

EXPRESSION OF INTEREST (EOI)

For Selection of a Government/Semi-Government/Society Act Registered Reputed Agency for Conducting a Detailed District-wise Factor Analysis Study on School Enrolment/Attendance (Class I–VIII) and Recommending Measures to Improve Enrolment and Enhance Retention, with the objective of obtaining fact-based and actionable recommendations for policy formulation.

**Mid-Day Meal Authority,
203/9, Nabiullah Road,
Lucknow-226018, Uttar Pradesh**

Section 1: Background

The PM POSHAN (Pradhan Mantri Poshan Shakti Nirman) Scheme, formerly known as the Mid-Day Meal Scheme, is one of the largest school feeding programmes in the world, implemented through the joint efforts of the Government of India and the State Government. The Scheme provides a nutritious, hot cooked meal to children studying in Government and Government-aided schools, supporting their nutritional wellbeing and educational participation.

The initiative dates back to 15th August 1995, when it was launched as a Centrally Sponsored Scheme under the name "National Programme of Nutritional Support to Primary Education (NP-NSPE)." Following directions issued by the Hon'ble Supreme Court on 28th November 2001, the Scheme was operationalised in primary schools across the State from 1st September 2004, and was progressively extended to upper primary schools in educationally backward blocks (2007) and subsequently to all remaining blocks and urban areas (2008).

Over the years, the Scheme has been enhanced significantly from an initial cooked meal providing 300 calories and 8–12 grams of protein for children in Classes I–V, to the current framework providing a minimum of 700 calories and 20 grams of protein for upper primary children through 150 grams of food grains per child per school day. Financial assistance under the Scheme covering cooking cost, transport subsidy, and management and monitoring expenses has also been periodically revised, including special provisions for meal continuity during summer vacations in drought-affected areas.

Today, the Scheme extends to nearly 1.03 crore children across approximately 1.42 lakh primary and upper primary schools. Its implementation is guided by the Mid-Day Meal Authority, constituted in October 2006, with the broader objective of:

- Ensuring access to nutritious meals for children in Government, Local Body, Government-aided, and Special Training Centre (STC) schools;
- Enhancing children's cognitive development and learning outcomes through improved nutrition;
- Encouraging enrolment and sustained attendance in schools;
- Strengthening retention at the primary level; and
- Fostering social harmony and a spirit of togetherness among children of diverse backgrounds through the shared experience of a common meal.

The Department invites Expression of Interest (EOI) from interested and experienced Government/Semi-Government institutions, Universities, Research Institutes, and institutions registered under the Societies Registration Act, 1860 (or the corresponding State Act), with a proven track record and demonstrated capability in conducting educational research, field-based surveys, and data-driven policy studies, for undertaking a comprehensive, district-wise trend analysis of student enrolment at the Primary School (PS) and Upper Primary School (UPS) levels across the State, covering both rural and urban areas. Departmental enrolment data for the last five years shows year-on-year variation across districts, across PS and UPS levels, and across rural and urban areas. *The precise factors driving this variation have not yet been established*, and the Department has accordingly advised that a detailed, district-wise study be undertaken, covering an indicative 10–15 PS and UPS schools in each district drawn from both rural and urban locations in proportion to their share of schools — so that the actual factors influencing enrolment at both levels can be objectively examined and identified through evidence, rather than assumed in advance. Parameters that the study may examine include, among others, migration patterns, demographic shifts, attendance trends, change in the Total Fertility Rate (TFR), transition of students to private institutions, rural-urban differences in access and infrastructure, PS-to-UPS transition patterns, and variation in per capita income and other socio-economic indicators. This list is illustrative and not exhaustive; the selected institution is expected to explore any additional relevant parameters whether specific to PS or UPS levels, or to rural or urban areas that may have a bearing on enrolment trends.

Section 2: Objectives of the Study

For Selection of a Government/Semi-Government/Society Act Registered Reputed Agency for Conducting a Detailed District-wise Factor Analysis Study on School Enrolment/Attendance (Class I–VIII) and Recommending Measures to Improve Enrolment and Enhance Retention, with the objective of obtaining fact-based and actionable recommendations for policy formulation.

i. Disaggregated Analysis and Validation of Enrolment Trends

To validate and analyse the Department's enrolment / attendance data for the past five years, disaggregated by Primary (Class I–V) and Upper Primary (Class VI–VIII) levels, by district, and by rural and urban areas, so as to identify overall trends, level-specific patterns, and district-wise as well as rural-urban variations in enrolment.

