

**Reference No. QCI/EOI/SS/0725/456**

**Expression of Interest  
Empanelment of agencies for  
Facilitating Onboarding and Engagement of Sarpanchs  
on Sarpanch Samvaad App**



Quality Council of India (QCI)  
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## EOI SUMMARY

S. No.	Particulars	Details
1	Project Scope	Expression of Interest for <b>Empanelment of agencies for Facilitating Onboarding and Engagement of Sarpanchs on Sarpanch Samvaad App</b>
2	Date of issue of the Eoi document	12.07.2025
3	Method of Selection	Based on qualification of Pre-Qualification criteria followed by technical evaluation
4	Last date of submission of bid	22 <sup>nd</sup> July, 2025, 3 PM
5	Duration of Empanelment	03 months, Further extendable based on performance
6	Period of Validity of Bids	90 Days
7	Contact for Clarification	procurement@qcin.org
8	Presentation Round	To be notified via email if shortlisted

## **EOI NOTICE**

1. Quality Council of India invites proposals for **“Empanelment of agencies for Facilitating Onboarding and Engagement of Sarpanchs on Sarpanch Samvaad App”** through this EOI.
2. The criteria and process of evaluating the responses to this EOI and subsequent selection of the applicant(s) will be as mentioned in this EOI. Any modification or changes to the terms and conditions mentioned in this EOI will be entirely at the discretion of QCI.
3. No contractual obligation shall arise from this EOI process unless and until a formal contract is signed and executed by a duly authorized official(s) of QCI with the empanelled service provider for defined activities. QCI reserves the right to empanel more than one applicant.
4. The content of this EOI enlists the requirements of the Quality Council of India. It includes the Empanelment Terms, which detail all that may be needed by the applicants to understand the terms and the empanelment process and explain the contractual terms that the Quality Council of India wishes to specify at this stage.
5. Interested applicants are advised to study this EOI document carefully before submitting their proposals in response to the Empanelment notice. Submission of a proposal in response to this notice shall be deemed done after careful study and examination of this document with a complete understanding of its terms, conditions and implications.
6. The proposal may be submitted in a PDF format to [procurement@qcin.org](mailto:procurement@qcin.org) before **22<sup>nd</sup> July, 2025, 3 PM** with the subject line **“Empanelment of agencies for Facilitating Onboarding and Engagement of Sarpanchs on Sarpanch Samvaad App”**

## I. INTRODUCTION:

### Quality Council of India (QCI)

Quality Council of India (QCI) is a premier autonomous body set up by Government of India. QCI is responsible for creating a Quality Mindset and envisions to ensure quality across products and services that touch every citizen. As an independent and autonomous body, QCI creates a mechanism for independent third-party assessments of products, services, and processes, coordinating its activities through its constituent boards and divisions. The Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, serves as the nodal point for QCI. QCI plays a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and wellbeing of the citizens of India.

To achieve this, QCI is playing a pivotal role in propagating, adoption and adherence to quality standards in all important spheres of activities including education, healthcare, environment protection, governance, social sectors, infrastructure sector and such other areas of organized activities that have significant bearing in improving the quality of life and well-being of the citizens of India.

## II. AIM OF THE PROJECT:

The objective is to empanel experienced agencies for facilitating the onboarding and handholding of Sarpanchs onto the **Sarpanch Samvaad mobile application**, generating awareness about its features and benefits, and ensuring active user engagement. The agencies will be responsible for providing field-level support in Gram Panchayats, assisting Sarpanchs through the application setup and verification process, and enabling them to effectively utilize the platform. The engagement shall include educating users, guiding content creation, and implementing a referral-based incentive mechanism to promote adoption and sustained participation.

## III. SCOPE OF WORK:

The scope of services required by QCI for the agencies is as follows:

### 1. Onboarding and Handholding Support:

- a. Visit Gram Panchayat and assist Sarpanchs in downloading the Sarpanch Samvaad mobile application using a referral code by the QCI Team.
- b. Guide users through the onboarding process including:
  - i. Mobile and Aadhaar OTP verification
  - ii. Capturing selfie capture and complete face match verification
  - iii. Entering Panchayat and tenure details.
- c. Ensure users accurately input all mandatory information to achieve successful profile verification.
- d. Assist the Sarpanch in creating one relevant post in accordance with the guidelines outlined in the Terms and Conditions.

