



Government of Maharashtra

**Directorate General of Information and Public Relations**

Ground Floor, Mantralaya (Main) Building  
Madam Kama Marg, Hutatma Rajguru Chowk, Mumbai-400032

Phone 022-22027956

Email: dg.dgipr@maharashtra.gov.in

Outward No:/EOI/2025/979

Date: 14/12/2025

To,

1. AXIS MY INDIA LTD
2. CS DATAMATION PVT. LTD
3. JPS FOUNDATION.
4. QCI (Quality Council of India)

**Subject:** Invitation for Expression of Interest (EOI) for Selection of Agency for Mapping, Impact Assessment & Real-Time Evaluation to Provide Focused & Targeted Communication of infrastructure Projects/Schemes in the State of Maharashtra

**Reference:**

- 1) Government Resolution No: Misc-2025/479/P.R. 220/ Misc-1 Date: 12<sup>th</sup> December 2025
- 2) Decision taken in the meeting of the Cabinet meeting on dated 07 December 2025

Dear Sir/ Madam,

With reference to the above cited subject, Directorate General of Information and Public Relations (DGIPR), Government of Maharashtra, herewith invites Expression of Interest (EOI) for the selection of Agency for Mapping, Impact Assessment & Real-Time Monitoring to Provide Focused & Targeted Communication in the State of Maharashtra.

Directorate General of Information and Public Relations (DGIPR), Government of Maharashtra, intends to undertake a large-scale initiative to do mapping & profiling of citizens across demographic cohorts, to assess the percolation and impact of key public welfare schemes, and enable focused, targeted, app-based two-way communication with citizens. The initiative will leverage robust, technology-enabled data collection, real-time monitoring, and geo-tagged evidence to strengthen governance delivery, customize information flows, and support course correction across sectors including skill development, health, agriculture etc.

The interested agencies shall immediately notify the department by sharing the acceptance letter, duly signed and stamped by authorized signatory, via email at [dgipr.av@gmail.com](mailto:dgipr.av@gmail.com).

Interested agencies are required to download the EOI document through the MahaTender portal at <https://mahatenders.gov.in/> to participate in the bidding process. Submission of the bid shall be permitted only through the MahaTender portal. The bids which are not downloaded and submitted via the said portal shall not be considered for evaluation.



The agencies are required to prepare presentations regarding Project Implementation Plan and mail their presentations, specified in Annexure-4. DGIPR reserves the right to terminate the application/ selection in case of any deviation/ discrepancies, and the selected agencies should abide by the norms of EOI.

Scope of Work is given in Annexure-1. Actual presentation will be conducted at Mumbai, Maharashtra. Time and Venue of presentation will be communicated to agencies who have submitted their presentation within duration mentioned in the above paragraph.

The agencies are required to submit their Technical Bid in accordance with Annexure-2, in soft copy (online mode) by email to the Directorate General of Information and Public Relations (DGIPR), Government of Maharashtra, on or before the specified date and time. Any Technical Bid received after the stipulated date and time or not submitted in the prescribed format shall not be considered, and no correspondence in this regard shall be entertained.

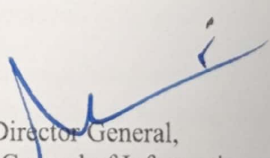
The selected agency shall submit a Performance Bank Guarantee (PBG), issued by a Scheduled Commercial Bank, within 15 days from the date of issue of the Letter of Award. The PBG shall be valid for the entire contract period plus 3 months. Failure to submit the PBG within the stipulated time shall result in cancellation of the award.

The presentation should cover following below:

- Approach and methodology for impact assessment of State Government schemes, flagship programmes, developmental projects.
- Framework for citizen mapping and profiling across skills, health, agriculture sectors etc.
- Strategy for app-based targeted communication using video, image, text, and audio formats
- Mechanism for real-time monitoring of field activities, surveys identifying need gaps, and dissemination efforts
- Use of dashboards, geo-tagging, and analytics for tracking delivery and outcomes
- Plan for data validation, quality assurance, and compliance with government standards
- Approach for converting insights into actionable post-assignment advisory recommendations
- Support for policy/schemes optimization and course correction based on evidence-driven findings

In case of any query or any additional information please communicate with the undersigned.

Thanking You.