ii. Comparative Analysis of Enrolment Variation Across Levels

To examine the extent of enrolment/ attendance variation between the Primary and Upper Primary levels, and to determine whether this differential is linked to demographic factors (such as change in Total Fertility Rate), migration patterns, or early transition of students to private schools.

iii. Field-Based study of Root Causes

To conduct a detailed, field-based investigation covering an indicative average sample of 10–15 schools per district (spanning both Primary and Upper Primary levels), the sample size being suitably increased or adjusted district-wise based on the scale, population, and diversity of the district, in order to identify the underlying causes of enrolment / attendance variation, including but not limited to the following:

- (a) Migration of families or students (seasonal, distress or permanent).
- (b) Causes underlying school dropouts.
- (c) Changes in the demographic composition of the school-going population.
- (d) Trends/variations in student attendance.
- (e) Impact of decline in the Total Fertility Rate (TFR) on the school-age population.
- (f) Transition of students to private institutions.
- (g) Impact of Mid-Day meal scheme on enrollment/ attendance
- (h) Variation in per-capita income and other socio-economic indicators.
- (i) Any other locally relevant factor identified during the course of the study.

iv. Examination of Year-on-Year Anomalies

To evaluate whether significant year-on-year anomalies in the enrolment trend-line reflect genuine shifts in enrolment / attendance, post-pandemic normalisation of data, or artefacts of the data-recording process.

v. Differentiated Strategies at School wise and District wise

To propose specific, actionable and differentiated strategies — by school wise (Primary vs Upper Primary) and by district to enhance enrolment, reinforce retention, and promote universal coverage of eligible children within the school education system.

Note: The study is for academic and policy purpose only. All findings are preliminary and do not represent the Department's official view unless verified and approved in writing. The agency may not publish or disclose any results without prior written consent, and shall consult the Department on matters of public communication, in addition to the provisions of Section 9 (Data Privacy and Confidentiality).



  

Section 3: Tentative Scope of Work

The study shall produce a comprehensive ***“Detailed Study Report examining enrollment and attendance variation / trends in Government and Government-Aided Primary and Upper Primary Schools covering Classes 1 through 8 over the past five academic years”***.

The study shall encompass all 75 districts of Uttar Pradesh, with school selection carried out through designated Blocks. An average of 10 schools shall be selected per district, which may be increased to 15 schools in larger or more diverse districts, resulting in a total sample size of approximately 750 to 850 schools spanning both rural and urban locations in proportion to their share of schools. The sample size may be further adjusted district-wise based on the scale, population, and diversity of the district.

The study shall provide evidence-based analysis of the following factors influencing enrollment/attendance trends, in order to identify the underlying causes of enrollment /attendance variation, including but not limited to the following:

1. Migration of families and students, including seasonal, distress, and permanent migration.
2. Factors contributing to student dropout
3. Changes in the demographic profile of the school-age population.
4. Trends/variations in student attendance.
5. Impact of changes in the Total Fertility Rate (TFR) on the school-age population and enrolment patterns.
6. Migration of students from Government and Government-Aided Schools to private educational institutions.
7. Impact of the PM POSHAN (Mid-Day Meal) Scheme on student enrolment, attendance, and retention.
8. Influence of geographical conditions and other location-specific factors affecting access to and attendance in schools.
9. Impact of variations in per capita income and other socio-economic factors on enrolment and attendance.
10. Any other district-specific or locally relevant factor identified during the course of the study that may have a significant impact on enrolment and attendance.

Based on the field-based study, stakeholder consultations, and analysis of both primary and secondary data, the selected agency shall prepare and submit a comprehensive Detailed Study Report containing district-wise and state-level findings, statistical analysis, key observations, identified trends, conclusions, and evidence-based recommendations. The report shall clearly identify the factors responsible for variations in enrolment and attendance and suggest practical, implementable policy and programme interventions to improve enrolment, regular attendance, student retention, and the overall effectiveness of government and government-aided primary and upper primary schools in the State. The study shall also provide a robust evidence base to support policy formulation, programme planning, and informed decision-making by the Department.

Note: *The Scope of Work set out in this Section is indicative of the broad nature, scale, and coverage of the study. The final detailed scope of work, work plan, and methodology shall be finalised in consultation with the agencies during the presentation stage.*

Section 4: Instructions to Applicants

1. Nature of the Document

This is an Expression of Interest (EOI) issued by the Department for identification, shortlisting, and empanelment of a suitable Government/Semi-Government Body or Society Act Registered Reputed Agency for conducting the district-wise Factor Analysis Study on School Enrolment (Class I–VIII) under the PM POSHAN Scheme. This document is an EOI and not a tender; it does not involve competitive financial bidding.

