

Expression of Interest

For Selection of Professional Communication & Event Management Agencies for Ganga Sagar Mela 2012

**State Program Management Group (SPMG) , National Ganga River Basin Authority (NGRBA)
Urban Development Department, Government of West Bengal**

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

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EOI No. 06/2011

Request For Expression Of Interest for Selection of Professional Communication & Event Management Agencies for Ganga Sagar Mela 2012

1. Introduction

The Ministry of Environment and Forests (MoEF) has been implementing an ambitious programme of pollution abatement of rivers in India. It started in 1985 with the Ganga Action Plan (GAP) and gradually extended to other polluted rivers through National River Conservation Plan (NRCP). The current programmes covered under NRCP include works in 172 towns along polluted stretches of various rivers spread over 20 states.

To give a fresh impetus to pollution abatement of River Ganga and its tributaries, a major initiative under the National Ganga River Basin Authority (NGRBA) has been started in 2009 covering the states of Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal.

Given the size and scope covered under these programmes, it is very important to generate enough public awareness and participation in the whole process of making the cities cleaner and achieving the NGRBA's objective of Mission 'Clean Ganga'. There is widespread recognition that the success and sustainability of the NGRBA Program hinge on high levels of public participation and support for the clean-up and conservation activities being planned. Given the partial success of earlier clean-up efforts in the past, there is also a need to create and maintain public confidence and interest in the new program through sustained communication and public involvement efforts.

Also, given the emotive status of the Ganga in India, any engagement on it will need to take into account the sensitivities and concerns of a wide range of stakeholders. These stakeholders range from religious opinion-leaders to Hindu clergy, state governments and government departments, environment focused NGOs and community-based organizations, academics and research scholars, media, women, youth and children, local communities that depend upon the river, as well as millions of devotees in India and abroad for whom the river is a living goddess-

Ma Gange. The Mission Clean Ganga program seeks to integrate the concerns of these stakeholder groups, on an ongoing basis, into the activities being planned and designed. The long-term deliveries of the program will depend not just on public participation and awareness but also on appropriate behavioural change vis a vis public activities that impact the quality of the river, e.g., religious and bathing practices, solid waste management practices, etc. The needs for these changes thus require developing better understanding and appreciation by groups of stakeholders who may be directly impacted. The sustainability of the conservation, management and clean-up activities envisaged under the Mission Clean Ganga program will thus depend upon a high degree of strategic communication and public participation

2. Assignment

The Ganga Sagar Mela is a powerful platform for enhancing awareness about the NGRBA Program & the Ganga Clean Up program as these events ensure a sizeable amount of footfalls. With the objective of creating wide publicity, awareness and an effective popular brand for the NGRBA Program & the “Mission ‘Clean Ganga”, the Program Director, WB State NGRBA Program Management Group (SPMG), Urban Development Department (UDD), Government of West Bengal invites **Expression of Interest** from bonafide Professional Communication & Event Management Agencies for the purpose of mass multi-media campaigns and organizing events as narrated in the scope of work during the Ganga Sagar Mela 2012.

Event to be covered	Date of Activity	No of days
Ganga Sagar Mela 2012	15 & 16 January 2012	2 days

3. Objectives:

This will be a short-term, targeted communications and mass multi-media campaign for Ganga Sagar Mela under NGRBA Programme:

- creating public awareness on issues of pollution of river Ganga and the urgency and importance of abatement of pollution in Ganga;
- catalyzing the critical changes in stakeholder’s behavior and practices needed to achieve the objectives of the clean-up program
- strengthening public understanding and support for the NGRBA Program & Mission Clean Ganga
- Feedback of the program/event/campaign and its impact assessment

It is expected that such a campaign would cover a range of communication channels including

- Broadcast – FM Radio
- Print – news and publications, brochures, leaflets, etc.
- Outdoors – posters, hoardings, banners, etc.
- Direct outreach- Masses especially women, youth and children; target groups, etc.

4. Task under the Assignment:

1. The consulting agency will be expected to organize events;
2. The consulting agency will be expected to run communications and public outreach/mass multi-media campaign in consultation with the SPMG/Department of Urban Development, Govt of West Bengal.
3. Based on the agreed strategic approach and in consultation with the SPMG/Department of Urban Development, Govt of West Bengal., the agency will be expected to develop and produce a body of creative contents that will be the sole property of SPMG/NGRBA and the SPMG/NGRBA will be at its sole discretion to reproduce, utilize, edit or redevelop it in any form as it deems fit. The agency will have to certify that creative contents so developed and produced by it are original and are not a copy or any form of edited or otherwise reproduction of any other earlier production and/or communications material and does not invoke Copyright Act and/or Patent Act. And the agency will not utilize it in any form or manner without the written permission of the SPMG/NGRBA. All creative content developed and produced must be provided to SPMG/NGRBA on CDs with open print-ready data, etc.

4 A. SCOPE OF WORK

The Agency will be responsible for the following:

- Conceptualization and production of creative contents for a mass multi-media campaign for the NGRBA Program & run it effectively with the concurrence of SPMG/NGRBA;
- Phased media plan and implementation schedules;
- Effective publicity, public participation and awareness generation exercises, imparting of knowledge and information dissemination about NGRBA program;
- The campaign must focus on effective strategic communications on people's responsibility and attitudinal change towards keeping Ganga clean and pollution free; and on needs of obtaining house sewerage connection to save Ganga from pollution under NGRBA program;
- Generation of awareness about maintaining general hygiene and sanitation and importance of healthy environmental practices/solid waste management system to keep their town and river clean;
- Public at large/ Stakeholders would have to be informed and involved in the activities and program of NGRBA and their role/contribution should be underlined in keeping Ganga free of pollution;
- A detailed Impact Assessment Report (IAR) with clippings of print and electronic media, photographs, vedios, CD, etc., will have to be submitted on completion of the event/campaign delineating the process adopted and impact achieved.

- **Work relating to brand management, organizing events and running mass multi-media campaign are enumerated below:**

- a) 20' X 20' kiosk with branding.
- b) Public Address System and Audio-Visual Presentation System at the venue
- c) Public Participation & Interaction Meeting with prime focus on the basic theme of *NGRBA & River Pollution to be conceptualized & event-managed by the agency.*
- d) Calendars for 2012 (5000 Nos.) Color Wall & Desk Calendars 2500 each. Concepts to be designed by the Agency.
- e) Leaflets (5000 in 70 GSM paper).
- f) Free Stickers, Key rings, Mobile holders with Branding (3000 pieces each) *to be given away at the venue on a first come-first serve basis.*
- g) Audio Visual Presentation of atleast 10 mins on clean Ganga Campaign in order to create a lasting impression in the minds of the people.
- h) Drama - *To be event managed by Agency*
- i) Branding of launch / Boat for 2 days *to be conceptualized & event –managed by the agency.*
- j) FM – Popular Channel . *(A ten second jingle/spot run every half an hour for three days for 12 hours every day including prime time slot.)*
- k) Documentation and tracking of clippings of news prints and radio/electronic airing of all the events covered in the hard and soft form to be annexed with the IAR.
- l) Newspaper Advertisement to be managed by the Agency in atleast 2 Bengali dailies like Anadabazar/ Bartaman/ Pratidin/ Aajkal & in English Dailies like Times of India/ Telegraph. (atleast 4"x4" size)

- The agency will also be required to undertake event management functions that will include all works relating to event management such as hiring of stage, stage decor, MC, sound, lighting, security, etc. and organizing the same, wherever required.
- The agency will be required to devise creatives for promotion campaigns in the media for the "Mission-CLEAN GANGA" and the "NGRBA Program" and run the same.
- The agency will also submit Impact Assessment Reports (IARs) on the events/ communications campaigns implemented by it. Detailed audio-visuals and written report on each activity shall have to be provided by the agency from time to time as decided by SPMG.

Expected Outcomes

- Serve the objectives of NGRBA program to achieve a cleaner Ganga with Aviral dhara-Nirmal dhara.
- Fulfillment of the objectives of the assignment
- Making NGRBA a popular and vibrant brand on clean river Ganga

- Making River festival a people's program or movement so that public owns it as its own program and achievement.
- Feedback on awareness generated about the NGRBA Program by the activities taken under the assignment and on the roadblocks to promote good sanitation/ solid waste management practices;
- Importance and urgency of conservation of the River Ganga and other related environmental problems;
- IEC activity & motivating stakeholder groups to participate actively in NGRBA programs

A. ELIGIBILITY CRITERIA

Agencies meeting the following minimum eligibility criteria are requested to apply :

