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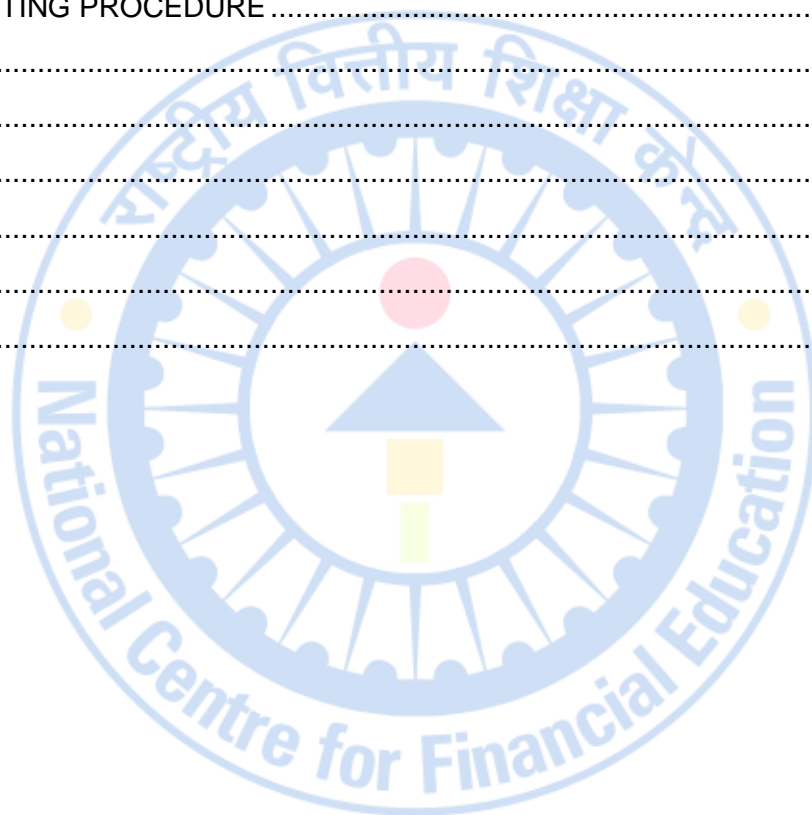


**Expressions of Interest (EoI)**  
**MID-TERM EVALUATION OF NATIONAL**  
**STRATEGY FOR FINANCIAL EDUCATION (NSFE)**  
**2020:25**  
**(Document Reference Number: NCFE/2023-**  
**24/EoI/01)**

6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi,  
Navi Mumbai - 400 703 Maharashtra  
Phone: 022 68265115  
Email id: [info@ncfe.org.in](mailto:info@ncfe.org.in)

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## 1. ACRONYMS

<b>Acronym</b>	<b>Description</b>
AoA	Articles of Association
CA	Chartered Accountants
EoI	Expression of Interest
FY	Financial Year
GST	Goods and Services Tax
INR	Indian Rupee
IRDAI	Insurance Regulatory and Development Authority of India
MoA	Memorandum of Association
NCFE	National Centre for Financial Education
PAN	Permanent Account Number
PFRDA	Pension Fund Regulatory and Development Authority
RBI	Reserve bank of India
RFP	Request for Proposal
SEBI	Securities and Exchange Board of India
PSU	Public Sector Undertaking



## 2. IMPORTANT DATES

Sr.	Particulars	Information/ Dates
1	EOI Inviting Authority	National Centre for Financial Education 6th Floor, NISM Bhavan, Plot No. 82, Sector-17, Vashi, Navi Mumbai, Maharashtra - 400 703
2	Job Requirement	Mid-Term Evaluation of NSFE 2020:25
3	Issue date of the EOI	February 28, 2024
4	Last date for receiving queries (through emails only)	March 01, 2024 by 17:00 hrs
5	Last date for submission of EOI	March 13, 2024 by 17:00 hrs

## 3. INVITATION OF EXPRESSION OF INTEREST

Expression of Interest (EOI) is invited from eligible bidders, meeting the minimum Eligibility Criteria as detailed in this document for 'Mid-Term Evaluation of NSFE 2020:25'.