2. Fixed Cost Norm — No Financial Quote Required

The total cost per school shall not exceed Rs. 5,794/- (Rupees Five Thousand Seven Hundred Ninety Four Only) for the entire study, including all professional, field, logistics, data collection, and reporting costs.

Hence, applicants agreeable for carrying out the study at this rate may submit their Expression of Interest (EOI) accordingly. By submitting the EOI, the applicant shall be deemed to have accepted the said rate. No separate Financial/Budgetary Quote, price bid, or confirmation letter is required. EOIs submitted at variance with the fixed rate shall not be considered for evaluation.

3. Mode of Submission

The EOI, complete in all respects along with all enclosures, shall be submitted in hard copy only, by Registered Post/Speed Post or by hand, in a sealed envelope super scribed "EOI for Factor Analysis Study of School Enrolment / Attendance (Class I–VIII) – PM POSHAN" addressed to the office. EOIs submitted by e-mail, fax, or through any online/electronic mode shall NOT be accepted.

4. Language

The EOI and all enclosures shall be submitted in Hindi or English only.

5. Eligibility Criteria and Enclosures

All interested Government/Semi-Government Body or Society Act Registered Agency must satisfy the minimum eligibility criteria mentioned at Annexure-I. Applicants must enclose all supporting documents along with the Letter of Acceptance referred to in Clause 2 above, failing which the EOI shall be summarily rejected and shall not be considered for further evaluation.

6. Last Date and Time of Submission

The EOI must reach the said office (not merely be posted/dispatched) on or before the date and time specified on the Department's official website. The Department shall not be responsible for any postal delay. EOIs received after the specified date and time, for any reason whatsoever, shall be summarily rejected without further correspondence.

7. Cost of Preparation

The Applicant shall bear all costs associated with the preparation and submission of the EOI. The Department shall in no case be responsible for such costs, regardless of the outcome of the process.

8. No Earnest Money Deposit/Processing Fee

No Earnest Money Deposit (EMD) or processing fee is required to be submitted along with this EOI.

9. One EOI per Entity

Each eligible entity may submit only one EOI, entity submitting or participating in more than one EOI shall render all such EOIs liable to rejection.

10. Amendment/Cancellation

The Department reserves the right to amend, clarify, extend the last date of, or cancel this EOI at any stage prior to shortlisting, by issuance of a Corrigendum published on the Department's official website, without assigning any reason and without any liability towards entities who have already submitted their EOI. Any such Corrigendum shall be binding on all Applicants.

11. **Right to Accept/Reject**

The Competent Authority of the Department reserves the absolute right to accept or reject any or all EOIs, in part or in full, without assigning any reason whatsoever, and its decision in this regard shall be final and binding on the Applicant.

12. **Canvassing**

Any attempt by an Applicant, or an Applicant's agent, consultant, or representative, howsoever described, to influence the Department in any manner concerning the scrutiny, consideration, or evaluation of the EOI shall entail summary rejection of that EOI.

13. **No Automatic Eligibility for Future Assignments**

Participation in this EOI shall not be construed as, or confer, any qualification or eligibility to the Applicant in any regular tender/inquiry that may be published subsequently by the Department.

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Section 5: Eligibility / Qualification and Shortlisting Criteria

The following minimum eligibility conditions must be satisfied. EOIs from entities not meeting all minimum eligibility conditions shall be summarily rejected.

S.no	Basic Requirement	Specific Requirement	Document Requirement
1	2	3	4
1	Legal Entity	The applicant must be one of the following: Government/Semi-Government body / Society registered under the Societies Registration Act, 1860 (or its corresponding State Act).	1- In case of Government/Semi-Government body Government order / notification establishing the body or any other document which support establishment of body. Or 2- In case of Society registered under the Societies Registration Act, 1860 (or its corresponding State Act) – Certificate of Registration issued by the Registrar of Societies.
3	Minimum 5 Years of Existence	The entity should have been registered/established on or before 31.03.2021, i.e. must have completed a minimum of five (5) years of existence as on 31.03.2026.	Certificate of Registration / Government Order / Notification of establishment clearly showing the date of registration.
2	PAN, GST certificate	The applicant must have valid registration of PAN, GST (if applicable).	Copy of PAN and GST registration certificate. If GST registration is not applicable or the applicant is exempt from obtaining GST registration, a valid self-declaration or exemption certificate issued by the competent authority, as applicable, shall be submitted.
4	Project Experience	The Applicant must have successfully executed at least two (2) projects / similar projects (research or survey studies in education, socio-economic, social sector, or public policy) executed for Central/State Government Departments / PSUs / Corporations / Authorities within the last five (5) years, as on the last date of submission.	Copy of Work Order / Letter of Allotment / Letter of Intent (LOI) / Contract Agreement / Completion Certificate (if applicable), and a self-declaration on the entity's letterhead (as per Annexure-III) listing the at least two (2) projects with client name, project title, duration, and value, completed within the last five (5) years, as on the last date of submission.

