

Project Management Unit
Jal Marg Vikas Project -II (Arth Ganga) for NW-1
INLAND WATERWAYS AUTHORITY OF INDIA
(Ministry of Ports, Shipping and Waterways, 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) is implementing “Jal Marg Vikas Project (JMVP)” for capacity augmentation of NW-1 (Varanasi-Haldia stretch of the Ganga-Bhagirathi-Hoogly River System) with the technical and financial assistance of the “World Bank” to improve the navigability of NW-1 through: (i) fairway development by providing an assured depth of 2.2m to 3.0m throughout the corridor for at least three hundred thirty (330) days in a year to make it navigable for comparatively larger vessels of 1,500-2,000 DWT; and (ii) civil structures, logistics and communications interventions required that includes multimodal terminals, jetties, navigational locks, barrages, channel marking systems etc. Under this project, IWAI intends to engage consultancy services (“the Services”) for Selection of Media Agency for Advocacy, Communication & Public Outreach in and around Ganga-Bhagirathi-Hooghly river system (National Waterway-1)

2. The detailed ToR is enclosed as Annex-I. The broad scope of the study includes:
 - a) Develop a Communications Strategy & Action Plan
 - b) Implement the 12-month Communications Action Plan
 - c) Development of creatives for mass-media campaign,
 - d) Media Planning for Collaterals

The Vice Chairman & Project Director, Project Management Unit (PMU), JMVP, IWAI, invites eligible consulting firms (“Consultants”) to submit their interest to provide Consultancy services for “**Engagement of an Organization for providing Consultancy Services as Media Agency for Advocacy, Communication & Public Outreach in and around Ganga-Bhagirathi-Hooghly river system (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. It should be noted that CVs shall not be evaluated at REoI stage and therefore need not to be submitted with REoI. 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 average annual financial turnover of INR 2.35 Crores during the last 5 years – CA certified declaration for last 5 years to be submitted along with the EoI.

- C) Consultant should have completed 3 consultancy works of similar nature i.e. Communication outreach and Stakeholders consultations / Brand Management / Development of Communications Strategy & Action Plan and its implementation etc. during last 5 years – List of Scope of work, date of commencement, date of completion, client’s details, alongwith copies of work order, completion certificate issued by client to be submitted.

- D) Consultant should be having a minimum of 10 employees on their payroll – declaration to be submitted.
 - E) Notarized copy of Power of Attorney of the signatory/ies signing the EoI and/or associating to submit the EoI - to be submitted.
 - F) In case of EoI submission as an association of consultants, then nature of association whether Joint Venture or as Sub-Consultant and name of the lead consultant needs to be mentioned.
5. The EoI can be submitted by the interested consultants in hard copy / email / through e-procurement portal by 26.08.2021 **by 15:00 hours (IST)** and it shall be opened on the same day at 15:30 Hours (IST) and it shall be clearly marked “Expression of interest for Consultancy services for **“Media Agency for Advocacy, Communication & Public Outreach in and around Ganga-Bhagirathi-Hooghly river system (National Waterway-1)”**”.
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 26.08.2021** and it shall be opened on the same day at 15:30 Hours (IST). 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. Application Form: Annexure-II

(Vice Chairman & Project Director)

Terms of Reference (ToR)
for
Selection of Media Agency for Advocacy, Communication & Public Outreach in
and around Ganga-Bhagirathi-Hooghly river system (National Waterway-1)

1. Background & Introduction

- 1.1 Inland Waterways Authority of India (IWAI) (hereinafter referred to as “the **Client**”) is a statutory body of the Ministry of Ports, Shipping and Waterways (MoPSW), Government of India (GoI). The Client was set up in 1986 and is primarily responsible for the regulation and development of inland waterways for purposes of shipping and navigation for Inland Water Transport (IWT). With five (5) National Waterways (NWs) up to 2016 and today, with the enactment of NWs Act, 2016, there are a total of one-hundred eleven (111) waterways that have been declared as NWs.
- 1.2 The Allahabad-Haldia/Sagar stretch (1620km) of Ganga-Bhagirathi-Hooghly river system was declared as NW-1 in the year 1986 and is a waterway of national significance passing through four (4) states of West Bengal, Jharkhand, Bihar and Uttar Pradesh. It links the gateway ports of Haldia and Kolkata to Bhagalpur, Patna, Ghazipur, Varanasi and Allahabad, their industrial hinterland, and several other industrial hubs located along the Ganga basin.

