

कार्यालय प्रधान मुख्य वन संरक्षक एवं वन बल प्रमुख, मध्यप्रदेश  
(कक्ष-ग्रीन इंडिया मिशन)  
सतपुड़ा भवन, भोपाल

ई-मेल [apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in) Phone: 0755-2552401

क्रमांक / जी.आई.एम. / 2020 / 433

भोपाल, दिनांक 17/12/2020

प्रति,

अपर प्रधान मुख्य वन संरक्षक,  
सूचना प्रौद्योगिकी,  
भोपाल (म0प्र0)

विषय— ग्रीन इंडिया मिशन ई.ओ.आई.शुद्धिपत्र बाबत।

संदर्भ — इस कार्यालय का पृष्ठांकन क्रमांक 427 दिनांक 09.12.2020

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उपरोक्त विषयान्तर्गत संदर्भित पत्र द्वारा संलग्न विज्ञापन विभागीय वेबसाईड [www.mpforest.gov.in](http://www.mpforest.gov.in) पर अपलोड किया गया है। संलग्न विज्ञापन के द्वितीय गतिविधि Developing IEC strategy and implementation of IEC plan for the ecosystem services improvement project में त्रुटि सुधार हेतु शुद्धिपत्र संलग्न है। कृपया शुद्धिपत्र विभागीय पोर्टल पर अपलोड कराने का कष्ट करें।

संलग्न — उपरोक्तानुसार।

(संजय पाठक)

सहायक वन संरक्षक  
(ग्रीन इंडिया मिशन)  
मध्यप्रदेश, भोपाल



कार्यालय प्रधान मुख्य वन संरक्षक एवं वन बल प्रमुख, मध्यप्रदेश  
(कक्ष-ग्रीन इंडिया मिशन)

सतपुड़ा भवन, भोपाल

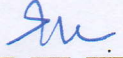
ई-मेल [apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in) Phone: 0755-2552401

क्रमांक / जी.आई.एम. / 2020 / 433

भोपाल, दिनांक 17/12/2020

शुद्धिपत्र

कार्यालय ग्रीन इंडिया मिशन के जावक क्रमांक 428 दिनांक 09.12.2020 द्वारा विभागीय पोर्टल [www.mpforest.gov.in](http://www.mpforest.gov.in) पर अपलोड ग्रीन इंडिया मिशन ई.ओ.आई. के द्वितीय गतिविधि Developing IEC strategy and implementation of IEC plan for the ecosystem services improvement project के दस्तावेज के पृष्ठ क्रमांक 06 पर तालिका Organizational Profile के बिन्दु क्रमांक 06 में विर्णित राशि 25.00 लाख के स्थान पर राशि रुपये 10.00 लाख पढ़ा जावे।

  
सहायक वन संरक्षक  
(ग्रीन इंडिया मिशन)  
मध्यप्रदेश, भोपाल



**REQUEST FOR EXPRESSION OF INTEREST (REOI)  
Under Consultants Qualification Selection Method (CQS)  
FOR  
“SELECTION OF A FIRM FOR DEVELOPING IEC  
STRATEGY AND IMPLEMENTATION OF IEC PLAN  
FOR THE ECOSYSTEM SERVICES IMPROVEMENT  
PROJECT” IN  
MADHYA PRADESH**

**DECEMBER 2020**

**Ecosystem Services Improvement Project (ESIP)  
State Project Implementation Unit  
Office of the Addl. Principal Chief Conservator of Forest  
Green India Mission  
Satpura Bhawan, Bhopal (M.P.)-462004  
Phone:- 0755&2552401] E-Mail : [apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in)**

**REQUEST FOR EXPRESSIONS OF INTEREST for provision of  
(CONSULTING SERVICES– FIRM SELECTION)  
Under Consultants Qualification Selection Method (CQS)**

**Project – ECOSYSTEM SERVICES IMPROVEMENT PROJECT (Project # 133803)**

**Country: India**

**Name of Project – ECOSYSTEM SERVICES IMPROVEMENT PROJECT (Project #  
133803)**

**Project Agreement No. – TF-A3990 IN**

**EoI Date: 31/12/2020**

**Reference No-100441**

**ASSIGNMENT TITLE:**

**“SELECTION OF A FIRM FOR DEVELOPING IEC STRATEGY AND  
IMPLEMENTATION OF IEC PLAN FOR THE ECOSYSTEM SERVICES  
IMPROVEMENT PROJECT” IN MADHYA PRADESH**

1. The Madhya Pradesh Forest Department, through the Government of India, Ministry of Environment, Forest & Climate Change (MoEF&CC) and World Bank, has received grant-in-aid from the World Bank towards the cost of the ECOSYSTEM SERVICES IMPROVEMENT PROJECT (ESIP), and intends to apply part of the proceeds toward consulting services for this assignment.
2. The consulting services (“Services”) are for **“SELECTION OF A FIRM FOR DEVELOPING IEC STRATEGY AND IMPLEMENTATION OF IEC PLAN FOR THE ECOSYSTEM SERVICES IMPROVEMENT PROJECT”** and require requisite experience and capabilities in Information, Education and Communication related to core focal areas/issues of the project. Details of the assignment are provided in Terms of Reference, uploaded at [www.mpforest.gov.in](http://www.mpforest.gov.in). All updates regarding the procurement will be available on the website only.

**3. The objective of the assignment:**

In order to achieve the project objectives, Green India Mission (GIM), Madhya Pradesh Forest Department, State Project Implementation Unit (SPIU) proposes to select an independent and external firm with the requisite skills and proven experience to develop an IEC strategy and implementation plan for the project.

#### 4. Contract Period:

The selected firm 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 O/o Addl. P.C.C.F., GIM & National Project Director, ESIP, M.P. Forest Department, Bhopal (M.P.).