For any queries, you may contact the concerned officers as under:

Mr. Karthik Krishnan, Manager,

Email: [karthik.krishnan@ncfe.org.in](mailto:karthik.krishnan@ncfe.org.in)

Phone: 022-68265101

## 4. INFORMATION TO COMPANIES

National Centre for Financial Education (NCFE) is a Company (Not for Profit), registered under section 8 of the Companies Act 2013, promoted by Reserve bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI), and Pension Fund Regulatory and Development Authority (PFRDA) to promote Financial Education across India for all sections of the population. Its vision is to undertake initiatives to make the country financially aware and empowered. In view of the said vision, NCFE carries out a significant amount of financial education campaign to help people manage money more effectively to achieve financial well - being by accessing appropriate financial products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal.

NCFE is mandated to develop and implement National Strategy for Financial Education (NSFE) 2020:25 document. As per the "chapter 7: Monitoring and Evaluation" of NSFE 2020-25 (available at <https://ncfe.org.in/reports/nsfe/nsfe2025>), a mid-term evaluation shall be undertaken at the end of three years of strategy implementation. Therefore, NCFE is issuing this document to shortlist eligible suppliers to carry out the said mid-term evaluation.

For more information, please visit <https://www.ncfe.org.in>.

## 5. EoI SUBMISSION

Interested Companies shall submit the following documents as part of Expression of interest:

Sr. No.	Item
1	Covering letter as per the format given in <a href="#">Annexure I.</a>
2	Details of Company as per the format given in <a href="#">Annexure II.</a>
3	No Conviction Letter as per the format given in <a href="#">Annexure III.</a>
4	Project Completion Certificates as per the format given in <a href="#">Annexure IV.</a>
5	Letter of Authorization as per the format given in <a href="#">Annexure V</a>
6	Copy of Purchase Orders for amounts as mentioned in Section 9.
7	Copy of Audited Profit and Loss Statements and Balance sheet/ Certificate from CA for FY 2020-21, 2021-22, 2022-23.
8	Hard copy of this EoI document Signed and stamped on each page by authorized signatory of the company.
9	A copy of Certificate of Incorporation/ Registration/ MoA as applicable.
10	Copy of PAN card.
11	Copy of GST Registration certificate.

The above mentioned documents must be enclosed in a sealed envelope superscribed as “Expression of Interest - Mid-Term Evaluation of NSFE 2020:25 (NCFE/2023-24/EoI/01) “. The envelope must be delivered to the following address by hand or by registered post on or before the deadline mentioned in Section 2.

To,  
Senior Manager, NCFE,  
6th Floor, NISM Bhavan, Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

## 6. INSTRUCTIONS TO COMPANIES

- i. No proposals shall be accepted after the due date and time. Proposals received after the last date shall not be opened and no further action shall be taken on such proposals. All, or any, incomplete proposals shall be rejected without any evaluation.
- ii. Please note that the Request for Proposal (RFP) shall be issued only to the shortlisted Companies who were found to be eligible based on their response to this EoI.
- iii. NCFE reserves the right to reject any or all proposals received in response to the EoI without assigning any reasons whatsoever.
- iv. This document does not constitute an offer, nor does this document or anything contained herein, shall form a basis of any contract or commitment whatsoever.
- v. The Companies shall bear all the costs incurred for preparation and submission of response to this EoI.

- vi. The Companies are advised to submit all documents as mentioned in Section 5 strictly in the prescribed format.
- vii. Incomplete and conditional proposals shall not be accepted.
- viii. Submission of more than one Proposal by a company will render the proposal liable for rejection. Companies may assess the nature and quantum of the activities before submitting their proposals.
- ix. NCFE reserves the right to either shortlist the companies or cancel the shortlisting process all together. The decision taken by NCFE in this regard shall be final and binding on the companies responding to this EoI.
- x. NCFE reserves the right to reject a proposal if it was found that there was misleading or false representation of facts or deliberate suppression of information.

## **7. ABOUT MID TERM EVALUATION OF NSFE 2020:25**

The scope of this evaluation aims to comprehensively assess the financial literacy initiatives undertaken by NCFE during the first three years of implementation of action plan of NSFE 2020:25.

