

Request for Expression of Interest



Selection of Consultants

towards

**Communications Needs Assessment Study
For**

**'Capacity augmentation of navigational infrastructure of
National Waterway-1' between Haldia to Varanasi - Allahabad
(Jal Marg Vikas Project)**

Project Management Unit
Capacity Augmentation of the National Waterway – 1 Project (Jal Marg Vikas)
INLAND WATERWAYS AUTHORITY OF INDIA
(Ministry of Shipping, Government of India)
Head Office : A-13, Sector – 1, Noida - 201301

Phone : 0120-2544004, Fax : 0120-2543976 ; website: www.iwai.nic.in ; email : vc.iwai@nic.in

Expression of Interest

1. Inland Waterways Authority of India (IWAI), Ministry of Shipping, Government of India has applied for financing from the World Bank towards the cost of the Project “**Capacity Augmentation of the National Waterway – 1 (Jal Marg Vikas Project)**”, and intends to apply part of the proceeds for consulting services.
2. The Inland Waterways Authority of India (IWAI) intends to engage a professionally qualified and renowned firm/agency to undertake a Communication Needs Assessment Study to get a better understanding of how the proposed project is perceived by stakeholder groups. The Communication Needs Assessment is intended to inform key decision-makers in IWAI and in the relevant agencies in the Central and State Governments of India about perceptions prevailing among major stakeholder groups. It is intended as a diagnostic exercise for internal deliberative purposes. Herein after referred as the consulting services (“the Services”) include **Consultancy for Communication Needs Assessment Study for Capacity Augmentation of National Waterways-I**. The study is expected to be completed within three months from the date of engagement of the Consultant.
3. The Project Director, Project Management Unit, IWAI, invites eligible consulting firms (“Consultants”) to submit their interest to provide Consultancy services for “**Communication Needs Assessment Study for Capacity Augmentation of National Waterways-I**”. Consultants interested in providing the Service should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The short listing criteria are:
 - a) Consultant should have been engaged in conducting similar activities for the past 3 years – copy of Certificate of Incorporation to be submitted along with the EOI.
 - b) Consultant should have a minimum financial turnover of INR 50 lakh during any of the last 5 years – CA certified declaration for last 5 years to be submitted along with the EOI.
 - c) Consultant should have completed 2 such studies of similar / related work during the last 3 years – List of scope of work, date of commencement, date of completion, client’s details to be submitted. Similar/related works may include:
 - i) A Communication Needs Assessment Study undertaken to gauge how a project is perceived by stakeholders.
 - ii) Stakeholder Perception Analysis

- d) Consultant should be having a minimum of 25 employees on their payroll – declaration to be submitted.
5. Expressions of interest must be delivered in a written form to the address below (in person, or by post or by e-mail)

Date of Submission of Proposal :- 6th September, 2016 by 15:00 hours (IST)

Envelope marked with :- “Expression of interest for Consultancy services for “Inland Waterways Transport Institutional Strengthening and Capacity Building.”

Address :-

Project Director (Jal Marg Vikas)

INLAND WATERWAYS AUTHORITY OF INDIA

(Ministry of Shipping, Government of India)

Head Office : A-13, Sector – 1, Noida – 201301

Contact Details:-

Phone : 0120-2544004, Fax : 0120-2543976 ;

email : vc.iwai@nic.in ; iwaipmuskp@gmail.com ; brajeshks.iwai@gmail.com

6. The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers* dated January, 2011 (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.
7. A Firm or an individual Debarred by the World Bank in accordance with the anticorruption guidelines shall be ineligible for this Assignment in any form or way. A list of debarred firms and individuals is available at the Banks external website: www.worldbank.org/debarr.
8. A Consultant will be selected in accordance with the Quality and Cost Based Selection method set out in the Consultant Guidelines.
9. Further information can be obtained at the address mentioned above during office hours.

Instructions for submission of Expression of Interest:

1. Accomplished Expression of Interest (Application) must be submitted together with a Letter of Intent not later than 15:00 hours (IST) on 6th September, 2016. Documents in support of all qualification information shall be submitted with application. Proposal of EOI with qualification information shall be furnished on / before the due date of submission at the address mentioned above.
2. The Application shall be basis of drawing up a shortlist of eligible Consultants who will be invited to submit proposal for services required.
3. All Applications shall be submitted in English.
5. A Consultant shall submit only one proposal. If a Consultant submits or participates in more than one proposal, all such proposals shall be disqualified. This does not, however, preclude a consulting firm to participate as a sub-consultant, or an individual to participate as a team member, in more than one proposal when circumstances justify and if permitted by the Request for Proposals.

