Request for Proposal
Impact Assessment of Projects undertaken by ITC's Social Investments Programme across India
Submission Deadline: 15 <sup>th</sup> September 2025
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Theme: Waste Management Programme
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#### 1. Introduction

ITC focuses on contributing enduring value along all dimensions of triple bottom line and also to contribute meaningfully to sustainable development and inclusive growth. ITC's presence across the three sectors (agriculture, manufacturing and services) of the economy enables the Company to make a larger contribution to the creation of sustainable livelihoods and building resilience among communities in its catchment areas. In continuous efforts to meet ITC's overarching commitment to create significant and sustainable societal value for its stakeholders, ITC's Social Investments Programmes are implemented under the banner of ITC Mission Sunehra Kal (MSK) with the two-Horizon approach to address the twin challenges of securing sustainable livelihoods today and tomorrow, keeping women and other poor & vulnerable communities at the core, who are an integral part of all the programmes.

The Horizon-I programmes, seek to make today's dominant sources of income sustainable by empowering rural communities to conserve and augment their social and environmental capital securing agri-production systems and thereby their current sources of livelihood through Natural Resource Management (which includes, Water, Soil and Biodiversity), Climate Smart Agriculture (which includes building farm resilience, on-farm and off-farm risk diversification and improving off-farm and on farm income), -

On the other hand, **Horizon-II** programmes invest in **capability building of communities** for opportunities in the future through **Human Capital Development** (which includes Support to Education and Skilling of Youth), **Public Health** (which includes Community Health, Nutrition, Sanitation and Waste Management) and **strengthening women livelihoods** (through individual and group enterprises)

All the programmes encompass targeted activities to achieve planned outputs and the **pre-defined outcomes** that **generate long term sustainable impacts**. ITC's various interventions are aligned to the **Company's triple bottom-line** (social, economic and environmental) ambitions, **community needs** and **National priorities**. These interventions also contribute towards the national efforts in achievement of **Sustainable Development Goals**.

The projects promoted under ITC's CSR were spread over 300 districts of 24 States/Union Territories in the year 2023-24. These projects are either **supported by ITC alone** or together with the Government under **Public Private Partnerships**. ITC partners with **Project Implementing Agencies** (PIAs) that are **NGOs** and **Civil Societies** for implementation of its projects and reports the progress on pre-defined **Key Performance Indicators** (KPI) for each of the projects.

Details on thematic interventions undertaken by ITC MSK in FY 2023-24 can be accessed in **ITC Sustainability Report 2024** under the chapter 'Mission Sunehra Kal for Sustainable & Inclusive Growth' available at (Page 160-207)

#### itc-sustainability-report-2024.pdf

ITC Mission Sunehra Kal focuses on sustainable and inclusive development through a range of programmes under the two Horizon approach. Through this Request for Proposal (RFP), we invite proposals from qualified and experienced firms to conduct Impact Assessment of each of the identified projects under ITC MSK, details of which are covered in subsequent sections. This RFP

outlines the requirements and expectations for conducting impact assessment studies to evaluate the effectiveness and outcomes of the identified projects under MSK.

#### 2. Purpose and Objectives of the Impact Assessment

ITC works for improving lives and landscapes through execution of various projects, each each project<sup>1</sup> being unique as the context of communities and geographies differ and thus the purpose of project is also designed accordingly. While the projects are unique from each other, the specific themes are implemented as programmes<sup>2</sup> which are across geographies and contextualised to the needs of the catchments which is an outcome of ITC's learnings over a period of time.

So, it is important to evaluate projects in specific and the programme as a whole, in terms of direct impacts resulting from each of the themes and its impact on the communities.

In case of the projects where ITC has Public Private Partnerships with Governments, evaluation will also need to cover the impacts against the scope of partnership.

In the particular RFP, the programme to be evaluated is the **Waste Management programme which** covers the following major components:

- Decentralised waste management initiative Urban and Rural Waste Management
- Liquid waste management under Lighthouse Initiative
- Well-being of waste collectors
- Multi Layered Plastic Waste Management through Community-Centric Innovation

The details about the programme are shared in Annexure 1.