The evaluation will encompass the following key components:

### **1. Process Documentation:**

- Documenting the processes involved in the development and dissemination of content, resources, programs, and interactive tools aimed at enhancing financial literacy skills among the Indian population.
- Assessing the effectiveness of these initiatives in facilitating better financial decision-making among both the general public and identified stakeholder groups.

### **2. Review of National Strategy for Financial Literacy:**

- Conducting a thorough review of the implementation of the National Strategy for Financial Literacy.
- Evaluating the relevance and effectiveness of the National Strategy in addressing the financial literacy needs of the target audience.

### **3. Stakeholder Opinions and Experiences:**

- Gathering insights and experiences from key collaborators across various sectors nationwide, including Ministries of Central government, Ministries of State governments, Financial Sector Regulators and other stakeholders as mentioned in NSFE 2020:25.
- Understanding the perspectives of stakeholders on the effectiveness and impact of financial literacy initiatives undertaken by NSFE.

### **4. Coordination of Key Initiatives:**

- Assessing the coordination efforts involved in promoting financial literacy and engaging stakeholders at various levels.

- Identifying areas of collaboration and synergy among different stakeholders to enhance the impact of financial literacy initiatives.

5. Evaluation of Strategy Effectiveness:

- Evaluating the effectiveness of the overall strategy by soliciting feedback from beneficiaries of NCFE programs.
- Conducting a nationwide financial literacy survey with a minimum sample size of 10,000. The questionnaire of the survey should be derived from the OECD tool kit (<https://www.oecd.org/financial/education/2022-INFE-Toolkit-Measuring-Finlit-Financial-Inclusion.pdf>) by the identified agency.
- Assessing the outcomes achieved and identifying areas for improvement in future initiatives.

6. Case Study on Best Practices:

- Conducting in-depth case studies to highlight and document best practices observed during the implementation of financial literacy initiatives.
- Identifying success stories and lessons learned that can inform future program planning and implementation.

Overall, the evaluation will provide valuable insights into the strengths, weaknesses, opportunities, and challenges of NCFE's financial literacy initiatives, with the aim of informing strategic decision-making and enhancing the impact of future programs.

**Note:** A comprehensive scope of work shall be provided in the RFP

**8. SUPPORT FROM NCFE**

NCFE shall make the concerned officers available for any discussions as per the project schedule. Any other support from NCFE needed for the project shall be stated in the RFP.

**9. MINIMUM QUALIFICATION CRITERIA**

The proposals received from interested companies in response to this EoI shall be evaluated based on the following criteria. The companies meeting the said criteria shall be shortlisted. NCFE may seek any further clarification from the companies to address any issues of inadequacy of information in the proposals.

Sr. No.	Eligibility criteria	Proof required
1	The Company should be a Company registered under the Companies Act, 1956/2013, Society Registration Act, 1860/ Autonomous Body of Govt. / Partnership Firm in existence for the at least 3 years as on January 31, 2024.	Copy of Certificate of Incorporation / Registration / MoA, as applicable
2	The Company should fulfill one of the following criteria in respect of past experience in carrying out	Copy of Work Orders alongwith a copy of

	<p>Impact Assessment of Nationwide/ State wide/ Districtwide Literacy/Awareness initiatives through a Systematic Review Process (including Social Service) during last 7 years (i.e. prior to January 31, 2024). Foreign country based experience shall not be considered.</p> <p>i) Three works of the above mentioned nature each costing not less than INR Twenty Four Lakhs Fifty Thousand only. OR ii) Two works of the above mentioned nature each costing not less than INR Thirty Lakhs Fifty Thousand only. OR iii) One work of the above mentioned nature each costing not less than INR Forty Eight Lakhs Fifty Thousand only.</p>	Completion Certificates
3	<p>The Company should have a minimum average annual turnover of INR 55,50,000/- (INR Fifty Five Lakhs Fifty Thousand only ) during the past 3 years. Companies are required to submit a copy of the audited Balance Sheet and Profit &amp; Loss statement for the FY 2020-21, 2021-22 and 2022-23. Average annual turnover of the three financial years shall be considered for assessment of eligibility.</p>	Copy of Audited Profit and Loss Statement and Balance sheet / Certificate from a Chartered Accountant certifying the turnover amount for the last 3 years (FY 2020-21, FY 2021-22, FY 2022-23)
4	Valid PAN number of the company.	A Copy of PAN card
5	Valid GST Registration Certificate.	A Copy of the GST registration Certificate
6	<p>The Company should not have been blacklisted by central /state Government departments/ undertakings/Financial sector regulators and not involved in any major litigation that may affect or compromise the delivery of service required. The Company should not have been penalized or found guilty in court of law. Neither the Company nor its proprietor/directors/ partners have defaulted to any Bank.</p>	No Conviction Letter duly signed as per the Format provided in <a href="#">Annexure III</a>

