

**NATIONAL MISSION FOR CLEAN GANGA**  
Ministry of Water Resources, River Development & Ganga Rejuvenation  
1<sup>st</sup> floor, Major Dhyan Chand National Stadium, India Gate, New Delhi-110002

**REQUEST FOR EXPRESSION OF INTEREST (REOI)**  
**FROM CREATIVE MULTI-MEDIA ADVERTISING AGENCIES FOR DEVELOPING**  
**COMMUNICATION MATERIALS (AUDIO, PRINT AND AUDIO-VISUAL MATERIALS)**  
**(CONSULTING SERVICES- FIRMS SELECTION)**

**Reference No.: IN-NMCG-18031-CS-CQS**

1. The Government of India has received financing from the World Bank towards the cost of Mission Clean Ganga related activities under NGRBA Program (later which is included as one of the component of the Namami Gange Programme) at the level of institutional development, operational and implementation support and in four sectors, namely wastewater collection and treatment, industrial pollution control, solid waste management and riverfront development. At National level, National Mission for Clean Ganga (NMCG) is implementing Namami Gange Programme and there are State Program Management Groups (SPMGs), registered as societies in the respective states, namely in Uttar Pradesh, Uttarakhand, Bihar and West Bengal while Jharkhand has dedicated nodal cell.
2. The NMCG aims to strengthen its capacity in generating mass awareness and public participation in cleaning river Ganga. The Consulting service (“the Services”) includes developing a multi-layered national campaign aimed at (i) generating mass awareness about the criticality of the Ganga as a national resource and the challenges facing the river, and (ii) prompting the changes in attitudes and behaviour needed to help rejuvenate the river. **The detailed Scope of Work is enclosed at Annexure-I.**
3. NMCG now invites eligible Advertising Agencies (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.
4. The eligibility criteria is as under:
  - A. Technical Eligibility Criteria:
    - (i) Must be an **empanelled Advertising Agency engaged in Multi-Media Creative Work in “Category A”** with Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information and Broadcasting. (*Valid Documentary proof/ Valid Certificate must be submitted.*)
    - (ii) Must be an Indian entity with minimum 5 (five) years of existence as on 31.08.2017.
    - (iii) Must have professional experience of atleast 5 years in social sector advertising.
    - (iv) The Agency should not have been blacklisted by the Central/ State Governments &PSUs.

B. Financial Eligibility Criteria:

- (i) The annual turnover in last three years i.e. FY 2014-15, FY 2015-16 and FY 2016-17 should not be less than Rs. 100 crore.
  - (ii) The net profit figure for the last three financial years as mentioned above should not be negative.
5. The applicants may cite the credentials of their ranking and awards, if any received/recognized in last three years, in the survey conducted by Independent Agencies such as reputed Media houses, business associations etc. as per Annexure V.
  6. The EOI documents must be signed by the authorized signatory of the applicant and a power of attorney in this regard shall be submitted by the applicant as per Annexure VIII.
  7. The applicants shall submit requisite documents as sought in this REOI (alongwith Annexures). In absence of requisite documents, the application of the entity shall be liable for rejection. However, NMCG reserves the right to seek clarifications and/or supporting documents from applicants regarding any details as deemed necessary. The applicants should submit a signed copy of the REOI as acceptance of the terms and conditions of the REOI.
  8. The NMCG reserves the right to cancel the REOI at any time or amend / withdraw any of the terms and conditions contained in the REOI at any stage without assigning any reason thereof.
  9. 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 2014)*, setting forth the World Bank's policy on conflict of interest.
  10. A Consultant will be selected in accordance with the "**Selection Based on the Consultants' Qualifications (CQS)**" method set out in the Consultant Guidelines.
  11. Further information can be obtained at the address below during office hours (09:30 AM- 6:00 PM)
  12. Expressions of interest must be delivered in a written form (one original and one copy) to the address below by **03:00 PM; 18<sup>th</sup> September 2017**.