  
Director General,  
Directorate General of Information and  
Public Relations (DGIPR),  
Government of Maharashtra

Copy To:

1) Principal Secretary, General Administrative Department (GAD)

### Annexure – 1: Scope of Work

- **Impact Assessment of Schemes:** Conduct statistically robust impact assessment studies for flagship State Government schemes (e.g., Mahatma Phule Shetkari Karj Mukti yojana, Ladki Bahin), focusing on diverse demographic cohorts to evaluate effectiveness, leakages, exclusions and outcomes.
- **Mapping & Profiling of Services:** Undertake comprehensive mapping and profiling of skills, health services, and agriculture-related services, identify beneficiaries, collect application-level data, and connect beneficiaries with customized information and appropriate service delivery mechanisms.
- **Targeted & Focused Communication:** Establish an app-driven communication system prioritizing all four content formats in the form of text, video, audio, and image/banner. Moreover, ensuring communication with feature-phone users in the form of IVRS, voice-blasts etc. Deliver customized content tailored to citizen categories and enable two-way engagement for both application users & feature phone users. For example, delivery of customised, scheme-wise & policy-based content to mapped fishermen community.
- **Educating, Training & Skilling:** Develop and disseminate customized training content for target groups through videos, on-site demonstrations, and audio modules to enhance awareness and skill development.
- **Real-time Monitoring:** Implement real-time monitoring of delivery and ongoing processes/events using geo-tagged images, audio, and video recordings. It involves creation of a real-time dashboard for updates.
- **Consulting Advisory:** Provide actionable recommendations post-assignment, including policy formulation inputs, budget allocation guidance, and resource mobilization strategies to strengthen governance and implementation. It will involve delivery of inception reports, dashboard analytics, and final reports inclusive of a course-correction model.

#### **Methodology, Processes and Quality Control System**

The selected agency will be responsible for end-to-end execution of the following components:

- a) **Survey Design and Sampling**
  - i. Develop a statistically valid, representative sample covering rural, urban, and remote geographies.
  - ii. Submit a detailed sampling plan for approval
- b) **Survey Instruments**
  - i. Prepare structured questionnaires, incorporating both closed and open-ended questions.
  - ii. Translate questionnaires into local language i.e. Marathi.
- c) **Fieldwork Execution**
  - i. Recruit, train, and deploy investigators with relevant experience
  - ii. Ensure adequate supervisory mechanisms.
  - iii. Cover large-scale samples across multiple districts of the State of Maharashtra, including urban, rural, and remote areas, within the stipulated timelines.



**d) Data Collection & Validation**

- i. Use digital tools (CAPI, GPS/geo-tagging, dashboards) for accuracy and efficiency.
- ii. Ensure real-time quality checks and validation protocols.
- iii. Submit both raw and cleaned datasets.
- iv. Real time data collection and dashboard updation.

**e) Analysis & Reporting**

- i. Analyse data to identify:
  - i. Delivery Gaps & Leakages
  - ii. Course-Correct Models
- ii. Generate actionable reports for government use

**f) Mapping, Identification & Communication**

- i. Map citizens in terms of health & skill parameters
- ii. Establish two-way communication using a technological robust platform
- iii. Disseminate targeted content via multiple formats
- iv. Undertake agricultural mapping wherever applicable

**g) Real-Time Monitoring & Recommendations**

- i. Monitoring progress & ensuring mobilisation of resources
- ii. Provide recommendations and course corrections along with real-time dashboard analytics.

