

Award of Contract

Title: Consultancy Services for Benefit Monitoring & Evaluation of NCRMP-II (Mid & End Term Evaluation).

Shortlisted Consultants: Following firms were shortlisted:

- I. M/s AMS, Lucknow- Submitted Bids.
- ii. M/s Sutra Consulting Pvt. Ltd., Bhubaneswar -- Failed to secure minimum qualifying score (75). in Technical Evaluation.
- iii. M/s Taru Leading Edge Pvt. Ltd., Ahmedabad—Submitted Bids.
- iv. M/s Ernst & Young LLP, Gurgaon —Did not Submit Bids.
- v. M/s Nielsen India Pvt. Ltd, Gurgaon—Submitted Bids.

Technical & Financial Scores of Firms

Technical Scores

Consultant s' names	M/s AMS	M/s Sutra	M/s Taru	M/s Nielsen India
Criteria	Scores	Scores	Scores	Scores
Specific Experience	7	10	6	7
Methodology & work plan	29	19	21	29
Key Personnel	43	32.50	41.25	46
Training	9	8	8	9
Total score	88	69.50	76.25	91

Financial Scores

- i. M/s AMS -- 100
- ii. M/s Sutra ----- N/A
- iii. Ms Taru ----- 76.59
- iv. M/s Nielsen India – 50.12

Prices Offered by Each Consultant Firm (Excluding Taxes)

- i. M/s AMS ----- Rs. 1,29,60,000/-
- ii. Ms Taru ----- Rs. 1,69,20,000/-
- iii. M/s Nielsen India –Rs. 2,58,56,480/-

Combined Evaluation & Ranking

- i. M/s AMS ----- 70.4 (Tech Wt. Score) + 20 (Fin. Wt. Score) = **90.4** (Comb. Wt. score). **Rank- I**
- ii. Ms Taru ----- 61(Tech Wt. Score) + 15.31 (Fin. Wt. Score) = **76.31** (Comb. Wt. score). **Rank - III**
- iii. M/s Nielsen India – 72.8 (Tech Wt. Score) + 10.02 (Fin. Wt. Score) = **82.82** (Comb. Wt. score). **Rank - II**

Awarding of Contract

Contract was awarded to the successful bidder M/s AMS, Lucknow at a cost of Rs. 1,29,60,000/-(Excluding taxes). Contract was signed on 31-10-2018.

The duration of the contract is 22 months from the date of signing. The scope of contract comprises Benefit Monitoring & mid-term and end-term evaluation of NCRMP-II