The agency is suggested to adopt a standard evaluation framework based on the **different evaluation criteria** (for example the OECD framework may be seen) in terms of effectiveness, efficiency and sustainability.

## 3. Scope of Work

The key scope of the work for the impact assessment includes –

- Quantifying the extent to which the projects have been successful in achieving the intended outcomes
- Capturing the short and long-term direct, indirect, intended and unintended impacts
- Establishing attribution and contribution of the projects
- Capture location wise (district level and/ or state level) impact on the key indicators across themes, and most importantly understand the reasons for variations across locations
- Identifying and capturing success stories, challenges and areas for improvement
- Providing actionable recommendations and it should be linked to the specific findings from the study and not any generic suggestions, to enhance the effectiveness of future programmes

<sup>&</sup>lt;sup>1</sup> Projects are individual agreement with implementing agencies and is a combination of one or more theme, districts and states.

<sup>&</sup>lt;sup>2</sup> Programmes are referred to different thematic interventions which are implemented across geographies and through multiple project agreements.

The work done in 2023-24 as part of the projects is planned for evaluation (detailed list in annexure).

The impact assessment will measure the impacts of the **project population** as compared to the **baseline** (**pre programme**) and also compare with **control population**.

#### **Key factors to be considered, during selection of control population:**

- those who are not covered under the intervention
- should be similar in characteristics (age, gender, education, health and economic status) to the project group except for the exposure to the intervention
- should be chosen from adjacent non-intervention blocks or district to avoid project's direct or indirect influence.

#### **Control group findings:**

- Agency need to identify and analyse factors which are leading to similar or better results in control compared to project, if any such trends emerge out from the data.
- Possible explanation of the variation to be included in data analysis

This will help in incorporating learning from outside in ITC projects

The study will analyse both quantitative and qualitative data to provide a holistic understanding of the outcomes.

Agency is also required to compare project results with secondary data available at panchayat and block or district level to compare the results. Possible explanation of the variation should also be included in the analysis of the data. This will help in incorporating learning from outside in ITC projects.

## **Phases of the Impact Assessment**

Three most important phases of the assessment (**Development phase**, **Designing phase and Delivery phase**) are depicted below. The agency can add/modify, without removing any of the items mentioned below:

#### **Development phase**

- Plan preliminary visits to 1-2 sample project sites to identify key stakeholders for quantitative and qualitative data collection; discussion with key stakeholders; and identify comparable control
- Conduct desk research (secondary literature review) and prepare a clear definition and selection methodology of project and control population
- Sampling methodology:
  - Develop sampling plan, which must be backed up with adequate statistical validation, with clear mention of Confidence Interval and Margin of Error for the sample size proposed
  - Same to be reflected in proposal and also in reports in "Sampling methodology" section.
- Develop quantitative and qualitative data collection tools
- The qualitative data collection should involve interviews, focus group discussions, observation checklist, and case studies to gather in-depth insights.

#### **Designing phase**

- Design key evaluation indicators. Please refer to the details provided in in **Annexure-1**, which is to be reviewed and contextualised as per the need of the assessment by the agency. The finalisation of the evaluation indicators needs to be done in consultation with ITC
- Design outcome reporting template which will help in visualising how impact will be presented on key reporting indicators for the programme (before-after and comparable control)
- Finalisation of households/beneficiaries to be covered for surveys, key stakeholders to be interviewed (tentative list provided in annexure 2) and case-studies to be documented to be done in consultation with ITC
- Prepare and share inception report, comprising of final approach & methodology, sampling plan (project and control), assessment plan (with timelines), data collection tools for assessment.
- Agency should conduct field testing of the data collection tools (using a smaller sample size
  in any one of the preferred geographies) to generate the required data for the key indicators.
  The findings of which should be presented to ITC, following which the agency will incorporate
  the changes / revisions in the study methodology.

