



GOVERNMENT OF MEGHALAYA MEGHALAYA STATE RURAL LIVELIHOODS SOCIETY

(The Nodal Agency of Govt. of Meghalaya for Implementing NRLM, Ministry of Rural Development, Govt. of India)
Montfort Building, 2nd Floor, Dhankheti, Shillong-793001

: msrls2011@gmail.com

: msrls.nic.in

: 0364-2502130

Request for Proposal (RFP)

for

Procurement of

Agency for Data Analytics, Digital Monitoring & Tracking Services to Support the Livelihood Promotion Mission

Purchaser: Meghalaya State Rural Livelihoods Society (MSRLS)

Contract title: *Procurement of Data Analytics, Digital Monitoring & Tracking Services*

RFP No : MSRLS/SMMU/RFP/DART-FILES/2273/2025-26

S#	Description	Date & Time
1	Date of Issue of RFP	27-01-2026
2	Last Date and Time of submission of RFP	16-02-2026
3	Opening of RFP: Technical: Financial:	16-02-2026 at 05:00 PM To be intimated on a later date.



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Request for Proposal

Selection of Agency for Data Analytics, Digital Monitoring & Tracking Services to Support the Livelihood Promotion Program

Meghalaya State Rural Livelihoods Society (MSRLS) invites technical and financial proposals separately and ultimately a contract between the consultant and MSRLS. The Technical and Financial proposals should be prepared in English and submitted in separate sealed covers clearly marked “**Technical Proposal**” as part of Envelope-I and “**Financial Proposal**” as part of Envelope-II which should be put together in one separate sealed Envelope-III marked “**Proposal – Driving the Livelihood Promotion Through Data Analytics and Digital Tracking**” to MSRLS, Montfort Building, 2nd floor, Dhankheti, Shillong – 793001, Meghalaya.

Overview:

As per the guidelines of NRLM, the Government of Meghalaya has formed a state society in the name – Meghalaya State Rural Livelihoods Society (MSRLS). The society was designated as the Nodal Agency for implementing NRLM in the state. The basic purpose of forming this society is to put in place a dedicated and sensitive support structure from the State level down to the sub-district level which will focus on building strong and self-managed institution of the poor at different levels. MSRLS is a specialized agency to:

- a. Redress poverty in the rural areas by focusing on the livelihoods of the poor and vulnerable and thereby empower them.
- b. Bring about convergence among all poverty reduction and empowerment programs in the state sector as also the non-state sector.

MSRLM is also implementing the **Livelihood Promotion** initiative under the **Deendayal Antyodaya Yojana (DAY-NRLM)**, which aims to empower rural women by enabling them to earn a sustainable annual income of at least ₹1 lakh.

Meghalaya has a strong foundation of women-led community institutions under MSRLM (NERLP/NESRLM), with SHGs, VOs, and CLFs playing a central role in livelihoods, financial inclusion, and social development. However, the state's unique geographic and socio-economic context—including dispersed villages, limited physical connectivity, high dependence on agriculture and allied activities, and the growing importance of non-farm enterprises—requires a **data-backed, targeted, and context-sensitive approach** to achieving the goals of the **Livelihood Promotion Program** and identification and support of ultra poor households.



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MSRLS invites proposals from qualified agencies for supporting the Livelihood Promotion in Meghalaya. The Livelihood Promotion program aims to enable women-led SHG households to achieve an annual income of at least ₹1,00,000 through targeted livelihood interventions, credit support, and continuous monitoring. A robust digital data-driven system is required to generate household-level insights, design livelihood pathways, score credit readiness, take data-driven decisions, and monitor progress. This RFP outlines the requirements, scope of work, eligibility criteria, evaluation process, and submission guidelines for selection of the implementing agency.