#### 10. SHORTLISTING PROCEDURE

- Proposals received from Companies shall be assessed based on the eligibility criteria mentioned in Section 9.
- All proposals, meeting the eligibility criteria shall be shortlisted and the shortlisted suppliers shall be informed via mail.



- The RFP for the above mentioned work will be issued only to the shortlisted suppliers.



**ANNEXURE I  
COVERING LETTER**

(To be submitted in Company Letter Head duly stamped and signed)

To  
The Senior Manager  
National Centre for Financial Education,  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: EoI – Application for Mid-Term Evaluation of NSFE 2020:25

Respected Sir,  
Having examined your Expression of Interest (EoI) regarding \_\_\_\_\_  
dated \_\_\_\_\_ inviting Proposals in response to the EoI, I/We  
\_\_\_\_\_, hereby declare that I/we fulfill the  
minimum eligibility criteria to undertake the assignment in full conformity with the EoI.

We enclose the requisite documents as follows:

1. Copy of Certificate of Incorporation/Registration/MoA as applicable.
2. Copy of PAN card and GST Registration certificate.
3. Copy of Audited Profit and Loss Statement and Balance sheet/ Certificate from a CA, on turnover of the past four FYs.
4. No Conviction Letter duly signed as per the Format provided in [Annexure III](#).
5. Copy of Work order and Certificate of completion as per the format provided in [Annexure IV](#).
6. Copy of Letter of Authorization duly authorizing a person as representative with all powers and authority to represent the Company for submission of Proposal in response to the EoI as per Format provided in [Annexure V](#).

We also understand that,

1. Information/data/particulars furnished in our proposal are factually correct. We understand that NCFE reserves the right to accept or reject any or all proposals at any time without assigning any reasons. We agree to abide by all the decision(s) of NCFE in this regard. We have gone through the EOI Document completely and have understood the requirements.
2. Our proposal is made in good faith, without collusion or fraud and the information contained in the Proposal is true and correct to the best of our knowledge and belief.
3. We have read, understood and accepted all the terms and conditions we unconditionally accept and abide by the terms & conditions specified therein mentioned in the EoI. Signed Hard copies of the entire EoI document is being attached herewith as a proof of acceptance of the same.
4. We understand not to have any option to raise any objection against any of the said processes defined in the EoI and RFP in any future date.
5. We have the requisite credentials and resources to deliver the services professionally and competently within the prescribed time frame according to the scope, deliverables and costs quoted as part of this proposal.

6. We have adequate have in-house production facility and expertise in these works. The entire data will also be sorted/ archived by us have the responsibility to provide and maintain the backup, storage and recovery mechanism and submit the same whenever demanded by NCFE.
7. We shall be responsible for submitting all the deliverables mentioned in the EoI NCFE/2023-24/EoI/01.
8. NCFE shall have all the rights to all the deliverables mentioned in the EoI NCFE/2023-24/EoI/01. NCFE will have the right to use the same to alter the deliverables either by NCFE or through any Company (creative or media) as desired without any intimation to us. Changes may or may not be made to the final deliverables.

I/ We understand that NCFE reserves the right to reject any or all the Proposals in response to the EoI without assigning any reasons whatsoever.

I/ We hereby declare that all the information and statements made in this Proposal are true and accept that any misrepresentation contained in it may lead to our disqualification.