#### 5. The scope of services will include:

- Building a comprehensive IEC Strategy for the project/project areas/stakeholders
  - Awareness Building and Promotion
  - Documentation and developing Resource Materials for all IEC activities
  - Conducting Promotional Events, Workshops etc.
  - Printed/Digital IEC and promotional Material for Awareness Campaigns etc.
  - Audio and Video Spots for Digital Media promotions etc.
6. ESIP-SPIU Madhya Pradesh now invites eligible consulting firms (Consultants) to indicate their interest in providing these services. Interested Firms should provide information demonstrating that they have the required qualifications, skills, expertise, and experience to perform the desired services.

The EOI document shall be available from the advertisement date till the due date on the website of State Forest Department, Madhya Pradesh at [www.mpforest.gov.in](http://www.mpforest.gov.in), which can be obtained by the firms by way of downloading from the website.

Firms are advised to submit their EoI in the appropriate formats specified in this document.

At any time before the submission of proposals, O/o Green India Mission, ESIP-SPIU may, for any reasons, whether at its own initiative or in response to a clarification requested by a consulting firm modify the document by amendment. The amendment will be notified in the website aforesaid and revised documents / clarification if any shall also be uploaded on the website.

7. Preparation of EoI Proposal: Firms are requested to submit the EoI's as per the attached formats only. The proposals, which are not submitted in the required format, are liable to be rejected by the O/o Green India Mission, ESIP-SPIU.

**8. The requirements of information to be provided by the Firm are described in Annexure-1 of this document. Firms are requested to go through the EoI document carefully before preparing and submitting their proposal.**

**9. The firm should not have unsatisfactory track record resulting in adverse action taken by Central/State Governments in India (an undertaking must be submitted) A proposal shall be considered unsuitable and shall be rejected at this stage if it does not respond to important aspects of the EoI/TOR.**



10. 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 03 years holding a valid Permanent Account Number (PAN)/TAN and GST Registration Number.
- The agency should have an average annual turnover of Rs. 10.00 Lakh or above for the past 03 financial years (2017 – 2018; 2018 – 2019; 2019 - 2020).
- Experience of the firm's nature of work with similar types of requisite experience and capabilities in developing IEC strategy and its implementation in related domains preferably in the state of Madhya Pradesh and in India.
- Ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and autonomous-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).
- The agency should not currently be debarred by the World Bank or any other Multilateral Development Banks (MDBs) sanctions board/committee. [Self-declaration certificate to be enclosed]
- The firm should not be excluded by any state agency for non-performance in the last three years, [Self-declaration certificate to be enclosed]

11. 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.

12. 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.

13. The final selection of the Consultant for developing the IEC strategy and implementation plan for the GIM-ESIP in the state will be in accordance with the Selection Based on the Consultants' Qualifications (CQS) method set out in the paragraph 3.7 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].

14. A committee constituted by the O/o A.P.C.C.F., Green India Mission, M.P. State Forest Department will complete the evaluation and selection of the firm.

15. 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.

16. 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/ by hand as hard copy and soft copy (CD) latest by 31, December **2020** till 1700 hours.

**Address for Correspondence:-**

**Additional Principal Chief Conservator of Forest**

**Green India Mission**

**Upper Basement 'B' Wing, Satpura Bhawan.**

**Bhopal, Madhya Pradesh 462004.**

**Tele: 0755-2552401**

Email: [apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in) Website: <https://www.mpforest.gov.in/>

## Prescribed format for applying for

**SELECTION OF A FIRM FOR DEVELOPING IEC STRATEGY AND  
IMPLEMENTATION PLAN FOR THE ECOSYSTEM SERVICES  
IMPROVEMENT PROJECT (ESIP) in MADHYA PRADESH**

## I) Organizational Profile

A – Firm's Profile				
1	Name of the Organization			
2	Postal Address			
3	Telephone: Mobile / Fax/ E-mail			
4	Contact Person name and designation with			
5	Registration Details: Registered on (Date) No. of completed years Provide copy of the registration certificate and			
6.	Financial average <b>Annual Turnover</b> of at least <b>Rs. 10.00 Lakh</b> 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 <b>Financial years in Indian Rupees.</b>		
		<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>

**B- Firm's Experience**

1.	The firm should be in business for at least the last three 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 preferably in the state of M.P and in India.
3.	Proven ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and autonomous-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). Annexure-III



**FIRMS'S EXPERIENCE – FORMAT**

Assignment name:	Country: Location within country:
Name of Client:	Address:
Duration of assignment (months): Start date (month/year): Completion date (month/year):	Total No. of staff-months of the assignment:
Approx. value of the contract (in current INR):	
Name of associated Firms, if any:	
Name of associated consultants/Team Members:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader etc):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	

**(On the letter head 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 Firm/Society/  
Company and hereby declare that:

- The agency is not debarred by the World Bank or any other Multilateral Development Banks (MDBs) sanctions board/committee.
- The firm is not excluded by any state agency for non-performance in the last three years, "

Authorized Signatory

(with seal)

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## Ecosystem Services Improvement Project

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### Terms of Reference

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#### Selection of a firm for “Developing IEC Strategy and Implementation of IEC plan for the Ecosystem Services Improvement Project (ESIP)” in Project Districts of Madhya Pradesh, India

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##### **1. Background and Context:**

The Government of Madhya Pradesh is implementing the Ecosystem Services Improvement Project (ESIP), which is a World Bank/GEF grant in support of the Green India Mission. The project development objective (PDO) is to Improve forest quality, land management and non- timber forest produce (NTFP) benefits for forest dependent communities in selected landscapes in Madhya Pradesh and Chhattisgarh. The current TOR is only for the part of the project being implemented in Madhya Pradesh. The project is being managed by the Additional Principal Chief Conservator of Forests (APCCF), Green India Mission in the State Forest Department. The project envisages to apply part of the grant proceeds for “Developing IEC Strategy and Implementation of IEC plan for the Ecosystem Services Improvement Project (ESIP) in the three project districts of Sehore, Hoshangabad and Betul.