1. Objectives

The overall objective of this assignment is to strengthen and accelerate the implementation of the Livelihood Promotion in Meghalaya through a robust, data-driven digital ecosystem. The assignment has two primary objectives:

1. To support MSRLM in deploying a comprehensive Data Analytics and Digital Tracking System that enables household-level income planning and visioning, timely delivery of livelihood interventions, institutional strengthening, and real-time monitoring of progress across blocks and districts.
2. To test, operationalize, and institutionalize a user-friendly digital ecosystem that empowers SHGs, VOs, CLFs, and their member households to make informed decisions related to credit access, livelihood planning, risk mitigation, and performance and impact monitoring.

In alignment with the above, the specific objectives of this assignment include:

- Conduct household-level financial and non-financial assessment and progression tracking for eligible and emerging SHG households, including facilitation of improved access to finance and credit linkages.
- Identify and map viable livelihood pathways relevant to the Meghalaya context to support households in achieving Lakhpatti income levels.
- Develop vulnerability, asset, and credit-readiness scores and produce Family Development Cards for target households.
- Monitor and track Income Generating Activities (IGAs) undertaken by households
- Strengthen SHG, VO, and CLF-level institutions through the introduction of digital scorecards and structured performance monitoring tools.
- Develop and deploy real-time dashboards and MIS aligned with key Livelihood Promotion indicators for use at block, district, and state levels

The scope of work.

MSRLS seeks to engage a qualified agency to design, deploy, and test—across one or two selected Blocks covering approximately **3,000 households**—a **data-driven digital ecosystem** that strengthens household-level income planning and institutional performance under the Livelihood Promotion. The scope includes household assessments, institutional scorecards, analytics, capacity building, and a



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unified dashboard and digital system that enable data-driven decision-making across SHGs, VOs, CLFs, and MSRLS teams.

The Scope of Work comprises the following components:

Component 1: Household Data Analytics and Digital Tracking System

The selected agency shall design and demonstrate a community-friendly digital system that:

- Conducts household-level income assessments and generates asset, vulnerability, livelihood, and credit-readiness scores
- Identifies risks and recommends strategies for risk reduction
- Supports households in developing and monitoring Family Development and Investment Plans
- Provides clear graduation pathways for households to achieve Livelihood Promotion status
- Enables monitoring of Income Generating Activities (IGAs) and income progression

Component 2: Digital Scorecards for SHGs, VOs, and CLFs

The agency shall develop and integrate digital institutional scorecards that:

- Assess governance, financial management, inclusion, and institutional performance
- Identify gaps and generate capacity-building recommendations
- Align with NRLM/MSRLS indicators and unify reporting with household-level analytics

Component 3: Credit Pipelines/Requirements, Pilot Integration, and Real-Time Dashboards

The agency will support MSRLS in piloting and demonstrating the data analytics system through the following activities:

- Generate household-, SHG-, VO-, and CLF-level credit requirements based on income plans, asset/vulnerability scores, and livelihood pathways
- Develop and test data pipelines for income tracking, pathway planning, and livelihood/IGA monitoring within the pilot blocks
- Design and deploy pilot dashboards at SHG, VO, CLF, block, and district levels to demonstrate real-time visibility of household progress and institutional performance
- Implement data validation, quality assurance, and security protocols to ensure reliability and consistency of pilot data

Component 4: Capacity Building and Field Facilitation

The assignment requires:

- On-boarding of CLFs/VOs/SHG in the pilot Block
- Training of Community Resource Persons (CRPs), and MSRLS field teams on digital tools
- Building facilitation and counselling skills for income planning, livelihood selection, and follow-up support
- Continuous handholding support during pilot implementation to ensure adoption and data quality

Component 5: Technical Support, Documentation, Data insights

The selected agency shall:



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- Provide periodic data insights and analytical reports to **MSRLS leadership and program** teams to support decision-making during the pilot
- Develop and supply training materials, user guides, and system documentation for community cadres and MSRLS staff
- Provide technical support and troubleshooting to ensure smooth use of the digital tools during the pilot period
- Undertake necessary refinements, updates, and minor enhancements to the digital system based on field feedback throughout the assignment period

