	<b>Soil and Water Conservation</b>					
1	CCT/SCT (Continuous contour trench/ Scattered Contour Trench)	Cum	35106.5	0	0	35106.5
2	DCCT (Deep Continuous Contour Trench)	Cum	9056.15	0	0	9056.15
3	LSCD (Loose Stone Check Dam)	Rmt	771.25	0	0	771.25
4	Anicuts	Nos.	0	2	2	4
5	MPT (Mini Percolation Tank)	Nos.	0	13	0	13
6	Earthen Embankment	Nos.	0	2	0	2
<b>B</b>	<b>Water Management</b>					
1	Micro Irrigation Systems (Sprinkler, Mini Sprinkler, Raingun)	Ha	0	10.65	0	10.65
2	Impact Raingun	Nos.	20	0	0	20
3	Drip Irrigation system	Nos.	50	17	0	67
4	Community based Lift Irrigation System	Nos.	0	0	0	0
5	Solar Power irrigation system	Nos.	0	5	0	5
<b>C</b>	<b>Livelihood Enhancement</b>					
6	Wadi Establishment	Nos.	50	17	65	132
2	Sanjeevan Eco Park 1	Nos.	0	0	1	1
3	High Value Crop	Nos.	0	0	50	50
4	Distribution of Horticulture Plants	Nos	1500	170	0	1670
5	Pasture Land Development	Ha.	10.5	0	0	10.5
7	Low Cost Compost Units	Nos	50	17	0	67
<b>D</b>	<b>Others</b>					
1	Training and Capacity Building on improved agriculture & Wadi	Nos.	50	1	80	131
4	Custom Hiring Centre	Nos.	0	0	1	1
5	Good Agricultural Practices	Nos.	0	0	80	80
6	Supply Chain Cold Storage	Nos.	0	1	1	2
7	Marketing Support (Difference Cost in Income vs expenditure)	Nos.	1	0	0	1

**Annexure B**

<b>Project Name</b> - Restoring livelihood through Rain Water Harvesting and recharging Structures and water productivity enhancement
<b>Location:</b> Karauli, Rajasthan
<b>Project Area</b> – 5 Villages

S No.	Activities	Unit	2020-21	2021-22	2022-23	Total
<b>A</b>	<b>Construction of Water harvesting Structures</b>					
1	Tal	Nos.	4	2	2	8
2	Pokhar	Nos.	29	15	7	51
3	Pagara	Nos.	1	7	2	10
4	Kunda	Nos.	0	2	2	4
<b>B</b>	<b>Water Productivity</b>					
1	Solar Pump	Farmers	0	0	29	29
2	Sprinkler irrigation	Nos.	0	13	11	24
<b>C</b>	<b>Livestock Management</b>					
1	Azola cultivation	Plot/ Nos.	0	54	0	
2	Camp on livestock	Nos.	0	0	14	14
3	Cattle Insurance	Cattle	0	0	87	87
<b>D</b>	<b>Livelihood Support</b>					
1	Wadi Establishment	Farmers	0	0	17	17
2	SRI	Farmers	0	0	189	189
3	Tree plantation	Nos.	0	0	430	430
4	Seed distribution	Farmers	0	257	88	345
<b>E</b>	<b>Training and Capacity Building</b>					
1	Awareness meeting/ program	Nos.	20	0	82	102
2	Training on livestock management	Nos.	0	14	3	17
3	Awareness Camp on Government schemes	Families	0	0	74	74
4	Gaurav Mitra/Pokhar Sainik capacity building	Farmers	27	0	26	53
5	Women Empowerment	Nos.	0	38	2	40
6	Training on organic farming	Nos.	0	0	1	1
7	Organic manure training	Nos.	0	0	1	1
8	Awareness on SRI/ Wheat	Nos.	0	74	0	74
9	Training on seed treatment	Nos.	0	3	0	3
10	Contribution to seed bank	Kg.	0	1600	0	1600

## Annexure C

<b>Project Name -</b> Recharging springs for Water security
<b>Location:</b> Dhari, Nainital, Uttarakhand
<b>Project Area –</b> 40 Villages