**2. Project Beneficiaries:** Targeted project beneficiaries includes forest dependent communities in the forest fringe villages, Forest Committees, Forest Department frontline staff, officers, SHG based pro-poor families especially women etc. in the targeted districts. Indirect beneficiaries will include those who benefit from project investments through various forestry/ non-forestry activities, interventions demonstrated by the project, etc. The project promotes gender mainstreaming and women’s empowerment to ensure that a significant proportion of project beneficiaries include women. Reasonable measures are taken in terms of awareness generation, capacity building and empowerment for facilitating women participation in project intervention strategy, livelihood development and skill development. The project is implementing livelihood development through training, skill development and local linkages with focus on women led SHGs and encourage participation of women in the decision-making process of various project activities. Staff of the participating forest & line departments and local autonomous institutions will be among indirect beneficiaries of capacity building interventions under the project.

**3. Context of the IEC Campaign:** The IEC Campaign is aimed to create awareness about the project and bring about behavioral changes at the individual level of the primary beneficiaries of the project and secondary beneficiaries and other stakeholders in terms of promoting Sustainable land & Ecosystem Management with community participation and bringing about rural transformation with respect to project objectives. The IEC Campaign is expected to bring about changes in behavior, perception and attitude related to forest based livelihoods, improved capacity building, livelihood based SHGs as well as participation of women. Hence, the IEC strategy would also include Stakeholder Engagement and Behavior Change Communication components. The expected outcome of the IEC strategy and campaign will be tracked through the Environment & Social Management Framework (ESMF), i.e. the M&E system of the project. In

addition to this, project will review the effectiveness of the IEC Campaign based on the indicators of the Results Framework of the project.

**4. Broad thematic areas for IEC Campaign:** The IEC Campaign is expected to include but not limited to the following: Awareness campaign on the project for all stakeholders; Awareness generation among project landscape beneficiaries; Designing and developing publicity material for SPIU/Forest Divisions based on project activities; Awareness program for implementing agencies;

**5. Implementation arrangement:** The consultant agency will conduct the IEC activities in 03 project districts of Madhya Pradesh- Betul, Hoshangabad and Sehore in co-ordination with the Forest Divisions and the State Implementing office of GIM for the project. As the project will be implemented through cluster-based approach, therefore, specific focus, based on the project interventions to be given in the clusters identified under the project. The IEC activities will consider the sectoral interventions of the project and promote the inclusion of women and tribal people. The implementation arrangement of the IEC activities should be in compliance with the social safeguards documents designed under the project.

#### **6. Objective of the Assignment:**

- a) Effectively disseminate information about the project to multiple stakeholders that provides equal access for the involved stakeholders to partner and access benefits leveraged from the project.
- b) Facilitate informed decision-making processes that promotes behavioural change to adopt SLEM & climate resilient practices for incremental returns.
- c) Promote behavioural changes in the community/individual levels of project stakeholders/communities in the implementing landscapes especially gender.
- d) To undertake publicity activities in the project districts for sensitization through IEC regarding objectives and expected outcomes of the interventions.

The consultant agency has to work closely with the SPIU officers/consultants/forest division officers/staff for social mobilization, collaboration and involvement of stakeholders. To develop consultation with district/project area stakeholders to seek opinions/feedbacks to engage communities efficiently as well as to sensitize/orient/involve the local NGOs/CBOs/local resources active in the project districts.

#### **7. Scope of Work:**

Following is the scope of work for the proposed assignment:

- a) Building a comprehensive IEC Strategy for the project/project areas/stakeholders
- b) Awareness Building and Promotion
- c) Documentation and developing Resource Materials for all IEC activities
- d) Conducting Promotional Events, Workshops etc.
- e) Printed/Digital IEC and promotional Material for Awareness Campaigns etc.
- f) Audio and Video Spots for Digital Media promotions etc.
- g) Advocacy/Communication Strategy for various potential target groups in compliance with Environment & Social Management Framework (ESMF) of the project.



- h) Advocacy strategy to sensitize state and district level policy and decision makers, key influencers towards sensitizing and creating an enabling environment for the project implementation.
- i) Reporting formats with indicators to monitor achievements of IEC based achievements.

## 8. Specific Tasks

The selected consultant agency will undertake the following specific tasks as part of the assignment. Please note, a few additional tasks may be required, if identified, during the course of implementing the assignment, which may not have been identified at this stage.

- a) **Develop mapping** of the landscape-based stakeholders/communities for analysis to develop comprehensive communication strategy to address information dissemination needs required for the diverse stakeholder groups for print/digital/electronic mediums locally acceptable.
- b) To develop and impart **Communication Needs Assessment (CNA)**: Required to understand the knowledge and necessary potential needs of the targeted beneficiary groups of the project landscapes.
- c) **IEC Strategy**: Based on the above assessment exercise, develop the detailed communication strategy required to develop the approaches for stakeholder-based communication of the project objectives covering all the components and promoting the learnings. Also, to identify the most suitable medium to be used for the targeted stakeholders to reach out the intended messages of the project through an appropriate medium widely acceptable in the project landscapes. This is to promote informed decision-making process required for the stakeholders/communities to appreciate the objectives of the project.
- d) **IEC Implementation Plan**: Document project learnings. Identify and document good practices. Develop materials for web-based promotions of the project learnings. Develop IEC based capacity building, training mechanism towards strengthening local tribal communities/women etc.
- e) **Developing training manuals** (including in local language) for use of the IEC implementation plan.
- f) IEC based development and production of **communication materials**.
- g) Providing necessary technical, operational and behavioural training for proper functioning of local stakeholder institutions and involved communities.

## 9. Duration of the Assignment

The total duration of the assignment is 12 months from the signing of the contract. This is broken into two parts. Part 1 will be for 04 months which will include identification phase, mapping, CNA. Part 2 will be for 08 months for IEC based implementation plan, develop and produce IEC material, training, support etc.