## **Delivery Phase**

- Conduct project wise field assessment through quantitative methods (like household surveys, key informant interviews) and qualitative methods (like Focused Group Discussions) as finalised with ITC.
- The agency should look into the following methods difference-in-difference, pre-post analysis, project-control comparison and any other appropriate methods, for analysis of the findings. The agency will use baseline data wherever available for pre-post analysis and collect control data for project-control comparisons.
- **Data Triangulation** to be done, validating the field data with the data from secondary sources, to check correlation and correctness of the field data.
- For data collection methods, agency can use anye software tools like Computer Aided Personal Interviews (CAPI) based tools
- Documentation of stories of change highlighting the impact brought in the lives of the beneficiaries. At least **3 stories of change per theme** to be documented
- The findings are to be presented separately for Urban and Rural models, covering all the projects under them, compiled together in a report
- The agency to prepare the Impact Assessment report in two versions one is an abridged version (15-20 pages summary version) and a main report with detailed findings:

Report / Tables	Key expectations from the report		
Abridged version	Theme wise findings at: National level and State level		
Main report	Theme wise findings at: National level, State level,		
	District level		

Excel files with all supporting	•	Theme level output / outcome tables on key
data		indices: National, State and District
	•	Project wise and beneficiary wise Raw data files

- Prepare the **draft report** (separately for each thematic areas) and the **final report** (after incorporating inputs from ITC in the draft report).
- Presentation of the key study findings and recommendations to ITC team.

## 4. Experience of Organisation and Team Composition

- The agency should have prior experience in undertaking impact assessment studies in similar thematic areas as given in this document, as well as in data collection, collation, compilation and analysis for CSR interventions.
- The agency should deploy a gender-diverse team, having experience and expertise in carrying out assignments of similar nature with the team leader having strong impact assessment experience.
- The agency should have expertise in quantitative research methodologies, including sample size determination and statistical analysis as well as qualitative research techniques, including interviews and focus groups.
- The agency should have experience in applications and any software used for data collection.

#### 5. Reporting requirements

- Inception report to be shared within 2 weeks from the date of signing the contract in consultation with ITC.
- Data collection tools, both in soft copy as well as through CAPI compatible file.
- Time to time sharing of emerging data trends and findings from field with ITC.
- Raw data files from field to be submitted, properly arranged in excel. along with all analytical tables with linked excel sheets.
- Transcripts to be provided in English. Case stories to be submitted for each theme wise (2-3 nos.)
- Draft report both in Abridged version and detailed Main report to be submitted by the agency
- The final study report Abridged version and Main Report covering findings from each thematic group and all project related documentation done, to be submitted in and soft copies. The agency to deliver a final presentation to ITC explaining the findings, recommendations and way forward for ITC based on the study.
- The data and information collected during the study, including case studies, photographs / testimonials, will be the property of ITC Limited and the agency shall not use it in any form without the prior written permission from a competent authority in ITC.
- The final reports (accepted by ITC) and all the deliverables to be submitted by agency to ITC on or before 20<sup>th</sup> December 2025.

#### 6. Evaluation and Selection Process

Proposals will be evaluated on their technical soundness and cost competitiveness following a 70:30 Quality-cum Cost Based System (QCBS). Some of the evaluation criteria will include –

Understanding of the scope of work

- **Demonstrated experience** in conducting impact assessments for CSR programmes
- Soundness of the mixed-method approach
- Expertise of a **gender-diverse** team in both quantitative and qualitative research and relevant thematic domains
- Competitive pricing aligned with the proposed scope of work

Note: Based on technical and financial evaluation of all the proposals received, only shortlisted agency will be contacted for further rounds of discussions.

## 7. Payment Conditions

The payment of fees will be made on job completed basis of the agreed sum, subject to achievement of mutually agreed progress milestones. The agency may submit its proposal on terms and conditions for payment.

# 8. Rejection Clause

ITC reserves the right to accept or reject any and all proposals, to negotiate contract terms with various proposers, and to waive requirements at its sole discretion.

ITC also reserves the right to reject the offer without assigning any reason if found that the party has submitted false information or found to promote vendors. ITC also reserves the right to restrict the scope of the assessment for any agency to specific thematic interventions and geographies.

## 9. Proposal Submission Requirements

Interested parties must submit their proposals by **15**<sup>th</sup> **September 2025** via email to **itcmsk@itc.in**. The agency has to submit technical and financial proposal in line with the formats given in **Annexure-4** and **Annexure-5**, respectively of this document.