Dr. I.K. Sawhney  
Procurement Specialist  
National Mission for Clean Ganga  
1st Floor, Major Dhyan Chand National Stadium,  
India Gate, New Delhi - 110002.  
Tel: 011-23072900  
E-mail: indresh.sawhney@nmcg.nic.in

**Director General  
National Mission for Clean Ganga**

## **Annexure-I Scope of Work**

### **Brief for Creative Multi-Media Advertisement Agencies on Proposed Ganga Campaign**

The Ganga is India's most important river. Its sprawling basin covers more than 860,000 square kilometres in India alone and is home to around 600 million Indians, or close to half the nation's population. The basin generates approximately 40 percent of the country's GDP and is an invaluable environmental and economic resource for India.

The main stem of the Ganga rises from glacial sources in the Himalayas and courses through five major states before draining through the Sundarbans -- the largest mangrove system in the world--into the swirling waters of the Bay of Bengal. Along its 2,500 km journey, the river enriches huge swathes of agricultural land and sustains a procession of densely-populated cities and towns along its banks. Fast-flowing tributaries in its upper reaches have the hydropower potential to ease India's chronic power shortages, and in the plains, the river has the potential to transform into an arterial waterway that spurs economic growth in one of the poorest and most populous regions of the country.

But the Ganga -- long an icon of India's ancient civilisation and critical for its prosperity -- is in trouble. Ever-growing populations, unplanned urbanisation and rapid industrialisation generate heavy pollution loads that incessantly sully the river. Over-abstraction of its waters in the lean season (primarily for irrigation), competing water demands, and diversions and obstructions on the main stem and tributaries have wreaked havoc on the health of the river and its ability to nourish the millions of people who live and work in the basin.

#### **National Mission for Clean Ganga:**

The National Mission for Clean Ganga (NMCG) has been set up under the Ministry of Water Resources, River Development and Ganga Rejuvenation (MOWR, RD & GR) to steer the rejuvenation of the river. Its flagship programme, Namami Gange, integrates efforts to clean and protect the Ganga river in a comprehensive manner. The Namami Gange programme has a budget outlay of Rs. 20,000 crore for the next 5 years. The objective of the Programme is to improve the quality of water of river Ganga by the year 2020. The World Bank is supporting the government's Ganga Rejuvenation programme through a \$1 billion loan.

#### **Ganga Clean-up and Rejuvenation:**

Rejuvenation of this 2,500 km river -- with multiple tributaries and hundreds of millions of inhabitants in the basin -- is a multi-sectoral effort. But given the multiplicity of challenges facing the Ganga, one of the first areas of focus is to address the formidable pollution pressures that burden the river today, carrying attendant threats to its biodiversity and environmental sustainability. The 50 major cities and hundreds of smaller towns that line the river's banks generate about 3000 million litres of sewage every day, only one-third of which is treated before it reaches the river. While domestic sewage accounts for 70-80 percent of the wastewater that flows into the Ganga, industrial effluents which are even more toxic, add another 15 percent, with far-reaching impacts on human and aquatic health. And, in the absence of adequate solid waste management in most cities, mounds of uncollected garbage add to the pervasive pollution.

NMCG has approved more than 165 projects at cost of more than Rs. 15,000 crore in the sectors of sewage water treatment, river front development, afforestation, bio-diversity conservation, water quality monitoring etc.

### **Communication Challenge:**

There is widespread recognition that the success and sustainability of the Ganga rejuvenation program hinge on high levels of public participation. There is thus a need to create greater mass awareness about the challenges facing the river today with the aim of evoking real behavioral change among stakeholder groups such as pilgrims (whose ritual practices add to pollution loads) or among local communities living by the river (sources of solid and liquid waste).

Given past efforts to clean the river (Ganga Action Plans etc) there is also certain level of skepticism over whether this latest attempt will be successful. There is thus a need to generate public confidence in the proposed program and to make them aware about the efforts taken by the Government.