## 10. Deliverables and Payment Schedule

S. No.	Deliverable	Timeline – Months from Signing of Contract	Payment - % of Contract Value
1.	Inception Report	01 Month	15%
2.	Communication Needs Assessment (CNA) and IEC Strategy report submission	02 Months	15%
3.	IEC Implementation Plan Training Manual Prepared and completed	03 Months	20%
4.	Develop and produce IEC material, training and support.	04 Months	20%
5.	Final Report Covering the Developments of 12 Months	12 Months	30%

## 11. Team Composition

The consultants are free to propose and deploy technical and other human resources as may be required, however, the following personnel are necessary to be deployed during the course of the assignment:

S. No.	Position/Title	Qualifications	Estimated Time Required
1.	Communication Specialist & Team Leader (one)	A post graduate in Mass Communication/Journalism or equivalent from a recognized university or institution; at least 10 years experience of working on design & development of print, digital, electronic IEC material etc. in development sector. Experience of developing innovative IEC products would be an advantage	12 Months
2.	Print & Audio-Visual Expert (one)	A post graduate in Mass Communication/Journalism or equivalent from a recognized university or institution; at least 7 years experience of working on design & development of print, digital, electronic IEC material etc. in development sector. Experience of developing innovative IEC products would be an advantage	10 Months
3.	Social Expert/ Language Expert (one)	A post graduate in Social Sciences or equivalent from a recognized university or institution; at least 7 years of experience in working with local communities, conducting household surveys, etc. Experience of working in remote locations and with tribal (including women) would be an advantage. Excellent writing & communication skills	10 Months

<b>S. No.</b>	<b>Position/Title</b>	<b>Qualifications</b>	<b>Estimated Time Required</b>
4.	Graphic Designer	A post graduate in Social Sciences or equivalent from a recognized university or institution; at least 7 years of experience in working on designing IEC based materials/animations/advertisements etc.	12
5.	Trainer (one)	A post graduate in a relevant discipline; at least 10 years of experience in developing training modules and providing TOTs necessary	05 Months
6.	Institutional Expert	A post graduate in a relevant discipline; at least 10 years of experience in working with local village level institutions and their functioning; should be able to provide hand-holding support to the local institutions.	12 Months

**Office of Principal Chief Conservator of Forests and Head of Forest Forces**

(Section: Green India Mission)

M.P. Forest Department

Satpura Bhawan, Bhopal (M.P.)

Office Phone: 0755-2552401, Email: apccfgim@mp.gov.in

GIM/2020/-428


Bhopal, Date 09/12/2020

**NOTICE FOR EXPRESSIONS OF INTEREST**

The office of the Principal Chief Conservator of Forests and Head of Forest Forces, (Section: Green India Mission), MP Forest Department, Satpura Bhawan, Bhopal invites eligible Organizations/agencies to indicate their interest in providing the consultancy services for following.

1. Developing IEC strategy and implementation of IEC plan for the ecosystem services improvement project"
2. Sustainable Harvesting Protocols, Value Addition and Value Chain Development for Non-Timber Forest Products (NTFP) in selected Districts of Madhya Pradesh

Interested organization/agency should apply for any of the above mentined assignments in their respective prescribed formats separately to the undersigned. Details are availabel on department's website [www.mpforest.gov.in](http://www.mpforest.gov.in). The details of Request For Expression of Interest (REOI) and application form can also be obtained from the Office of the Additional Principal Chief Conservator of Forest (Green India Mission) on any Working Days. The last date of the submission is 31-12-2020 up to 17.00 P.M.

  
Assistant Conservator of Forest  
(Green India Mission Cell)  
Satpura Bhawan, Bhopal (M.P.)



# कार्यालय प्रधान मुख्य वन संरक्षक एवं वन बल प्रमुख

(ग्रीन इंडिया मिशन शाखा)

सतपुड़ा भवन, भोपाल (म.प्र.)

Office Phone: 0755-2552401 Email: apccfgim@mp.gov.in

जी.आई.एम. / 2020 / 428


भोपाल, दिनांक 09/12/2020

## (EXPRESSIONS OF INTEREST)

प्रधान मुख्य वन संरक्षक एवं वन बल प्रमुख (शाखा: ग्रीन इंडिया मिशन) कार्यालय, मध्यप्रदेश वन विभाग, सतपुड़ा भवन, भोपाल द्वारा योग्य सलाहकार संस्थाओं को निम्नानुसार कन्सलटेंसी सेवाएं प्रदान करने में रुचि प्रकटन के लिए आवेदन आमंत्रित किया जाता है।

1. Developing IEC strategy and implementation of IEC plan for the ecosystem services improvement project
2. Sustainable Harvesting Protocols, Value Addition and Value Chain Development for Non-Timber Forest Products (NTFP) in selected Districts of Madhya Pradesh

"इच्छुक संस्था/एजेंसी उपरोक्त में से किसी कन्सलटेंसी सेवा हेतु उसके लिए निर्धारित प्रारूप में आवेदन कर सकते हैं। अधिक जानकारी विभाग की वेबसाइट [www.mpforest.gov.in](http://www.mpforest.gov.in) पर उपलब्ध हैं। आवेदन पत्र के बारे में विवरण किसी भी कार्य दिवस पर अपर प्रधान मुख्य वन संरक्षक, कार्यालय (ग्रीन इंडिया मिशन) से भी प्राप्त किया जा सकता है। आवेदन प्रस्तुत करने की अंतिम तिथि 31.12.2020 शाम 17.00 बजे तक है।

  
सहायक वन संरक्षक  
(ग्रीन इंडिया मिशन)  
सतपुड़ा भवन, भोपाल (म.प्र.)