6. The Application and all related correspondence and documents should be written in the English language. Supporting documents and printed literature furnished by Applicant with the Application may be in any other language provided that they are accompanied with translations in the English language. Supporting materials, which are not translated into English, may not be considered. For the purpose of interpretation and evaluation of the Application, the English language translation shall prevail.
7. IWAI reserves the right to reject any Applications, without assigning any reasons thereof.
8. The Applicant shall provide all the information sought under this Qualification Document. PMU, IWAI would evaluate only those Applications that are received within the specified time and complete in all respects. Incomplete and/or conditional Applications shall be liable to rejection.

Guidelines for preparation of Expression of Interest

Following information shall be submitted:

1. Complete name of firm(s), date of establishment and type of organization whether individual, proprietorship, partnership, private limited company, public limited company etc.
2. Exact and complete corporate/registered/home office address, business address, telephone numbers, fax numbers, E-mail and cable address. For Consultant of foreign registry, indicate if there is any branch office(s) established in India with details in aforesaid manner.
3. If present firm(s) is the successor to or outgrowth of one or more predecessor firms, fresh name(s) of former entity (ties) and year(s) of their original establishment with details in aforesaid manner.
4. Present a brief narrative description of the firm(s). Kindly avoid submission of company brochures for the purpose description of the firm.
5. List of not more than two (2) principals who may be contacted by this Office.
6. Listed principals must be empowered to speak for him or for the firm on policy and contractual matters.
7. Indicate financial figures from consultancy business for past 5 (five) financial years.
8. Organizational strength of Consultant shall be given
9. Brief Terms of Reference - Annexure-I.
10. Application Form .. Annexure-II

(Project Director)

Assignment Title: Terms of Reference (ToR) for engaging consultancy towards Communications Needs Assessment, Study for ‘Capacity augmentation of navigational infrastructure of National Waterway-1’ between Haldia to Varanasi - Allahabad (Jal Marg Vikas Project)

1.0 Introduction

- 1.1 Inland Waterways Authority of India (IWAI) is a statutory body under Ministry of Shipping, Government of India. IWAI was set up in 1986 for regulation and development of inland waterways for the purposes of shipping and navigation. IWAI is primarily responsible for development, maintenance and regulation of Inland Water Transport (IWT) in the country and specifically on the National Waterways (NW).
- 1.2 A section of the Ganga-Bhagirathi-Hooghly river system declared as National Waterway -1 (NW-1)—that falls between Varanasi and Haldia is being developed as an arterial waterway for North India. It is 1620 km in length and passes through the States of West Bengal, Jharkhand, Bihar and Uttar Pradesh. It links the ocean gateway ports of Haldia and Kolkata to Bhagalpur, Patna, Ghazipur and Varanasi, their industrial hinterlands, and several industries located along the Ganga basin. This stretch is being developed for navigation with assistance from World Bank.
- 1.3 Inland Water Transport (IWT) on NW-1 has the potential to form the most economic, reliable, safe and environmentally friendly form of transport. Where developed for use by modern inland water-way vessels operating on dependable rights of way, it can reduce investment needs in rail and road infrastructure, promote greater complementarities in the economic strategies of the riparian states, enhance intra-regional trade and, through increased economies of scale, significantly reduce transport costs for the benefit of the entire economy and India’s global trade competitiveness.
- 1.4 There is already evidence of growing demand for transport on NW-1, especially for dry and liquid bulk cargoes. This includes demand from the thermal power plants, cement companies, fertilizer companies, oil companies, the Food Corporation of India and others for coal, fly-ash, cement and clinker, stone chips, edible oils, petroleum products, food grains and over dimensional cargo.

2.0 Objectives of the assignment

- 2.1 In order to (i) enhance people's understanding about the Project and its intended benefits and secure ongoing public support, and (ii) manage stakeholder perception of the Jal Marg Vikas Project and address the concerns of stakeholder groups on an ongoing basis, there is a need to develop a long-term, strategic Communications Strategy.
- 2.2 As part of the development of a comprehensive communication strategy, the consultant would need to undertake a Communications Needs Assessment Study to get a better understanding of how the proposed project is perceived by various stakeholder groups. The Communications Needs Assessment Study is intended to inform key decision-makers in IWAI and in the relevant agencies in the Central and State Governments of India about perceptions prevailing among major stakeholder groups. It is intended as a diagnostic exercise for internal deliberative purposes.
- 2.3 The geographical scope of this task will need to focus along the stretch of the river Ganga main stem from Haldia in West Bengal to Varanasi in Uttar Pradesh. Within this, it is suggested that the consultants focus special attention to stake-holders in and around the following towns and cities: **Varanasi, Ghazipur, Ballia, Patna, Bhagalpur, Sahibganj, Farakka, Tribeni, Kolkata, Diamond Harbour, Haldia**. It is desirable that the consultant/ agency has a presence in the key places mentioned above.

