

“India: West Bengal Accelerated Development of Minor Irrigation Project(WBADMIP)

Loan [Credit/Grant] No. 8090-IN / 5014-IN

“Consultancy Services for Development & Implementation of Communication & Documentation Strategy for the WBADMI Project.”

Request for Expression of Interest

Notice No- ADMIP/EOI/17-18/02 dated 25.09.2017

(Activity Reference No. IN-WBADMIP-25659-CS-CDS)

1. This Request for Expression of Interest follows the General Procurement Notice for this Project that appeared in Development Business on 10-05-2010.
2. The Government of India (GOI)/ Government of West Bengal (GOWB) has received financing from the World Bank to finance the West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP) and intends to apply part of the proceeds of this credit to payments under the contract for hiring services of consultancy firm for “Consultancy Services for Development & Implementation of Communication & Documentation Strategy for the WBADMI Project.”
3. The scope of services would include the following towards development & implementation of Communication & Documentation Strategy of various Minor Irrigation & rural/social (based on agriculture, horticulture & pisciculture) developmental works under the WBADMI Project:
 - i) **Capturing of data (videography & photograph) for various sub project works including arrangements / preparations for field visits.**
 - ii) **Scripting & production of Documentary Films (6-8minutes, issue based) in Bengali with English subtitles at the bottom side including Film Production supervision. This will include various project interventions (viz. creation of minor irrigation infrastructure, formation and functioning of Water User Association (WUA), other interventions related to agriculture, horticulture and pisciculture in command area)**
 - iii) **Designing & production of Multimedia PPT Presentation.**
 - iv) **Designing & Displaying of outdoor Hoardings, Press Advertisements.**
 - v) **Designing & Printing of leaflets, Table Calendar, Wall Calendar, Annual Reports, Coffee Table Book and Pictorial Diary.**
 - vi) **Designing, Editing, formatting & printing of a case study.**
 - vii) **Documentation on IEC Strategy and future road map.**
4. The Project Director, WBADMIP, invites eligible Consultants to indicate their interest in providing the Consultancy Services for the above assignment.
5. The consultant may associate with other firms to enhance their qualification. The “Association” may take the form of a joint venture (with joint and several liability) or of a sub-consultancy, and this should be stated clearly in the submission.
6. The criteria for short listing of the Consulting firms/institutions shall be as follows:
 - The consultant must have a minimum experience of 5 years in the field of designing and management communication Strategy and the Corporate capacity of the consultant for average annual turnover should be more than INR 20 crores during the last three years (2014-15 to 2016-17). **Maximum 40 % weight-age** will be counted on the basis of turnover of the consultant in the related field.
 - The Consultant must have undertaken the three Govt./Govt. undertaking department assignments (on documentation and campaigns through a combination of print media, electronic media, outdoor media, social media and digital media or similar nature) on large scale development social sector projects within last five years i.e. providing documents of successful execution of similar type of multi-disciplinary professional & creative manpower work in bilingual (English & Bengali) in at least three such projects under Govt./Govt. undertaking Departments within last five years. **Maximum 30 % weight-age** will be counted on the basis of assignments of the consultant in the related field.
 - Availability of Appropriate skills/qualification/experiences among staff of the consultant (on Technology & on local Bengali language as well as English language). **Maximum 10 % weight-age** will be counted on the basis of skills/qualification/experiences of the staff of the consultant in the related field.
 - The consultant must have a full-fledged and permanent office set up in Kolkata with the necessary campaign production infrastructure including the creative & scriptwriting, visual, media, and client servicing teams for at least last 05 years. And the consultant will have to provide PAN, TAN and Trade Licence, GST registration certificate (preferably based at Kolkata). **Maximum 10 % weight-age** would be counted.
 - Appreciation Letter or Certificate from any Govt. Organization/Undertaking. **Maximum 10 % weight-age** will be counted on this basis of certificate/appreciation letter in the related field.
7. A consultant will be selected in accordance with selection based on **Consultant’s Qualification (CQS)** procedures set out in the World Bank’s “Guidelines: Selection and Employment of Consultants Under IBRD Loans and IDA Credits & Grants by World Bank Borrowers- January, 2011”. The Guidelines are available at www.worldbank.org/procure.
8. Interested Consultants may obtain further information at the address given below from 12.00 – 16.00 hours (IST) on all working days. This notice for Expression of Interest has also been posted on WBADMIP website www.wbadmip.org
9. Expression of Interest with all relevant information and documents must be submitted and subscribed **“Consultancy Services for Development & Implementation of Communication & Documentation Strategy for the WBADMI Project”** on top of a closed envelope and be delivered to the address below by not later than **16.10.2017; 15.00 hours**. In the event, this last date being declared as holiday by the State Government, due date for submission of above EOI will be the next working day up till the same appointed time.

Address: Office of the Project Director

West Bengal Accelerated Development of Minor Irrigation Project

ICMARD Building, Block-14/2, Scheme-VIII(M), 5th Floor, Ultadanga, Kolkata-700067

Phone No: 033-2356-7546/48/49, Fax:033-2356-7547, e-mail:pdwbadmip@gmail.com


**Additional Project Director
WBADMIP**

Terms of Reference of Consultancy Services for **Development & Implementation of Communication & Documentation Strategy for the West Bengal Accelerated Development of Minor Irrigation Project (WBADMIP).**

Background:

The Government of West Bengal through Government of India has secured a loan and a credit from the international Bank of Reconstruction and Development (IBRD) and the International Development Association (IDA) and now implementing the West Bengal Accelerated Development of Minor Irrigation (WBADMI) Project across the State of West Bengal under the Department of Water Resources Investigation and Development (DWRID), Government of West Bengal. The Project Objective of WBADMIP is to enhance the sustainable economic growth and reduction of poverty through improved reliability of water resources for Agriculture, Horticulture & Fishery related activities and increased production and improved rural livelihoods using a community empowerment approach.

This would be achieved through accelerated development of minor irrigation schemes, strengthening community-based irrigation management, support to agricultural, horticulture & fishery related development, including provision of agri/horti/fishery related services, encouraging crop diversification and use of new technologies & improved production practices, creating income generating opportunities (agri Business) etc. The Project is being implemented in all the districts of West Bengal (excluding Kolkata) with the already installed 729 nos Minor Irrigation (MI) Schemes and under installation/ongoing 416 nos schemes of different types (mainly Check Dams, Water Detention Structure, Pumped Dug Well, Surface Flow Schemes, Tube Wells, Lift Irrigation schemes etc. with command area varying from 5 to 50 Ha to irrigate a total command area of about 75,000 ha, in the state.

The Objectives of the Consulting Services:

The objective of the consultancy is to hire a professional & creative media agency in the project for development & implementation of Communication & Documentation Strategy of various Minor Irrigation & rural/social (based on agriculture, horticulture & pisciculture) developmental works under the WBADMI Project.

The followings are the broad outline activities of the consultancy services:-

- a) **Capturing of data (videography & photograph) for various sub project works including arrangements / preparations for field visits.**
- b) **Scripting & production of Documentary Films (6-8 minutes, issue based) in Bengali with English subtitles at the bottom side including Film Production supervision. This will include various project interventions (viz. creation of minor irrigation infrastructure, formation and functioning of Water User Association (WUA), other interventions related to agriculture, horticulture and pisciculture in command area)**
- c) **Designing & production of Multimedia PPT Presentation.**
- d) **Designing & Displaying of outdoor Hoardings, Press Advertisements.**
- e) **Designing & Printing of leaflets, Table Calendar, Wall Calendar, Annual Reports, Coffee Table Book and Pictorial Diary.**
- f) **Designing, Editing, formatting & printing of a case study.**
- g) **Documentation on IEC Strategy and future road map.**

Duration of the Consultancy Services:

Up to 12 months or till the end of the Project Period whichever is earlier.

Approach:

The agency will collect necessary data/information from the ongoing and already running MI schemes, Micro Watersheds, WUAs, etc. under ADMI Project and should actively monitor/involve in the project throughout the state of West Bengal for capturing data/pictures/videos in time.

Data, Services and facilities to be provided by the Client:

- 1) The Client shall provide the information about the selected ongoing and already completed/functioning Schemes district-wise with address of all the **District Project Management Units (DPMUs)** for communication.
- 2) The Client shall issue a letter (if needed) to the concerned DPMUs regarding consultant's movement for capturing the data/photograph/videos of the developmental works for utilizing the same for documentation & communication strategy.
- 3) The client shall provide his representative (if needed) during capturing of data/photograph/videos.
- 4) The client shall extend all types of help for proper documentation at the field and State Project Management Unit (SPMU)/DPMU offices.

Schedule for the Tasks to be carried out by the Agency:

The Agency will generally involve in carrying out the following activities for preparation of desired deliverables:

For development and implementation of communication and documentation strategy of ADMI Project		
Serial Activities	Sub Activities	Time period
A. Screening for Scheme Sites to be visited/documented.	Acquiring information of selected various Schemes, WUAs etc. from SPMU/DPMUs.	1 month
	Visit of selected site for various category of MI schemes for preparation of capturing data/photography /videography etc.	
	Experience sharing with staff of DPMUs for data enriching and probable schemes selection for documentation.	
	Meeting with SPMU for final selection of Schemes, WUAs for documentation & communication strategy.	
B. Planning for data/ Photography/Videography etc. capturing	Assessment of need & type for documentation in respect of Irrigation Structures, agriculture, horticulture & fishery related activities.	1 month
	Submission of proposal giving detailed outline of the plan (mode of documentation, time scheduling for capturing important features of the project) and its approval from SPMU.	

C. Capturing of Data/Photography/Videography etc.	Movement of data capturing teams to the different field sites according to approved proposal. The teams of data/photography/videography capturing should be always in touch with concerned DPMUs so that miss-capturing does not occur.	9 months
D. Preparation & Presentation of Documentation & Communication strategy	After capturing of requisite data, Preparation of Final documentation & communication strategy to be done as per approval by project Authority.	9 months
	A Presentation of final documentation should be given to the authority/SPMU after final production for approval from project authority.	
E. Submission of Documents/Deliverables regarding Documentation & Communication Strategy	Submission of Documents/deliverables as per final approval.	9 months

Reporting Obligations of the Consultant:

The Consultant will submit following reports to the SPMU timely for verification of the same as indicated in the Schedule of Tasks above by the SPMU/Project Authority, two hard copy including one soft copy in readable easy format:-

1. **Inception report** - submission: after 7 days from the date of assigning the contract.
2. **Screening of Scheme sites Report** - submission: after 1st month from the date of assigning the contract as per sub activities of Serial Activity-A noted above.
3. **Planning for data capturing Report**- submission: after 2nd months from the date of assigning the contract as per sub activities of Serial Activity-B noted above.
4. **Capturing of Data/photography/videography Report** - submission: in every month (with captured raw data) after 2nd month to 11th month from the date of assigning the contract as per sub activities of Serial Activity-C noted above.
5. **Preparation & Presentation of documentation & communication strategy Report** - submission: in every month after 3rd month to 12th month from the date of assigning the contract as per sub activities of Serial Activity-D noted above.
6. **Submission of Deliverables**: after 3rd month to 12th month from the date of assigning the contract as per sub activities of Serial Activity-E noted above.

Payment Schedules on Preparation for Arrangements & Data Capturing:

The following Payment Schedules will be followed by the SPMU/Payment Authority against submission of reports as per reporting obligations of the consultant/ agency found satisfactory. In case of delayed submission of required Reports, Payment will be delayed accordingly. Unnatural delay (**more than two months over schedule time**) in submission of Reports will be followed by a letter showing satisfactory reasons, otherwise it may follow the **termination of the engagement/contract**:-

Sl.#	Description of Arrangements for Payment	Payment Timing	Remarks
1.	Remuneration for the data/ photography /videography Team (10 Persons), Arrangement of instruments for photography/videography & Field visits, food & lodging expenses, Filling of documents and stationery expenses, etc. Per month.	After completion of every month of engagement.	This is for raw Data collection. For the entire engagement period it will be paid.

Reimbursement Charges:

The following reimbursement charges for submission of final approved deliverables/outputs will be paid to the agency:-

Sl.#	Description of Deliverables for reimbursement	Mode of Payment	Rate of Charges in Rs.	Remarks
1.	Scripting& production of Documentary Films (6-8minutes, issue based) in Bengali with English subtitles at the bottom side including Film Production supervision.	Payment/HD film production will be made after handing over the video disc in easy readable format.	6.50 lakh/film	This will include various project interventions (viz. creation of minor irrigation infrastructure, formation and functioning of Water User Association (WUA), other interventions related to agriculture, horticulture and pisciculture in command area). Approval from Project Authority is mandatory before film production.
2.	Designing & production of Multimedia PPT (10-minutes.) Presentation with graphics, picture & background music.	Payment/PPT Presentation will be made after handing over the PPT.	0.60 lakh/ Presentation	Approval from Project Authority is mandatory before PPT Presentation production.
3.	Designing & Displaying of outdoor Hoardings for 60 locations in the districts for a issue with 2 months duration display (3 issues/ year)	Payment /Hording will be made after actual work done.	0.20 Lakh/ hoarding	Approval from Project Authority is mandatory before actual work done.
4.	Designing & Printing of leaflets A4 size, 135 GSM imported art colour (on 6 issues/year) for 10000 nos each time.	-do-	2 .00/leaflet (back to back)	-do-
5.	Designing & Printing of Table Calendar size 4"X4", 175 GSM imported art colour,12 pages, cardboard stand with wiro, 4000 nos	-do-	35.00/table calendar	-do-
6.	Designing & Printing Wall Calendar.18"X30" glossy,150 GSM,12 designs,4000 nos	-do-	60.00/wall calendar	-do-
7.	Designing & Printing Annual Reports, A4 size , 300GSM for cover,170 GSM for inner,60 pages,colour. 100 nos.	-do-	375.00/report	-do-
8.	Designing & Printing of Coffee Table Book ,8.5"X 11.5",hard bound cover with jacket,170 GSM imported art , 80 pages, colour. 2000 copies(Bengali and English).	-do-	160.00/book for Bengali 400/book for English	-do-