5	Affidavit on non-Judicial stamp paper	The Applicant must submit an affidavit confirming the following points: 1- The applicant affirms that they are not blacklisted by any Centre/ State Government / PSU or any other public authorities. 2- The applicant must affirm that all facts, figures and information provided in the EOI documents are true and accurate to best of their knowledge.	As per Annexure IV, the Applicant must submit an affidavit on ₹100/- non-judicial stamp paper, duly notarized by a Notary Public, affirming the following: 1. That the Applicant is not blacklisted, debarred, or under any suspension by any Central/State Government Department, PSU, or any other public authority. 2. That all facts, figures, and information provided in the EOI documents are true, correct, and accurate to the best of the Applicant's knowledge and belief.
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Section 6: Documents to be Enclosed with the EOI

S.No.	Requirement	Document Requirement
1	2	3
1.	Covering Letter	As per Annexure-I , on the entity's letterhead, signed by the authorised signatory.
2.	Entity Profile	As per Annexure-II , duly filled and signed.
3.	Proof of Legal Entity	Government/Semi-Government body: Government order/notification establishing the body, or any other document supporting its establishment. Society registered under the Societies Registration Act, 1860 (or corresponding State Act): Certificate of Registration issued by the Registrar of Societies.
4.	Proof of Minimum 5 Years of Existence	Certificate of Registration / Government Order / Notification of establishment, clearly showing the date of registration.
5.	PAN and GST Registration	Copy of PAN and GST registration certificate. If GST registration is not applicable or the applicant is exempt from obtaining GST registration, a valid self-declaration or exemption certificate issued by the competent authority, as applicable, shall be submitted.
6.	Project Experience	As per Annexure-III , listing at least two (2) projects / similar projects (research or survey studies in education, socio-economic, social sector, or public policy) executed for Central/State Government Departments / PSUs / Corporations / Authorities within the last five (5) years, supported by copies of: Work Order / Letter of Allotment / Letter of Intent (LOI) / Contract Agreement, / Completion Certificate
7.	Affidavit on Non-Judicial Stamp Paper	As per Annexure-IV , the Applicant must submit an affidavit on ₹100/- non-judicial stamp paper, duly notarized by a Notary Public, affirming the following: 1. That the Applicant is not blacklisted, debarred, or under any suspension by any Central/State Government Department, PSU, or any other public authority. 2. That all facts, figures, and information provided in the EOI documents are true, correct, and accurate to the best of the Applicant's knowledge and belief.
8.	Entity Capability Write-up	A brief write-up (not exceeding 5 pages) on the general profile of qualifications, experience, and indicative number of key personnel available with the entity in the relevant field. Individual CVs should not be enclosed at this stage.

Section 7: Shortlisting Process

All Expressions of Interest (EOIs) received within the stipulated timeline will be reviewed to ensure they meet the minimum eligibility criteria outlined in Section 5.

Entities found eligible on preliminary evaluation shall be invited to make a presentation of their proposal. The date, time, and venue of the presentation shall be communicated separately, only to those entities that have submitted their EOI within the prescribed timeline.

During the presentation, the entity shall be required to present its proposed work plan, methodology, arrangements for field survey, data collection and analysis process, quality assurance mechanism, capability of the expert team, and details of prior experience of assignments / similar assignments.

Section 8: General Terms and Conditions

The Department reserves the right to verify, independently or through references, any information/documents furnished in the EOI. Furnishing of false, misleading or incorrect information shall render the EOI/entity liable to rejection/disqualification at any stage, including after shortlisting or award.

The Department reserves the right to restrict the number of concurrent assignments awarded to a single entity, and to assess an entity's overall capacity to execute multiple assignments where applicable.

The decision of the Department regarding eligibility, evaluation and the number of institutes to be shortlisted shall be final and binding, and no entity shall be entitled to seek reasons for rejection or non-shortlisting.

Section 9: Data Privacy and Confidentiality

All data provided by the Department and any conclusions, results, reports or other outcome arising from the conduct of this study shall be treated as strictly confidential and the exclusive property of the Department.

The selected agency/applicant may not publish, disclose, share, reproduce or otherwise make available in whole or in part, any data, findings, analysis or reports developed in this study, in any form (print, digital, verbal or otherwise), without the prior written consent of the Department.