## Annexure – 2: Technical Qualification & Evaluation Details

#	Criteria	Eligibility	Document	Marks
1	Service/Survey capacity of the sole bidder	<p>The bidder should have sufficient organizational capacity and resources to carry out large-scale survey projects at multiple locations. The bidder must be capable of using technology-based tools for data collection, real-time dashboards, real-time monitoring systems and communication through mobile applications, IVRS, audio, video, and text formats. The bidder should also be able to conduct survey and field activities simultaneously in rural, urban, and remote areas and complete the work within the prescribed timelines.</p> <p>1 survey – 2 marks 2 survey – 5 marks 3 or more survey - 10 marks</p>	<ul style="list-style-type: none"> <li>• Details of survey infrastructure (field strength, digital tools, dashboards, IVRS platforms, mobile apps, etc.)</li> <li>• Declaration of availability of required infrastructure and systems for real-time monitoring of quality checks and real-time data reporting on dashboard</li> </ul>	10
2	Experience in Similar Works with other State Government and Central Government	<p>The bidder should have successfully completed at least three (3) similar assignments in the last five (5) years involving one or more of the following: impact assessment studies, large-scale socio-economic surveys, citizen mapping &amp; profiling, government scheme evaluation, technology-driven communication (App/IVRS), or real-time monitoring dashboards for Central/State Government or Public Sector entities.</p> <p>1 project – 2 marks 2 projects – 5 marks 3 or more projects - 10 marks</p>	<ul style="list-style-type: none"> <li>• Copies of Work Orders / Agreements</li> <li>• Completion Certificates / Client Certificates clearly indicating scope and duration or CA certificate stating order quantity, amount and payment received</li> <li>• Brief project descriptions highlighting relevance to the current scope</li> </ul>	10
3	Technical Expertise & Skilled Manpower	<p>The bidder must have an in-house team with proven expertise in survey design, sampling, data analytics, GIS/geo-tagging, dashboard development, IVRS-based communication, content development, and policy advisory. Availability of qualified project managers, statisticians, field supervisors, technology experts, and data analysts is mandatory.</p>	<ul style="list-style-type: none"> <li>• Organization chart and team structure</li> <li>• CVs of key personnel proposed for the project</li> <li>• Details of domain expertise and years of experience</li> <li>• Undertaking confirming availability of proposed team for the</li> </ul>	20

			project duration	
4	Approach & Methodology presentation	The bidder shall make a technical presentation to the Client covering understanding of the scope, proposed methodology, sampling approach, quality control mechanisms, timelines, team deployment plan and Demonstration of Technical tool for monitoring	Marks will be provided by internal committee of DGIPR based on the presentation.	60
			<b>Total Marks</b>	<b>100</b>

Annexure – 3: Performance Bank Guarantee

**Performance Bank Guarantee**

(To be stamped in accordance with Stamp Act)

Bank Guarantee No. ....

To,

Directorate General of Information and Public Relation (DGIPR), Maharashtra  
Ground Floor, Main Building  
Mantralaya, Madam Cama Road  
Mumbai, Maharashtra 400032

**Ref:** Invitation for Expression of Interest (EOI) for Selection of Agency for Mapping, Impact Assessment & Real-Time Monitoring to Provide Focused & Targeted Communication in the State of Maharashtra.

Dear Sir,

Whereas the Directorate-General of Information and Public Relations (DGIPR), Government of Maharashtra (hereinafter referred to as "the Client") has invited bids / Expressions of Interest for Selection of Agency for Mapping, Impact Assessment & Real-Time Monitoring to Provide Focused & Targeted Communication in the State of Maharashtra , and whereas M/s \_\_\_\_\_, having its registered office at \_\_\_\_\_ (hereinafter referred to as "the Agency"), has been selected for the said work and has agreed to furnish a Performance Bank Guarantee for the due performance of the obligations under the said contract.

Now therefore, we \_\_\_\_\_ Bank, having its branch at \_\_\_\_\_, do hereby irrevocably and unconditionally guarantee to pay to the Client an amount not exceeding INR \_\_\_\_\_ (Rupees \_\_\_\_\_ only), being 3% of the total contract value, upon receipt of a written demand from the Client stating that the Agency has failed to perform its obligations or has breached the terms and conditions of the Contract.

The Performance Bank Guarantee shall be valid till the tenure of the Agreement or until the DGIPR discharges this Performance Bank Guarantee (whichever is earlier). The Performance Bank Guarantee may be extended from time to time for such period (not exceeding one year), as may be desired by SI on whose behalf this guarantee has been given.

This guarantee shall remain in full force notwithstanding any changes in the constitution of the Agency or the Bank and shall not be affected by any indulgence, extension of time, or variation granted to the Agency by the Client.



This Performance Bank Guarantee shall be governed by and construed in accordance with the laws of India and shall be subject to the exclusive jurisdiction of courts at Mumbai.

Signature .....

Name .....

(in Block letters)

Designation .....

(Staff Code No.) .....

Official

address:

(Bank's

common

Seal)

Attorney as per power of Attorney No.

Date:

WITNESS:

1.....

(Signature with Name, Designation & Address)

2.....

(Signature with Name, Designation & Address)



**Annexure – 4: Key Events & Dates**

#	Key Events	Dates
1	EOI issue Date	14/12/2025
2	Start Date for Bid Submission	14/12/2025 05:00 PM
3	End Date & Time for Bid Submission	22/12/2025 05:00 PM
4	Technical Presentation by Bidders	23/12/2025 11.00 AM
5	Opening of Technical Bids	24/12/2025 12:00 PM