9.	Designing & Printing of Pictorial Diary,one page with 2 dtaes/2 project photos for each month in glossy paper	-do-	500.00/diary per month	-do-
10.	Designing, Editing, formatting & printing of a case study,8.5"X10.5",24 pages,170 GSM paper	-do-	175.00/piece	-do-
11.	Documentation on IEC Strategy and future road map	-do-	6.00 lakh (L.S)	-do-

BAR CHART FOR AGENCY ACTIVITIES Vs TIME (Month)for Development & Implementation of Communication & Documentation Strategy FOR 12 MONTHS															
		MONTH Nos													
S L	Activities	1	2	3	4	5	6	7	8	9	10	11	12		
A	Screening for Scheme Sites														
B	Planning for Data/Photo/ Video capture														
C	Capturing of Data/ Photo/Video														
D	Preparation & presentation of Documentation & Communication Strategy														
E	Submission of Deliverables														

Qualifying criteria of the Consulting Agency/Firm:

- 1) The consultant must have a minimum experience of 5 years in the field of designing and management communication Strategy and the Corporate capacity of the consultant for average annual turnover should be more than INR 20 crores during the last three years (2014-15 to 2016-17). **Maximum 40 % weight-age** will be counted on the basis of turnover of the consultant in the related field.

- 2) The Consultant must have undertaken the three Govt./Govt. undertaking department assignments (on documentation and campaigns through a combination of print media, electronic media, outdoor media, social media and digital media or similar nature) on large scale development social sector projects within last five years i.e. providing documents of successful execution of similar type of multi-disciplinary professional & creative manpower work in bilingual (English & Bengali) in at least three such projects under Govt./Govt. undertaking Departments within last five years. **Maximum 30 % weight-age** will be counted on the basis of assignments of the consultant in the related field.
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- 5) Appreciation Letter or Certificate from any Govt. Organization/Undertaking. **Maximum 10 % weight-age** will be counted on this basis of certificate/appreciation letter in the related field.

Consultant’s Key & Non Key Personnel, Position, Qualification & Experiences:

The Media team staffing pattern and related arrangements would be as per consultant’s requirement as this engagement is on output basis, however for fulfilling the objective and related tasks, the following personnel should be at the field throughout the engagement period with following minimum desirable qualification & experiences:

Expert/Personnel Position	Desirable Qualification and Experiences
Creative Director	<i>Qualification</i> Master/Bachelor degree /any discipline <i>Experiences</i> Minimum 10 years experiences in Film/media related works.
Director of Photography /Team Leader	<i>Qualification</i> Master’s degree in photography/any discipline <i>Experiences</i> Minimum 7-10 years experiences in Film/media related works.
Cameraman	<i>Qualification</i> Bachelor degree in Photography/any discipline <i>Experiences</i> 7-10 years experiences in Film/media related works.
Photographer	<i>Qualification</i> Bachelor degree in Photography/any discipline <i>Experiences</i>

	5 years experiences in Film/media related works.
Script Writer	<i>Qualification</i> Bachelor degree in Arts/Science/Com. Or any discipline <i>Experiences</i> 5 years experiences in Film/media related works.
Production Manager	<i>Qualification</i> Bachelor degree in any Discipline <i>Experiences</i> 10 years experiences in Film/media related works.
Assistant Cameraman	<i>Qualification</i> Bachelor Degree in photography/any discipline <i>Experiences</i> 5 years experiences in Film/media related works.
Camera Caretaker	<i>Qualification</i> Graduate/Diploma in any discipline with knowledge Photography/Videography <i>Experiences</i> 2-3 years experiences.
Lighting Assistant	<i>Qualification</i> Higher Secondary pass. <i>Experiences</i> Minimum 5 years experiences in film/Media works.
Production Boy	<i>Qualification</i> Secondary passed. <i>Experiences</i> Minimum 1 year experiences in film/Media works.

Replacement of consultant's Personnel:

Replacement would be as per consultant's arrangement as the engagement is on output basis. However in case of any incident which may lead to the law and order problem at the working area/site, the project may request the consultant for immediate replacement of the concerned staff.

Composition of review committee to monitor consultant's work:

The Project Director, WBADMI Project will form a monitoring Committee to advice, monitors and reviews the works of the consultant. The committee shall include Government Officers and Key specialists posted at SPMU, DPMU. They would extend cooperation in making available the data and information and, obtain approval and also deal with the problem, if any, faced by the consultant in executing the contractual obligation. The committee shall meet within every 30 days to review the progress of work and provide necessary comments to the consultant for acting accordingly. The consultant will address the comments and will submit a report on that basis. The Consultant shall carry out the requirements of the Client at no extra cost to the Project.

Sd/-
Project Director
WBADMI Project