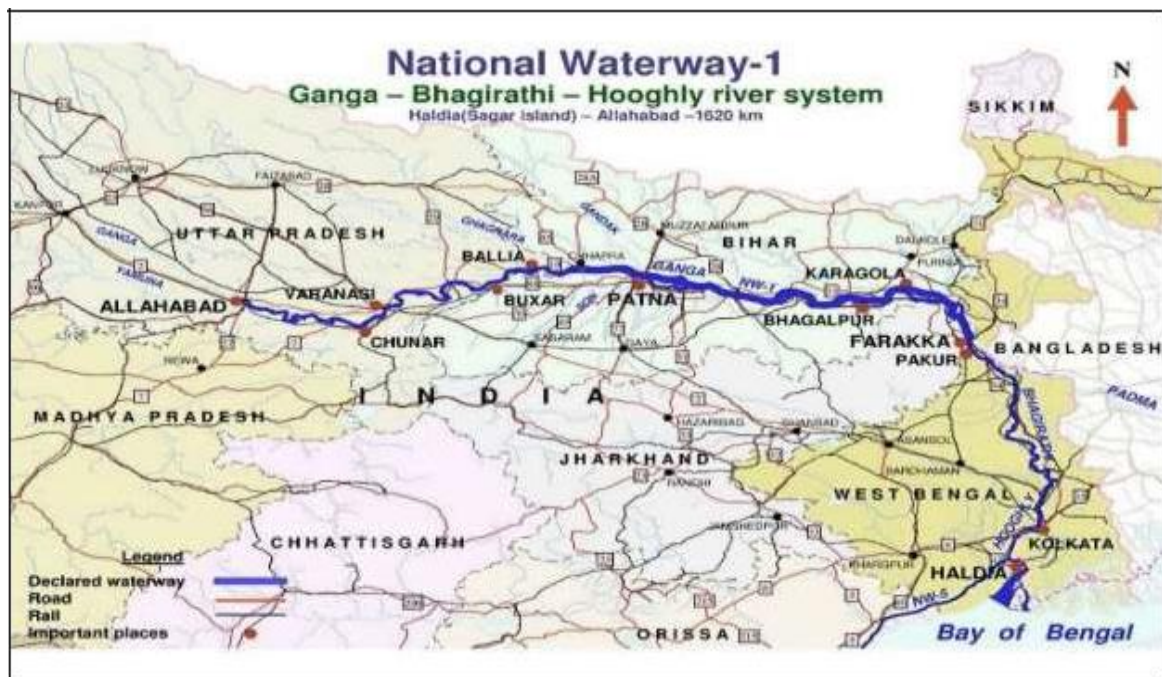


Figure 1: Index Map of NW-1

- 1.3 The entire length of NW-1 has been divided into ten (10) stretches namely (i) Haldia – Tribeni(158km); (ii) Tribeni - Farakka (351km); (iii) Farakka – Kahalgaon (146km); Kahalgaon – Sultanganj(56km); (v) Sultanganj – Mahendrapur (74km);

(vi) Mahendrapur – Barh (71km); (vii) Barh - Digha (69km); (viii) Digha – Majhaua (98km); (ix) Majhaua – Ghazipur (120km); and (x) Ghazipur -Varanasi (133km).

- 1.4 IWT on NW-1 has the potential to provide a cost efficient, economic, reliable, safe and environment friendly mode of transport. When developed for use by modern inland vessels operating on dependable fairway, it can reduce congestion and investment needs in rail & road infrastructure, promote greater complementarities in the riparian states, enhance intra-regional trade and through increased economies of scale, significantly reduce overall logistics costs for the benefit of the entire economy and India's global trade competitiveness.
- 1.5 Considering the strong potential for transportation of multiple cargoes such as coal, fly ash, cement and clinker, stone chips, edible oils, petroleum products, foods grains and over dimensional cargo, the Client is implementing “*Jal Marg Vikas Project (JMVP)*” for capacity augmentation of NW-1 (Varanasi-Haldia stretch of the Ganga-Bhagirathi-Hoogly River System) with the technical and financial assistance of the “*World Bank*” (hereinafter referred to as “**Bank**”) to improve the navigability of NW-1 through: (i) fairway development by providing an assured depth of 2.2m to 3.0m throughout the corridor for atleast three hundred thirty (330) days in a year to make it navigable for comparatively larger vessels of 1,500-2,000 DWT; and (ii) civil structures, logistics and communications interventions required that includes multimodal terminals, jetties, navigational locks, barrages, channel marking systems etc.
- 1.6 Jal Marg Vikas Project is the first major infrastructure project on development of Inland Water Transport sector in India, various market feasibility studies have shown that operationalization of the NW-1 corridor will enable transportation of bulk cargo like cement, fly ash, fertilizer, food grains, edible oil, containers, construction materials, project cargo and over dimensional cargo etc. The NW1 is expected to be operational by 2023 following the development of various infrastructure and systems detailed below.
- 1.7 The following major engineering interventions are developed / being developed / proposed under the Jal Marg Vikas Project:
- Construction of three multi-modal terminal at Varanasi, Sahibganj and Haldia
 - Construction of Inter-modal terminals at Ghazipur and Kalughat
 - Construction of New Navigational Lock at Farakka
 - Fairway development to provide LAD of 3 meter from Haldia – Barh, 2.5 meter from Barh-Ghazipur and 2.2 meter from Ghazipur-Varanasi etc.
 - River training works and re-engineering and bend corrections works
 - Strengthening of Navigational Aids such as Channel Marking, Bandalling, Night Navigational Aids, including DGPS, river maps and charts etc.

- Provision for development of River Information System and Vessel Traffic Management System along NW-1.
- The project has also encouraged several private sector participation under PPP model and the institutional arrangements are aligned for speedy and efficient implementations of plan on ground.

- 1.8 A new concept of ARTH GANGA (JMVP-II) has been envisaged and under implementation as a sub component of JMVP now to energize socio-economic development along the banks of Ganges. JMVP-II Program aims at inclusive growth and may play a key role in improving the livelihoods of communities living along the river with an aim to integrate people's participation and economic development with Ganga rejuvenation. This Programme under JMVP will provide simple logistics solutions for small farmers, fishery units, unorganised farm producing units, horticulturists, florists and artisans to reach the nearest market place, which would steer a massive economic revolution in the region generating substantial employment.
- 1.9 As Jal Marg Vikas Project is the first major infrastructure project on development of Inland Water Transport sector in India, there is limited awareness and understanding about the IWT sector and its potential benefits. The project is at mid-way of implementation (As the project is scheduled to be completed by December 2023) and the operationalisation of the NW1 is drawing close, there is a need to ensure potential users of the waterway are fully informed about the infrastructure / facilities available.
- 1.10 In this backdrop, client plans to engage a professional Communications Agency to develop and implement a strategic communications approach for the Project that can address the following objectives:

2 **Goals and Objectives**

- Raise the sector's and project's profile as a viable transport mode (especially for bulk cargo) and enhance public understanding about its potential benefits.
- Generate greater utilisation of the NW1 for by creating awareness amongst potential business users of the waterway.
- Develop and sustain platforms of two-way interaction for IWAI with key users and other stakeholders of the waterway.
- To effectively disseminate information about IWAI's various initiatives to regional and national media.
- To increase visibility of JMVP using effective channels of communication including branding tools and a comprehensive campaign

3. **Scope of Work**

The scope of work for the Agency would be to undertake comprehensive media

campaign for promotion of the cause of the Project through facilitating willing and active participation of people and stakeholders in the client's effort towards developing an alternative, cost-efficient and environment friendly mode of transportation. The scope of work and terms of reference would include but not limited to following activities.

Task 1 Develop a Communications Strategy & Action Plan

The Agency is expected to develop a Communications Strategy & 12-month Action Plan for the Project. A detailed Communications Needs Assessment (CNA) for the project was conducted in 2018-19; the Agency will be expected to study this, and then conduct a rapid dipstick interaction with different stakeholders to assess the continued relevance of the findings of the CNA and calibrate the analysis based on this dipstick. Based on this rapid diagnostic, the Agency is expected to develop a comprehensive Communications Strategy & Action Plan for the next 12 months. It is envisaged that the Communications Strategy and general approach will require an effective mix of mass-media communications, general and targeted advocacy amongst key stakeholder groups, business development, media interactions, and social messaging. The tools will range from mass media to social media, direct interaction, media engagement and the development of strong branding and platforms. The Strategy is expected to include a Monitoring & Evaluation Plan, as well as key metrics.

Expected Deliverables: The Agency will be required to deliver

- A presentation on the findings of the rapid dipstick of stakeholder perceptions and Communications Needs;
- Draft Communications Strategy Report; and
- Final Communications Strategy Report that includes an Action Plan for 12 months. The Action Plan is expected to have details of timing schedule for each activity as well as the resources needed.

Task 2 Implement the 12-month Communications Action Plan

The Agency will be expected to implement the agreed Action Plan under the close supervision of the Client. Services from the Agency expected as part of this implementation support will include but not be limited to the following:

(i) Ongoing advocacy and engagement with opinion-makers/influencers; industry associations; chambers of commerce; transporters/shippers/logistic companies; manufacturers in relevant geographies; industrialists; national and international media etc.

(ii) Design and organise roadshows, workshops, summits and other engagement opportunities for potential users of the waterway

Minimum deliverables:

- At least one national-level summits;
- Two regional roadshows;
- Four stakeholder-specific conferences/events – all after approval from the Client.

The cost of organizing these events will be borne by the Client based on agreed concept, scope and budget projections.

(iii) Support the Client's Communications specialist/s in media handling, including through:

- Organizing press interactions and press conferences as and when required by the Client.
- Drafting and editing of PR materials (such as press releases, news items, editorials/op-eds, advertorials); developing talking points/speeches; preparing responses and rebuttals if needed.
- Monitoring and analysing the coverage of issues / reporting relating to the project in print and electronic media both at national and regional level.
- Periodically review the media strategy, based on monitoring and evaluation of activities undertaken and suggest measures to make the strategy and action plan more effective.

Minimum Deliverables for Media Management: As part of the ongoing delivery of the media management part of the Strategy, the Agency is expected to deliver the following minimum advocacy publications of

- At least one positive third-party articles per month in national dailies /magazines;
- One positive coverage in TV channels;
- At least four articles in the Regional Press; and
- At least one article, once in six month, in foreign journal/newspaper.

(iv) Help develop content for social and digital media on an ongoing basis. The Agency is expected to provide engaging visual and text content for the Client's social media channels and website. The Agency is also expected to implement a strategy for search engine optimization, account creation & management of Facebook, Twitter, Instagram and You Tube. Each of the account would be based on two-way interaction approach.

Minimum deliverables for Social Media: Apart from enhanced social media activity around milestone events, the Agency is expected to provide the following minimum social media content: Two tweets per day including at least

one visually aesthetic infographic; three Facebook and Instagram posts per week.

Task 3 Development of creatives for mass-media campaign

Based on the approved Communications Strategy & Action Plan developed and accepted by the Client under Task 1 the Agency is expected to develop a range of mass-media collaterals to convey the main messages relevant to the project. These collaterals are expected to be developed/translated in English, Hindi, Bengali, Bhojpuri, Avadhi as the strategy demands.

The premium for this task will be on the creativity of the campaign concept offered and its innovativeness and efficacy in addressing the key target groups. As the actual type and number of various creative outputs will be guided by the Strategy to be proposed by the Agency and as accepted by the Client, for the selection purposes, the commercial offer from the Agency shall include the following items which are considered minimum requirements at this stage. If the selected Agency proposes any additions to this list of campaign collaterals as part of the Communication Strategy, and if the Client concurs, the unit costs proposed for the following items will be used for arriving at any additional contract variations for finally agreed products.

SN	Description	Quantity
1	New brand identity for the JMVP and Arth Ganga (JMVP-II) component including logo and tagline	
2	Design, Copy, Layout for Print Advertisements (Full page adaptable to half page / quarter page)	10
3	Design, Copy, Layout for Brochures, Pamphlets, Leaflets in Hindi, English and Regional languages	10 each
4	Design for outdoor media viz. posters, banners, hoarding, wall paintings, vehicular media, display panels, etc.	5 each
5	Broad-cast ready production of TV commercial / video spots (30-60 seconds)	4
6	Design for sundry branding materials such as caps, T-shirts, stickers etc..	4
7	Radio Jingles / spots (40,30, 20 & 10 second versions) In English, Hindi, Bengali, Bhojpuri, Avadhi etc.	12

Note: The printing of collaterals such as pamphlets, brochures etc will be handled by the Client.

