

33

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES– FIRMS SELECTION)**

**INDIA**

**COMMUNITY LED LANDSCAPES MANAGEMENT PROJECT**

Project # 157836

**Assignment Title: Hiring a Consultant [Firm] for developing Effective Communication strategy for Indigenous Communities of Meghalaya**

**Reference No: CS - 14**

1. The Government of Meghalaya, with financing and technical support from the World Bank, is implementing a project titled “Community Led Landscapes Management Project”. The objective of CLLMP is:
  - Preparation and implementation of village based Community NRM Plans with landscape approach in 400 villages
  - Strengthening capacity building of communities, traditional institutions and other stakeholders for landscape management
  - Knowledge management and communication services for landscape management.
  - The Meghalaya Community Led Landscapes Management Project (MCLLMP) will work with the communities broadly in the area of forest and water and will help in identifying activities for degraded forest, soil and water conservation, restoration of springs and water bodies, nature based tourism, agro-forestry and homestead forestry. The project will enhance skill and technical capacity of communities along with strengthening support to social system.
2. **Objective:** The **objectives** of the communication support for the Project are therefore to develop an in-depth understanding of the most effective communications approach for each contextual setting – language, culture, ethnicity, belief systems, social, economic and geographic, context, and limitations brought on by COVID19 outbreak - through empirical research and field based testing, and based on the outcome of the research, to develop a comprehensive communication strategy to generate awareness for the project, help mobilize communities and support planning and implementation of natural resource management at the community-level.
3. **Period of Consultancy:** The time period for the said consultancy shall be 12 months from the date of award of contract. The duration may be extended if required with mutual agreement of the parties. The draft Terms of Reference for the assignment is available at [www.cllmp.com](http://www.cllmp.com) and [www.mbda.gov.in](http://www.mbda.gov.in)
4. The Meghalaya Basin Management Agency invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required

320

qualifications and relevant experience to perform the Services. The short listing criteria are:

- The firm should be in business for the last five years. (copies of registration, PAN, TAN, GST or any other relevant registrations etc. to be enclosed)
  - The firm should have an average annual turnover of INR 2 Crore in the last three years. (audited statements of last three FY – for 2016 – 17; 2017 – 18 and 2018 - 19 to be enclosed)
  - Previous substantive experience in developing and carrying out national or regional-level research pertaining to effective communications (relevant contracts or work orders to be enclosed)
  - Experience of working with Central or State Governments, UN or Multilateral Development Banks like World Bank or ADB. (relevant contracts or work orders to be enclosed)
  - The firm should not have unsatisfactory track record resulting in adverse action taken by Central/State Governments in India (an undertaking must be submitted)
  - The Agency is required to submit detailed portfolio of past assignments/portfolios where there had been significant engagement with rural and indigenous communities, with specific focus on low income, low literacy groups. The supporting documents should indicate work done in comparable regions (North East Indian States or other Hill states) and with suitable groups (low literacy, low income, indigenous groups), particularly detailing the following:
    - Contextual setting of the assignment in terms of community cultural dynamics, diversity, gender, age, ideologies and beliefs
    - Research methodology adopted for identifying what communication approach worked and what did not
    - Behavioral change elements, process and approach undertaken by the agency
    - Samples of actual work done (posters, books, films, songs, demonstrations, installations)
    - Specific customised tools, techniques developed for the project
    - Monitoring and impact evaluation etc.
5. 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.

- 36
6. Consulting firm may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. The "Association" may take the form of a joint venture (with joint and several liability) or of a sub-consultancy, and this should be stated clearly in the submission.
  7. *Firms interested to submit their response along with other firms may please note that for a JV, all shortlisting criteria must be met by all members of the JV; i.e. 100% by all members individually.*
  8. *In case a Sub-Consultancy is proposed; Lead firm must submit a consent from the proposed Sub – Consultant to act as Lead. For shortlisting purposes, credentials of only Lead Consultant will be taken into account.*
  9. Further information can be obtained at the address below during office hours [10.00 AM – 5.00 PM]
  10. Expressions of Interest must be delivered in a written form to the address below through registered post/speed post/ courier/ by hand on or before ~~September 3~~ **September 3, 2020** by 1700 Hrs.; **a soft copy of the submission may also be submitted at [mbdaprocurement@gmail.com](mailto:mbdaprocurement@gmail.com)**

  
**The Assistant Project Director  
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