

No. Div1/Empanelment/ImpactAssessment/1819
GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
CGO COMPLEX, LODHI ROAD, NEW DELHI – 110003

20.05.2025

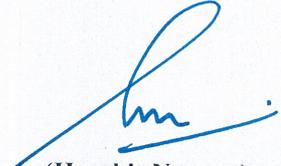
ADVISORY

Subject: Notification of L-1 rates and panel of empanelled agencies for Research Organizations/Agencies for evaluation / Impact Assessment and feedback of schemes – reg.

This is in continuation to the advisory dated 7th May 2025 issued by the Central Bureau of Communication (CBC) regarding RFP No. Div1/Empanelment/ImpactAssessment/1819.

2. The list of empanelled agencies is enclosed as Appendix - I
3. The L-1 rate matrix is enclosed at Appendix - II

This issues with the approval of competent authority.



(Harshit Narang)
Deputy Director

List of Empanelled Research Organizations/ Agencies for evaluation / Impact Assessment and feedback of schemes

1. AXIS MY INDIA[#]
2. QCI (Quality Council of India)[@]
3. JPS FOUNDATION^{*}
4. CS DATAMATION^{*}

Except sub-deliverables no. 5 of Annexure -2

@ For sub-deliverables point no. 5 of Annexure – I, point no. 1 & point no. 4 of Annexure – IV and point no. 1 of Annexure - V

* All deliverables

Contact Details-

Sl	Name	Address	Contact
1.	AXIS MY INDIA	631/632, BUILDING No. 6, 3rd FLOOR, SOLITAIRE CORPORATE PARK, ANDHERI (E), MUMBAI PIN CODE-400093	Sushil Sachdeva 9818699857 sushil@axismyindia.org
2.	QCI (Quality Council of India)	2nd FLOOR, INSTITUTION OF ENGINEERS BUILDING, BAHDUR SHAH ZAFAR MARG, NEW DELHI - 110002	CBOD Team 9818048282, 8130721038 cbod@qcin.org
3.	JPS FOUNDATION	B-1/1377, RATANKHAND, SHARDA NAGAR YOJANA, LUCKNOW, U P.- 201301	Kunwar Bahadur Singh jpsfoundation21@gmail.com 9415959417
4.	CS DATAMATION	No. 503, UDYOG VIHAR, PHASE- V GURUGRAM, HARYANA PIN CODE-122016	Chetan Sharma 9811039482 csharmadm@gmail.com

Appendix –II

The L1 rates derived for the Annexure I (**Survey-Based Activities**) are as follows:

Sl. No.	Survey Type	Unit	L-1 Rates (in INR) exclusive of GST
1	Face-to-Face Quantitative Survey for Mainland (except those identified in Row No. 2)	Composite rate for 1000 unique target-based respondents	2,25,000
2	Face-to-Face Quantitative Survey for J&K, North East and Island regions	Composite rate for 1000 unique target-based respondents	3,00,000
3	Telephonic Survey – In-Person Call Centre Executives	Composite rate for 1000 unique target-based respondents	1,25,000
4	Telephonic Survey – Automated IVR	Composite rate for 1000 unique target-based respondents	7,000
5	Web-Based / Digital Survey	Composite rate for 1000 unique target-based respondents	39,906

The L1 rates derived for the Annexure II (**Awareness Dissemination**) are as follows:

Sl. No.	Consulting Type for Dissemination	Unit/ Description	L-1 Rates (in INR) exclusive of GST
1	Text- based messages (e.g. SMS, in -app, OTT messaging platforms like WhatsApp)	Composite rate for delivery of ONE message (160 characters) to 100 different/unique users	35
2	Image Based messages (e.g. digital posters, banners, creatives etc)	Composite rate for delivery of ONE image-based message to 100 different/unique users	50
3	Audio-based messages (e.g., Digital podcast, audio clips etc. through app/IVR)	Composite rate for delivery of ONE 60 sec audio clip per 100 different/unique users	60
		Composite rate for delivery of ONE 60 sec – 5 min audio clip per 100 different/unique users	80
		Composite rate for delivery of ONE > 5 min audio clip per 100 different/unique users	100

4	Video-based messages (e.g., explainer, reels, etc. through app)	Composite rate for delivery of ONE up to 60 sec video clip per 100 different/unique users	90
		Composite rate for delivery of ONE 60 sec – 5 min video clip per 100 different/unique users	100
		Composite rate for delivery of ONE > 5 min video clip per 100 different/unique users	120
5	Video streaming at remote locations (such as those not well connected by internet)	Composite rate of up to 30 min. Video screening per location/ Gram Panchayat	2000

The L1 rates derived for the Annexure III (**Beneficiary Identification and Target Audience Segmentation**) are as follows:

Sl. No.	Activity Description	Unit	L-1 Rates (in INR) exclusive of GST
1	Physical data collection (door-to-door/form based) <i>Up to 30 questions/parameters of matrix</i>	Composite rate for collection from 100 target persons	20000
2	Digital data collection (web/mobile/app-based) <i>Up to 30 questions/parameters of matrix</i>	Composite rate for collection from 100 target persons	12000

The L1 rates derived for the Annexure IV (**Feedback on Service Delivery**) are as follows:

Sl. No.	Activity Description	Unit	L-1 Rates (in INR) exclusive of GST
1	Feedback based on Questionnaire for Service/Utility	Per Unit	344
2	Geo-tagged images for utility/service feedback	Per Unit	108
3	Geo-tagged audio recording (up to 60 sec) for Service/Utility feedback	Per Unit	125

4	Geo-tagged video recording (up to 60 sec) for Service/Utility feedback	Per Unit	172
---	--	----------	-----

The L1 rates derived for Annexure V (**Consulting and Advisory Services**) are as follows:

		Quoted Fee (% of projected cost) exclusive of GST
Sl. No.	Consulting Activity	L-1 Rates
1	Post- Assignment consulting/advisory services (actionable recommendations/ reporting)	10%