Task 4 Media Planning for Collaterals

The Agency is also expected to develop a cost-effective Media Plan for the placement of creative collaterals developed. The Agency is expected to provide the following services:

- i. Identifying the target audience and target markets
 - Use data to arrive at the meaningful consumer –media profile.
 - Revalidating/ value adding to media brief on the target audience and target markets
- ii. Media mix decisions including TV, Radio and OTT (DAVP approved channels)
 - Develop consumer touchpoints and recommend conventional and non-conventional media mix
- iii. Media plan objectives
 - Arrive at specific, measurable, achievable media objectives given a business objective in terms of media reach & Gross Rating Point (GRP).
- iv. Media tools/models
 - Use various databases like IRS/BARC/MAP/TGI, other reports for developing relevant media tools/models and help achieve the objective
- v. Scheduling and other decisions for a period of 12 months.
 - Enable smart scheduling, copy management, promo and FPC management basis strong rationale and analysis
- vi. Devise parameters of evaluation which may be used after the implementation of media plan. The evaluation matrix needs to be devised for each segment viz. Cargo owners/shippers, local community, trade etc.

4. **Key Personnel**

S No	Position		Duration
1	Team Leader	Post-graduate degree/ diploma in journalism/ communication with 10 years' work experience as team leader in preparing and implementing national-level strategic and social communications campaigns that hinge on behavioral and attitudinal change; familiarity with environment issues; strong and demonstrated media handling capacity.	15 months
2	Creative Art Director	Post-Graduate with 5 years' proven track record of developing, designing and producing creative contents for mass multi-media campaigns, social messaging, and experience in producing	2 months

		advertisements, layout and designing, graphics, etc.	
3	Creative Copy-Writing Team (2 experts)	Post Graduate with expertise in developing, designing and producing creative contents for sensitive and multi-faceted mass campaigns with a minimum work experience of 4 years.	7 months
4	Business Development Specialist	Post Graduates in Business administration with 5 years' work experience in conducting stakeholders' needs assessments/ stakeholders' consultations.	4 months
5	Communication/Media Specialist	Graduates with PG diploma in journalism/ Communications in with at least five years' work experience in media/ communication agencies/publishing houses; demonstrated experience in devising communication campaigns that incorporate interventions in various different media; experience in print and digital media circulation and marketing of content/schemes.	15 months
6	Social Media Specialist	Graduates with PG diploma in journalism/ Communications / Digital Marketing with at least five years' work experience in handling social media for an organization of repute.	12 months
7	Media Planning Expert	Graduates with PG diploma in journalism/ Communications in with at least five years' work experience in media/ communication agencies/publishing houses etc. as a media planner	1 month

[DOCUMENT TITLE]

Reference :-

Date:-

To,
 Vice Chairman & Project Director
 Jal Marg Vikas Project
 Inland Waterways Authority of India
 (Ministry of Ports, Shipping and Waterways, Govt. of India)
 A – 13, Sector – 1, Noida -201301 (U.P.)

Subject:- “Engagement of an Organization for providing Consultancy Services as Media Agency for Advocacy, Communication & Public Outreach in and around Ganga-Bhagirathi-Hooghly river system (National Waterway-1)”

IWA 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			
	GST 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 IWA.				
1.1	EOI Submitted as Sole Applicant or Joint Venture	<i>If yes, details of JV Partner similar to 1 above</i>		
	Details of Joint Venture Partner			
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>		

3	Qualification Requirements		<i>Details of relevant Engagement,</i>		
3b	Consultant should have a minimum average annual financial turnover of INR 1.00 Crores during the last 5 years – CA certified declaration for last 5 years to be submitted along with the EOI’.	2019-20 2018-19 2017-18 2016-17 2015-16	<i>CA certified declaration for last 5 years.</i>		
3c	Consultant should have completed 3 consultancy works of similar nature i.e. Communication outreach and Stakeholders consultations / Brand Management / Development of Communications Strategy & Action Plan and its implementation etc. during last 5 years – List of Scope of work, date of commencement, date of completion, client’s details, alongwith copies of work order, completion certificate issued by client to be submitted.		<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 issued by client should be enclosed)</i> 		
3d	Consultant should be having a minimum of 10 employees on their payroll – declaration to be submitted.		<i>Declaration to be made by company HR</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 :-
As listed here under:-**