The NMCG intends retaining the services of a leading Advertising Agency, for a period of one year (which may be extended for another one year subject to satisfactory performance and on agreed mutual terms and conditions) for a period of another year, to develop a multi-layered national campaign aimed at (i) generating mass awareness about the criticality of the Ganga as a national resource and the challenges facing the river; and (ii) prompting the changes in attitudes and behavior needed to help rejuvenate the river.

### **The Campaign Approach:**

While there is no questioning the reverence in which the river is held, the emotional connect with the Ganges for most Indians tends to be restricted to personal ritualistic moments and becomes passive once the event is over. Invoking this reverence (aastha) towards the river – without however giving it religious overtones – could be an entry-point towards mass awareness and action towards river clean-up. The proposed campaign therefore needs to evoke a strong soul connect with the Ganga and leverage the associated emotion to drive active participation in keeping the river clean and healthy. The cachet needs to be on a creative messaging regime and innovative ideas and platforms that can help wean people away from activities that pollute the Ganga.

There is new and upbeat dynamism, an innate desire in the people to see the nation rise to new heights of success. A new resilient India is on the rise. A 'New India' is in the making. The youthful nation is emerging as one of the most powerful. NMCG wants to see its coming days an era of determination to clean Ganga and desires to involve all the stakeholders in this mission to clean Ganga. New India wants to see clean and rejuvenated river Ganga.

### **Stakeholders/Target Audience:**

- Each and every citizen of the country
- People living along the length of the Ganga in villages and cities
- Pilgrims who throng to the Ganga for rituals and festivals
- Communities who depend upon the river for their livelihoods – fisherfolk, boatmen, priests etc
- Religious institutions, ashrams etc along the river
- Members of gram panchayats and urban local bodies (municipalities) along the river
- Government Departments both at Centre and State levels
- Schoolchildren and college students living along the river
- Sanitation workers, NGOs, Civil Society Organisations, Youth Groups, SHGs.
- Corporate houses etc.

## Scope of Work:

- **Develop a campaign-able idea** -- This ‘umbrella’ idea must be capable of galvanizing support for the ‘Clean Ganga’ movement at all levels. The idea should draw upon the emotional connect of India with River Ganga without giving it a religious or political skew in any manner. This lead idea will be developed in collaboration with the client in the light of a review of all of the available formative research and the Communication Strategy prepared for the Program.
- **Develop a recognizable campaign identity that carries across different layers of outreach envisaged** – at the national level; the main Ganga basin states of Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal; and the local (city or village) level.
- **Production of creative content** – Either produce the creative content and/or co-ordinate with the agency hired by NMCG for production purpose.
- **Create a multi-channel campaign strategy** – Principles will include potential reach, including capacity to also reach media dark and local audiences, ability to conserve fidelity to message content, ability to leverage the capacity and funding streams of partners and cost-effectiveness.
- **Develop channel specific executions** for:
  - Mass media campaign (national TV, radio, outdoor, print, social media, etc.), with the potential to be translated into Hindi, Bhojpuri, and Bengali etc.
  - Advocacy, a short film to engage policy-makers, influencers and those involved in program delivery at national, state and district level.
  - Community and interpersonal implementation tools
- **Highlighting the Ganga** --Help develop technical material, for example mobile and Youtube based videos and materials on the relevance of Ganga, quizzes, game shows, trivia, contests etc. that can be used for outreach at the grassroots.
- **Pre-test, revise and deliver all final materials and tools** - including:
  - Audio visual: conceptualize, design, script and develop material including 60 seconds, 40 seconds & shorter edit TVCs and 30 seconds-40 seconds Radio spots
  - Print: design, lay out, copy write, translate, provide final artwork for newspaper and magazine advertisements, brochures, leaflets
  - Outdoor: design, lay out, copy writing and color scheme and presentation and final artwork for: hoardings, posters, bus/ train panels, sign boards, other OP
  - Digital media: conceptualizing, scripting, and presentation for digital campaign strategy and execution, creating dedicated properties for NMCG on popular social media channels (e.g. Facebook, twitter, You tube etc), content for mobile campaigns, banners for internet websites, inputs for Social Media platforms, info graphics, other small audio, video clips etc
  - Outputs for Below the Line (BTL) audiences: Rural and urban activation using innovative media platforms to reach media dark and BTL segments