Proposals **must not** be password protected. Any additional documents must be clearly labelled and attached.

#### 10. Contact Details

For inquiries and clarifications related to this RFP, please write at itcmsk@itc.in

#### 11. Annexures

Annexure 1 – Brief about the programme and suggestive areas of enquiry

Annexure 2 – List of Projects

Annexure 3 – List of Key Stakeholders

Annexure 4 – Format for Technical Proposal

Annexure 5 – Format for Financial Proposal

### Annexure 1 – Brief about the programme and suggestive areas of enquiry

ITC implements Waste Management Programmes in partnership with Government through public private partnership. ITC trains Government officials and community members in designing and implementation of decentralised waste management and helps them in rolling out the programme. Government and community appoint waste collection workers and ITC helps them in designing and implementation of the behaviour change campaigns

The Waste Management programme covers the following components:

- Decentralised waste management initiative for urban and rural areas
- Liquid waste management under Lighthouse initiatives
- Well-being of waste collectors
- Multi Layered Plastic Waste Management through Community-Centric Innovation

The decentralised waste management programme focuses on source segregation and reducing landfill waste, operational in 12 States and 34 districts in collaboration with Panchayats and Urban Local Bodies (ULBs) under Swachh Bharat Mission (SBM). In 2024-25, it covered 24.60 lakh new households, taking cumulative coverage to 75.21 lakh households in partnership with Panchayats and ULBs under Swachh Bharat Mission. The programme promotes community-driven waste management (promoting waste management closer to the generator so as to minimise environmental impact and associated costs), and revenue generation through user fees, sale of compost and recyclables, ensuring financial sustainability. Waste collectors benefit from additional income through the sale of recyclables, apart from the monthly amount paid to them by the Mohalla Committees from the user fee collected. ITC prioritises the well-being of waste collectors, critical to sustaining waste management efforts.

**Urban Waste Management:** The PPP with Uttar Pradesh Urban Development Department functioned in 85 ULBs across 75 districts, covering 21 lakh new households in 2024-25 (cumulative 49 lakh) and forming 8,000 Mohalla Committees (cumulative 20,000). ITC provided training, handholding, and monitoring support. In Prayagraj, ITC promoted a plastic-free Kumbh, distributed 30,000 cloth bags, 500 dustbins, placed bins in temples, set up 18 handwashing stations, and offered 1 lakh Jalbatti to promote Ganga cleanliness.

**Rural Waste Management (RWM):** In line with SBM-Grameen, ITC worked across 11 States with PPPs such as Ganga Gram (with LSBA, Bihar) and other RWM projects. Community champions and the Swachhta Mitra App enabled household adoption. In Mysuru, SHGs were supported to manage waste in 120 GPs.

**Liquid Waste Management**, is done in partnership with **Lohiya Swachh Bihar Abhiyan (LSBA)**, Government of Bihar and **Light House Initiative (LHI)** in partnership with **FICCI-ISC** to cover 36 Gram Panchayats (GPs) in 10 States out of total 75 GPs, involving SHGs and digital tools like the Swachhata Mitra App, earning recognition as best practices.

The Green Temple initiative is a closed loop waste management model involving processing of temple waste converted into biogas and compost.

**Green Temple Initiative:** A closed-loop model converting temple waste to biogas and compost expanded to 512 places of worship in 2024-25 (cumulative 1,962).

**Liquid Waste Management (LWM):** Liquid waste is a major issue in rural India, where limited access to safe disposal system impacts health and environment. After establishing solid waste management model, ITC is now working towards designing and implementing tailored solutions for liquid waste in collaboration with expert agencies. 16,000 soak pits were built leveraging government funds, with pilots on 300 structures (vertical chambers, ponds, filters). 3,000 households were sensitised on faecal sludge use as manure; 2,000 adopted the practice.