Yours faithfully,

Date :

Place :

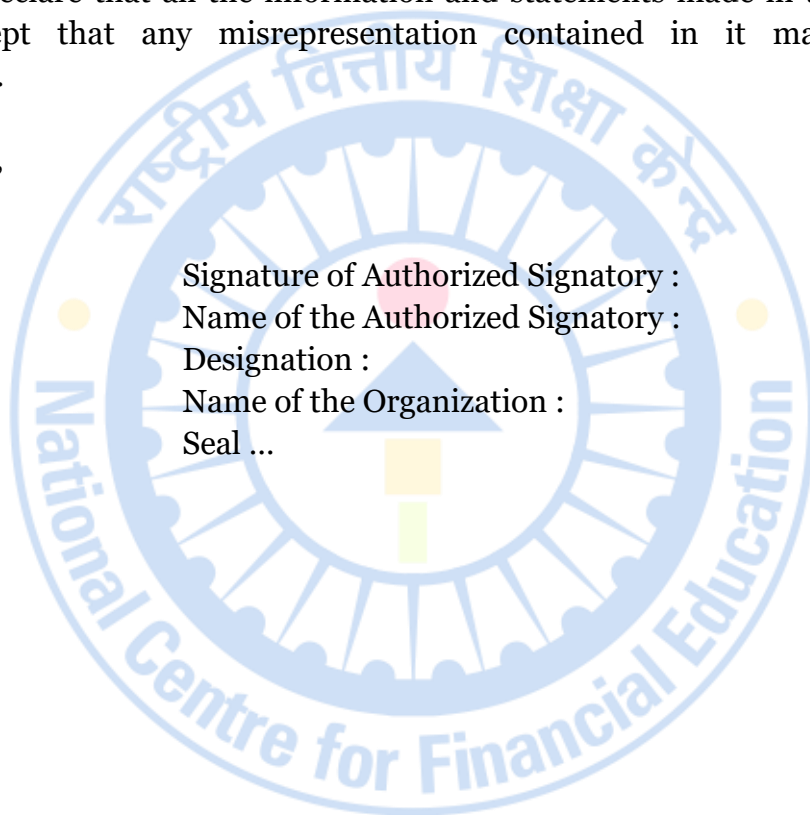
Signature of Authorized Signatory :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



**ANNEXURE II**  
**DETAILS OF THE COMPANY**

(To be submitted in Company Letter Head duly stamped and signed)

To  
The Senior Manager  
National Centre for Financial Education,  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: Details of Company

Respected Sir,  
Having examined your EoI regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting  
Proposals in response to the EoI, I/We \_\_\_\_\_, hereby submit the  
following details:

Brief Profile is as under:

<b>Sr. No.</b>	<b>Brief Contents</b>	<b>Application has to be submitted</b>		
1	Name of the Company			
2	Address of the Registered office of the Company			
3	Key Management Personnel of the Company with their qualification and experience*	Name	Qualification	Experience
4	Turnover (In Rupees) of the Company for the last 3 financial years / Certificate from a CA	1. FY2020-21: 2. FY2021-22: 3. FY2022-23:		
5	Number of years of experience in the field of Impact Assessment and Field Surveys			
6	PAN No. (Copy of the certificate to be attached)			
7	GST Registration No. (Copy of the certificate to be attached)			

\*Can use a separate sheet if needed

I/We hereby certify that all particulars given above are correct and true to the best of my / our knowledge.

In case at any stage, it is found that the information given by me/us is false/incorrect, NCFE shall have the absolute right to take any action as deemed fit, (including termination of contract and/or black list and debar), without any prior intimation to me/us.

Yours faithfully,

Date :

Place :

Signature of Authorized Signatory :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...



**ANNEXURE III**  
**NO CONVICTION LETTER**

(To be submitted in Company Letter Head duly stamped and signed)

To  
The Senior Manager  
National Centre for Financial Education,  
6th Floor, NISM Bhavan,  
Plot No. 82, Sector-17,  
Vashi, Navi Mumbai, Maharashtra - 400 703

Sub: No Conviction Letter

Respected Sir,

Having examined your EoI regarding \_\_\_\_\_ dated \_\_\_\_\_ inviting  
Proposals in response to the EoI, I/We \_\_\_\_\_ ,  
hereby submit the No Conviction Letter as follows.