All data handling, storage, processing and disposal will be carried out strictly in accordance with the Digital Personal Data Protection Act, 2023 (DPDP Act) and other applicable laws in India concerning data protection and privacy.

In case of any unauthorised use, leakage, disclosure or breach of the data by the responsible agency/individual(s) – either wilfully or negligently – they shall be liable for penal action under the DPDP Act, 2023 and other applicable provisions of Indian law including but not limited to civil and criminal liability, monetary penalties and blacklisting of the agency/individual(s) from future association with the Department.

Section 10: Address for Submission and Correspondence

Office: Mid-day Meal Authority ,203/9, Nabiullah Road, Lucknow-226018, Uttar Pradesh

E-mail (for queries only, not for submission): lkomdm@gmail.com



Annexure-I: Format of Covering Letter
(To be typed on the Entity's Letterhead)

To,
Director,
Mid-Day Meal Authority
203/9, Nabiullah Road,
Lucknow-226018, Uttar Pradesh

Subject: Submission of Expression of Interest (EOI) for the Factor Analysis Study of School Enrolment /attendance (Class I–VIII) under PM POSHAN Scheme.

Sir/Madam,

With reference to the EOI (Ref. No. dated), we,, hereby submit our Expression of Interest for consideration for shortlisting as detailed in the EOI document.

We confirm that we fulfil all the minimum eligibility conditions prescribed in Section 5 of the EOI document, and enclose herewith all the documents prescribed in Section 6 thereof, and all supporting documents/certificates.

We declare that the information furnished herein and in the enclosures is true and correct to the best of our knowledge and belief, and that we are not, as on date, blacklisted/debarred by any Central/State Government department or agency. We further confirm that we have not submitted, and shall not submit, more than one EOI in response to this notice.

We further confirm that, if selected, we shall undertake and execute the assignment ourselves and shall not sublet, assign, or transfer the work, either wholly or in part, to any other agency, entity, or third party.

We understand that the Department reserves the right to accept or reject this EOI without assigning any reason, and that submission of this EOI does not entitle us to any claim, compensation or right to award of the assignment.

   

Yours faithfully,

(Signature with Seal)

Name:

Designation:

Annexure-II: Entity Profile
(To be typed on the Entity's Letterhead)

1. Name of the Entity	
2.Type of Registration (Government/Semi Government / Under society Act)	
3. Date of Establishment	
4. Registered Office Address	
5. Correspondence Address	
6. PAN	
7. GST Registration No (if any)	
8. Name and Designation of Authorised Signatory	
9. Mobile Number	
10. E-mail ID	
11. Core Area of Work / Business	
12. Number of Years in Operation	
13. Indicative Number of Relevant Key Personnel Available	
14. Blacklisting/Debarment Status (Yes/No; if Yes, give details)	

(Signature with Seal)

Note: The information furnished above must align with the supporting documents submitted as per Section 5 of this EOI. Any mismatch or discrepancy shall render the EOI liable for rejection.



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**Annexure-III: Statement of Assignments/ Similar Assignments Undertaken
(Last Five Years)
(To be typed on the Entity's Letterhead)**

S.No.	Name of Assignment	Client/Department	Contract Value (Rs.)	Duration/ Year of Completion	Supporting Document Enclosed (Work Order/LOI/LOA/Contract Agreement/Completion Certificate)
1.					
2.					
3.					
4.					
5.					
6.					

(Attach additional sheets in the same format, if required, along with copies of work orders/ completion certificates.)

(Signature with Seal)

Note: The information furnished above must align with the supporting documents submitted as per Section 5 of this EOI. Any mismatch or discrepancy shall render the EOI liable for rejection.






Annexure-IV – AFFIDAVIT

(To be executed on ₹100/- Non-Judicial Stamp Paper, duly notarized by a Notary Public)

To,

Director,
Mid-Day Meal Authority
203/9, Nabiullah Road
Lucknow-226018, Uttar Pradesh

Subject: Affidavit regarding Non-Blacklisting and Correctness of Information

I, [Name of Signatory], holding the position of [Designation] in [Name of entity] having its registered office at [Complete Address], do hereby solemnly affirm and declare on oath as follows:

1. That [Name of Entity] is not blacklisted, debarred, or under any suspension by any Central Government, State Government, PSU, or any other public authority, from participating in any tender, EOI, RFP, or similar procurement process.
2. That all facts, figures and information provided by [Name of Entity] in the EOI documents are true, correct, and accurate to the best of my knowledge and belief.



(Signature with Seal)

Name:

Designation:

