

World Bank financed
Assam Agribusiness & Rural Transformation Project (APART)
Assam Rural Infrastructure and Agricultural Services (ARIAS) Society
(An Autonomous Body of the Government of Assam)

REVISED REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

For hiring of Consultancy Services for IEC Campaign under APART

Re-REOI No. ARIASS/APART/IEC/176/2017/50-A

Dated Guwahati the 2nd November, 2018

1. The Government of Assam (GoA) through the Government of India has received a loan of US\$ 200 million from the World Bank (WB) (Loan No. 8780-IN) for implementation of the Assam Agribusiness & Rural Transformation Project (APART). The ARIAS Society now intends to apply a portion of the loan for hiring of Consultancy Services for IEC Campaign under APART. *This revised REOI is issued against cancellation of earlier REOI no. ARIASS/APART/IEC/176/2017/16 dated 20th Jan. 2017*
2. The Project Development Objective (PDO) of APART is to “add value and improve resilience of selected agriculture value chains focusing on smallholder farmers and agro-entrepreneurs in the targeted districts¹ of Assam”. The activities of APART are grouped into four major components: (i) Component A: Enabling Agri Enterprise Development (ii) Component B: Facilitating Agro Cluster Development (iii) Component C: Fostering Market-led Production and Resilience Enhancement (iv) Component D: Project Management, Monitoring and Learning. More details may be seen at the following url- <http://www.arias.in/> .
3. The key objective of the consultancy assignment includes - (a) Effectively disseminate project information to multiple stakeholders that provides equal opportunity for stakeholders to partner and access benefits from the project; (b) Facilitate informed decision making processes that promotes behavioral shift to adopt Climate Resilient practices for higher returns; (c) Bring behavioral changes in the individual level of farmers and agri-entrepreneurs; (d) To develop citizen engagement for the primary beneficiaries of the project and also for the secondary beneficiaries such as market actors, traders and other stakeholders in terms of promoting agribusiness and bringing about rural transformation with respect to agriculture production; (e) To undertake publicity activities in the states and countries neighboring Assam about potential marketing opportunities for APART commodities;
4. Briefly the scope of the IEC Consultancy assignment would cover- (a) Mapping of stakeholders; (b) Conduct Communication Needs Assessment (CNA); (c) Develop IEC strategy; (d) Prepare IEC implementation plan; (e) Design, develop & pre-test appropriate messages, tools and materials; (f) Production of material; (g) Implementation of approved IEC plan; (h) Capacity Building through training/orientation; (i) Develop reporting formats for the IEC activities; (j) Citizen Engagement, etc.
5. The State Project Director (SPD), ARIAS Society now invites eligible consulting firms (“Consultants”) to indicate their Expression of Interest (EOR) in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services as indicated in the Draft Terms of Reference (TOR) for the assignment, which may be seen at the website of ARIAS Society viz. <http://www.arias.in/procurements.html>.
6. **Shortlisting criteria are:-** The firm/ agency should –
 - a) be in business in media, public relations, and advertisement assignments for at least last **five (5) years** (i.e. 2017-18, 2016-17, 2015-16, 2014-15 and 2013-14);
 - b) have Average Annual Financial Turnover of minimum **Rs.5.0 crore** in each of the last **3 (three)** financial years (i.e. 2017-18, 2016-17 and 2015-16) from media, public relations, or advertisement assignments preferably with public sector agencies in India;
 - c) have proven experience of successfully completed at least **3 (three)** similar IEC assignments in the last 5 years (i.e. 2017-18, 2016-17, 2015-16, 2014-15 and 2013-14);
 - d) have adequate technical and managerial capability of the firm (**key personnel would not be evaluated at this stage and hence CVs shall not be submitted now, but only at RFP stage**).

¹ The targeted districts of Assam are [Undivided districts as on April 1, 2016], namely Nagaon, Sonitpur, Barpeta, Karbi Anglong, Kamrup, Dhubri, Golaghat, Kokrajhar, Lakhimpur, Darrang, Cachar, Sivasagar, Jorhat, Goalpara, Morigaon and Nalbari

7. **The lists of documents to be submitted along with EOI are** (*EOIs shall not be more than total 60 pages*):
- a) Name, address, e-mail, telephone, Cell Phone Number, along with a note on the Ownership and organizational structure & core business area of the consulting firm;
 - b) Document (s) to demonstrate that the firm is in the business for the last **5** years (i.e. 2017-18, 2016-17, 2015-16, 2014-15 and 2013-14);
 - c) Certificate from the statutory auditors/Chartered Accountant stating the year wise annual turnover during each of the last **3 (three)** financial years (i.e. 2017-18, 2016-17 and 2015-16);
 - d) Details of at least **3 (three)** similar assignments executed in the last **5** years (i.e. 2017-18, 2016-17, 2015-16, 2014-15 and 2013-14) to support the short-listing criteria accompanied by completion or acceptance certificate(s), including experience, if any, of having worked with public sector agencies in India;
 - e) A short write-up on technical and managerial capability of the firm (***key personnel would not be evaluated at this stage and hence CVs shall not be submitted***).
8. The Consultancy firm/Agency would be selected in accordance with the World Bank's 'Procurement Regulations for IPF Borrowers: Procurement of Goods, Works, Non-Consulting and Consulting Services, July 2016 (as updated)', available at www.worldbank.org. Attention of the interested agencies is drawn to paragraph 3.14 of the said Regulations relating to the Conflict of Interest.
9. Consultancy firms may associate with other firms [***except not-for-profit organizations, such as NGOs, and universities***] in the form of a joint venture (JV) or a sub-consultancy to enhance their qualifications. However, nature of association i.e. whether JV or Sub-Consultant, must be clearly mentioned in the EoI.
10. Interested Consultancy Firms/ Agencies must deliver their EOIs in **English** language to the address given below on or before **4:00 pm** of **26th November, 2018** in **hard copy as well as a soft copy**. Further information can be obtained at the address given below from 11.00 am to 04.00 pm (IST) on all working days.

<p>The State Project Director, ARIAS Society, Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam) Tel: 0361-2332125; website: www.arias.in; email: spd@arias.in</p>
