



National Productivity Council
(Under DPIIT, Ministry of Commerce & Industry, GOI)
5, 6 Institutional Area, Lodi Road, New Delhi- 110 003

No: AB/DoF/LNU/23-24

Dated: 11.03.2024

Subject: Engagement of survey agency for conducting survey for Evaluating efficacy, utility and impact of Nano Urea in comparison to Conventional Urea

National Productivity Council (NPC) is an autonomous body under DPIIT, Ministry of Commerce & Industry, GOI and promotes productivity consciousness in the country for socio economic development through productivity promotion and dissemination through Consultancy, Research and Training activities across the sectors of Economy.

NPC invites quotations from qualified and experienced survey agencies to conduct survey for study on “**Evaluating efficacy, utility and impact of Nano Urea in comparison to Conventional Urea**”.

Scope of Work:

I.To collect feedback from farmers (600 nos.) and retailers (72 nos.) as per details given below;

S. No.	State	District to be covered under survey	Sample Districts	Sample Villages (5 villages in each district)	Sample Farmers		Sample Retailers (3 retailers per district)
					Liquid Nano Urea	Conventional Urea	
1	Andhra Pradesh	1. Guntur 2. West Godavari 3. Kurnool	3	15	60	15	9
2	Assam	1.Nagaon 2. Barpeta 3. Kamrup	3	15	60	15	9
3	Bihar	1.East Champaran 2. Muzaffarpur 3. Rohtas	3	15	60	15	9
4	Gujarat	1. Banas Kantha 2. Ahmedabad 3. Rajkot	3	15	60	15	9
5	Karnataka	1.Belgaum 2. Raichur 3. Koppal	3	15	60	15	9

6	Madhya Pradesh	1. Indore 2. Ujjain 3. Hoshangabad	3	15	60	15	9
7	Maharashtra	1. Ahmednagar 2. Jalgaon 3. Nashik	3	15	60	15	9
8	Uttar Pradesh	1. Lakhimpur Kheri 2. Bulandshahar 3. Bijnor	3	15	60	15	9
	Overall		24	120	480	120	72

Note: Sample villages and sample retailers to be covered will be decided by NPC

- II. Preparation of mobile application and providing collected data in excel form.

TIMELINE:

This survey to be completed within a 3-month timeframe after award of work. Please attach your work plan to complete the work in 03 months.

PAYMENT Terms & Conditions:

1. Advance: An initial payment of 25% of the total project value will be made upon signing of contract agreement. This serves as a commitment and initiation fee.
2. Milestone Payments: Two additional payments will be made based on successful completion of pre-defined milestones:
 - i) 25%: This payment will be released upon satisfactory completion of field survey, as outlined in the project scope and timeline.
 - ii) 50%: The balance and final payment of 50% will be done on acceptance of field survey data in excel form covering stakeholders as defined under scope of work mentioned above.
3. Payments will be made through RTGS / NEFT. Bidders should provide their bank details duly signed by authorized signatories along with the copy of cancelled cheque.
4. TDS will be deducted as per Prevailing Rules.

Eligibility Criteria:

1. The survey agency must be a registered company/agency with valid GST and PAN nos.
2. The survey agency must have an average annual turnover of Rs. 5 crore for the past 3 years.

3. The survey agency must have experience of conducting at least 3 pan-India surveys in rural areas for Government organizations, each work order having worth Rs. 15 lakhs or more, covering at least 10 Indian states.
4. The survey agency should have presence in above mentioned 8 sample states.
5. The survey agency should have minimum 50 employees conducting surveys.

Qualified agencies are invited to submit proposals by 08-04-2024 that include the following documents:

Technical Proposal:

1. Documents in support of eligibility criteria to be attached.
2. The survey agency should be in existence for at least 5 years.
3. Detailed work plan outlining methodology, data collection and reporting.
4. Team expertise and experience relevant to village level surveys.

Financial Proposal:

1. Financial proposal with cost break ups.
2. Audited balance sheet for the last 3 years.
3. Registration Documents:
 - i) Copy of valid registration certificate with relevant authorities.
 - ii) PAN details.
 - iii) GST details.
4. Payments will be made through RTGS / NEFT. Bidders should provide their bank details duly signed by authorized signatories along with the copy of cancelled cheque.

Both technical and financial bids should be submitted separately in sealed cover.

You are requested to submit your Quotation in a sealed cover clearly mentioning “Engagement of survey agency for conducting survey for Evaluating efficacy, utility and impact of Nano Urea in comparison to Conventional Urea” **and should be addressed to** the Director General, National Productivity Council(NPC), 5-6 institutional Area, Lodi Road, New Delhi- 110003 latest by 08.04.2024 (Wednesday) till 15.00 hours and will be opened on the same day at 16.00 hours.