- **Annual Turnover:** The agency should have a minimum average annual turnover of atleast Rs. 1 Crore in the last three financial years. The Agency will be required to submit the audited financial statements. The agency should be in sound financial condition. • The agency must have a minimum of 3 years of experience in providing similar services to a Government / PSU / Registered and Listed companies in India. (Proof to be enclosed).
 - The agency should not have been barred by any department of government, PSU, etc. Affidavit, in this regard, should be submitted.
 - The agency should have full-fledged office(s) at Kolkata with adequate infrastructure and manpower to support timely service for activities within the scope of work. Agency will enclose necessary documents and declaration along with application. SPMG shall verify the same.
 - The agency will also indicate the details of a dedicated team for servicing this assignment. This may include name, designation, qualification, contact numbers, experience, etc.
 - The agency should have adequate infrastructure to provide independent creative facilities to plan & execute campaigns. All events such as sit & draw competitions, publicity kiosks etc will have to be manned and managed by the agency through engagement of volunteers, supervisors, event managers and others without any input from SPMG.
 - The agency should have flair for creative work of social awareness assignments.
 - The agency should have expertise in creative content development and production with required language versions and language.
 - Delivery and performance of the services shall be made by the agency in accordance with the time schedule specified by the SPMG in its work order. In case the services are not made available in the stipulated delivery period, as indicated in the work order or request the SPMG reserves the right either to short close / cancel the work order or request and / or recover liquidated damage charges. The cancellation / short closing of the order shall be at the risk and responsibility of the agency. Delay by the agency in the performance of its delivery obligations shall render the agency liable to imposition of liquidated damages, and/or termination of the contract for default.

The estimated Cost of the Assignment will depend of the Lowest Bid by the Agency through a competitive Bidding process.

3. Selection Procedure

UD / SPMG will constitute committee(s) for making technical evaluation on the aforementioned parameters in the respective eligibility criteria.

4.1 Technical Evaluation

The process of evaluation is detailed hereunder:

- a. All the EOI (applications) will be evaluated based on “Eligibility Criteria” mentioned above. SPMG will short-list those agencies which are satisfying the eligibility criteria in all respects. SPMG will further evaluate the above short-listed agencies on other parameters, as deemed fit, and declare the agencies which are technically qualified for further evaluation.
- b. The aspects that will be considered during selection are :
 1. Company profile — promoters, industry experience, clientele, revenue, profits, offices, human resources, etc.
 2. Past works of the agency, awards won, etc.
 3. Strategy and Implementation Plan :
 - a. Proposed media exposure in both print and electronic media for effective communication campaign.
 - b. Managing Events and public relations during Ganga Sagar Mela.
 - c. Creative content development and production experience
 - d. Based on the above evaluation, SPMG will assign marks to all the above agencies and rank them accordingly. Based on a minimum marks fixed by the SPMG, at its discretion, SPMG will short-list agencies and these agencies will be called “Qualified Agencies”.
 - e. The selection of the “Qualified Agencies” will not mean awarding of any contract to them. The qualified agencies may be asked to submit their financial quotation .
 - f. The SPMG reserves the right to reject any application without giving any reason thereof.

4. Submission of Application

A single agency/ Consortium meeting all the above criteria can apply for Expression of Interest in all the categories.

Necessary Information	
Office of issue	NGRBA, State Program Management Group, Urban Development Department, Nagarayan, 4 th Floor, DF-8, Sector-1, Salt Lake City,

	Kolkata-700064
Pre-Bid Meeting	28 Dec 2011
Venue of Pre-Bid Meeting	Conference Hall, 5th Floor, Nagarayan
Time of Pre-Bid Meeting	3.00 pm
Application to be submitted to	Project Director, NGRBA, State Program Management Group, Urban Development Department, Nagarayan, 4 th Floor, DF-8, Sector-1, Salt Lake City, Kolkata-700064
Due date of receipt of Technical & Commercial Bid.	2nd Jan 2012 by 4.00 pm

Interested agencies may submit the two-part sealed application in an envelope as detailed below:

Application for – Technical & Commercial Evaluation.

The Technical & Commercial offers shall be submitted in two separate sealed envelopes marked Envelope No.1 for Technical Offer and Envelope No.2 for Commercial offer, as per the formats attached (Annexure I & II) and duly signed by authorized representative of agency with company seal. One without the other will be an incomplete submission and hence liable to be rejected. Both the sealed envelopes 1&2 shall be put in a third Envelope sealed and super-scribed as :

“Application for Selection of Professional Communication & Event Management Agencies for Ganga Sagar Mela 2012”

The name and address of the agency should be mentioned on each envelope.

The Application prepared by the agency shall comprise the following components:

- Application as per the format — Annexure I
- A Corporate brochure of the agency
- Documentary evidence establishing the agency’s eligibility to application and qualification to perform the contract if the application is accepted.
- Copy of Article and Memorandum of Association, if any.
- Certificate of incorporation.
- Copy of Service Tax Registration, latest Income Tax Return / PAN Card / TAN
- Proof of major campaigns handled: sample documents (in hard & soft copies) like creatives, artwork of published advertisement, Video CD and Audio CD of TVC, Radio jingles, corporate films done for any recognized corporate house, any artwork/designs that the agency wishes to submit additionally in support of competency in respective field.
- An undertaking to the effect that agency shall itself, for the activities like posters, photographs, exhibitions, Radio Jingle, Web, CD based production etc. or any other services as desired by the SPMG, use only authorized captions, images, footages etc for the NGRBA work and shall indemnify SPMG for any losses or damages and including litigation, if any, arise due to use of such products and materials or due to infringement of any copyrights or Intellectual Property Rights for SPMG’s NGRBA Project related activities.

5. Other terms and conditions

6.1 Submission of applications

Application complete in all respects may be submitted to :

**Program Director,
WB State NGRBA Program Management Group (SPMG)
Urban Development Department,
Nagarayan,
4th Floor, DF-8, Sector-1,
Salt Lake City, Kolkata-700064**

Applications received after due date & time shall not be entertained. SPMG shall at its discretion, extend this deadline for submission of applications by amending the application documents, in which case all rights and obligations of SPMG and agency previously subject to the deadline will thereafter be subjected to the deadline as extended. Any application received by SPMG after the deadline for submission of applications shall be **rejected outright**.

6.2 Modification and withdrawal of applications

The agency may modify or withdraw their application after submission provided that the written notice of the modification or withdrawal is received by the SPMG before the deadline prescribed for submission of applications. Modification or withdrawal notice shall be prepared, sealed, marked and dispatched by the agency. A withdrawal notice may also be sent by FAX but followed by the signed confirmation copy by post or courier, not later than the deadline for submission of applications. No application shall be modified subsequent to the deadline for submission of applications.

6.3. Pre Bid Meeting.

A meeting of the interested agencies will be held at the Conference Room, Nagarayan, UD Dept on 28 Dec 2011 to give clarification on the application document, if required. Replies to the query (without identifying the source) and clarifications by SPMG will be uploaded on the SPMG/UD website / or forwarded via email thereafter.

6.4 Clarification of applications by SPMG.

To assist in the examination, evaluation and comparison of applications, SPMG may, at its own discretion ask the agency for the clarification of its application.

The request for the clarification and the response shall be in writing. **However, no post application clarification at the initiative of the agency shall be entertained.**

6.5. Amendments in documents

- At any time, prior to the date of submission of Applications, SPMG may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective agency, modify application documents by amendments.
- The amendments shall be notified in SPMG's website or informed by email and these amendments will be binding on the agencies.

- In order to afford prospective agencies a reasonable time to take the amendment into account in preparing their applications, SPMG may, at its discretion, extend the deadline for the submission of applications suitably.

6.6. Right to accept any application and to reject any or all applications.

SPMG reserves the right to accept or reject any application, and to annul the application process and reject all applications, at any time prior to award of contract without assigning any reason whatsoever and without thereby incurring any liability to the affected agency or agencies on the grounds of SPMG's action.

6.7. Opening of applications by SPMG .

The Evaluation Committee will study the technical applications. The commercial application will be opened only for agencies declared eligible and selected after technical evaluation as discussed in this document. The commercial application will be opened on a fixed date in presence of the authorised representatives of the agencies and will be intimated to all eligible agencies at least two days in advance.

6.8 Award of contract.

SPMG shall consider appointment of Agencies, whose applications have been found technically acceptable and evaluated as the most suitable by SPMG.

6.9 General conditions.

- The general condition shall apply in contracts made by the SPMG for availing the services of appointed agency.
- The appointed agency shall abide by all relevant rules and regulations of the Government as issued from time to time and must obtain all licenses, consents and permits, as may be required for the delivery / performance of the services from time to time.
- All creative content will be the sole property of SPMG/NGRBA. SPMG reserves the rights for reproduction, editing and future use of the creatives as it deems fit. The agency shall indemnify SPMG against any third party claims of infringement of patent, copyright, trademark or industrial design, intellectual property rights arising from use of any design/model if any, under the scope of contract.
- In the event of any actions' being contemplated or instituted against the SPMG, for alleged infringement of any intellectual property right or other statutory or common law rights, the SPMG reserves the right to cancel immediately its contract or part thereof yet to be undertaken and the Agency shall compensate/repay the SPMG any of the commission already paid to the Agency or any other loss that might be incurred by the SPMG.
- The Selected agency shall ensure secrecy of Advertising related brief, other data which is shared, its findings & recommendations etc.
- In case SPMG desires the advertisement or other services to be published/broadcasted in any other regional languages, translation of advertisement text from English to regional languages shall be done by the agency free of cost and vice versa.
- It shall be obligatory on the part of the agency to share the sources of secondary data, primary data, interviews/questionnaires etc. and any other items, with the SPMG.

- Models / actors used for NGRBA for campaigns, individual ads. etc. will be selected by the agency.
- All the documents generated for such purpose will be submitted/ deposited to SPMG and cannot be used by agency for any other purpose. These will be treated as absolute property of SPMG.

6. Contacting SPMG

No agency shall try to influence SPMG of NGRBA on any matter relating to their application, from the time of the application opening till the time the contract is awarded. Any effort by an agency to influence SPMG in application evaluation, application comparison or contract award decision shall result in the rejection of the application.

**Program Director
WB State NGRBA Program Management Group (SPMG)
Urban Development Departmen**

7. **Annexures**

Annexure I

PARTICULARS FOR APPOINTMENT OF PROFESSIONAL COMMUNICATION & EVENT MANAGEMENT AGENCIES —

TECHNICAL APPLICATION

(To be submitted by agencies on their letter heads)

Application for Selection of Professional Communication & Event Management Agencies for Ganga Sagar Mela 2012

Details filled in this form must be accompanied by sufficient documentary evidence, in order to verify the correctness of the information.

<u>Sl. No.</u>	<u>Items</u>	<u>Details</u>
1	Name of Company	
2	Postal Address	
3	Telephone/Mobile and Fax Numbers	
4	Nature of the Agency and date of formation / registration	
5	PAN No. and TAN No. & income tax clearance certificate for last 3 years	
6	Service Tax No.	
7	Name and designation of the person authorized to make commitments to the SPMG	
8	Email Address	

9	Office Address	
10	Year of commencement of business	
11	Turnover of the company (not of group) In crores 2008-09 2009-10 2010-11 And Audited Annual Accounts of the company for the said years.	
12	Net profit of the company (not of group) (in lacs) 2008-09 2009-10 2010-11	
13	Sales Tax Number /VAT	
14	Income Tax Number	
15	Contact Details of the dedicated team serving SPMG Name Designation Qualification Contact Numbers Experience	
16	Office in Kolkata and Contact point in Kolkata	
17	Accreditation with INS/IBF/AIR/AAAI etc. if any	

18	Proof of work undertaken during the last three years. Awards won.	Name of the undertaking 2008-09 2009-10 2010-11
19	Letter of satisfaction/Certificates given from clients	

I/we hereby certify that all the particulars given above are correct and true to the best of my/our knowledge.

I/we certify that if appointed, I/we shall appoint efficient & separate teams for any competing clients who are in the same business as SPMG to avoid clash of interests and maintenance of confidentiality.

In case at any stage, it is found that that the information given by me/us is false / incorrect, SPMG shall have the absolute right to take any action as deemed fit without any prior intimation to me/us.

Signature of authorized Signatory –

Full Name –

Designation

Annexure II

FINANCIAL BID PARTICULARS (On the letter head of the Bidder)

1. EOI Number :

2. Name of the Bidder :

3. Full Address of the Bidder :

4. Name of the actual signatory of the product(s) offered :

5. Bidder's proposal number and date :

1. Name and Address of the officer to whom all references shall be made regarding the Tender:

Telephone:

Fax:

E-mail :

Bidder Signature:

Name:

Designation:

Company:

Date:

Reference:

PROPOSAL FOR APPOINTMENT OF PROFESSIONAL COMMUNICATION & EVENT MANAGEMENT AGENCIES

FINANCIAL BID FOR UNDERTAKING THE ASSIGNMENT

(Based on the Scope of work mentioned earlier, Agencies may quote their Financial Bid)

No.	ITEM	Cost (In INR)		
		Cost	Taxes	Total Cost
1	Ganga Sagar Mela 2012 (2 days)			
	Total			