Before creating the final assets, there must be evidence of rigorous pre-testing with consumers. Methodology to be agreed.

- **Launch and disseminate the new approach** -- Provide technical inputs including agenda, presentations/presenters and material for a national dissemination workshop on the new strategy and materials. Provide content for a national launch.

- **Translation --** All the strategies and materials to be delivered in Hindi in the first instance. Then translate all creative into the major languages of the key Basin states, rewriting in the target language and ensuring that the meaning of the source text is retained (Mix of translation, localization and copy writing, where the text is culturally and linguistically adapted to suit the reader). Proof read and edit finally translated version.
- **Monitoring, tracking and evaluation --**The agency will be expected to advise on these aspects.

**Annexure-II**  
**Format for Letter of Application**  
*[On the Letter head of the Applicant]*

Date:

To  
Procurement Wing,  
National Mission for Clean Ganga  
1<sup>st</sup> Floor, Major Dhyan Chand National Stadium,  
India Gate, New Delhi - 110002.  
T: +91 11 2307 2900

**Subject: Expression of Interest (EoI) for engagement of Creative Multi-Media Advertising Agency.**

Dear Sir,

Being duly authorized to represent and act on behalf of ..... (Hereinafter referred to as “the Applicant”), and having gone through and fully understood all of the eligibility and qualification requirements and information provided, the undersigned hereby apply for Expression of Interest for the captioned project.

We are enclosing our Application for Qualification in one (1) original and one (1) copy, with the details as per the requirements of the REOI Document, for your evaluation.

Yours faithfully,

\_\_\_\_\_  
(Signature of Authorised Signatory)  
(Name, Title and Address)

**Annexure-III**  
**Format for Details of Applicant**

<b>S. No.</b>	<b>Particulars</b>	<b>Details to be filled in</b>
1	Name of applicant with full address	
2	Telephone No.	
3	Email	
4	Year of Incorporation. (Copy of incorporation/registration certificate to be attached)	
5	Name and address of the person holding the Power of Attorney.	
6	(i) Place of Business.	
	(ii) Date of Registration.	
7	Details of Branch Offices	
8	Service Tax Registration Number (copy to be attached).	
9	PAN No. (copy to be attached)	
10	Are you presently debarred / Black listed by any Government Department /Public Sector Undertaking /Any Employer? (If Yes, please furnish details)	
11	Name and details (Tel./ Mobile / E mail) of Authorised Signatory	

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

**Annexure-IV**

**List of Similar Assignments in atleast last 5 (five) financial years ending on 31.03.2017**

<b>S. No.</b>	<b>Year</b>	<b>Name of assignment with location</b>	<b>Name of the Funding Agency</b>	<b>Duration of the Assignment (From...To)</b>	<b>Short Description of assignment</b>	<b>Name and address of Owner/ Client</b>	<b>Fees for the Assignment</b>	<b>Any other Relevant information</b>

Note:

*The list of assignments mentioned must be substantiated with documentary evidence such as work orders/relevant pages of the contract agreement indicating fees/project completion certificates in a sequential manner.*

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

**Annexure-V**  
**Rankings and Awards**

**Ranking:**

Sr. No.	Name of the Independent Agency	Year	Rank (No.)
1			
2			
3			
....			

**Awards:**

Sr. No.	Name of the award	Year
1		
2		
3		
....		

