

GOVERNMENT OF MEGHALAYA
OFFICE OF THE CHIEF ENGINEER, PHE MEGHALAYA
SHILLONG
E-mail - cephe.meghalaya@gmail.com

No.MD/JJM/SPMU/ESTT-17/Pt/2021/1


Shillong, dated 7th June 2021

Notice for Expression of Interest

Notice Inviting Expression of Interest (EoI) for "Hiring of IEC Consultants to support and in developing IEC Materials for the implementation of Jal Jeevan Mission in Meghalaya.


Sealed offers are invited for the above mentioned work in the office of the Chief Engineer, PHE Meghalaya, Lower Lachumiere, Shillong-793001 on or before 25th June 2021 upto 4.00 PM and it will be opened at the same date and time.

The submission of proposal by a consultant implies that he/she has read the detailed EoI and all other documents. The detailed EoI is available on Department's web site www.megphed.gov.in


9/6/2021
Chief Engineer (PHE)
Meghalaya, shillong.

Copy to: -

1. The Addl.Chief Secretary to the Government of Meghalaya, PHED, Meghalaya, Shillong for favour of information.
2. Commissioner & Secretary to the Government of Meghalaya, PHED cum Mission Director (JJM) Shillong for favour of information
3. The Director of Information & Public Relation, Meghalaya, Shillong, for favour of information with a request to arrange publication of the same in the each issue of one local leading **English, Khasi and National** News Paper. - Two spares copies are enclosed.
4. The Director Printing & Stationary, Meghalaya, Shillong, for favour of information with a request to arrange publication of the same in the next issue of Meghalaya Gazette.
5. The State Informatics Officer, N.I.C. Building, Meghalaya, Shillong, for favour of information with a request to publish in the Web Site of the State.
6. The Deputy Commissioner cum Chairman DWSM East Khasi Hills/ West Khasi Hills/ South West Khasi Hills/West Jaintia Hills/East Jaintia Hills/ Ri-Bhoi/ West Garo Hills/South West Garo Hills/North Garo Hills/ East Garo Hills/ South Garo Hills for wide circulation.
7. The Additional Chief Engineer (PHE), Zone-I, Shillong / Zone II, Tura / Zone III, Shillong / Sanitation Cell, Shillong for favour of information. &for wide circulation
8. The Superintending Engineer (PHE), Rural Circle, Shillong / Greater Shillong Circle, Shillong / Western Circle, Nongstoin / Tura Circle, Tura / Williamnagar Circle, Williamnagar / Electrical Circle, Shillong for favour of information and wide circulation.
9. The Executive Engineer (PHE),Hills Division, Shillong / S&D, Division, Shillong / Nongstoin Division, Nongstoin / Jowai Division, Jowai/ Sohra Division, Sohra / Nongpoh Division, Nongpoh / Umsning Division, Umsning / Mawkyrwat Division, Mawkyrwat / Mairang Division, Mairang/ G.S.W.S. Division-I, Shillong / G.S.W.S. Division II, Mawphlang / Investigation Division, Shillong / Tura Division, Tura / Tura North Division, Tura / Ampati Division, Ampati / Baghmara Division, Baghmara / Resubelpara Division, Resubelpara / Simsangiri Division, Williamnagar for information & wide circulation.
10. Notice board


9/6/21
Chief Engineer (PHE)
Meghalaya Shillong

**DETAILED NOTICE INVITING EXPRESSION OF INTEREST (EOI) FOR
"HIRING OF IEC CONSULTANTS TO SUPPORT IN DEVELOPING IEC MATERIALS FOR
THE IMPLEMENTATION OF JAL JEEVAN MISSION IN MEGHALAYA",**

1. INTRODUCTION

Jal Jeevan Mission (JJM) was launched on the 15th August 2019 by the Prime Minister of India, with an aim to provide 'Functional Household Tap Connection (FHTC) to every rural household by 2024' and for Meghalaya the GOI has set a target by December 2022. JJM programme focuses on service delivery at the household level, i.e. water supply on regular basis in adequate quantity and of prescribed quality. The Mission is not only about the mere provision of household taps to each and every rural household but it is also a holistic approach that encompasses the promotion of water conservation of sources and systems for long term sustainability through community-led partnership.

JJM is not just about creating water infrastructure, but also aims at building capacities of different stakeholders especially local communities, responsible and responsive leadership to own, manage, operate and maintain in-village water supply systems. Therefore, IEC strategies, planning and their effective implementation will be the key to success of JJM. There is a need to spread awareness and sensitize communities and the public as a whole on judicious use of water, community's contribution and a sense of ownership so as to achieve the goal of providing FHTC to every rural household along with the development of water supply infrastructure and quality of water. This can be done through support activities. Such activities will build capacities of Village Water and Sanitation Committee (VWSC) to plan, implement, manage, operate and maintain in-village infrastructure focusing on long term sustainability of the water supply systems.

In light of this, it is necessary to carry out documentation activities as part of IEC activities that would help in knowledge capturing, sharing and dissemination for replication as it is an important aspect for accelerating JJM Implementation in Meghalaya.

In this context, the PHE Department, Meghalaya, Shillong, seeks to hire IEC consultants and to develop IEC materials that would document the progress of JJM in Meghalaya, felicitate replication of good practices and create and design IEC materials in line with the objectives of JJM as specified in JJM Operational Guidelines (section 9.1)

2. MAIN OBJECTIVES

The main objective of this assignment is to craft an IEC plan based on the objectives as specified in the JJM Operational Guidelines (Section 9.1) that would focus on the overall benefits of provision of FHTCs for safe drinking water, water conservation

efforts for long term sustainability and documentation of overall achievements of JJM in Meghalaya and the way forward.

The specific objectives are:

- a. To develop IEC materials (**Posters, flipbooks, hoardings and brochures**) that would drive positive behavioral changes among stakeholders with respect to judicious use of water, safe handling and storage, ownership of water supply system, conserving water resources;
- b. Develop materials (**Posters, flipbooks and brochures**) for information and educational purpose for schools and anganwadi centers to create awareness and motivation to take up affirmative action for protection of drinking water sources and against misuse of water and promote behavior change towards health and hygiene aspects;
- c. To develop IEC materials (**Posters, flipbooks, hoardings and brochures**) to inculcate sense of responsibility to manage, operate & maintain their water supply systems to ensure service delivery and encourage community contribution towards capital cost to instill 'sense of ownership';
- d. Develop IEC materials (**Documentary film and Coffee table book**) to recognize and document performance of various stakeholders, replication of good practices and achievements of JJM in Meghalaya and the way forward for the same.

3. SCOPE OF SERVICES/DESCRIPTION OF WORK:

The IEC consultant is to support the JJM-SPMU team in developing IEC Materials to support the Implementation of JJM in Meghalaya. The consultant is expected to carry out the following tasks:

- a. Conceptualize, develop layout, and design information, education and communication materials (Posters, Flipbooks, Hoardings, brochures, documentary film and Coffee Table Book) which will focus on;
 - Driving positive behavioral change with regards to water conservation efforts
 - Document and highlight achievements of JJM in the State and the way forward
 - Encourage of community contribution and collective effort to manage, operate and maintain water supply systems
- b. Analyze the key characteristics and information needs of the targeted population and propose consumer awareness materials and suggest additional messages packaged to the local context.
- c. Check for relevance of content and illustration with PHE Department
- d. The materials should have less description and more comprehensive illustrations that can be consumed by a wide range of readers. All descriptions will be developed in English, Khasi and Garo.

4. EXPECTED DELIVERABLES:

The services that are proposed to be provided by the consultant are briefly described below:

a. The consultant is expected to provide an Inception report which should outline in detail how the consultant/firm intends to implement the work in terms of activities. This should include the designs and layouts of the IEC materials. It should also give an overview of the consultants understanding of the technical scope and intended goals.

b. Draft IEC materials with illustrations messaged for the context in Meghalaya and produce final design layout of IEC materials (Posters, Flipbooks, Hoardings, brochures) and produce the project synopsis for the documentary film and coffee table book for which PHE Department will provide feedback. This is given in detail below:

- **Film & photography** - The PHED proposes to produce a documentary film underlining the achievements of Jal Jeevan Mission up till the end of financial year 2021-22. The documentary film meant for general public of all age groups, will be aired on different commercial/Free to Air TV Channels, as well as shared at various platforms within Meghalaya. The film is to be produced in English, Khasi and Garo with the need of suitable subtitles for translation purposes. Contents of the film will be produced by the IEC consultant in consultation with the State Coordinator of the Jal Jeevan Mission. Photographs of above achievements are also required with the focus being on the tap connections received along with the beneficiaries of interventions. Films produced should be 1 minutes, 15 minutes and 30 minutes long.
- **Coffee table book** - The PHED proposes a documentation of facts and figures along with photographic evidence of the achievements made within the state of Meghalaya in respect to the Jal Jeevan Mission, in the form of a coffee table book. The coffee table book should bear a minimum of 150 pages printed front to back and properly bounded. The book should be prepared in the entirety by the IEC consultant. Facts and figures will be provided by the PHED but photographs are to be taken by the IEC consultant.
- **Brochures** - the PHED invites the consultant to come up with innovative ideas as per the guidelines to create appealing brochures that best defines the ideology of the Jal Jeevan Mission (as mentioned in the scope of work). The brochures are to be informative and of good quality with 170 GSM being the minimum requisite for printing. Khasi, English and Garo are to be the languages used for this medium.
- **Hoardings** - the IEC consultant in consultation with the State Coordinator is to design hoardings and set them up at various points across the state of Meghalaya demonstrating various tag-lines and representations of the Jal Jeevan Mission in accordance to the guidelines.

- **Flip books** - the IEC consultant is to design and produce informative colourful flip books representing the aims and objectives of the Jal Jeevan Mission. Samples of the flip books are to be submitted.

c. The consultant is to submit final printed and electronic copies of all IEC materials to the PHE Department

d. The consultant is to produce a Final report on the assignment/consultancy showing the methodology used, activities undertaken, and time-frame of the assignment, successes, challenges, planned and unplanned results and recommendations.

5. NOTICE INVITING EOI

- a) The Public Health Engineering Department Meghalaya, Shillong, invites expression of interest from experienced firms / Consultants desirous of and having record in IEC conceptualize, develop layout and design information to support in developing IEC Materials for the implementation of Jal Jeevan Mission in Meghalaya.
- b) Interested firms / Consultants who meet the criteria as mentioned above, may furnish their Expressions of Interest with all the necessary documents to the below address along with the covering letters duly signed by the authorized signatories.
- c) The Expressions of Interest must reach at the following address on or before **4 P.M. of 25th June, 2021 along with the non-refundable tender fee of ₹ 2000/-** (Rupees two thousand) only in the form of DD payable to the Chief Engineer (PHE), Meghalaya Shillong.

Address:

**Chief Engineer (PHE)
Meghalaya, Lower Lachumiere,
Shillong - 793001,**

- d) The EOIs submitted by telegram / fax / e-mail, etc. shall not be considered.
- e) The PHE Department shall not be responsible for any postal delay or non-receipt / non-delivery of the documents. No further correspondence on the subject will be entertained.
- f) Any amendment / modification shall be issued through corrigendum only and the same will be hosted in the office website www.megphed.gov.in only. The interested applicants are requested to check the same in the website only.

6. SUBMISSION OF EOI

Submission of a proposal in response to this notice shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, condition and implications.

Interested eligible firms may submit sealed proposal for the Expression of Interest along with necessary certificates and documents. All eligible consultant/firms are requested to submit the proposal in a sealed envelope captioned "**HIRING OF IEC CONSULTANTS TO SUPPORT IN DEVELOPING IEC MATERIALS FOR THE IMPLEMENTATION OF JAL JEEVAN MISSION IN MEGHALAYA**" to The Chief Engineer, PHE Meghalaya, Lower Lachumiere, Shillong-793001 on or before 18.06.2021 at 4.00 pm.

7. ELIGIBILITY CRITERIA

The interested firms shall have to comply with the following criteria to participate in the tendering process -

- A. Should have its registered / operating office in India. (Self-attested copies of Registration Certificate of the Firm, GST Registration Certificate and PAN Card to be submitted along with the EoI)
- B. Should have at least 5 years of experience as on 31.12.2020 in similar work. (Self-attested copies of Work Orders/ Contracts/ Completion Certificates from the Employers to be submitted along with the EoI)
- C. IEC Consultant as Film-makers should fulfill the following conditions given below:
 - i. Have made a documentary film on similar themes as to which proposal is being sent;
 - ii. Have made a similar film or corporate, promo, public awareness film for any Government of India Ministry or Department.
 - iii. The Bidders should upload the copies of the relevant supporting documents for the above as proof for fulfilling the above conditions. Samples of work should be submitted to the PHED office.
- D. IEC Consultant as Photographers should fulfill the following (proof/web-links should be submitted/uploaded in support):
 - i. Have made photographic documentations on similar themes as to which proposal is being sent;
 - ii. Have made a similar photographic documentations for private sectors, public sectors or any Government of India Ministry or Department;
 - iii. The Bidders should upload the copies of the relevant supporting documents for the above as proof for fulfilling the above conditions.

- E. IEC Consultant for Brochures, Flip Book, Coffee Table Book, Poster and Hoarding creation should have the following requisite:
 - i. Have past experiences in designing and production for campaigns of various missions under the Government of India.
 - ii. Print quality and materials used should be of the highest quality.
 - iii. Samples of previous work should be submitted along with the application.
 - iv. Preferences shall be given to those with past experiences with the Department should their work be of good quality.
- F. Should have at least one similar assignment in progress if any (Self-attested copies of Work Orders/ Contracts/ Certificates from the Employers to be submitted along with the EoI)
- G. Should Submit an undertaking in the format as per **Annexure II**

5. TERMS AND CONDITIONS

- a. Earnest Money Deposit of Rs.25,000/- (Rupees Twelve thousand only) is to be submitted in the shape of Demand Draft in favour of the "Chief Engineer PHE, Meghalaya" payable at Shillong. Earnest Money will be refundable after expiry of the contract period in case of successful bidder. Tenders received without E.M.D. will be summarily rejected. The unsuccessful bidders will be informed and their EMDs will be returned within 30 days of awarding of contract.
- b. The successful bidders will have to submit a Performance guarantee equivalent to 5% of the contract value before signing of agreement. EMD of successful bidder will be returned after submission of Performance guarantee.
- c. The Bid security (EMD) will be forfeited on account of one or more of the following reasons:
 - i. The Bidder withdraws his bid during the period of bid validity.
 - ii. In case of a successful bidder, the selected bidder fails to sign the agreement in time and furnish performance security.
- e. The proposals for EOI must reach the Office of Chief Engineer PHE Meghalaya, Shillong in time. The EOI received after the due date and time will not be entertained.
- f. Mere submission of the proposal, shall not confer any right whatsoever on the submitting entity
- g. Any overwriting corrections should be properly authenticated by quotas otherwise the tender will be rejected.
- h. Full postal address should be mentioned clearly, while submitting Proposals failing which tenders will not be considered
- i. EOI having past experience in similar types of work may submit details along with their proposals and preference will be given on past performance.
- j. Up to date Income Tax and Sales Tax clearance certificate, etc. should be enclosed.
- k. Non Tribal Consultants/ individuals/ firms are required to submit a Trading License from the concerned District Council where the work is located.

- l. Payment shall be made by The Chief Engineer PHE, Meghalaya, Shillong after completion of the work duly verified by the State Coordinator, JJM, Meghalaya, Shillong or representative authorized by him. The Agency will have to submit samples (two for each brochure, flip books & coffee table book)

In any dispute, the decision of the Chief Engineer PHE, Meghalaya, Shillong shall be final and binding.

6. FEES

- a) Fees shall be quoted in Indian Rupees only.
- b) Fees shall be quoted in the Price Bid Format as per **Annexure I**.
- c) The agreed fees shall be fixed for the entire assignment.

7. EVALUATION

Total Fees Excluding GST (A) as in the Price Bid at **Annexure I** shall be taken into consideration for evaluation.

8. AWARD OF CONTRACT

- a) Contract shall be awarded to the firm whose proposal will be determined to be substantially responsive and who has offered the lowest evaluated price.
- b) Any effort by an applicant to influence the PHE Department in its decision on evaluation or award of contract may result in rejection of the offer of the applicant.
- c) Notwithstanding the above, PHE Department Government of Meghalaya, Shillong reserves the right to accept any or all EoIs and to cancel the bidding process at any time prior to the award of contract.
- d) The successful applicant shall not disclose any information related to PHE Department, Government of Meghalaya, Shillong without the prior consent of the Chief Engineer PHE.
- e) Any legal dispute arising out of this is subject to Shillong jurisdiction only.

9. COMPLETION OF ASSIGNMENT

Completion of the each assignment thereon must be done within 1 (one) months from the date of issue of Work Order.

The term of contract is valid for 12(Months) from the date of signing of the Formal Agreement

10. Payment

100 % after successful execution of each assignment

11. EOI PREPARATION COST AND RELATED ISSUES

- i. in this process, including, but not limited to, costs incurred in preparation of EoI, participation in meetings / discussions. The PHE Department Government of Meghalaya, Shillong in no case will be responsible or liable for these costs, regardless of the conduct or outcome of the EoI process.
- ii. This EoI does not commit PHE Department Government of Meghalaya, Shillong to award a contract or to engage in negotiations. Further, no reimbursable cost should be incurred in anticipation of award or for preparing this EoI.
- iii. All materials submitted by the applicant shall become the property of PHE Department Government of Meghalaya, Shillong.

Annexure I

PRICE BID.

Sl. No	Particulars	Fees (Excluding GST) (₹)
1	2	3
1	Consultancy for IEC under Jal Jeevan Mission, Meghalaya 1. Film & photography 2. Coffee table book 3. Brochures 4. Hoardings 5. Flip books	₹ ₹ ₹ ₹ ₹

Total Fees Excluding GST (A)

₹

GST (-----%) (B)

₹

Total Fees including GST (C=A + B)

₹

Total fees excluding GST (In words)

(Rupees _____)

Note :

If there is a discrepancy between words and figures, the amount in words shall prevail.

-----XXXXXXXXXX-----

Annexure -II

UNDERTAKING BY THE FIRM/BIDDER

It is certified that the firm/Company or associated sister company are never been black listed by any agency. All the terms and conditions mentioned in this form have been understood and accepted by us. We are submitting all documents duly filled in, signed and stamped on each page.

Date :

Seal and signature

Place:

Full Name and Address