

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES– FIRM SELECTION)

Project - NAI MANZIL – EDUCATION AND SKILLS TRAINING FOR MINORITIES
PROJECT(Project # P156363)

IDA Credit No. – 5738-IN

EoI Date: 10/05/2018

ASSIGNMENT TITLE:

“SELECTION OF AN AGENCY FOR DEVELOPING IEC STRATEGY AND IMPLEMENTATION PLAN FOR THE NAI MANZIL – EDUCATION AND SKILLS TRAINING FOR MINORITIES PROJECT”

Reference No.14-7/2017-NM

1. The Ministry of Minority Affairs (MoMA), through the Government of India, has received financing from the World Bank towards the cost of the NAI MANZIL PROJECT, and intends to apply part of the proceeds toward consulting services for this assignment.
2. The consulting services (“Services”) are for **“SELECTION OF AN AGENCY FOR DEVELOPING IEC STRATEGY AND IMPLEMENTATION PLAN FOR THE NAI MANZIL – EDUCATION AND SKILLS TRAINING FOR MINORITIES PROJECT”** and require requisite experience and capabilities in Information, Education and Communication related to multiple domains such as Education, Skills Training, and Minority Groups. Details of the assignment are provided in Terms of Reference, uploaded at www.minorityaffairs.gov.in. All updates regarding the procurement will be available on the website only.
3. The objective of the assignment:

In order to achieve Nai Manzil project objectives, MoMA proposes to select an independent and external agency with the requisite skills and proven experience to develop an IEC strategy and implementation plan for the Nai Manzil scheme.

4. Contract Period:

The selected agency will initially be offered a Contract for a period of one (1) year; renewal for any additional period is subject to satisfactory performance in the initial contract period and further requirements (if any) by Nai Manzil - MoMA.

5. The scope of services will include (details given in the Terms of Reference, uploaded at www.minorityaffairs.gov.in):

- Building a comprehensive IEC Strategy
- Brand Building and Brand Promotion
- Documentation and developing creatives/designs for all IEC activities
- Conducting Promotional Events, Workshops and Road Shows
- Printed IEC and promotional Material
- Copy editing Creative Design
- Audio and Video Spots

6. MoMA now invites eligible consulting firms (Consultants) to indicate their interest in providing these services. Interested Consultants should provide information demonstrating that they have the required qualifications, skills, expertise, and experience to perform the desired services.

7. Shortlisting Criteria:

The Expression of Interest should include the following information, which will form part of the short-listing criteria (please provide the information in annexure 1).

- The firm should be in business for at least the last 5 years holding a valid Permanent Account Number (PAN)/TAN and GST Registration Number.
- The agency should have an average annual turnover of Rs. 3 Crore or above for the past 3 financial years (2014 – 2015; 2015 – 2016; 2016 - 2017).
- Evidence of the firm's experience with similar types of requisite experience and capabilities in developing IEC strategy and its implementation in related domains under externally-aided projects in India (at least 2 such projects in last 3 years).
- Proven ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and quasi-governmental agencies.

- Availability of qualified experts in fields relevant to lead the proposed work.
 - The agency should not have any unsatisfactory track record resulting in adverse action taken by any Government in India (an undertaking must be submitted).
8. The attention of interested Consultants is drawn to paragraph 1.9 of 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"), setting forth the World Bank's policy on conflict of interest.
 9. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their technical qualifications. The submission should clearly state the type of association, including whether it is a joint venture or a sub-consultancy.
 10. The final selection of the Consultant for developing the IEC strategy and implementation plan for the Nai Manzil scheme will be in accordance with the Quality and Cost-Based Selection(QCBS) method set out in the Consultant Guidelines.
 11. Interested Consultants may obtain further information at the address below during office hours i.e., 10.00 to 17.00 hours on all working days.
 12. Expressions of Interest must be delivered in written form and should include the firm's demonstrated capacity to provide the required expertise. Expressions of Interest must be delivered to the address below through registered post/speed post/courier/by hand as hard copy and CD latest by **31st May 2018** till 1700 hours.

Address for Communication

**Under Secretary (NM),
Ministry of Minority Affairs,
11th Floor, Pt. Deendayal Antyodaya Bhawan, CGO Complex,
Lodhi Road, New Delhi.
Tele: 011-24364310
<http://www.minorityaffairs.gov.in/>**

Prescribed format for applying for

SELECTION OF AN AGENCY FOR DEVELOPING IEC STRATEGY AND IMPLEMENTATION PLAN FOR THE NAI MANZIL – EDUCATION AND SKILLS TRAINING FOR MINORITIES PROJECT

I) Organizational Profile

A – Consultant’s Profile (Maximum 2 pages)				
1.	Name of the Organization			
2.	Postal Address			
3.	Telephone: Mobile / Fax/ E-mail			
4.	Contact Person name and designation with contact details			
5	Registration Details: Registered on (Date) No. of completed years	Provide copy of the registration certificate and indicate whether Society/Trust/Company/Others		
6.	Financial average Annual Turnover of at least Rs. 3.00 crore during the last three financial years required. (Enclose Audited Balance Sheets)	Provide the turnover of organization (on the basis of the audited accounts) in the last three financial years in Indian Rupees.		
		2014-15	2015-16	2016-17
B- Consultant’s Experience				
1.	The firm should be in business for at least the last five years holding a valid Permanent Account Number (PAN)/ TAN and Service Tax Registration / GST Number or equivalent Registration in case of foreign applicants.			
2.	Evidence of the firm’s experience with similar types of requisite experience and capabilities in IEC related assignments in related domains under externally-aided projects in India.			
3.	Proven ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and quasi-governmental agencies.			
4.	The agency should not have unsatisfactory track record resulting in adverse action taken by Central/State Governments in India (an undertaking must be submitted).			

II) EOIs will be evaluated based on the short-listing criteria listed below.

S#	Short listing Criteria	Must Meet criteria	Documents to be submitted
1	The firm should be in business for at least the last five years holding a valid Permanent Account Number (PAN)/TAN and GST Registration Number.	Must Meet	Registration certificate, Copies of PAN, TAN and GST registration
2	The agency should have an average annual turnover of Rs. 3Crore or above for the past 3 financial years (2014 – 2015; 2015 – 2016; 2016 - 2017).	Must Meet	Statutory Audit report to be attached
3	Evidence of the firm's experience with similar types of requisite experience and capabilities in developing IEC strategy & its implementation in related domains under externally-aided projects (at least 2 such projects in last 3 years).	Must Meet	Enclose list of relevant assignments, including evidence of conducting similar IEC exercises in the education and skills sector, with customer name and address, contact details, order value, and performance certificates.
4	Proven ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and quasi-governmental agencies.	Must Meet	Relevant orders, certificates, completion orders, etc. should be provided as evidence.
5	Availability of qualified experts in fields relevant to lead the proposed work.	Must Meet	Consent document of the proposed expert.
6	The agency should not have any unsatisfactory track record resulting in adverse action taken by any Government in India (an undertaking must be submitted)	Must Meet	As per format provided at Annexure – II.

(On the letterhead of the agency/firm)

Declaration

Date:.....

To whomsoever it may concern

I/We hereby solemnly take oath that I/We am/are an authorized signatory in the Agency/Society/ Company/Trust and hereby declare that "Our Agency/Society/Company/Trust does not face any sanction or any pending disciplinary action from any authority." Further, it is also certified that our firm does not have any unsatisfactory track record resulting in adverse action taken by any Government in India. In case of any further changes which effect this declaration at a later date, we would inform the Ministry of Minority Affairs (MoMA) accordingly.

Authorized Signatory

(with seal)