### 2. Generating Awareness on Application Usage

- a. Educate sarpanches on key features and benefits of the Sarpanch Samvaad application.
- b. Train users to create relevant posts and participate in training modules provided within the application.

### 3. Referral Incentive Structure

Agencies shall be entitled to monetary incentives for successful referrals, structured as follows:

- a. **Onboarding Incentive:** ₹400 (exclusive of taxes) upon successful profile verification by the Sarpanch Samvaad Team.
- b. **Engagement Incentive:** ₹100 (exclusive of taxes) when the verified user publishes their first post within 7 days of verification.
- c. **Total Incentive:** ₹500 per successfully onboarded and engaged user.

**Note:** An incentive of up to ₹500 (exclusive of taxes) will be awarded for each referred Sarpanch upon successful completion of both the onboarding and engagement milestones.

#### 4. Posting Timeline for Additional Incentive

- a. The referred user must publish their first post within 7 days of verification for the agency to qualify for the engagement incentive.
- b. If the user fails to post within the stipulated period, the agency shall not be eligible for the ₹100 engagement incentive for that user.

#### 5. Ethical Conduct and Compliance

- a. Agencies are prohibited from using or issuing any document featuring the name, logo, service marks, trade names, or brand assets of *Sarpanch Samvaad* or QCI to any third party or for subletting work. Agencies are responsible for ensuring that no harm is caused to the organization's reputation.
- b. Hosting, co-hosting, or sponsoring on-ground events using QCI or *Sarpanch Samvaad* branding is strictly disallowed.
- c. In case of lead duplication (where multiple agencies claim the same referral), QCI shall not intervene in dispute resolution. Incentives will be processed based on the referral entry first recorded in the system. It is the sole responsibility of the concerned agencies to mutually address and resolve any such conflicts. The incentive for a referred user will be processed based on the referral entry received first in the system
- a. Any fraudulent activities, will result in:
  - i. Immediate disqualification from the referral program.
  - ii. Potential legal action.

The *Sarpanch Samvaad* Team will conduct weekly and monthly audits to ensure compliance with referral policies. Adherence to the Standard Operating Procedure (SOP) issued post work order or authorization is mandatory. Deviations or inconsistencies identified during audits may lead to removal of user profiles and withholding of monetary incentives.

#### IV. Pre- Qualification Criteria:

S. No.	Basic Requirements	Specific Requirements	Documents Required
1	Registration	<p>The Bidder(s) interested in participating in the Selection Process must be a duly registered legal entity in India, under any one of the following categories:</p> <ul style="list-style-type: none"> <li>• A public company</li> <li>• A Limited Liability Partnership (“LLP”) registered under the LLP Act, 2008.</li> <li>• an Indian Company (“Company”) registered under the Companies Act, 1956/ 2013 or any previous Companies’ Act.</li> <li>• A “Society/NGO” registered under the Society Registration Act 1860</li> <li>• A “Partnership Firm” registered under the Indian Partnership Act, 1932</li> <li>• a Sole Proprietorship firm, registered as such under the Applicable Laws of India</li> </ul> <p>With minimum 3 years of existence at the time of submission of the bid.</p>	<p>Registration documents of the Bidder as a company/firm or any legal entity along with:</p> <ol style="list-style-type: none"> <li>i. Incorporation Certificate of the company, or</li> <li>ii. Certified copy of registered Partnership Deed; copy of Statement filed in the Register of Firms disclosing names, addresses and relevant details of ALL partners of the Partnership Firm</li> <li>iii. Certified copy of registered Society/NGO</li> <li>iv. MSME Certificate (if applicable).</li> <li>v. Any other supporting document, as may be required.</li> <li>vi. GST and PAN</li> <li>vii. MSME Certificate (if applicable)</li> <li>viii. Any other supporting document, as may be required</li> </ol>
2	Experience	<p>The Bidder(s) having relevant prior experience and proven track record, reach in villages and ability to conduct awareness programmes/survey/on-ground assessment with QCI/Government bodies/PSUs/ or any other reputed organization (with minimum of 3 years’ experience)</p>	<p>Contract/ Agreement/ Work Orders/ Completion certificate from client(s) OR self-certification by the agency verified by Managing Director/Authorized Signatory. Also, to be mentioned in Form A</p>
3	Operational Capacity	<p>The organization must have adequate staff for the event and mobile app coordination. The staff should also be fluent in English, Hindi and other relevant regional languages.</p>	<p>The list of proposed manpower/assessors/team members to be shared for this engagement along with operational capacity as per Form-C in Annexure.</p>
4	Non- Blacklisting	<p>The bidding entity must not be blacklisted / terminated / debarred by any state or central government or their agencies and should not have been found guilty of any criminal offence by any court of law, in the last three (3) years.</p>	<p>Submission as per format given in Annexures</p>