I/ We the undersigned, having registered office at \_\_\_\_\_ (Address of the registered office)  
declare that

- i. I/ We have never been blacklisted or restricted to apply for any RFP related activities by any Central / State Government Department /undertakings/Financial Sector Regulators/PSUs or Court of law anywhere in the country.'
- ii. I/ We have never been involved in any major litigation that may affect or compromise the delivery of services required as stated in this EoI.
- iii. I/ We have never been penalized or found guilty in court of law.
- iv. I/ We (proprietor / directors / partners) have never been defaulted to any Bank.

**On behalf of \_\_\_\_\_, I/We undertake full responsibility of the information submitted herewith and I/ We, understand that NCFE reserves the right to reject the proposal without assigning any reasons whatsoever if the above information is found incorrect at any stage of the process.**

Date :

Signature of Authorized Signatory :

Place :

Name of the Authorized Signatory :

Designation :

Name of the Organization :

Seal ...

**ANNEXURE IV**  
**PROJECT COMPLETION CERTIFICATE**

(To be submitted in Company Letter Head duly stamped and signed)

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that M/s \_\_\_\_\_ (Company name) has successfully completed projects\* on \_\_\_\_\_ for \_\_\_\_\_ (Client name)

The name of the project is \_\_\_\_\_.

The work order (attached) No. is \_\_\_\_\_. (please attach the work order document)

Value of the project is \_\_\_\_\_.

The project was carried out from \_\_\_\_\_ to \_\_\_\_\_.

Date :

Place :

Signature of Authorized Signatory :

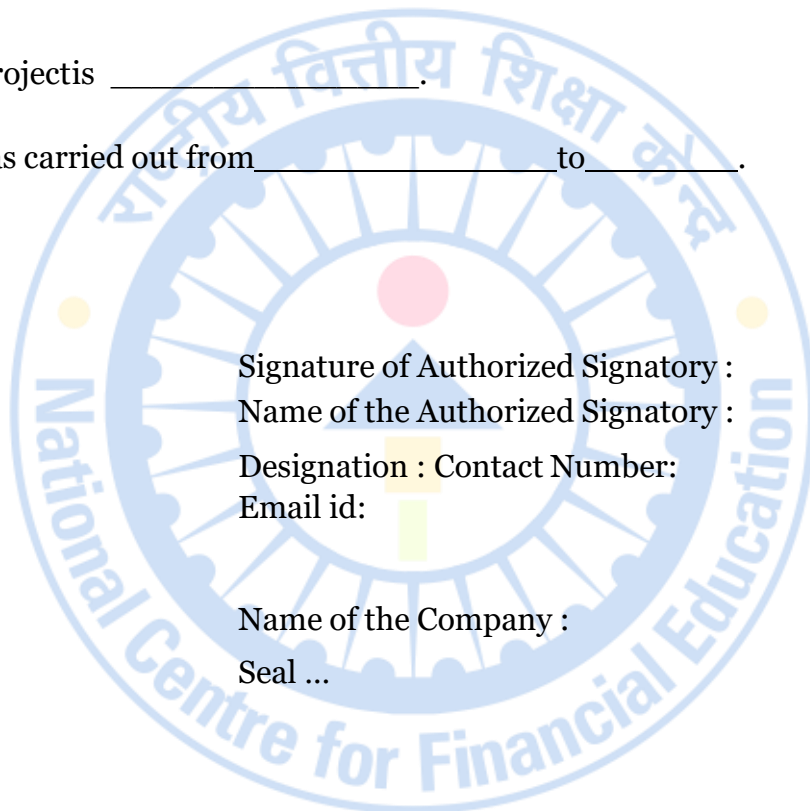
Name of the Authorized Signatory :

Designation : Contact Number:

Email id:

Name of the Company :

Seal ...



**ANNEXURE V**  
**LETTER OF AUTHORIZATION**

(To be submitted in Company Letter Head duly stamped and signed)

Date:

To,  
The Senior Manager  
National Centre for Financial Education,  
6<sup>th</sup> Floor, NISM Bhavan, Plot No 82,  
Sector 17, Vashi,  
Navi Mumbai 400 703

**Authorized representative of the company**

Respected Sir,

I/We, ..... (Name of Authorizer) in the capacity of ..... (Designation of Authorizer) hereby authorize Mr. / Ms. .... (Name & Designation of Authorized Person) to act as the Contact Person and Authorized signatory on behalf of our company for submission of EoI for “Application Mid Term Evaluation of NSFE 2020:25”

It is further submitted that the said Contact Person shall be the authorized signatory of the Proposal in response to the EoI.

