

**REQUEST FOR EXPRESSIONS OF INTEREST
(HIRING OF IEC CONSULTANTS/AGENCY)**

**Jal Jeevan Mission, Meghalaya
Office of the Chief Engineer, PHED, Meghalaya, Shillong**

**Assignment Title: Hiring of IEC Consultants/Agency to
strategize IEC activities and to develop IEC materials for the
implementation of Jal Jeevan Mission in Meghalaya**

**Terms of reference for Agency for IEC Consultants/Agency
for
Jal Jeevan Mission Meghalaya**

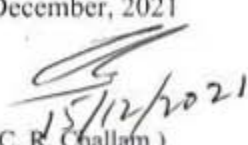
Government of Meghalaya
Office of the Chief Engineer, PHE.,
Meghalaya ::: Shillong
E-mail - cephe.meghalaya@gmail.com

No.MD/JJM/SPMU/Estt-17/Pt/2021/6

Dated Shillong, the 15th December 2021

NOTICE

In continuation to this office letter No.MD/JJM/SPMU/Estt-17/Pt/2021/5 dated 6th December 2021, the last date for submission of EOI proposal is hereby extended to 22nd December, 2021 upto 04.00 pm. All other terms and conditions remain the same.



(Shri C. R. Chalam)
Chief Engineer, PHE
Meghalaya, Shillong

No.MD/JJM/SPMU/Estt-17/Pt/2021/6

Dated Shillong, the 15th December 2021

Copy to: -

1. The Mission Director, JJM, Meghalaya, Meghalaya, Shillong for favour of information.
2. 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.
3. 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.
4. 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.
5. 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.
6. The Additional Chief Engineer (PHE), Zone-I, Shillong / Zone II, Tura / Zone III, Shillong / Sanitation Cell, Shillong for favour of information. & for wide circulation
7. 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.
8. 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 / Simsanggi Division, Williamnagar for information & wide circulation.
9. Notice board


(Shri C. R. Chalam)
Chief Engineer (PHE)
Meghalaya Shillong

Government of Meghalaya
Office of the Chief Engineer, PHE.,
Meghalaya ::: Shillong
E-mail - cephe.meghalaya@gmail.com

No.MD/JJM/SPMU/Estt-17/Pt/2021/5


Shillong, Dated 6th December 2021

Notice for Expression of Interest

Detailed Notice Re-Inviting Expression of Interest (EOI) for "Hiring of IEC Consultants/ Agency to strategize IEC activities and to develop IEC materials for the implementation of Jal Jeevan Mission in Meghalaya". The notice inviting EOI called vide No.MD/JJM/SPMU/ESTT-17/Pt/2021/1 dated 7th June, 2021 may be treated as cancelled.

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 17th December 2021 upto 4.00 PM.

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


6/12/2021
Chief Engineer, PHE.,
Meghalaya, Shillong.

No.MD/JJM/SPMU/Estt-17/Pt/2021/5

Shillong, Dated 6th December 2021

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- 9) Notice board


6/12/2021
Chief Engineer (PHE)
Meghalaya Shillong

Detailed Notice Inviting Expression of Interest (EOI) for “Hiring of IEC Consultants/ Agency to strategize IEC activities and to develop IEC materials for the implementation of Jal Jeevan Mission in Meghalaya”

1. Background

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’. 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.

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 strategize the approach of carrying out IEC activities in Meghalaya with a well thought-out plan from experts on IEC so as to accelerate Implementation of JJM in Meghalaya.

In this context, the PHE Department, Meghalaya, Shillong, seeks to hire IEC Consultants / Agency to design IEC strategy and Implementation plan, develop and design IEC materials that would focus on community familiarization with the objectives of JJM, overall benefits of provision of FHTCs for safe drinking water, water conservation efforts for long term sustainability, documentation of implementation of JJM in Meghalaya- to capture knowledge, to share and disseminate information for replication of good practices, to encourage judicious use of water for long term water security and to provide O & M support.

2. Main objectives

The main objective of this assignment is to hire IEC consultants / agency with requisite skills and proven expertise to design and develop a detailed implementation strategy for carrying out IEC activities among local communities for effective implementation of JJM in Meghalaya in accordance with the objectives as specified in the JJM Operational Guidelines (Section 9.1).

The specific objectives are:

- a. To strategize and plan a detailed implementation strategy for carrying out IEC activities within the state of Meghalaya with the objective of creating a 'Jan Andolan' or 'People's Movement' as per guidelines of JJM.
- b. To strategize and plan IEC activities that aim at building capacities of different stakeholders especially local communities, responsible and responsive leadership to own, manage, operate and maintain in-village water supply systems.
- c. To design, develop IEC materials such as- Posters, Flipbooks, Hoardings, brochures, Coffee Table Book and produce documentary film.