*Interested Bidders submitting their proposals are expected to meet the above pre-qualification criteria. In case any Bidder fails to either meet all these criteria or does not furnish the requisite supporting documents/ documentary evidence in support thereof, the bid is liable to be summarily rejected.*

#### V. EVALUATION CRITERIA

The technical evaluation shall be based on the following criteria:

S. No.	Criteria	Weightage
1	Understanding of the scope of work, including a detailed approach and methodology to execute onboarding, handholding, and community awareness activities effectively	25
2	Availability of field staff across India and their proven ability to access and engage with Gram Panchayats and village-level functionaries.	25
3	Capacity to train Sarpanchs on creating posts, using app modules, and generating awareness about key features to ensure active engagement within the given timeline.	25
4	Past projects demonstrating experience in community engagement, handholding support, and large-scale digital onboarding initiatives in rural areas.	25
	<b>Total</b>	100

*Minimum marks required for technical qualification is 70 out of 100*

#### VI. METHOD OF SELECTION

The agencies that qualify the prequalification criteria and technical evaluation criteria will be selected for empanelment under this project.

#### VII. GENERAL TERMS AND CONDITIONS:

- Period:** The empanelment will be valid for a period of three(03) months, which may be extended further depending on the performance of the agency and their compliance of terms and conditions at the sole discretion of QCI.
- Presentation:** As a part of Evaluation of proposals submitted by the applicants, QCI may seek further information or a presentation from the bidders for evaluation purposes. QCI may call for such information/presentation at a short notice
- Conflict of Interest:** QCI requires that organization provides professional, objective, and impartial analysis and data, strictly avoid conflicts with other assignment/jobs or their own corporate interests and act without any consideration for future work.
- Blacklisting/debarring:** QCI reserves the right to cancel the empanelment issued and debar the firm if it is discovered that the firm had produced any false information, on continued delivery of unsatisfactory services, insolvency of the company or any other ethical ground as deemed fit by giving a 7 days' prior written notice.
- Amendment to EOI:** At any time prior to the last date for receipt of proposal, QCI may for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the EOI document by an amendment. To provide bidder(s) a reasonable time in which to take the amendment into account in preparing their proposals, QCI may at its discretion extend the last date for the receipt of proposals and/or make other changes in the requirements set out in the EOI. The same shall be informed to the bidders through the issue of a corrigendum.

6. **Ethics:** QCI expects the selected service provider to show highest ethical standards during the course of the assignment; if any complaints/information regarding any incident of bribery, corrupt payment, an unauthorized offer etc., is brought to the fore, the service provider shall take the necessary action (to the extent of expulsion/removal) as per its organization rules and laws applicable at that time; QCI is absolved of any liability/claim arising out of any such above situations; all personnel should have signed the code of conduct with the Service Provider and any conflict of interest shall be declared to QCI.
7. **Language:** The Proposal should be filled by the bidders in English language only. If any supporting documents submitted are in any language other than English, translation of the same in English language is to be duly attested by the Bidders. For purposes of interpretation of the documents, the English translation shall govern. All correspondence and documents relating to the Proposal exchanged by the bidder and QCI shall also be written in the English language.
8. **Rejection of Application:** The application is liable to be rejected if:
  - i. Not in prescribed form and not containing all the required details.
  - ii. Absence of any supporting document(s) with the Proposal.
9. **Force Majeure:** Neither party shall be held responsible for non-fulfilment of their respective obligations due to the exigency of one or more of the force majeure events such as but not limited to Acts of God, war, floods, earthquakes, strikes, lockouts, epidemics, pandemics, riots, civil commotion etc., provided on the occurrence and cessation of any such events. The affected party thereby shall give notice in writing to the other party within one week of such occurrence or cessation. If the force majeure conditions continue beyond six months, the parties may then mutually decide about the future course of action.

Force Majeure shall not include:

  - i. Any event which is caused by the negligence or intentional action of a Party or by or of such party's agents or employees, nor any event which a diligent Party could reasonably have been expected both to consider at the time of the signing of the contract and avoid or overcome with utmost persistent effort in the carrying out of its obligations hereunder.
  - ii. Insufficiency of funds or human resources or inability to make any payment required for the execution of services under this contract.
10. **Indemnity:** Service Provider undertakes to indemnify QCI from and any losses that QCI may incur due to any deficiency in services rendered by Service Provider or any instance of corruption or improper payment.
11. **Maintenance of Confidentiality:** The agency must not divulge any confidential information and assure that reasonable steps are taken to provide for the safe custody of any and confidential information in its possession and to prevent unauthorized access thereto or use thereof. The agency must not, without the prior written consent of QCI, disclose any confidential information of QCI or any government department or relating to any ministry or any other party. In giving written consent to the disclosure of confidential information, QCI may impose such conditions as it thinks fit, and the agency must comply with these conditions. Confidentiality clause shall survive the termination of contract or contract expiry period.

The selected agency will be required to sign a mutually agreed Non-Disclosure Agreement (NDA) with QCI.
12. **Authorization of Signatory:** The Bid may be signed either by the Principal Officer of the service providing firm or his duly Authorized Representative, in which case he/she shall submit a certificate of authority. All certificates and documents (including any clarifications sought and any subsequent



correspondence) received hereby, shall, as far as possible, be furnished and signed by the Representative or the Principal Officer. The Principal Officer/ authorized representative of the firm shall sign the proposal and also initial all pages of the original Technical Proposal. The authorization shall be in the form of a written power of attorney accompanying the Proposal or in any other form demonstrating that the representative has been duly authorized to sign. The power or authorization, or any other document consisting of adequate proof of the ability of the signatory to bind the Bidder shall be annexed to the Bid.

13. The bidder should adhere to laws of land and rules, regulations and guidelines prescribed by various regulatory, statutory and Government authorities which are applicable to respective business, obligations and subject matters of the contract. QCI reserves the right to conduct an audit / on-going audit of the services provided by the bidder. QCI reserves the right to ascertain information from organizations to which the bidders have rendered their services for execution of similar projects.
14. **Presentation:** As a part of evaluation of proposals submitted by the applicants, QCI shall seek further information or a presentation from the organizations for evaluation purposes. QCI may call for such information/ presentation at a short notice. The presentation link shall be sent to only those bidders who qualify the prequalification criteria.
15. **Standard of Performance:** The consultant agrees to perform services diligently, efficiently, and economically, adhering to professional standards and practices. They will act as a faithful adviser to QCI, prioritizing the QCI's interests in all dealings with third parties.
16. **Intellectual Property Rights:** All documents, report, information, data, concept etc. collected and prepared by the service provider in connection with the scope of work submitted to QCI will be property of QCI. The service provider shall not be entitled, either directly or indirectly, to make use of the documents, reports, concept etc. given by QCI for carrying out of any services with any third parties. The service provider shall not, without the prior written consent of QCI be entitled to publish concept, studies or descriptive articles, with or without illustrations or data, in respect of or in connection with the performance of services. The pre-existing intellectual property of the service provider used in deliverables shall remain vested with the service provider. QCI reserves the right to take stringent action including blacklisting legal action in case of breach of this clause.
17. No part of this document including the Annexure can be reproduced in any form or by any means, disclosed or distributed to any person without the prior consent of QCI, except to the extent required for submitting the bid. The information contained in this document is only disclosed for the purposes of enabling potential service providers to submit a proposal to QCI. This document should not therefore be used for any other purpose. These documents contain proprietary information furnished for evaluation purposes only; except with the written permission of the QCI, such information may not be published, disclosed, or used for any other purpose. The bidding firms acknowledge and agree that this document and all portions thereof, including, but not limited to, any copyright, trade secret and other intellectual property rights relating thereto, are and at all times shall remain the sole property of QCI. The title and full ownership rights in the information contained herein and all portions thereof are reserved to and at all times shall remain with QCI. service providers must agree to take utmost care in protecting the proprietary and confidential nature of the information contained herein.
18. During evaluation, QCI may, at its discretion, ask the respondents for clarifications on their proposals. The firms/agencies are required to respond within the time frame prescribed by QCI.

19. **Written Undertakings:** QCI may at any time require the Service Provider and its employees/advisors/professionals/ contractors, to whom confidential information may be disclosed in the course of execution of contract, to give a written undertaking in the form of a deed reasonably accepted to QCI and relating to the use and non-disclosure of the confidential information relating to QCI or any Government Department or relating to any Ministry and or such other information that QCI suggests to be confidential. Upon receiving a request aforesaid the Service Provider must promptly arrange for all such undertakings to be given to QCI.
20. **Taxes & Duties:** The service provider shall be liable to pay all direct and indirect taxes, duties, fees, and other impositions levied under the laws of India.
21. **Validity of Proposals:** The proposals shall remain valid for a period of 180 days from the last date of submission. In exceptional circumstances, QCI may solicit the bidder's consent to an extension of the period of validity. The request and the responses thereto shall be made in writing. A bidder consenting to such request shall not be required nor permitted to modify its Proposal.
22. QCI, by issuance of this RF does not necessarily indicate or imply that the project will be commenced. The service provider will absolve QCI of all responsibilities if the project does not start within a stipulated time frame. QCI reserves the right to withdraw this assignment any time without prior consultation or intimation to the service provider.
23. The service provider shall not make any alteration / changes in the bid after the closing time and date. Unsolicited correspondence from the service provider will not be considered.
24. The service provider shall be deemed to have complied with all clauses in this EoI. Evaluation shall be carried out on the available information in the bid and QCI is not liable to seek clarifications on the documents not submitted as part of the bid.
25. The bidders submitting their proposals would be responsible for all of its expenses, costs and risks incurred towards preparation and submission of their proposals, attending any pre-proposal meeting and visiting the site or any other location in connection therewith. QCI shall, in no case, be responsible or liable for any such costs whatsoever, regardless of the outcome of the process.
26. **Removal of Data:** The organization must ensure that its employees/ professionals' subcontractors and/ personnel do not:
- i. remove any data or allow any Data concerned with this contract to be removed from the places as notified / directed by QCI; or
  - ii. take any data or allow any data to be taken outside of India, without the QCI's prior written consent.
27. **Disclaimer:**  
QCI may at its sole discretion and at any time during the evaluation of proposal, disqualify any respondent, if the firm:
- a) Submitted the proposal after the response deadline
  - b) Made misleading or false representations in the forms, statements and attachments submitted in proof of the eligibility requirements
  - c) Exhibited a record of poor performance such as abandoning works, not properly completing the contractual obligations, inordinately delaying completion or financial failures, etc. in any project in the preceding three years
  - d) Submitted a proposal that is not accompanied by required documentation or is nonresponsive, failed to provide clarifications related thereto, when sought
  - e) Submitted more than one proposal

- f) Was declared ineligible by the Government of India/State/UT Government for corrupt and fraudulent practices.

28. The application is liable to be rejected if:

- a) Not in prescribed forms and not containing all required details.
- b) Not properly sealed and signed as per requirements.
- c) Received after the expiry of due date and time.
- d) Missing of any supporting document(s) with the Proposal

## **VIII. Submission of Proposals**

The intending bidders are expected to prepare proposals covering the following aspects:

### **A. Technical Proposal:**

- 1. Supporting documents for the details required as per pre-qualification criteria
- 2. Form A: Application form
- 3. Form B, C and D
- 4. Relevant documents as per eligibility criteria
- 5. Any other details that the bidder may like to provide.