Light House Initiative (LHI): LHI is an initiative of Department of Drinking Water and Sanitation (DDWS), Government of India with India Sanitation Coalition (ISC) to create Model Gram Panchayats (GPs) in waste management and sanitation. In the first phase that was initiated in 2023-24, 75 GPs were selected by DDWS, of which 36 were with ITC partnership. ITC designed behaviour change communication for improving awareness on hygiene practices, supported district level Swachh Bharat Mission teams and built the capacity of GPs to plan interventions in the areas of sanitation, solid, liquid, and faecal waste management. Additionally, ITC supported GPs in implementation, monitoring, and generating community ownership. As a result of this, 28 GPs of ITC intervention have moved to Model Category as per Government norms and 8 more are expected to become Model by March 2026. After successfully completion of Phase I of the LHI partnership, DDWS has now initiated Phase II, with the objective of creating "Model Blocks", in which ITC as part of its engagement with ISC is partnering in 18 blocks across 16 districts in nine States.

An important element of ITC's intervention is the well-being of waste collectors, as they play a critical role in the entire value chain and their efficiency and effectiveness is critical to the sustenance of any intervention related to waste management. **Well-being of waste collectors'** initiative focuses on health, social and economic well-being of waste collectors and their families. The initiative has now expanded into the Government PPPs also. Interventions including financial literacy training, health camps, scheme linkages, mainstreaming out of school children of waste 239

collectors, skill training to youth, SHG linkages, and helping to take up secondary livelihoods were done covering 12,000 waste collectors and their families. Over 12,900 linkages (like Pradhan Mantri Jeevan Jyoti Bima Yojana, Pradhan Mantri Suraksha Bima Yojana, Ayushman Bharat, Ujjawala, e-Shram, etc.) were facilitated during the year.

# Another initiative is on "Transforming Multi Layered Plastic Waste Management through Community-Centric Innovation"

ITC in partnership with Kashtakari Panchayat and SWaCH Pune, runs an inclusive and decentralized waste management model in Pune to specifically focus on collection and recycling of low value multi-layered plastic packaging. Through a mobile collection system operating across 12 city wards and the Pune Cantonment Board, over 750 waste pickers collect MLP waste daily, receiving direct payments. The initiative processes over 130 tonnes of flexible plastics monthly, and has cumulatively recycled nearly 4,100 tonnes since 2019. The programme not only boosts

incomes for informal workers (contributing to ~12–15% of their earnings), but also provides formal employment to 43 individuals, showcasing a replicable model that combines environmental stewardship with social equity.

Following are some **suggestive areas of inquiry** which the agency should consider while developing the indicators for conducting the study:

Aspects	Definition			
Environmental				
Reduction in waste generation	Measurement of decrease in total quantum of waste produced per capita			
Waste diversion rate	Percentage of waste reduced in landfill and diverted from landfills through recycling, composting and any other methods			
GHG emissions	Reduction in emission of methane and any other Green House Gas from decentralised waste management process due to less transportation of waste and reduced dumping			
Resource recovery rate	Quantum of materials like plastic, metals, etc. recovered for reuse and recycling. MLP and Low Value Plastic Recycling			
Social				
Awareness and participation	Community awareness and participation levels in source segregation, home composting and waste management programme			
Community Ownership	Mohalla Committee or Panchayat involvement in design and implementation and they taking ownership of the programme			
Health impacts	Improvement in public health indicators like reduced incidence of vector borne diseases and other waste-related diseases			
Improvement in living conditions	Enhanced cleanliness and sanitation in communities due to improved condition of waste management			
Equity and dignity in service provision	Access to waste management services to HHs irrespective of any socio-economic status.  Protecting dignity of waste collectors and ensure social, economic and overall well-being for them and their family members			
Economical				
Job creation	Employment generation of waste collectors and supervisors as a result of the waste management programme			
Cost recovery model	Percentage of cost recovered through fees, sale of recyclables and other revenue sources			

Aspects	Definition
Cost effectiveness	Cost per ton of waste managed in comparison of centralised model - trend analysis of the cost
Revenue generation from waste	Revenue from sale of recyclables, any other source of revenue

# Annexure 2 – List of Projects

The list of projects (FY 23-24) is shared here for which impact assessment is to be carried out.