3.0 Potential benefits

- 3.1 National Waterway-1 (NW-1) is a waterway of truly national significance passing through Uttar Pradesh, Bihar, Jharkhand and West Bengal, potentially serving the major cities of Haldia, Howrah, Kolkata, Bhagalpur, Patna, Ghazipur, Varanasi, Allahabad and their industrial hinterlands including several industries located along the Ganga basin. The rail and road corridors of this region are already saturated. Hence, the development of NW-1 would result in a viable supplementary mode of transport that is cheaper and environment friendly. Huge quantities of bulk cargo can be transported, thereby helping in economic development of this region. Apart from having a poverty-reducing impact on areas in the vicinity of the major infrastructure facilities (such as terminals), the project also carries the potential to spur business activities in the region around. The Project is a potentially transformative project in terms of the potential benefits it can bring for ensuring a better transport mix on a major logistics route in the country and that too using low carbon means.

4.0 Communication challenge

- 4.1 The pioneering nature of the project has also given rise to certain perception challenges. The level of awareness about the proposed project or its potential benefits is not satisfactory. In fact, despite its potentially transformative nature, there might be a level of skepticism regarding its likely success among certain sections of stakeholders. This is based largely on the fact that inland waterways have not been widely implemented in the country earlier. Certain stakeholders have also expressed concerns about the possible social and environmental impacts of the project, especially given the iconic status the River Ganga holds in India.
- 4.2 Inland Water Transport is one of the most economical and environment friendly modes of transport and IWAI is committed to the sustainable development of the Jal Marg Vikas Project from the social and environment point of view. However, it is felt that these intentions, value-system and commitment are not sufficiently reflected in the perceptions of stakeholders and public at large. Therefore, there is a need to ensure that IWAI's commitment towards developing the Jal Marg Vikas Project as a sustainable model for the IWT sector needs to be portrayed positively and effectively.

5.0 Scope of the Assignment

Communications Needs Assessment

In order to get a comprehensive understanding of how the proposed project is perceived by various stakeholder groups, the consultancy/agency will need to:

- Identify all key stakeholders (individuals, groups or institutions) and detail their interests, concerns and expectations, roles and relationships vis-a-vis the proposed program. These stakeholder groups shall include, but not be limited to the following:
 - Officials from various levels of government, including relevant government departments and utilities at the state and national level.
 - Relevant policymakers and politicians at the state and national level.
 - Industrial houses, manufacturing units, trade associations (such as truckers' associations, barge owners' association; railway unions etc); other business/corporate entities with an interest in the logistics chain along National Waterway-I.
 - NGOs (especially environment-focussed activists) and community-based organizations

- Officials of Urban Local Bodies (ULBs) and employees in the relevant ULBs
 - Religious groups and faith-based organizations in the relevant locations
 - Media at the local, state and national levels.
 - Elected and popular representatives of people and other influencers and opinion-makers.
 - Local communities living along the river at the relevant locations, including those communities/groups who depend on the river for their livelihood.
- Identify the level of awareness and analyse the perceptions of these stakeholder groups vis a vis the proposed project.
- Identify likely reaction patterns of these stakeholder groups in terms of likely support/opposition for the proposed project
- Identify the sources from where these stakeholder groups receive their information; their influencers and opinion-moulders.
- **Make a sophisticated assessment of the key messages, points of 'connect', and medium needed to interact with/influence each stakeholder group – this will entail identifying their most credible sources of information.**
- Identify individuals /groups /institutions that can be potential partners in the interface with each stakeholder group.
- **Identify key opportunities/platforms for the effective dissemination of key messages about the project.**
- Assess the existing communication initiatives being undertaken by IWAI and assess existing capacities (at the local, state and national levels) to conduct public communications; identify the existing gaps and shortcomings.
- For the diagnostic of the existing stakeholder perceptions vis a vis the Jal Marg Vikas project, the consultant would need to employ survey tools most suitable to collect information from different stakeholders, such as questionnaires for local communities living along the river, focused group discussions targeting industrial houses and trade associations, in-depth interviews with policymakers and politicians at the state and national level etc. The approximate sample size of the survey at each location shall be listed in the inception report.