Deliverables

1. Household-Level Assessment and Planning Tools

- Digital Household Risk Scorecards, including asset index, vulnerability score, and credit-readiness indicators
- Family Development Cards (FDCs) for Livelihood Promotion-eligible and emerging household
- Household Profiles including income, IGAs, needs, risks, and pathway recommendations

2. Institutional Assessment Tools

- Digital scoring modules for SHGs, VOs, and CLFs, along with community-friendly reporting and monitoring formats
- Technical Assistance and Capacity-Building Plans for SHGs/VOs/CLFs generated from institutional scorecards

3. Livelihood and Income Pathway Tools

- Livelihood Planning and Income Pathway Engine that outlines feasible pathways for households

4. Pilot Dashboards and Analytics

- Pilot dashboards aligned with Livelihood Promotion indicators (household, SHG/VO/CLF, block level)
- Periodic data insights and analytics reports for MSRLS leadership

5. Capacity Building and Knowledge Products

- Training materials, user manuals, and SOPs for field teams and community cadres

6. Project Documentation

- Final Project Report, summarizing learnings, recommendations, system performance, and proposed scale-up plan

Implementation Modality and Roles & Responsibilities

The proposal shall be implemented through a collaborative arrangement between MSRLS and the selected agency. MSRLS shall act as the nodal agency for the pilot and shall be responsible for overall coordination, field level implementation, and community engagement. The selected agency shall be responsible for deployment of the digital platform, analytics, and technical support as per the scope of work.



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Responsibilities of the Selected Agency

The selected Agency shall deploy and operationalize the data analytics digital platform; develop training materials; and provide qualified technical resource personnel. The selected agency shall deliver training modules and materials, deploy qualified technical resource personnel, and provide training and hand-holding support to field teams and CRPs. The selected agency shall also ensure data quality assurance, validation, and secure data handling and management, and shall generate analytical reports, dashboards, and actionable insights as specified in the deliverables, including support for ToTs.

The proposals shall be submitted separately in the form of Technical and Financial proposals.

2. Evaluation metrics.

MSRLS will evaluate bidders and proposals based on the following criteria:

- Experience and technical expertise in the rural livelihood, financial and data analytics
- Previous Experience in developing digital tools for rural development, SHGs, livelihoods, microfinance, or government programs/NRLMs
- Proposed Technical Approach and Methodology
- Team Composition and Key Personnel
- Responsiveness to RFP requirements
- Projected costs stated via Financial Bid (Annexure-III)
- Weightage scored [out of 100] via Technical Bid (Annexure -II & I)

3. Evaluation Weightage:

The technical bids will be allotted weightage of 70% while financial bids will be allotted weightage of 30%.

5. Timeline

The above-mentioned project has to be delivered within 12 months from the date of awarding this contract.

6. Evaluation

6.1. Evaluation of Technical Bids



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Only those Bidders and Bids, found to be eligible as per the criteria mentioned in Annexure II, would be taken up by MSRLS for further detailed evaluation. Those Bids which do not qualify the terms during preliminary examination will not be taken up for further evaluation.

MSRLS may invite, if required, the qualified Bidders to make a presentation on a date, time and venue notified to the Bid Evaluation and Selection Committee, on the approach and methodology, time frame for deliveries and strengths of the bidders in discharging their obligations. The Bidders, whosoever are invited, if fail to attend and deliver the presentation on the date notified will be deemed as not interested in the Bidding process and thus their bid will be rejected.

MSRLS may seek additional clarification, in writing or in any other mode, from the Bidders, if deemed necessary, on the various parameters submitted in the Technical Bid.

