

## **ARIAS SOCIETY**

**Assam Rural Infrastructure and Agricultural Services Society (ARIASS)**

*(An Autonomous Body under Govt. of Assam)*

**Project Coordination Unit (PCU), World Bank financed Assam Agribusiness & Rural Transformation Project (APART),**

No. ARIASS/APART/IEC/176/2017/16-A

Dated, Guwahati, the 20<sup>th</sup> January 2017

### **REQUEST FOR EXPRESSION OF INTEREST (REOI)**

#### **For Hiring of Consultancy Services for IEC Campaign**

1. The Government of Assam (GoA) through the Government of India (GoI) has applied for a loan of US\$ 200 million from the World Bank (WB) for implementation of the Assam Agribusiness & Rural Transformation Project (APART) which is likely to start implementation from April 2017. The objective of APART is to increase value-addition and improve resilience of selected agriculture value chains, focusing on small farmers and agro-entrepreneurs in the targeted districts of Assam. The Assam Rural Infrastructure and Agricultural Services (ARIAS) Society now intends to apply a portion of the loan for **hiring of an Agency/ Firm for designing, planning and conducting IEC Campaign** for 3 (three) years.
2. The key indicators of the project would be (1) Farmers reached with agricultural assets or services (number) of which female (%) (2) Increase in quality as measured by price premium of commodities sold by beneficiaries in the selected value chains (%) (3) Share of agricultural commodities sold through new marketing channels (%) and (4) Farmers adopting improved agricultural technology (number).
3. APART activities are grouped into four major components: (i) Component A: Support to Agri Enterprise Development (ii) Component B: Facilitate Agro Cluster Development (iii) Component C: Market-led Production and Resilience Enhancement (iv) Component D: Project Management, Monitoring and Learning.
4. The Agency/ Firm will utilize multiple channels and media format to publicize the activities under APART. 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.
5. Briefly the core framework of the consultancy includes: (a) Conducting Community Needs Assessment (CNA) to investigate key issues, assess local capacities and perceptions of the media with respect to the project (b) Development of effective state and district specific strategies and plans based on evidence and tailored to local needs and context (culture, etc.) to reach the target groups (c) Conceptualize and develop IEC messages content in local languages with sensitivity to local societal context (d) Engagement of agencies to implement the IEC strategy and plan at the local level and monitor the work of these agencies, taking full responsibility for their results (e) Adherence to Social Management Framework of the project and ensure incorporation of social development principles of APART in designing and implementation.
6. The State Project Director (SPD), ARIAS Society now invites eligible consultancy firms/ agencies to submit their Expression of Interest (EOI) for **"Consultancy Service for IEC Campaign"**. 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 proposed assignment, which may be seen at the website of ARIAS Society viz ([www.arias.in/notification](http://www.arias.in/notification)).
7. **The list of documents to be submitted along with EOI are** (*Expression of Interest shall not be more than total 60 pages*):
  - a. Name, complete address, fax number, e-mail address along with a note on the Ownership and organizational structure & core business area;
  - b. Document (s) to demonstrate that the firm is in the business for the last five (5) years;
  - c. Details of at least **3** similar assignments executed in the last 5 years (2011-12, 2012-13, 2013-14, 2014-15 & 2015-16) 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/ projects funded by International Multilateral/ Bilateral agencies;
  - d. Certificate from the statutory auditors/ Chartered Accountant certifying the total turnover during each of the last **3** financial years (i.e. 2013-14, 2014-15 & 2015-16);
  - e. In-house available expertise with domain knowledge and experience in similar assignments.
8. **The short-listing criteria include:** The firm/ agency should
  - a. be in business in media, public relations, and advertisement assignments for at least last five (5) years;
  - b. have Average Annual Financial Turnover of minimum **Rs.2.5 crore** in the last **3** financial years (2013-14, 2014-15 & 2015-16) from 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.
  - c. have proven experience of successfully completed at least 3 similar assignments in last 5 years (2011-12, 2012-13, 2013-14, 2014-15 & 2015-16);
  - d. have in-house creative expertise on the media, communication, and advertising domains with experience in local languages.
9. The consultant will be selected in accordance with the Quality & Cost Based Selection (**QCBS**) method set out in the World Bank's "Procurement Regulations for IPF Borrowers; Procurement of Goods, Works, Non-Consulting & Consulting Services, July 2016", available at [www.worldbank.org](http://www.worldbank.org). Attention of the interested agencies is drawn to paragraph 3.14 of the said Regulations relating to the Conflict of Interest. Consultants may associate with other firms 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 Expression of Interest.
10. Interested Consultancy Firms/ Agencies must deliver their EOIs in written form in English language to the address given below on or before **15<sup>th</sup> February'2017** in hard copy as well as a soft copy. Further information can be obtained at the address of the SPD given below from 11.00 am to 04.00 pm (IST) on all working days.

**The State Project Director, ARIAS Society, Agriculture complex, Khanapara, G.S. Road, Guwahati-781022 (Assam)**

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