Project Code 23-24	State	District NGO		Beneficiary Households	
16	Tamil Nadu	Coimbatore	RDO	16,000	
30	Karnataka	Mysore	MYKAPS	20,588	
44	Karnataka	Mysore	OUTREACH	6,317	
47	Punjab	Kapurthala	FINISH	290	
48	Karnataka	Mysore	SNEHA	29,907	
51	Uttar Pradesh	Lucknow	UMANG	8,38,978	
53	Andhra Pradesh	East Godavari	WASH	4,155	
65	Maharashtra	Pune	FINISH	5,399	
69	Telangana	Bhadradri Kothagudem	WASH	13 Green Temples	
69	Telangana	Medak	WASH	15,045	
76	Bihar	Munger	WASH	68,488	
76	Bihar	Munger	WASH	3,25,343	
106	Karnataka	Bangalore	WASH		
107	Uttarakhand	Haridwar	SBMA	4,987	
102	Andhra Pradesh	Guntur	Finish	10,846	
	Maharashtra	Pune	Programme on MLP with Kashtkari Panchayat		

# Annexure 3 – List of Key Stakeholders

Identification of key stakeholders under each theme and each project is to be done by the agency, building upon the list provided below. All following and other identified stakeholders are to be covered under the study through qualitative and quantitative surveys.

Themes	Key Stakeholders				
Public Health: Waste	Zila Panchayat/Municipal Corporation				
Management	• Panchayati Raj Institution (PRI)/Ward				
	Committee				
	Mohalla Committees				
	Implementing Partner				
	Households (primary stakeholder), etc.				
	Waste Collectors				

### Annexure 4 – Format for Technical Proposal

#### 1. Agency Details

- a) Name of agency, address, Web site address and telephone number.
- b) Number of the principal office that will manage this project.
- c) Brief background of the agency and history. Include years in the sector/business and number of employees and details of projects handled.
- d) Experience details highlighting the experience and expertise of the agency relevant to the current assignment.
- e) A copy of the agency's most recent Annual Report or Financial Statement, and/or any other documentation that demonstrates financial solvency to be attached as annexure.
- f) Any additional information that the agency considers to be relevant.

### 2. Technical Approach and Methodology

- a) Understanding of the Scope of Work
- b) Detailed approach and methodology for undertaking the study including technical aspects; strategies; sampling methodology; research design; tools & techniques to be used; evaluation indicators (Annexure-1); statistical or economic model (*if any*) to be used for collecting, collating and analysing the data, etc.

#### 3. Implementation Plan and Team Structure

- a) All themes for which the proposal is submitted (Annexure-2).
- b) Detailed implementation plan with all the phases, activities and timelines (including preparatory phase visit).
- c) Team structure and snapshot of experience, expertise, roles and responsibilities of resources assigned for the proposed study. CVs to be provided as annexure.
- 4. Please specify the primary Executive point of contact for the work stated in this RFP.

# Annexure 5 – Format for Financial Proposal

SI. No.	Particulars	UoM	Units (Nos.)	Unit Cost (Rs.)	Total Cost (Rs.)
1	Survey Charges	Rs.			
	a. Project Population	Nos.			
	b. Control Population	Nos.			
	c. Key Informant Interviews	Nos.			
	d. Focused Group Discussions (FGDs)	Nos.			
	e. Case Studies / Stories of Change	Nos.			
2	Service Charges	Rs.			
	a. Printing charges	Rs.			
	b. Stationary, telephone, and other miscellaneous expenses	Rs.			
	c. Others: CAPI	Rs.			
3	Professional Charges	Rs.			
3	a. Resource Type 1:	Person-days			
	b. Resource Type 2:	Person-days			
	c. Resource Type 3:	Person-days			
	d. Resource Type 4:	Person-days			
	e. Resource Type 5:	Person-days			
4	Estimate excluding travel (1+2+3)	Rs.			
5	Travel Expenses*	Rs.			
	a. Outstation travel	Person-days			
	b. Local Travel	Person-days			
	c. Accommodation	Nights			
	d. Food	Days			
	Total Estimate with travel (4+5)	,			
	(GST rates will be extra and applied as	Rs.			
	prevailing at the time of invoicing)				
	Timeline	Weeks			

# Note:

<sup>\*</sup>Travel expenses to be made on reimbursement basis, upon submission of actual bills/invoices.