

(EoI on Website)

## **EXPRESSION OF INTEREST**

**No.C-11012/06/2011/ NRC-D-II  
Government of India  
Ministry of Environment and Forests  
National Ganga River Basin Authority  
(National Mission for Clean Ganga)**

1. The Government of India has *availed* a credit/loan to facilitate implementation of a multi-sectoral National Ganga River Basin Authority (NGRBA) programme in the five States of Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal, from International Development Association (IDA), and the International Bank for Reconstruction and Development (IBRD) and intends to apply part of the loan/credit proceeds to make payments under the contract for the following services:

### **Preparation of a Communications Strategy and Mass Multi-media Campaign.**

2. The NGRBA is responsible for planning, financing, monitoring and co-ordination of activities for effective abatement of pollution and conservation of the river Ganga. The major objectives of the NGRBA are to maintain the desired water quality in Ganga and to ensure minimum ecological flows, especially in the critical stretches. A Project Management Group (PMG) has been set up under the MoEF to co-ordinate & implement at the national level the various activities of the NGRBA programme, including those supported under the World Bank assisted National Ganga River Basin Project.

The NGRBA wishes to launch a communications campaign to strengthen public understanding and support for the Mission Clean Ganga Program. MoEF invites eligible advertising/communications agencies to indicate their interest in providing the services. A Consultant will be selected in accordance with the procedures set out, in the World Bank's Guidelines: Selection of Employment of Consultants by World Bank Borrower (January 2011 3edition). Eligibility and Conflict of Interest provisions as per the Guidelines will be applicable.

3. **Scope of Work:**

**Task One: Developing a long-term Communications Strategy for the National Mission for Clean Ganga:** The Communications Strategy to be developed will be based on a **rapid diagnostic of the communication needs** of the various stakeholder groups in order to identify the key target audiences of the communications program and the messages best expected to resonate with them. Based on this diagnostic, a **program-wide**

**communication strategy** will be formulated to ensure that all stakeholders, including specified target audiences, understand and appreciate the issues of pollution in the river Ganga, the necessity of abatement of pollution and their role and cooperation in this exercise.

It is envisaged that the Communications Strategy and general approach for a program of this scale and profile will require an effective mix of mass communications, general and targeted advocacy, community mobilization, and social messaging. The tools will range from mass media to social advertising, direct interaction, media engagement and the development of platforms and champions, at the national and state levels. The strategy will also need to suggest appropriate institutional mechanisms/structures for the suggested communications strategy in a manner that enables sustained coordination across various states and local tiers at which the Program will be implemented. A **Recommended Action Plan for the next 18 months** will also need to be attached in order to facilitate a seamless move to the implementation phase.

**Task Two: Developing and Producing the Kick-off Mass Multi-media Campaign for National Mission for Clean Ganga:** Based on the agreed Communications Strategy, a **set of creative materials for the National Mission for Clean Ganga Mass Multi-media campaign** will need to be developed and produced. These materials which will be a property of the PMG are expected to span a range of communication channels so that they have a resonance across various stakeholder groups at the national and state level. The content materials will have to be in an effective mix of Hindi and English and should be adaptable to the other regional languages of the mainstem states, especially Bengali, Bhojpuri and Maithili. The content materials will include the creation of National Mission for Clean Ganga brand identity templates for use across the five Ganga basin states and program partners. It is expected that the creative materials will span a range of communication channels, including but not limited to:

- Broadcast media: television, radio, print, internet, etc.
- Information sources: films, pamphlets, leaflets, brochures, etc.
- Outdoors: posters, banners, hoarding, wall paintings, bus display panels, etc.
- Inter-personal: Audio, video, telecom, new social media, etc.
- Direct Outreach

4. MoEF invites 'Expression of Interest' (EOI) from eligible advertising/communications agencies to indicate their interest in providing the services for above mentioned work. The interested agencies must provide information indicating their past experience in related fields/ handling and completion of similar project work, experience of key personnel and financial strength to perform the services.
5. The final shortlist will be arrived at based on relative strengths and suitability of the advertising/communications agency to following aspects:

- a) **Quality and experience of the team to be assigned this task** -- especially that of personnel in charge of strategic and creative side.
  - b) **Past Experience of the firm** -- at least five years' experience of similar scope in the last three years.
  - c) **Financial Strength of the Firm** – turnover of at least Rs 5 crore for the last three years.
6. Interested advertising/communications agency may submit 'Expression Of Interest' in an sealed envelope clearly superscripted as "**Expression of Interest for the preparation of a Communications Strategy and Mass Multi-media Campaign**" in one original and five copies to *Project Officer (Procurement) , National Ganga River Basin Authority (Project Management Group), First Floor, Mini Shopping Complex, NBCC Place, Lodhi Road, New Delhi- 110 003* within 15 days from the date of publication of this advertisement.
7. The Ministry reserves the right to reject all or any of the proposals without assigning any reason thereof.

**Director, MoEF**