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

**Under Consultants Qualification Selection Method (CQS)**

**FOR**

**“SELECTION OF AN ORGANIZATION FOR Sustainable Harvesting  
Protocols, Value Addition and Value Chain Development for Non-  
Timber Forest Products (NTFP) in Selected Districts of Madhya  
Pradesh, India”**

**December 2020**

**Ecosystem Services Improvement Project (ESIP)  
State Project Implementation Unit  
Office of the Addl. Principal Chief Conservator of Forest  
Green India Mission  
Satpura Bhawan, Bhopal (M.P.)-462004  
Phone:- 0755&2552401] E-Mail :[apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in)**

**REQUEST FOR EXPRESSION OF INTEREST (REoI) for provision  
of  
(CONSULTING SERVICES – FIRMS SELECTION)  
Under Consultants Qualification Selection Method (CQS)**

**Country: India**

**Name of Project – ECOSYSTEM SERVICES IMPROVEMENT PROJECT (Project #  
133803)**

**Project Agreement No. – TF-A3990 IN**

**EoI Date: 31/12/2020**

**Ref. No-103531**

**ASSIGNMENT TITLE:**

**“SELECTION OF AN Organization for Sustainable Harvesting Protocols, Value Addition and Value Chain Development for Non-Timber Forest Products (NTFP) in Selected Districts of Madhya Pradesh, India”.**

1. The Madhya Pradesh Forest Department, through the Government of India, Ministry of Environment, Forest & Climate Change (MoEF&CC) and World Bank, has received grant-in-aid from the World Bank towards the cost of the ECOSYSTEM SERVICES IMPROVEMENT PROJECT (ESIP), and intends to apply part of the proceeds toward consulting services for this assignment.

2. The consulting services (“Services”) are for **“SELECTION OF AN ORGANIZATION FOR Sustainable Harvesting Protocols, Value Addition and Value Chain Development for Non-Timber Forest Products (NTFP) in Selected Districts of Madhya Pradesh, India”** and require requisite experience and capabilities in Non-Timber Forest Produce based value chain development, livelihoods etc. related to core focal areas/issues of the project. Details of the assignment are provided in Terms of Reference, uploaded at [www.mpforest.gov.in](http://www.mpforest.gov.in). All updates regarding the procurement will be available on the website only.

**3. The objective of the assignment:**

In order to achieve the project objectives, Green India Mission (GIM), Madhya Pradesh Forest Department, State Project Implementation Unit (SPIU) proposes to select an independent and external organization with the requisite skills and proven experience to develop an NTFP based sustainable harvesting protocol and value addition and value chain development strategy and implementation plan for the project.

#### **4 Contract Period:**

The selected firm will initially be offered a Contract for a period of twelve (12) months; renewal for any additional period is subject to satisfactory performance in the contract period and further requirements (if any) by O/o Addl. P.C.C.F., GIM & National Project Director, ESIP, M.P. Forest Department, Bhopal (M.P.).

5. Following is the scope of work for the proposed assignment:

- a) Develop protocols for use by collectors, local communities and tribal for sustainably harvesting the NTFPs;
- b) Develop a training manual for training the collectors, local communities and tribal and prepare local trainers through Training of Trainers (TOT), as identified by the Project;
- c) Outline the steps involved in value addition of NTFPs and the associated processes involved;
- d) Demonstrate value addition and/or develop new products from the locally available NTFPs and also demonstrate their production process;
- e) Map the available markets, support in branding and linking with markets in order to create a full value chain for the NTFPs; and
- f) Facilitate establishing local level institutional models (producer companies and/or local cooperatives) and provide necessary training for proper operations and governance of such local level institutions.

6. ESIP-SPIU Madhya Pradesh now invites eligible consulting organizations consultants to indicate their interest in providing these services. Interested Firms should provide information demonstrating that they have the required qualifications, skills, expertise, and experience to perform the desired services.

The EOI document shall be available from the advertisement date till the due date on the website of State Forest Department, Madhya Pradesh at [www.mpforest.gov.in](http://www.mpforest.gov.in) , which can be obtained by the firms by way of downloading from the website.

Firms are advised to submit their EoI in the appropriate formats specified in this document.

At any time before the submission of proposals, O/o Green India Mission, ESIP-SPIU may, for any reasons, whether at its own initiative or in response to a clarification requested by a consulting firm modify the document by amendment. The amendment will be notified in the website aforesaid and revised documents / clarification if any shall also be uploaded on the website.

7. Preparation of EoI Proposal: Firms are requested to submit the EoI's as per the attached formats only. The proposals, which are not submitted in the required format, are liable to be rejected by the O/o Green India Mission, ESIP-SPIU.

8. The requirements of information to be provided by the Firm are described in Annexure-1 of this document. Firms are requested to go through the EoI document carefully before preparing and submitting their proposal.

- The Firms may be disqualified, if complete information sought in the EoI is not provided.
- Any proposals containing vague and indefinite expressions will not be considered.



#### 9. 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).

- a. The firm should be in business for at least the last 03 years holding a valid Permanent Account Number (PAN)/TAN and GST Registration Number.
- b. The agency should have an average annual turnover of Rs. 25.00 Lakh or above for the past 03 financial years (2017 – 2018; 2018 – 2019; 2019 - 2020).
- c. Experience of the firm's nature of work with similar types of requisite experience and capabilities in developing NTFP based strategy and its implementation in related domains preferably in the state of Madhya Pradesh and in India.
- d. Ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and autonomous-governmental agencies.
- e. Availability of qualified experts in fields relevant to lead the proposed work.
- f. The agency should not currently be debarred by the World Bank or any other Multilateral Development Banks (MDBs) sanctions board/committee. [Self-declaration certificate to be enclosed]
- g. The firm should not be excluded by any state agency for non-performance in the last three years, [Self-declaration certificate to be enclosed]

10. The attention of interested organizations 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.

11. Consultants may associate with other organizations 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.

12. The final selection of the Consultant for developing the NTFP based strategy and implementation plan for the GIM-ESIP in the state will be in accordance with the Selection Based on the Consultants' Qualifications Selection (CQS) method set out in

the paragraph 3.7 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].

13. A committee constituted by the O/o A.P.C.C.F., Green India Mission, M.P.

State Forest Department will complete the evaluation and selection of the firm.

14. Interested Consultants may obtain further information at the address below during office hours i.e., 10.30 to 17.00 hours on all working days.