Technical bids will be evaluated based on the submitted bid, presentation and any additional clarification

6.2. Evaluation of Financial Bid

The lowest quote by the bidder will be given 100% of marks in financial evaluation and the other bids will be given percentage of marks that are inversely proportional to their prices

For example, if bidder X quotes Rs.75 which is the lowest price quoted among all the bids, gets 100% of marks in financial evaluation. If bidder Y quotes Rs.150, bidder Y will get percentage which is inversely proportional to the lowest price bidder. Bidder Y will get $(75/150) \times 100 = 50\%$

7. Overall Evaluation

The overall score will be calculated as weighted score of Technical and Financial bids i.e 70% of Technical Score+30% of Financial Score. For example, if technical score is 80 and financial score is 50, the total score will be $70\% (80) + 30\% (50) = 56 + 15 = 71$. The minimum acceptable score set for the bidders in the technical evaluation to be considered eligible for evaluation of the Financial Bid has been set at 60.

If there are more than one bidder who have secured a score of more than 70 in the Technical Evaluation round, the top three will be considered eligible for evaluation of their Financial Bid. The bids will be ranked in accordance with the overall score.

7.1. Final Award of Contract: The Purchaser will award the supply order to the bidder whose quotations have been determined to be substantially responsive with respect to the lowest evaluated quotation price and the least deviation from the required technical specification. The announcement for this assignment will be published in www.msrls.nic.in.



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- a) Notwithstanding the above, the Purchaser reserves the right to accept or reject any quotations and to cancel the bidding process and reject all quotations at any time prior to the Award of Contract.
- b) The bidder whose quotation is accepted will be notified of the issue of Supply Order by the Purchaser prior to expiration of the quotation validity period.

7.2. Submission requirements: Bidders must adhere to the following guidelines to be considered:

- a) Only bidders who meet all metrics in the evaluation section should submit a proposal.
- b) Consortiums are not allowed to bid.
- c) Proposals must be sent by Feb 16th, 2026
- d) Interested bidders should submit the RFP and address it to

The Chief Executive Officer,
Meghalaya State Rural Livelihoods Society,
Montfort Building, Dhankheti, Shillong-793001.
(by no later than 16th February 2026)

8. Contact information

- For questions or concerns in relation to this RFP, please reach out to Chief Operating Officer – Programme at msrls2011@gmail.com

We look forward to receiving your quotations and thank you for your interest in this project.

Name:

Address: MSRLS, Montfort building, 2nd Floor,
Dhankheti, Shillong-793001

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Email: msrls2011@gmail.com



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Annexure I:

[Date]

To, The CEO,

Meghalaya State Rural Livelihood Society,
2nd Floor, Montfort Building,
Dhankheti, Shillong-793001,
East Khasi Hills district, Meghalaya

Subject: RFP for Procurement of

Sir/Madam,

With reference to your RFP Document dated _____. We, having examined all relevant documents and understood their contents, hereby submit our Proposal for Procurement of Community Resource Person Payment Application as required for the project.

Our correspondence details with regard to this RFP are:

1. Name of the Contact Person
2. Address of the Contact Person
3. Name, designation and contact, address of the person to whom, all references shall be made, regarding this RFP
4. Mobile number of the Contact Person
5. Email ID of the Contact Person

We acknowledge that MSRLS will be relying on the information provided in the Proposal and the documents accompanying the Proposal for this selection, and we certify that all information provided in the proposal and in the Appendices are true and correct, nothing has been omitted which renders such information misleading and all documents accompanying such Proposal are true copies of their respective originals.

We shall make available to MSRLS any additional information it may deem necessary or require for supplementing or authenticating the Proposal.

We agree and undertake to abide by all the terms and conditions of the RFP Document.

Yours faithfully,



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(On Behalf of Company Name)

(Signature, name and designation of the authorized signatory)



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ANNEXURE – II

TECHNICAL SPECIFICATIONS

SL N	Particulars	Remarks	Any Other Details
A	i. Legal Name of the Entity and Contact Details ii. Type of Entity		
B	Turnover of the Firm in the last 3 Years (Last one year in the case of start-ups registered with DIPP) a) 2023-2024 b) 2022 - 2023 c) 2021 - 2022		
C	i. CV of Team Members a) Lead Consultant b) Senior Technical Resource c) Technical Resource ii. Team Structure		
D	Experience of Agencies in past 3 years		Any other Details
	a) A synopsis on previous experience of providing MBFC/ MF software solutions to Central Govt./State Govt./ Big Private sector/Aided Livelihood Development Projects in India b) Number of IT projects implemented in the last 2 years.		



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	c) Number of IT projects implemented in North-East over the last 3 years. d) Mention existing Last mile payment solution implemented in the recent past.		
	Particulars	Remarks	Any Other Details
E	i. Demo Presentation (To be presented on the day of Opening of Technical Bid). ii. Proposed Solution		



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ANNEXURE- III

Format of Financial Bid (On the letter head of the Bidder)

To

The Chief Executive Officer

Meghalaya State Rural Livelihood Society (MSRLS)
Montfort Building, Dhankheti,
Shillong – 793001, Meghalaya

Dear Sir,

Request for Proposal (RFP): Procurement of : Financial Bid

With reference to your RFP for **Procurement of Community Resource Person Payment Application**, we submit herewith Financial Bid for the assignment proposed by Meghalaya State Rural Livelihood Society (MSRLS).

Description of Services	*Total Price at Destination - inclusive of discounts, all taxes and duties	
	In Figures	In Words
Support cost (for a period of 1 year)		

Gross Total Cost: Rs.

We agree to supply the above services in accordance with the technical specifications for a total contract price of Rs..... (amount in figures) (Rs. amount in words) within the period specified in the Invitation for RFP. Additionally, for change requests, we agree to provide the services at a man-month price Rs..... (amount in figures) (Rs. amount in words)

We hereby certify that we have taken steps to ensure that no person acting for us or on our behalf will engage in bribery or collusive agreements with competitors.



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Authorised Signature _____
Name _____

Seal _____



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ANNEXURE – IV

Parameters of Evaluation of Technical Proposal:

SL No.	Parameters	Points (Minimum 3 Experts)			Maximum Points
1	Turnover of the Firm in the last 3 Years (Last one year in the case of start-ups registered with DIPP) More than 50 lakhs = 10 Points 30 to 50 lakhs = 8 Points Less than 30 lakhs = 5 Points				10
2	Type of entity If the entity is an MSME, or Private Limited Company or a Section 8 company or a Society or a Trust registered with the appropriate authorities				10
3	Qualifications of the proposed team of consultants & Experience in the relevant field	Lead Consultant	Sr. Technical Resource	Technical Resource	30
	<p>a) Lead consultant Years of experience More than 10 years = 5 Points 10 to 5 years = 3 points Less than 5 years = 1 points</p> <p>Relevant experience Experience of one implementation of similar project = 5</p> <p>b) Sr. Technical Resource Years of experience in More than 10 years = 5 Points</p>				



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	<p>10 to 5 years = 3 points Less than 5 years = 1 points</p> <p>Relevant experience Experience of one implementation of similar project = 5</p> <p>c) Technical Resource-</p> <p>Years of experience More than 3 years = 5 Points 6months - 3 years = 3 points < 6 months = 1 point</p> <p>Relevant experience Experience of one implementation of similar project = 5</p>				
4	Relevant Experience Past 3 years (at least implemented 1 project in NRLM/SRLM)	Maximum Points: 20		Points Awarded	
	Digital Data Analytics Projects Completed last 2-3 years No of project done at least 3 (specifically NRLM/SRLM)=20 2 projects =10 1 project =5				
5	Proposed Solution & Demo	Maximum Points: 30		Points Awarded	
	i) Proposed solution ii) Demo of an existing solution	20 marks 10 marks			