*Note:*

*The rankings and awards mentioned **must** be substantiated with documentary evidence and shall clearly indicate the year for which it has been recognized.*

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

**Annexure-VI**  
**Format for Financial Strength of the Applicant**

<b>S. No.</b>	<b>Financial Year</b>	<b>Turnover (Rs. in Crores)</b>	<b>Profit/loss(-) (Rs. in Crores)</b>
1	2014-15		
2	2015-16		
3	2016-17		

Note:

- Copies of audited balance sheet and profit & loss account for the above years must be submitted.

It is certified that the information given above is TRUE to the best of our knowledge. The organization shall stand liable for any information given above which is later found to be FALSE.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

## **Annexure-VII**

### **Declarations**

*(On a Stamp Paper of relevant value)*

1. I/ We hereby certify that my/our Agency/ Firm/ Company has not been debarred/ blacklisted by any State Government/Government of India/Govt. Departments and/or agencies such as UN/bilateral/ multi-lateral funding/partner agencies and corporate including CPSEs , at any time for services of any description. We undertake that, in the event of us or any of our promoters/directors being blacklisted / barred at any time post the date of this declaration, we shall intimate NMCG of such blacklisting. We further confirm that we are aware that our Proposal for the captioned Project would be liable for rejection in case any material misrepresentation is made or discovered with regard to the requirements of the EoI Document at any stage of the bidding process.
2. I/ We hereby declare that, no relevant information has been omitted/ withheld in the process of furnishing the information with respect to this REOI.
3. We understood that NMCG is not bound to short-list / accept any proposal received in response to this REOI.
4. I/We have read and examined this REOI document while submitting our response. Further, it is understood that this REOI is only an exercise for possible selection for the future work(s); however it does not confer any right to any party submitting EoI for further consideration in the process or work allotment.
5. We hereby declare that all the information and statements made in this EoI are true and accept that any misrepresentation contained in it may lead to our disqualification.
6. I/we understand that if we use any unfair means with regard to this EoI, our EoI/proposal shall be liable for cancellation at any time.

Place:

Signature of the Authorized Signatory

Date:

Name & Designation with Stamp

**Annexure-VIII**

**Format for Power of Attorney for Signing of EoI**

*(On Non – judicial stamp paper of Rs 100/- or such equivalent document duly attested by notary public)*

Know all men by these presents, We, ..... (name of the firm and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr. /Ms (Name), son / daughter / wife of ..... and presently residing at ....., who is presently employed with us and holding the position of ....., as our true and lawful attorney (hereinafter referred to as the “Attorney”) to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our application for “**Expression of Interest forEngagement of Creative Multi-Media Advertising Agency**”, including signing and submission of all documents and providing information/responses to NMCG, representing us in all matters before NMCG, and generally dealing with NMCG in all matters in connection with or relating to or arising out of our bid for the said Project.

We hereby agree to ratify and confirm all acts, deeds and things lawfully done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our aforesaid Attorney shall and shall always be deemed to have been done by us.

For.....

(Signature, name, designation and address)

Accepted

Notarised

.....

(Signature, name, designation and address of the Attorney)

Witnesses:

- 1.
- 2.

Notes:

1. *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and*

*when it is so required, the same should be under common seal affixed in accordance with the required procedure.*

- 2. Wherever required, the Bidder should submit for verification the extract of the charter documents and documents such as a board or shareholders resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Bidder.*
- 3. For a Power of Attorney executed and issued overseas, the document will also have to be legalised by the Indian Embassy and notarised in the jurisdiction where the Power of Attorney is being issued. However, the Power of Attorney provided by Bidders from countries that have signed the Hague Legislation Convention, 1961 are not required to be legalised by the Indian Embassy if it carries a conforming Appostille certificate.*
- 4. In case the Proposal is signed by an authorised Director of the Bidder, a certified copy of the appropriate resolution/ document conveying such authority may be enclosed in lieu of the Power of Attorney.*