3. Scope of services/Description of work:

The IEC consultants / agency is to support the JJM-SPMU team in strategizing the best route that can be taken in carrying out IEC activities for effective implementation of JJM within Meghalaya. The consultant is expected to carry out the following tasks:

- a. Build a comprehensive IEC Strategy so as to create 'Jan Andolan' / 'People's Movement' within the state with respect to the Jal Jeevan Mission in Meghalaya.
- b. Develop a detailed plan on how to use the best IEC approach for building capacities of different stakeholders especially local communities, responsible and responsive leadership to own, manage, operate and maintain in-village water supply systems so as to bring about community ownership and to bring about active Involvement of women within JJM.
- c. Conceptualize, develop layout, and design IEC materials for IEC activities such as -Posters, Flipbooks, Hoardings & brochures, which will focus on:
 - Overall benefits of provision of FHTCs for safe drinking water
 - Water conservation efforts of sources and systems by local communities for long term sustainability so as to driving positive behavioural change with regards to water conservation efforts

- Encouraging sense of responsibility and collective effort to own, manage, operate and maintain in-village water supply systems and community contribution to capital cost to instil 'sense of ownership'
 - Taking affirmative action for protection of drinking water sources, judicious use of water, safe handling & storage and promote behaviour change towards health and hygiene aspects
 - Document and highlight achievements of JJM in the State and the way forward
- d. Produce a Documentary film and coffee table book with photographs to highlight and document the achievement and implementation of JJM in Meghalaya so as to capture knowledge and to share and disseminate information for replication of good practices, highlighting on the need to promote water conservation efforts of both sources and systems for long term sustainability and water security for future generations.
 - e. The consultant is to identify target groups for IEC materials and analyse the key characteristics and information needs of the targeted population and propose consumer awareness materials and suggest additional messages packaged to the local context.
 - f. Check for relevance of content and illustration with PHE Department
 - g. 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, Jaintia 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 / agency intends to implement the work in terms of activities. This should comprise of implementation strategies, the designs - layouts and physical publishing of IEC materials and detailed timeline for completion of work. 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 of villages in rural 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:
 - i. Documentary Film & photography - The PHED proposes to produce a documentary film underlining the implementation of JJM in Meghalaya so as to capture knowledge and share and disseminate information for encouragement of replication of good practices, highlighting on the need to promote water conservation efforts of both sources and systems for long term sustainability and water security for future generations. 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, Jaintia 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 community/beneficiary's participation. Films produced should be 3 formats: 1 minute, 15 minutes and 30 minutes long.

- ii. Coffee table book - The PHED proposes a documentation of JJM Implementation in Meghalaya through success stories supported by facts and figures along with photographic evidence in the form of a coffee table book so as to capture knowledge and to share and disseminate information for replication of good practices. The coffee table book should bear a minimum of 150 pages. The coffee table is to be prepared in English, Khasi, Jaintia and Garo.
- iii. Brochures - the PHED invites the consultant to come up with innovative ideas as per point c mentioned under heading under '3. Scope of Services' for effective implementation of the Jal Jeevan Mission in Meghalaya. The contents of the brochures shall be in accordance with the guidelines of the Jal Jeevan Mission and should cater to all age groups- children, youth, adults and seniors. The brochures are to be informative. English, Khasi, Jaintia and Garo are to be the languages used for this medium. Samples of brochures are to be submitted.
- iv. Hoardings - the IEC consultant is expected to design hoardings to be displayed at all districts across the state of Meghalaya demonstrating various tag-lines and representations of the Jal Jeevan Mission in accordance to point c mentioned under the heading '3. Scope of Services'. English, Khasi, Jaintia and Garo are languages to be used for this medium.
- v. Flip books - the IEC consultant is to design and produce illustrative colourful flip books per point c mentioned under the heading under '3. Scope of Services' for effective implementation of the Jal Jeevan Mission in Meghalaya. The target groups for flip books are children and youths. Samples of the flip books are to be submitted. English, Khasi, Jaintia and Garo are languages to be used for this medium.
- vi. Posters - the IEC consultant is to design and produce posters per point c mentioned under the heading '3. Scope of Services'. Since these posters are to be pasted and displayed in locations such as schools, tourist locations, Anganwadi centres, gram shalas and prominent locations within villages, context should be relevant as per location intended in accordance to the target groups in these locations. Posters should be informative and

illustrative with clear structured messages or statements. English, Khasi, Jaintia and Garo are to be the languages used for this medium. Samples of posters are to be submitted.

- c. The consultant is to submit final printed samples and electronic copies of all IEC materials to the Office of the Chief Engineer, PHE Department, Meghalaya, Shillong.
- d. The consultant is to produce a Final report on the assignment/consultancy showing the methodology used, activities undertaken, time-frame of the assignment, successes, challenges, planned and unplanned results and recommendations.

5. NOTICE INVITING EOI

- a) 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.
- b) The Expressions of Interest must reach at the following address on or before **4 P.M. of 17th December, 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/agency are requested to submit the proposal in a sealed envelope captioned **"Hiring of IEC Consultants/ Agency to strategize IEC activities and to develop IEC materials for the implementation of Jal Jeevan Mission in Meghalaya"** to The Chief Engineer, PHE Meghalaya, Lower Lachumiere, Shillong-793001 on or before 18.12.2021 at 4.00 pm.

7. Eligibility criteria:

- 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. Interested parties should have had a minimum experience of 3 years in planning and Strategizing IEC activities for either Government sector or Private Sector.
- c. Interested parties should comprise of a firm
- d. In order to participate, Interested parties should:
 - i. Have experience in providing consultancy services and excellent track record of completion of task according to timeline.
 - ii. Have made a similar film or corporate, promo, public awareness film for any Government of India Ministry or Department.
 - iii. Must have experience in filmmaking/ professional photographer/ designing brochures, posters, flipbook and coffee table book; excellent skills for development of creative content.
 - iv. Interested parties should submit physical 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.
 - v. The Company should have a GSTI Number.
 - vi. Have made photographic documentations on similar themes as to which proposal is being sent;
 - vii. Have made a similar photographic documentations for private sectors, public sectors or any Government of India Ministry or Department;
 - viii. Interested parties should submit the copies of the relevant supporting documents for the above as proof for fulfilling the above conditions.
 - ix. Have past experiences in designing and production for campaigns of various missions under the Government of India/Government of Meghalaya/any other State Government.
 - x. Samples of previous work should be submitted along with the application.
 - xi. Preferences shall be given to those with past experiences with the Department should their work be of good quality.
 - xii. Interested parties should submit physical copies of their work
 - xiii. Should submit an undertaking in the format as per **Annexure I**

8. Short listing of consultants / agency :

The Department would evaluate the EoIs of only those agencies that fulfill the mandatory eligibility requirements as per para 7 above. The Eoi proposals would be evaluated on the following criteria having marks as mentioned against each:

Phase -1 The EoI proposals of agencies would be evaluated based on following criteria:

Criteria for selection	Marks
Work experience of the agency	60
Composition of Team Members	25
Financial Strength of the Agency	15

The agency securing a minimum of **75 (Seventy Five) marks** will be short listed for next phase.

Sr. No.	Criteria	Sub-criteria	Max Marks	Evidence to be submitted
1.	Work experience of the agency	Number of years' experience of Agency/ (Lead Partner in case of JV), in consultancy/research/analytics (Since the year of successful completion of first assignment) - 15 marks 1. < than 1 years – 10 marks 2. >1 and <3 years - 15 marks	60	Copy of work order, payment proof etc.
		Number of IEC campaigns/ assessments carried out at National and State level of Government sponsored schemes/ programs - 15 marks i. 1 to 3 Campaigns - 10 marks ii. 3 to 5 Campaigns - 15 marks		
		Number of IEC campaigns/ assessments carried out in water supply and sanitation at National and State level - 15 marks i. 1 campaigns - 10 marks ii. 2 to 3 campaigns - 15 marks		
		Number of to 2 Campaigns carried out in <i>relevant sector</i> * specific to this EoI - 15 marks i. 1 Campaigns- 10 marks ii. More than 2 Campaigns - 15 marks * <i>relevant sector as defined at the end of table</i>		
2.	Composition of Team Members (Skills/competencies/creativity and innovation)		25	Brief 1 page CV of proposed Team Member
3	Financial Strength of the Agency	Turnover/ Income for last three years (2018-19, 2019-20 and 2020-21): 15 marks Annual average between ₹5 and ₹10 lakhs-10 marks Annual average between >₹10 Lakhs-15 marks	15	

9. TERMS AND CONDITIONS

- a. Earnest Money Deposit of Rs.12,000/- (Rupees Twelve thousand only) is to be submitted in the shape of Call Deposit/ Fixed Deposit in favour of the Chief Engineer (PHE), State Mission Director JJM payable at Shillong. Earnest Money will be refundable after expiry of the contract period in case of successful bidder.

- b. The unsuccessful bidders will be informed and their EMDs will be returned within 30 days of awarding of contract.
- c. The successful bidders will have to submit a Performance guarantee equivalent to 10% of the contract value before signing of agreement. EMD of successful bidder will be returned after submission of Performance guarantee.
- d. 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), State Mission Director JJM, Shillong in time. The EOI received after the due date and time will not be entertained.
- f. The proposals should include the rate per deliverables and also the quantity per amount quoted.
- g. Mere submission of the proposal, shall not confer any right whatsoever on the submitting entity
- h. Any overwriting corrections should be properly authenticated by quotas otherwise the tender will be rejected.
- i. Full postal address should be mentioned clearly, while submitting Proposals failing which tenders will not be considered
- j. EOI having past experience in similar types of work may submit details along with their proposals and preference will be given on past performance.
- k. Up to date Income Tax and Sales Tax clearance certificate, etc. should be enclosed.
- l. Non Tribal Contractor/ individuals/ firms are required to submit a Trading License from the concerned District Council where the work is located.
- m. Bills in triplicate are to be submitted separately.
- n. 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)
- o. In any dispute, the decision of the Mission Director, JJM Meghalaya, Shillong shall be final and binding.

UNDERTAKING BY THE CONSULTANTS / AGENCY

It is certified that the Consultants / Agency 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