15. 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/ by hand as hard copy and soft copy latest by 31, December 2020 till 1700 hours.

**Address for Correspondence:-**

**Additional Principal Chief Conservator of Forest  
Green India Mission  
Upper Basement 'B' Wing, Satpura Bhawan,  
Bhopal, Madhya Pradesh 462004.  
Tele: 0755-2552401**

Email: [apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in) Website: [https://  
www.mpforest.gov.in/](https://www.mpforest.gov.in/)

**Prescribed format for applying Annexure – I**

**SELECTION OF AN ORGANIZATION FOR Sustainable Harvesting Protocols, Value Addition and Value Chain Development to Non-Timber Forest Products (NTFP) in Selected Districts of Madhya Pradesh, India” FOR THE ECOSYSTEM SERVICES IMPROVEMENT PROJECT (ESIP) in MADHYA PRADESH**

**I) Organizational Profile**

**A – Firm’s Profile (Maximum 2 pages)**

<b>S.No</b>	<b>Item</b>	<b>Firms Information</b>
<b>1</b>	Name of the Organization	
<b>2</b>	Postal Address	
<b>3</b>	Telephone: Mobile / Fax/ E-mail	
<b>4</b>	Contact Person name and designation with contact details	
<b>5</b>	Registration Details: Registered on (Date) Provide copy of the registration certificate and indicate whether Society/Trust/ Company/Others	
<b>6</b>	Financial average <b>Annual Turnover</b> of at least <b>Rs. 25.00 Lakh</b> during the last three years (Provide the turnover of organization (on the basis of the audited accounts) in the last three financial years required) (Enclose Audited Balance Sheets)	<b>Financial years.</b> <b>(Turnover in Indian Rupees)</b>  <b>2017-18      2018-19      2019-20</b>

**B. Firm’s Experience**

<b>1</b>	Firm should be in business for at least the last three years holding a valid Permanent Account Number (PAN)/ TAN and Service Tax Registration / GST Number or equivalent Registration in case of foreign applicants.
<b>2</b>	Evidence of the firm’s experience with similar types of requisite experience and capabilities in NTFP related assignments preferably in the state of M.P and in India.
<b>3</b>	Proven ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and autonomous-governmental agencies.
<b>4</b>	The agency should not have unsatisfactory performance track record resulting in adverse action taken by central/State Governments in India (an undertaking must be submitted). Annexure-III

## EXPERIENCE – FORMAT

Assignment name:	Country: Location within country:
Name of Client:	Address:
Duration of assignment (months): Start date (month/year): Completion date (month/year):	Total No. of staff-months of the assignment:
Approx. value of the contract (in current INR):	
Name of associated Firms, if any:	
Confirmation regrading availability of the required professional staff (number of experts available) No CV to be included at this stage	
Narrative description of Project:	
Broad Description of actual services provided under the assignment/s:	

**(On the letter head of the agency/firm)**

**Declaration**

**Date:.....**

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**To whomsoever it may concern**

I/We hereby solemnly take oath that I/We am/are an authorized signatory in the Firm/  
Society/ Company and hereby declare that:

- The agency is not debarred by the World Bank or any other Multilateral Development Banks (MDBs) sanctions board/committee.

The firm is not excluded by any state agency for non-performance in the last three years, "

Authorized  
Signatory

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## **Ecosystem Services Improvement Project**

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### **Terms of Reference**

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#### **Sustainable Harvesting Protocols, Value Addition and Value Chain Development to Non-Timber Forest Products (NTFP) in Selected Districts of Madhya Pradesh, India**

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##### **1. Background and Context:**

Non-Timber Forest Products (NTFPs) refer to all biological materials other than timber extracted from natural forests for human and animal use and have both consumptive and exchange value. Globally NTFP / NWFP are defined as “forest products consisting of goods of biological origin other than wood, derived from forest, other wood land and trees outside forests” (Report of the sub-group-ii on NTFP and their sustainable management in the 12th 5-year plan, 2011). There is a diverse range of NTFPs, such as, bamboos, brushwood, stumps, cane, Tussar cocoons, honey, wax, lac, tendu or kendu leaves, medicinal plants and herbs, roots, tubers etc. ( as in *Forest Rights Act, 2006, Section 2(i) of the Act*), that are currently collected by forest dependent communities, tribal and other forest dwellers. The collected NTFPs are mostly sold through the Primary Cooperative Societies. In some cases, value addition of some of the NTFPs has already started in the State. However, by and large it is believed that the sector is mostly unorganized and the true scale and potential of NTFPs are yet to be realized. At the same time, there are no reliable estimates on the carrying capacity of the forests in terms of providing the various NTFPs on a sustainable basis and there are no harvesting protocols available for the local communities and collectors.

The Government of Madhya Pradesh is implementing the Ecosystem Services Improvement Project (ESIP), which is a World Bank/GEF grant in support of the Green India Mission. The project development objective (PDO) is to Improve forest quality, land management and non-timber forest produce (NTFP) benefits for forest dependent communities in selected landscapes in Madhya Pradesh and Chhattisgarh. The current TORs is only for the part of the project being implemented in Madhya Pradesh. The project is being managed by the Additional Principal Chief Conservator of Forests (APCCF), Green India Mission in the State Forest Department. The project envisages to apply part of the grant proceeds for developing sustainable harvesting protocols and value addition to NTFPs in the three project districts of Sehore, Hoshangabad and Betul.

##### **2. Scope of Work:**

Following is the scope of work for the proposed assignment:

- g) Develop protocols for use by collectors, local communities and tribal for sustainably harvesting the NTFPs;
- h) Develop a training manual for training the collectors, local communities and tribal and prepare local trainers through Training of Trainers (TOT), as identified by the Project;
- i) Outline the steps involved in value addition of NTFPs and the associated processes involved;
- j) Demonstrate value addition and/or develop new products from the locally available NTFPs and also demonstrate their production process;
- k) Map the available markets, support in branding and linking with markets in order to create a full value chain for the NTFPs; and
- l) Facilitate establishing local level institutional models (producer companies and/or local cooperatives) and provide necessary training for proper operations and governance of such local level institutions.

