



COUNCIL FOR SOCIAL DEVELOPMENT

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Impact Assessment Study of the National Digital Literacy Mission

Terms of Reference

Background

Council for Social Development (CSD) invites applications from competent agencies to carry out a telephonic survey of 30,000 respondents for an Impact Assessment Study of the National Digital Literacy Mission (NDLM). NDLM is implementing an IT Mass Literacy Training Scheme, through CSC e-Governance India Ltd, the Special Purpose Vehicle of the Department of Electronics and Information Technology (DEITY), Ministry of Communications and Information Technology. The telephonic survey will include all States and Union Territories, and should be completed within a period of three months. The details on the sample to be surveyed in each state are attached at Annexure 1. You are requested to submit your proposal by **26 February 2016**, through email or by post to Council for Social Development, 53, Lodi Estate, New Delhi – 110003, Email: poornima@csdindia.org

The first phase of NDLM was rolled out in the year 2014. The objective of the scheme is to provide IT training to 10 lakh persons in every eligible household in selected blocks in each State/UT, to enable the beneficiaries to use IT and IT related applications to participate effectively in the democratic processes and enhance their livelihood. The beneficiaries are selected from households where no member in the age group of 14 to 60 years is IT literate. Adequate representation is given to persons belonging to disadvantaged groups (SC/ST), below poverty line (BPL).

The second phase of NDLM is expected to reach out to 42.5 lakh persons across the country, before commencement of which an evaluation of the first phase of the training program is warranted. CSD has been assigned the responsibility of assessing the impact of the training program, and recommend improvements, suggestions and best practices.

Objective of the Impact Assessment Study

This Impact Assessment Study aims to bring to light the overall outcome of the IT Mass Literacy Training Scheme that has trained 10 lakh non-IT literate citizens across the country in different states. Assessment of the overall impact of the training program will be based on the (a)

processes of training, (b) the training infrastructure, (c) training curriculum, (d) training course and content, (e) beneficiaries responses/ perception on the impact of training and the extent to which they have been equipped, etc. based on the telephonic responses of the beneficiaries.

Methodology

A telephonic survey of 30,000 respondents will be made to elicit responses from the beneficiaries on the training provided. The data collection process will span over a period of 3 months, covering 10,000 respondents in each month. A questionnaire to record the perception of the beneficiaries will be developed by CSD in different languages, and the process of carrying out the survey will be outsourced to a third party that has prior experience of undertaking similar assignment for government projects. Further, a coding scheme in excel format will be developed and given to the selected survey agency, which is required to fill the response in the given format. The details of the sample to be surveyed in each state/UTs, based on population size, is annexed.

Scope of Work

In carrying out the survey work in the scheduled time period, interested parties are requested to submit a proposal, which should contain the following information:

- Profile of the agency (attach copies of registration, PAN and Service Tax registration)
- Human resource strength with brief profiles of key persons in the agency
- Experience and track record of the agency in conducting similar surveys
- Number of telephone operators proposed to be appointed for States/Groups of States for the purpose of the survey
- Language proficiency of telephone operators appointed for the purpose of the survey
- State-wise data collection plan (with address of agency/ key persons associated with agency)
- Daily plan of telephonic interviews, including estimated total calls per day, estimated number of persons to be surveyed, estimated duration of calls, response rate, etc.
- Plan for consolidation of daily telephonic interviews for submission of weekly/ monthly reports to CSD
- Detailed budget, which is inclusive of taxes

Responsibilities of CSD and the Survey Agency

The responsibilities of CSD will be:

- i. To make available the database of trained beneficiaries provided by CSC-NDLM to the Survey Agency.

- ii. To prepare and supply the survey agencies with the questionnaire in different languages in digital version.
- iii. To prepare and provide the survey agency a coding format in excel, on which the survey response will be filled in.
- iv. To scrutinize the data supplied by survey agencies for inconsistencies, and suggest corrective measures.

