

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 : mf.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 consulting services (“the Services”) include **Consultancy for Communications Needs Assessment, Development and Implementation of Communications Strategy and Strategic Communications Support for the Project**. The scope of work includes the development and implementation of a long-term, strategic Communications Strategy to manage stakeholder perception of the Jal Marg Vikas Project and answer the concerns of stakeholder groups on an ongoing basis and ensure their support and awareness. The Inland Waterways Authority of India (IWAI) intends to engage a professionally qualified and renowned firm/agency to develop and implement a comprehensive Communications Strategy and provide Strategic Communications Support for a fixed time period. As part of the development of a comprehensive communication strategy, the consultant would first need to undertake a Communications Needs Assessment to get a better understanding of how the proposed project is perceived by various stakeholder groups. The Communications Needs Assessment is intended to inform key decision-makers in IWAI and in the relevant agencies in the Central and State Governments of India. It is intended as a diagnostic exercise for internal deliberative purposes. Based on the findings of the Assessment, the consultant is expected to draw up a Communications Strategy with the key messages and appropriate medium needed to communicate with/influence each stakeholder group. The consultant(s) will also have to provide Strategic Communications Support to IWAI for a period of 12 months.
3. The Project Director, Project Management Unit, IWAI, invites eligible consulting firms (“Consultants”) to submit their interest to provide Consultancy services for “**Communications Needs Assessment, Development and Implementation of Communications Strategy and Strategic Communications Support for Capacity Augmentation of National Waterway-1**”. 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 be engaged in conducting similar activities for the past 5 years – copy of Certificate of Incorporation to be submitted along with the EOI.

- b) Consultant should have a minimum financial turnover of INR 1 Crore 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 5 years – List of scope of work, date of commencement, date of completion, client’s details to be submitted.
  - d) Consultant should be having a minimum of 50 employees on their payroll – declaration to be submitted.
4. Expressions of interest must be delivered in a written form to the address below (in person, or by post or by e-mail) by 06<sup>th</sup> November, 2015 by 15:00 hours (IST) and it shall be clearly marked “Expression of interest for Consultancy services for **“Communications Needs Assessment, Development and Implementation of Communications Strategy and Strategic Communications Support for Capacity Augmentation of National Waterway-1for Capacity Augmentation of National Waterway-1”**”.
5. 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.
6. 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](http://www.worldbank.org/debarr).
7. A Consultant will be selected in accordance with the Quality and Cost Based Selection method set out in the Consultant Guidelines.
8. 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 06<sup>th</sup> November, 2015. 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.

**(Project Director)**