### **3. Specific Tasks**

The selected consultants will undertake the following specific tasks as part of the assignment. Note, a few additional tasks may be required, if identified, during the course of implementing the assignment, which may not have been identified at this stage.

- a) Draw a map of the community's forest boundaries and mark which NTFPs are available
- b) Find out from a recognized institution about the global/local status of the species in the area
- c) Conduct a species-specific population assessment in the forest from where NTFP is collected locally
- d) Document methods used for harvest by the community
- e) Preparing sustainable harvesting protocols (including translating in local language) for NTFPs
- f) Developing training manuals (including in local language) for use of the sustainable harvest protocols
- g) Training of Trainers (as identified by the project) who will, in turn, train local communities, collectors and tribal in applying the sustainable harvest protocols
- h) Documenting status of NTFP collection (through primary surveys and stakeholder interactions), including volumes traded, price realized etc.
- i) Undertaking value addition of NTFPs through grading, sporting and marketing as well as through developing new products through processing steps

- j) Setting up standard drying and grading facility and a processing unit in two villages per district (total six villages)
- k) Training on value addition of NTFPs
- l) Providing quality assurance training, including maintaining basic hygiene
- m) Demonstrating storage techniques, suited to local conditions
- n) Support for branding and marketing, including identification of possible marketing channels, such as, online stores, and linking with potential buyers
- o) Providing necessary technical, operational and governance training for proper functions of these local institutions
- p) Providing hand-holding support to established local institutions for a period of six months after handing over the operational value chain

#### **4. Duration of the Assignment**

The total duration of the assignment is 12 months from the signing of the contract. This is broken into two parts. Part 1 will be for 05 months which will include identification phase, value addition, product development, establishing processing units, sustainable harvesting protocols etc. Part 2 will be for 07 months for providing hand holding support to the local institutions created under this assignment.

#### **5. Deliverables and Payment Schedule**

<b>S. No.</b>	<b>Deliverable</b>	<b>Timeline – Months from Signing of Contract</b>	<b>Payment - % of Contract Value</b>
1.	Inception Report	1 Month	15%
2.	Protocol for Sustainable Harvesting of NTFP	2 Months	10%
3.	Training Manual Prepared and TOT completed	2 Months	10%
4.	NTFP Value Addition Unit Established in Villages	5 Months	20%
5.	New NTFP Products Developed	6 Months	15%
6.	Final Report Covering the Developments of 12 Months	12 Months	30%

#### **6. Team Composition**

The consultants are free to propose and deploy technical and other human resources as may be required, however, the following personnel are necessary to be deployed during the course of the assignment:

S. No.	Position/Title	Qualifications	Estimated Time Required
1.	Team Leader (one)	A post graduate in forestry/Natural Sciences/ Botany or equivalent from a recognized university or institution; at least 10 years experience of working with local communities in NTFP (collection, processing, marketing etc.); experience of developing innovative NTFP products would be an advantage	12 Months
2.	Marketing Manager (one)	A post graduate in marketing and/or MBA with experience of marketing new products, developing new marketing channels, collecting market intelligence etc.	10 Months
3.	Ecologist (two)	A post graduate in forestry/Natural Sciences/ Botany or equivalent from a recognized university or institution; at least 6 years of experience in working on biodiversity monitoring, collection/ harvesting of NTFPs, developing monitoring (and harvesting) protocols etc. Experience of working with communities will be beneficial.	10 Months
4.	Sociologist (two)	A post graduate in Social Sciences or equivalent from a recognized university or institution; at least 6 years of experience in working with local communities, conducting household surveys, Focus Group Discussions etc. Experience of working in remote locations and with tribal (including women) would be an advantage.	10 Months
5.	Trainer (one)	A post graduate in a relevant discipline; at least 10 years of experience in developing training modules and providing TOTs necessary	10 Months
6.	Institutional Expert	A post graduate in a relevant discipline; at least 10 years of experience in working with local village level institutions and their functioning; should be able to provide hand-holding support to the local institutions.	10 Months

## 7. Important Notes

- For the purposes of this assignment, value addition means that the value added or increased to the original product (whether it is a farm produce or a wild produce) through various processing methods. Value Addition must result in increasing the amount of a product's value in final or semi-processed form over and above the value in its raw form. Value addition could be in the form of price, quality and character.
- For the purposes of this assignment, value chain means an entire chain from collection to final sale, through which the NTFP product passes.
- The consultants are expected to work closely with the State Biodiversity Board and M. P. State Minor Forest Produce Federation as well as follow the necessary steps as outlined in the National Biodiversity Act.



**REQUEST FOR EXPRESSION OF INTEREST (REOI)  
Under Consultants Qualification Selection Method (CQS)  
FOR  
“SELECTION OF A FIRM FOR DEVELOPING IEC  
STRATEGY AND IMPLEMENTATION OF IEC PLAN  
FOR THE ECOSYSTEM SERVICES IMPROVEMENT  
PROJECT” IN  
MADHYA PRADESH**

**DECEMBER 2020**

**Ecosystem Services Improvement Project (ESIP)  
State Project Implementation Unit  
Office of the Addl. Principal Chief Conservator of Forest  
Green India Mission  
Satpura Bhawan, Bhopal (M.P.)-462004  
Phone:- 0755&2552401] E-Mail [%apccfgim@mp.gov.in](mailto:%apccfgim@mp.gov.in)**

**REQUEST FOR EXPRESSIONS OF INTEREST for provision of  
(CONSULTING SERVICES– FIRM SELECTION)  
Under Consultants Qualification Selection Method (CQS)**