The responsibilities of the Survey Agency will be:

- i. To ensure that at least 10,000 respondents are surveyed every month for a period of three months, covering a total of 30,000 on the basis of the database and questionnaire supplied to them.
- ii. To submit the survey response in the codified excel format given by CSD, every month for a period of three months.
- iii. To take corrective measures and submit the revised format of data set, in case of inconsistencies pointed out by CSD.
- iv. To provide the audio recordings of the calls made by the survey agency, list of the beneficiaries interviewed and the duration of call records, to facilitate CSD in making a random check on the interviews held.
- v. To undertake verification of 10% of data and submit a Verification Report, including details of the corrective measures taken.

Time Period

The maximum duration of the consultancy will be for a period of three months and the work should be started within 15 days from the date of acceptance. The stipulated data set should be sent to CSD every week.

Payment Schedule

Payments will be made in four instalments, namely:

The first installment of 10% will be paid at the time of signing of agreement.

The second instalment of 30% will be paid on completion of survey of 10,000 respondents and survey response in the codified excel format along with requisite call records, list of the beneficiaries interviewed and the duration of call records

The third instalment of 30% will be paid on completion of 20,000 respondents and survey response in the codified excel format along with requisite call records, list of the beneficiaries interviewed and the duration of call records

The fourth instalment of 30% will be paid on completion of 30,000 respondents and survey response in the codified excel format along with requisite call records, list of the beneficiaries interviewed and the duration of call records

Criteria for Evaluation

- Experience of the Survey Agencies
- Qualification and Experience of the Key persons
- Track record of previous surveys
- Strength of telephone operators carrying out the Survey
- Proficiency of staff in different languages
- Cost effectiveness of the budget

Application Process

Interested parties are requested to submit their application titled '**Proposal for NDLM Survey**' by **26 February 2016** through email or post to:

Dr. Poornima M
Associate Fellow
Council for Social Development
53, Lodi Estate
New Delhi – 110003
Email: poornima@csdindia.org
Tel: 011-24615383

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Annexure – 1

S. No	States	Category of State	Trainees supported by:		Sample to be Interviewed - Trainees supported by:		
			Govt	NGO	Govt	NGO	Total
1.	Rajasthan	A	60000	6667	1800	200	2000
2.	Uttar Pradesh	A	60000	6667	1800	200	2000
3.	Bihar	A	60000	6666	1800	200	2000
4.	West Bengal	A	60000	6667	1800	200	2000
5.	Madhya Pradesh	A	60000	6666	1800	200	2000
6.	Gujarat	A	60000	6667	1800	200	2000
7.	Maharashtra	A	60000	6667	1800	200	2000
8.	Andhra Pradesh	A	60000	6667	1800	200	2000
9.	Karnataka	A	60000	6667	1800	200	2000
10.	Tamil Nadu	A	60000	6666	1800	200	2000
11.	Jammu & Kashmir	B	20000	2222	600	67	667
12.	Punjab	B	20000	2222	600	67	667
13.	Uttarakhand	B	20000	2224	600	67	667
14.	Haryana	B	20000	2222	600	67	667
15.	NCT of Delhi	B	20000	2222	600	67	667
16.	Assam	B	20000	2222	600	67	667
17.	Jharkhand	B	20000	2222	600	67	667
18.	Odisha	B	20000	2222	600	66	666
19.	Chhattisgarh	B	20000	2222	600	66	666
20.	Kerala	B	20000	2222	600	66	666
21.	Himachal Pradesh	C	6667	741	200	22	222
22.	Chandigarh	C	6667	741	200	22	222
23.	Sikkim	C	6667	741	200	22	222
24.	Arunachal Pradesh	C	6667	741	200	22	222
25.	Nagaland	C	6667	741	200	22	222
26.	Manipur	C	6667	741	200	22	222
27.	Mizoram	C	6667	741	200	22	222
28.	Tripura	C	6667	741	200	25	225
29.	Meghalaya	C	6666	741	200	22	222
30.	Daman & Diu	C	6666	740	200	22	222
31.	Dadra & Nagar Haveli	C	6666	740	200	22	222
32.	Goa	C	6667	741	200	22	222
33.	Lakshadweep	C	6666	740	200	22	222
34.	Puducherry	C	6667	741	200	22	222
35.	Andaman & Nicobar	C	6666	740	200	22	222
	Total		900000	100000	27000	3000	30000