### **B. Submission Details**

- 1. All the pages of the proposal must be sequentially numbered and must contain the list of contents with page numbers. Any deficiency in the documentation may result in the rejection of the Bid.
- 2. Interested parties may submit the technical documents in a PDF format with the heading **“Proposal for Facilitating Onboarding and Engagement of Sarpanchs on Sarpanch Samvaad App”** to [procurement@qcin.org](mailto:procurement@qcin.org) by 22<sup>nd</sup> July, 2025 by 1500 Hrs.

For any queries, you may please contact the below:

Procurement Cell, QCI

Email id: [procurement@qcin.org](mailto:procurement@qcin.org)

## ANNEXURES

### Form A: Application Form

S. No.	Particulars	Details
1	<b>Name of the Organization</b>	
2	Name, Designation of Head of the organization	
3	Mobile No. of the Head of the Organization	
4	Email ID of the Head of the Organization	
5	Legal Status	
6	Date of Incorporation/Registration	
7	No. of Years in operation	
8	Address and Contact for Correspondence: a) Regional Office:	
	b) Corporate Office:	
9	<b>Single Point of Contact for EOI</b>	
	Name	
	Designation	
	Mobile No.	
	Landline No.	
	Email ID	
10	PAN no.	
11	GST Number	
12	Account No.	
13	Name of the Account	
14	Name and Address of the Bank	
15	RTGS/NEFT CODE	
16	IFSC Code	

- Geographical Areas (Name of States/UTs) where the Organisation has strength in conducting programmes? \_\_\_\_\_
- Availability of people fluent in English, Hindi and the relevant regional language during the programme? (Yes/No) \_\_\_\_\_

Name of Head of the Organisation:

Signature:

Date:

Place:

**Form B: Relevant Project Experience**

S. No.	Name of the Project/ Engagement	Client Name	Duration (Period)

**Form C: Undertaking for capability of organizing awareness programs**

(To be submitted on the Letterhead of the responding firm)

To, Deputy Director (Finance & Accounts),  
Quality Council of India,  
World Trade Centre, J 200,  
Block F, Nauroji Nagar, Safdarjung Enclave,  
New Delhi, Delhi - 110029

Subject: Undertaking in connection with EOI Ref. No. \_\_\_\_\_ dated \_\_\_\_ for \_\_\_\_\_

Dear Sir, This is to notify you that our Firm/Company/Organisation \_\_\_\_\_ intends to submit a proposal in response to invitation for Tender Ref. No. \_\_\_\_\_ for <>. In accordance with the above, we declare that we have the capability to organize awareness programs under Facilitating Onboarding and Engagement of Sarpanchs on Sarpanch Samvaad App as per the requirements stipulated in this EOI.

Dated this Day of 2025

(Signature) (In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:

(Name and Address of Company)

Seal/Stamp of Vendor

## Form D: Format for Non-Blacklisting Undertaking

(To be submitted on the Letterhead of the responding firm)

To,  
Deputy Director (Finance & Accounts),  
Quality Council of India,  
World Trade Centre, J 200,  
Block F, Nauroji Nagar, Safdarjung Enclave,  
New Delhi, Delhi - 110029

**Subject:** Non-Blacklisting declaration in connection with EoI Ref. No. \_\_\_\_\_ dated\_\_\_\_ for \_\_\_\_\_

Dear Sir,

This is to notify you that our Firm/Company/Organisation \_\_\_\_\_ intends to submit proposal in response to invitation for Tender Ref. No. \_\_\_\_\_ for <>. In accordance with the above, we declare that:

- a. We are not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this agreement
- b. We are not blacklisted by any Central/ State Government/ agency of Central/ State Government of India or any other country in the world/ Public Sector Undertaking/ any Regulatory Authorities in India or any other country in the world for any kind of fraudulent activities.

Dated this Day of (Year)

(Signature) (In the capacity of)

Duly authorized to sign the Proposal Response for and on behalf of:

(Name and Address of Company) Seal/Stamp of Bidder