I/We on behalf of our company undertake full responsibility of the Proposal(s) / information submitted by the said Contact Person and we shall not hold NCFE responsible for any wrongful act committed by the Contact Person during the shortlisting process.

In case of any change in the Contact Person on a later date, I/We shall inform NCFE and I/We agree that NCFE may take five working days to effect the change in its records.

I/ We hereby declare that all the information and statements made in this Proposal are true and accept that any misrepresentation contained in it may lead to our disqualification by NCFE without assigning any reasons whatsoever at any stage of the process.

Thanking you.

Yours sincerely,



Signature of the Authorizer:

Name of the Authorizer:

Designation of Authorizer:

Stamp (Seal) of Company:

Date:

Signature of the Authorized Person:

Name of the Authorized Person:

Designation of Authorized Person:

Mobile Number of Authorized Person:

Email ID of the Authorized Person:

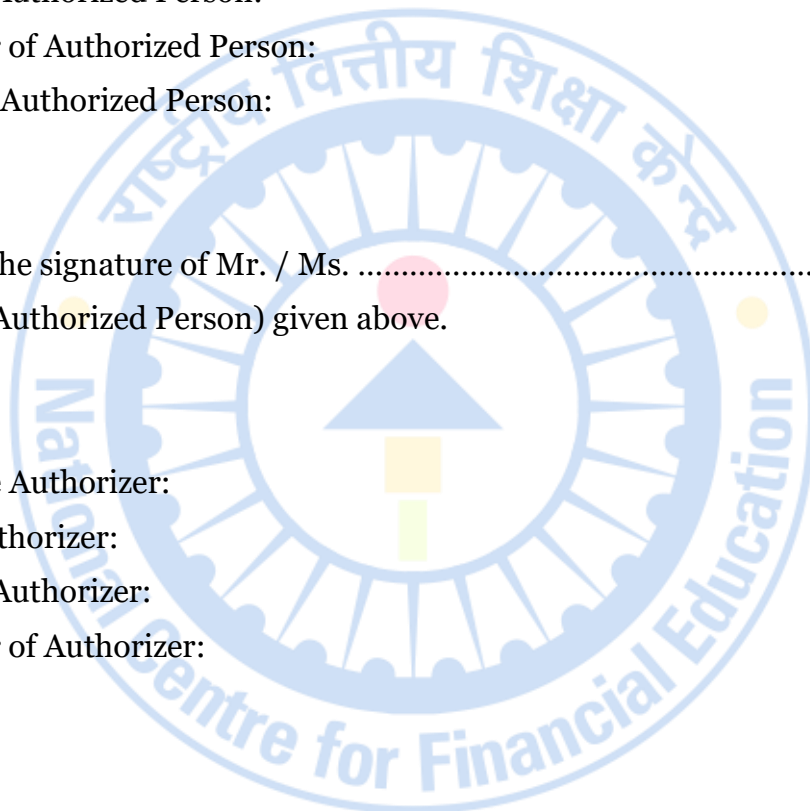
I hereby attest the signature of Mr. / Ms. .... (Name & Designation of Authorized Person) given above.

Signature of the Authorizer:

Name of the Authorizer:

Designation of Authorizer:

Mobile Number of Authorizer:



**ANNEXURE VI**

(This Annexure has to be filled by supplier for every work order submitted by them in response to this Section 9 of this EoI)

<b>Sr.</b>	<b>Work Order No.</b>	<b>Client Name</b>	<b>Description of the Work carried out (Including Geographical Area, No of respondents, Survey period etc.)</b>

Date :

Place :

Signature of Authorized Signatory :

Name of the Authorized Signatory :

Designation : Contact Number:

Email id:

Name of the Company :

Seal ...

**\*\*\*END OF THE DOCUMENT\*\*\***