



**West Bengal State NGRBA Program Management Group (SPMG)
Urban Development Department, Govt. of West Bengal**

No.: NGRBA/SPMG/IEC Activities - 442/2018

West Bengal State NGRBA Program Management Group (SPMG)
"Unnayan Bhawan", (3rd Floor), DJ - 11, Sector - II,
Salt Lake City, Kolkata - 700091.

Expression of Interest (EOI)

Invitation of proposals from reputed Organisations for implementation of the Information, Education, Communication (IEC) activities of the West Bengal State NGRBA Program Management Group (SPMG) as per the outline enclosed herewith.

1. West Bengal State NGRBA Program Management Group (SPMG), a Society registered under the Societies Registration Act working as the state arm of the National Mission for Clean Ganga (NMCG) for abatement of pollution in River Ganga and its tributaries. **An outline for IEC activities that is proposed to be undertaken has been drawn up for awareness of the masses.**

To help in the implementation of this IEC strategy up to the Gram Panchayat level in the Ganga basin in West Bengal, WBSPMG invites detailed scope of work that can be undertaken for achievement of goals described in the outline of activities. Eligibility criteria and Job description may be seen in the website of KMDA (kmdaonline.org) and the UD & MA department, GoWB (wburbanservices.gov.in).

2. Eligible agencies may submit their proposal to the West Bengal State NGRBA Program Management Group (SPMG) with the following details:
 - i. Name, address of the Organization/Agency
 - ii. Details of the contact persons with mobile numbers and email
 - iii. A brief Statement of Purpose in not more than 1500 words.
 - iv. A profile of the Agency clearly delineating the domain specific



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expertise/experience for which the agency intends to apply;
preferred area(s)/region(s) of operation

- v. Turnover of the agencies for three years 2017-18, 2018-19, 2019-20 as per audited Balance Sheet.
- vi. Profile of key persons of Organisations having relevant domain knowledge who would be involved with specific activities.
- vii. Key achievements of the organization.
- viii. A brief strategy for intervention for enhancing the programme.
- ix. Details of experience of working with Government Organisations especially in the Social Sector and Ganga Pollution abatement work.

(NB–Documentary evidence like registration certificate of the company, work orders issued, audited account etc. need not be provided).

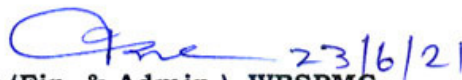
3. Key Deliverables and details of activities to be undertaken may be obtained from the website of KMDA (kmdaonline.org) and the UD & MA department, GoWB (wburbanservices.gov.in).

In submitting detailed scope of work, that may be undertaken to achieve the goal, the following issues may also be kept in consideration:

- i. The scope of work may be submitted maintaining time schedule.
- ii. Details of item of work, place/places where the activities shall be undertaken, duration of activity and the manpower with qualifications and expertise that may be required to be deployed may be mentioned.
- iii. Places for activities:
 - a. Any of the Ganga Ghats of West Bengal.
 - b. Different Sewage Treatment Plants' sites in West Bengal
 - c. Important water – bodies in the Ganga basin.
- iv. Website Designer should have adequate and qualified IT professionals in their payroll.

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- v. Organising Webinar - the agency should have expertise and skilled manpower in their hand to facilitate the holding of webinars involving different stake – holders. The details of stake holders that may be involved to make the event a grand success and meaningful, may be identified and stated. Involvement of students is appreciable.
 - vi. Afforestation programs: Should have expert associated with it. It should have skilled manpower required for the job.
 - vii. Beautification of Ghats: Activities to clean and beautify the Ghats involving community.
4. Any advertising (print or electronic media) activity shall be done only through the State Government approved agencies as per the extant rules of the Government of West Bengal and shall not be part of this EOI.
5. The proposal may be submitted latest by **14-07-2021** at the following address bypost super scribing the envelope “Proposal under IEC for WBSPMG”. RFP will be invited subsequently based on the scope of the work selected on the basis of this EOI. Decision of the West Bengal State NGRBA Program Management Group (SPMG) in this regard shall be final and no further communication shall be entertained.
6. One pre – EOI conference will be organized on **06-07-2021** at 3PM the KMDA conference hall, 3rd Floor Unnayan Bhawan, DJ – 11, Sector – II Salt Lake City, Kolkata -700091, where intending Organisations may attend to clear doubt if any.


Director (Fin. & Admin.), WBSPMG

Director Finance & Administration
W. B. State NGRBA Prog. Mang. Group (SPMG)
Salt Lake, Kolkata - 700064

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Brief Outline of Activities

Sl.No.	Group Description	Task Details
1	Website design, Content management, Collaboration software, Site administration and Redesign webpage	Design a website for WBSPMG to carry out different work including IEC with text, photograph, audio and video components; Redesign the homepage every quarter; Upgrading overall look every quarter; Create a dynamic public grievance redressal page; Deployment of requisite personnel for uploading of daily post, publishing of different notices of WBSPMG; Maintenance of the website on regular basis including editorial updates and modification; Publish a monthly e-magazine about latest WBSPMG activities; Analyse the website usage including visitors, types of browsers used, referral sources, popular pages and trends by time period; Collaborate with I & CA department, GoWB and NIC if necessary.
2	Organise webinars for children as awareness program	Design and organise monthly webinars for Students to focus on the need of Ganga cleaning and Climate change issue; Organising Ganga quiz, Story narrating session, Painting workshops and other interactive activities as part of webinars; Ensure the usage of colourful photographs, video and graphical presentation in the programs; Ensure participation of experts from different sector, as programs require; Online editing of the event with professionals; Maintain and share all content related to Webinars.
3	Afforestation drive program	Plan the Afforestation drive program throughout the State with the participation of Kanyashree students; Mangrove plantation in Sundarban area; Put up hoarding/flex in each district on the need of Afforestation and environmental conservation; Distribution of certificates and prizes to participants; Providing photographs and video of each event.
4	Beautification drive program in Ganga ghats	Beautification of Ganga ghats by Patachitra, Chalchitra and local mural artists; Campaign about Ganga cleaning and Environment conservation; Photography and Videography of beautification drives.