

Government of Assam
ARIAS SOCIETY (ARIASS)

Proposed World Bank aided Assam Citizen Centric Service Delivery Project (ACCSDP)

REQUEST FOR EXPRESSION OF INTEREST (REOI)
For Hiring of a Consultancy Firm for IEC Campaign under CCSDP

No. ARIASS/CCSDP/38/2016/ 21

Dated, Guwahati the 25th February, 2016

Assignment Title: Citizen Awareness Campaign on the Provisions of Assam Right to Public Services (RTPS) Act, 2012.

1. Government of Assam (GoA), through the Government of India has applied for a credit of US\$39.20 million from the World Bank (W.B.) for implementation of the ACCSDP and a Project Preparatory Facility (PPF) advance of US\$2.0 million has already been approved by the W.B. The ACCSDP primarily aims to strengthen the electronic delivery of citizen centric services under the Assam RTPS Act for augmenting citizen's access to the targeted RTPS and also other electronic services particularly in remote areas. For this, the Project *inter alia* seeks to enable citizen's to access services under the RTPS Act in a timely, efficient, and accountable manner. ACCSDP also aims to ensure that citizens can apply for the services through a one-stop-shop close to where they reside, particularly at the block and circle levels.
2. The ARIASS intends to hire a consultancy firm for conducting Citizen Awareness Campaign/Information, Education, and Communication (IEC) Campaign that utilizes multiple channels and media format to publicize provision of the RTPS Act and other aspects of the ACCSDP. The assignment is intended to be initially for a period of one (1) year after award of contract, which may be extended for a further period of two (2) years, depending on the need by the project and also based on the performance assessment of the firm under the assignment during the first year. Interested consulting firms should provide information demonstrating that they have the required qualifications and relevant experience as given below, to perform the services indicated in the draft Terms of reference (TOR) given at the website www.arias.in.
3. Interested consulting firms shall furnish the following duly self-certified information in a clear & concise manner:
 - a. Name, complete postal address, fax number, e-mail address along with a note on the core business area;
 - b. Organizational experience for the last 5 years in media, public relations, and advertisement assignments;
 - c. Details of at least 3 similar citizen centric assignments executed in the last 5 years (with client references) preferably with public sector agencies in India or projects in India funded by Multilateral/ Bilateral sources;
 - d. Chartered Accountant certified Annual Financial Turnover for each of the last 3 years (2014-15, 2013-14 and 2012-13); from media, public relations, or advertisement assignments preferably with public sector agencies.
 - e. In-house creative expertise on the media, communication, and advertising domains with experience in popularizing citizen-centric initiatives in local languages.
4. **The short-listing criteria includes:**
 - a. At least 5 years of organizational experience in media, public relations, and advertisement assignments;
 - b. Successfully completion of at least 3 similar assignments in the last 5 years (2014-15, 2013-14, 2012-13, 2011-12 & 2010-11), preferably with public sector agencies in India or projects in India funded by Multilateral/ Bilateral sources.
 - c. Annual Financial Turnover of **Rs.2.5 crore** for each of the last 3 years (2014-15, 2013-14 and 2012-13), from citizen centric media, public relations, or advertisement assignments preferably with public sector agencies in India/experience of having worked on projects funded by International Multilateral/ Bilateral sources.
 - d. Availability of in-house creative expertise with the firm on the media, communication, and advertising domains with experience in popularizing citizen-centric initiatives in India in local languages.
5. The Consultancy firm will be selected in accordance with the QCBS method 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, revised July 2014) ("Consultant Guidelines" available at www.worldbank.org/procure). Attention of the interested Consultants is drawn to paragraph 1.9 of the Consultant Guidelines, setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower's staff.
6. Consulting firm may associate with other firms in the form of a Joint Venture (JV) or a Sub-Consultancy (with joint and several liabilities) to enhance their qualifications, however this should be stated clearly mentioned in the Expression of Interest (EOI). Further information may be obtained at the address below during 11:00 to 16:00 hours IST. EOI must be delivered in hard copy as well as soft copy in a CD at the address given below on or before **17:00 hrs IST of 17th March 2016**.

The State Project Director, ARIAS Society, Project Coordination Unit, Agriculture Complex, Khanapara, G.S. Road, Guwahati-781022 (Assam, India); Tel: 0361-2332125; Tele-Fax: 0361-2332564; email: spd@arias.in