- It is desirable that the consultant not only identifies key stakeholders but is also able to quantify the approximate number of all stakeholders.

6.0 The Expected Deliverables

6.1 → Inception report, detailing the scope, methodology and approach being adopted for the subsequent tasks, including sample questionnaire for key stakeholders groups.

6.2 → Draft Communications Needs Assessment and presentation on its findings

6.3 → Workshop to discuss Draft Communications Needs Assessment

6.4 → Final Submission of the report

7.0 Expected Deployment Need

7.1 Team Leader – Strategic Communications Specialist-One –

Graduate/ Post-graduate in Mass Communications with 8 years' work experience as team leader in conceptualizing, designing and implementing national-level strategic communication campaigns that hinge on image-change; strong and demonstrated media handling and public relations capacity; capability to devise and conceptualize events and platforms of strategic relevance to the task.

7.2 Stakeholder Relations Specialists

Graduate in social sciences with 5 years' work experience in conducting communications needs assessments and/ or stakeholder consultations, analyses and outreach.

7.3 Research Analysts

Degree in Social work/social sciences

8.0 Application Submission Format ..

Kindly submit & provide the desired information as per attached format - as per Annexure-II attached

Consultants Letter Head

Reference :-		date:-		
To, Project Director IWAI – Jal Marg Vikas (Ministry of Shipping , GOI) A – 13, Sector – 1, Noida -201301				
Subject :- Consultancy for Communication Needs Assessment Study for Capacity Augmentation of National Waterways-I IWAI Reference :-				
Dear Sir,				
Refer your Expression of Interest				
We are pleased to enclose our credentials for the subject cited assignment as per your requirements listed at Para 3 (a through d).				
SL.NO	Description of Documents	Documents required to be furnished	Yes / no	reference
1	Name of the Organization	<i>Copy of Certificate of Incorporation.</i>		
	Date of Establishment			
	Date of Commencement of Business			
	Type of Organization – Legal Status			
	Nature of Business			
	PAN No			
	Service Tax Registration No			
	TAN No			
	Exact & Complete Address			
	Telephone / Fax numbers.			
	E-mail and cable address.			
	Present a brief profile - narrative description of the firm(s)..		<i>Kindly avoid submission of company brochures for the purpose description of the firm</i>	
	Organizational strength of Consultant			
Key persons .. 2 principals with contact details to be Contacted by IWAI.				
1.1	EOI Submitted as Sole Applicant or Joint Venture			

	Details of Joint Venture Partner		<i>If yes, details of JV Partner similar to 1 above</i>		
2	For Consultant of Foreign registry , indicate if there is any branch office(s) established in India with details in aforesaid manner		<i>If yes, details similar to 1 above</i>		
3a	Consultant should be engaged in conducting similar activities for the past 5 years		<i>Details of relevant Engagement,</i>		
3b	Consultant should have a minimum financial turnover of INR 50 lakhs during any of the last 5 years	2015-16	<i>CA certified declaration for last 5 years.</i>		
		2014-15			
		2013-14			
		2012-13			
		2011-12			
3c	Consultant should have completed 2 (two) such similar / related work during the last 3 years. Similar/related works may Include <i>i) A Communication Needs Assessment Study undertaken to gauge how a project is perceived by stakeholders.</i> <i>ii) Stakeholder Perception Analysis</i>		<i>Kindly Provide following details toward completed works.</i> <ul style="list-style-type: none"> • <i>Client's details</i> • <i>Scope of work</i> • <i>Date of commencement,</i> • <i>Date of completion,</i> • <i>Synopsis of the Projects (relevant certificates of Commencement & completions should be enclosed)</i> 		
3d	Consultant should be having a minimum of 25 employees on their payroll		<i>Declaration to be made by company HR</i>		
	Profile of the Persons likely to be deployed for this Assignment.		<i>Please</i>		

Hope you will find the same in line with your requirements.

Signature & Name of the Consultant
Date & Seal

Certificate

This is to confirm & certify that the information furnished with this Expression of Interest (EOI) are true & Correct and are not debarred by the World Bank.

Signature & Name of the Consultant
Date & Seal

Enclosure :-

Cans_Expression of Interest

As listed here under:-