S No.	Activities	Unit	2020-2021	2021-2022	2022-2023	Total
<b>A</b>	<b>Feasibility</b>					
1	Feasibility survey of the spring	Nos.	17	35	30	82
2	Hydrogeological mapping for identification of spring recharge zones	Nos.	4	20	16	40
3	Orientation meeting with the identified communities/villages	Nos.	6	20	16	42
4	Baseline on water availability, quality and use	Nos.	6	20	16	42
<b>B</b>	<b>Community Participation and Training</b>					
1	Community meetings for Water User Committee	Nos.	8	20	16	44
2	Capacity building of Water user committees	Nos.	4	20	16	40
3	Capacity building trainings of KRPs on spring Discharge monitoring, Geo-hydrology and water quality	Nos.	4	20	16	40
4	Operation & Maintenance training with Water User Committee members (WUCs)	Nos.	4	20	16	40
5	Water Quality testing & discharge management of the springs	Nos.	4	20	16	40
<b>C</b>	<b>Spring Shed Treatment</b>					
1	Implementation work on spring recharge component with community involvement (Average Cost)	Nos.	4	20	16	40
2	Restoration/repair work in traditional structures of Springs/Source	Nos.	3	10	12	25
3	Construction work of Roof Rainwater Harvesting Tank	Nos.	2	16	19	37

**Annexure D**

<b>Project Name</b> - Providing safer drinking water to marginalized communities by household and community level water harvesting initiatives
<b>Location:</b> (Dholavira) Bachau, Kutch, Gujarat
<b>Project Area</b> – 12 Villages

<b>S No.</b>	<b>Activities</b>	<b>Unit</b>	<b>2020-21</b>	<b>2021-22</b>	<b>2022-23</b>	<b>Total</b>
<b>A</b>	<b>Water Conservation</b>					
1	Renovation of Village pond	Nos.	2	10	3	15
2	Desiltation Work	Nos.	4	3	0	7
3	Waste weir repairing	Nos.	0	1	0	1
4	Waste weir height increase and desiltation	Nos.	0	2	0	2
5	Construction of RRWS	Nos.	19	43	0	62
<b>B</b>	<b>Capacity Building and Institution Formation</b>					
1	Behaviour change training	Nos.	0	3	0	3
2	Technical support for pond renovation	Nos.	0	10	0	10
3	Training on vermicomposting	Nos.	0	2	0	2

**Annexure E**

<b>Project Name</b> - Revitalizing Rural Economy as a response of COVID 19 Pandemic
<b>Location:</b> Hazaribagh and Bokaro -Jharkhand
<b>Project Area</b> – 140 villages

<b>S No.</b>	<b>Activities</b>	<b>Units</b>	<b>Achievement</b>
1	Setting up Kitchen garden	HH	2500
2	Farmer Producer Organisations (FPCs) with social service centre	Nos.	3
3	Total membership in the FPCs	Nos.	6413
4	Support to women small and marginal farmers engage in growing food crops and commercial agriculture	Farmers	10035
5			
6	Livelihoods assets creation like irrigation, water-harvesting, plantations, horticulture, land-treatment, etc. (Mobilization from Government)	In Rs,	813 Lakh
7	Irrigation command area created from MGNREGA Investments	Acres	355
8	Around 3750 acres brought under improved and modern agriculture practice	Acres	4521
9	Grooming and promotion of Youth as Self-employed (YSE)	Nos.	100
10	Market studies, Pilots on promotion of Micro-enterprises	Nos.	2
11	Training Conducted	Nos.	2774
12	70% of project participants (approximately 7000 households) involved in livelihood activities to attain Gross Annual Household Income (GAHI) of Rs 80,000	HH	7115

## Annexure F

<b>Project Name</b> – Community Development Project
<b>Location:</b> Karnal, Haryana
<b>Project Area</b> – 5 Villages

S No.	Activities	Unit	2021-22	2022-23	Total
<b>A</b>	<b>Education</b>				
1	Remedial Classes	Students	47	54	101
2	Support to Government School (infrastructure)	Nos.	1	0	1
3	Support of Primary School Teacher for providing the quality education	Students	120	0	120
4	Kinder Garden	Students	0	30	30
5	Computer Classes	Students	0	54	54
6	Career Counselling	Students	0	91	91
7	STEM Labs	Nos.	0	2	2
<b>B</b>	<b>Infrastructure</b>				
1	Drain Work	Nos.	1	0	1
2	Solar Light Installation	Nos.	150	0	150
3	Sports Complex (repair and construction)	Nos.	1	0	1
4	Sports Complex (wrestlers)	Students	0	70	70
5	CSC Camp	Nos.	0	72	72
6	Road Construction-Village to Kalki Temple	Nos.	1	0	1
7	Eye Camp	Nos.	15	18	33
8	Gynaecologist camp	Nos.	0	8	8
<b>C</b>	<b>Agriculture</b>				
1	Promotion of Natural Farming	Farmers	0	10	10
2	Awareness on Stubble burning	Farmers	0	69	69
3	Plantation	Nos	0	96	96