**Project – ECOSYSTEM SERVICES IMPROVEMENT PROJECT (Project # 133803)**

**Country: India**

**Name of Project – ECOSYSTEM SERVICES IMPROVEMENT PROJECT (Project #  
133803)**

**Project Agreement No. – TF-A3990 IN**

**EoI Date: 31/12/2020**

**Reference No-100441**

**ASSIGNMENT TITLE:**

**“SELECTION OF A FIRM FOR DEVELOPING IEC STRATEGY AND  
IMPLEMENTATION OF IEC PLAN FOR THE ECOSYSTEM SERVICES  
IMPROVEMENT PROJECT” IN MADHYA PRADESH**

1. The Madhya Pradesh Forest Department, through the Government of India, Ministry of Environment, Forest & Climate Change (MoEF&CC) and World Bank, has received grant-in-aid from the World Bank towards the cost of the ECOSYSTEM SERVICES IMPROVEMENT PROJECT (ESIP), and intends to apply part of the proceeds toward consulting services for this assignment.
2. The consulting services (“Services”) are for **“SELECTION OF A FIRM FOR DEVELOPING IEC STRATEGY AND IMPLEMENTATION OF IEC PLAN FOR THE ECOSYSTEM SERVICES IMPROVEMENT PROJECT”** and require requisite experience and capabilities in Information, Education and Communication related to core focal areas/issues of the project. Details of the assignment are provided in Terms of Reference, uploaded at [www.mpforest.gov.in](http://www.mpforest.gov.in). All updates regarding the procurement will be available on the website only.

**3. The objective of the assignment:**

In order to achieve the project objectives, Green India Mission (GIM), Madhya Pradesh Forest Department, State Project Implementation Unit (SPIU) proposes to select an independent and external firm with the requisite skills and proven experience to develop an IEC strategy and implementation plan for the project.



#### 4. Contract Period:

The selected firm 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 O/o Addl. P.C.C.F., GIM & National Project Director, ESIP, M.P. Forest Department, Bhopal (M.P.).

#### 5. The scope of services will include:

- Building a comprehensive IEC Strategy for the project/project areas/stakeholders
  - Awareness Building and Promotion
  - Documentation and developing Resource Materials for all IEC activities
  - Conducting Promotional Events, Workshops etc.
  - Printed/Digital IEC and promotional Material for Awareness Campaigns etc.
  - Audio and Video Spots for Digital Media promotions etc.
6. ESIP-SPIU Madhya Pradesh now invites eligible consulting firms (Consultants) to indicate their interest in providing these services. Interested Firms should provide information demonstrating that they have the required qualifications, skills, expertise, and experience to perform the desired services.

The EOI document shall be available from the advertisement date till the due date on the website of State Forest Department, Madhya Pradesh at [www.mpforest.gov.in](http://www.mpforest.gov.in), which can be obtained by the firms by way of downloading from the website.

Firms are advised to submit their EoI in the appropriate formats specified in this document.

At any time before the submission of proposals, O/o Green India Mission, ESIP-SPIU may, for any reasons, whether at its own initiative or in response to a clarification requested by a consulting firm modify the document by amendment. The amendment will be notified in the website aforesaid and revised documents / clarification if any shall also be uploaded on the website.

7. Preparation of EoI Proposal: Firms are requested to submit the EoI's as per the attached formats only. The proposals, which are not submitted in the required format, are liable to be rejected by the O/o Green India Mission, ESIP-SPIU.

**8. The requirements of information to be provided by the Firm are described in Annexure-1 of this document. Firms are requested to go through the EoI document carefully before preparing and submitting their proposal.**

**9. The firm should not have unsatisfactory track record resulting in adverse action taken by Central/State Governments in India (an undertaking must be submitted) A proposal shall be considered unsuitable and shall be rejected at this stage if it does not respond to important aspects of the EoI/TOR.**

10. 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 03 years holding a valid Permanent Account Number (PAN)/TAN and GST Registration Number.
- The agency should have an average annual turnover of Rs. 10.00 Lakh or above for the past 03 financial years (2017 – 2018; 2018 – 2019; 2019 - 2020).
- Experience of the firm's nature of work with similar types of requisite experience and capabilities in developing IEC strategy and its implementation in related domains preferably in the state of Madhya Pradesh and in India.
- Ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and autonomous-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).
- The agency should not currently be debarred by the World Bank or any other Multilateral Development Banks (MDBs) sanctions board/committee. [Self-declaration certificate to be enclosed]
- The firm should not be excluded by any state agency for non-performance in the last three years, [Self-declaration certificate to be enclosed]

11. 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.

12. 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.

13. The final selection of the Consultant for developing the IEC strategy and implementation plan for the GIM-ESIP in the state will be in accordance with the Selection Based on the Consultants' Qualifications (CQS) method set out in the paragraph 3.7 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].

14. A committee constituted by the O/o A.P.C.C.F., Green India Mission, M.P. State Forest Department will complete the evaluation and selection of the firm.

15. 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.

16. 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/ by hand as hard copy and soft copy (CD) latest by 31, December **2020** till 1700 hours.

**Address for Correspondence:-**

**Additional Principal Chief Conservator of Forest**

**Green India Mission**

**Upper Basement 'B' Wing, Satpura Bhawan.**

**Bhopal, Madhya Pradesh 462004.**

**Tele: 0755-2552401**

Email: [apccfgim@mp.gov.in](mailto:apccfgim@mp.gov.in) Website: <https://www.mpforest.gov.in/>

## Prescribed format for applying for

**SELECTION OF A FIRM FOR DEVELOPING IEC STRATEGY AND  
IMPLEMENTATION PLAN FOR THE ECOSYSTEM SERVICES  
IMPROVEMENT PROJECT (ESIP) in MADHYA PRADESH**

## I) Organizational Profile

A – Firm's Profile				
1	Name of the Organization			
2	Postal Address			
3	Telephone: Mobile / Fax/ E-mail			
4	Contact Person name and designation with			
5	Registration Details: Registered on (Date) No. of completed years Provide copy of the registration certificate and			
6.	Financial average <b>Annual Turnover</b> of at least <b>Rs. 25.00 Lakh</b> 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 <b>Financial years in Indian Rupees.</b>		
		<b>2017-18</b>	<b>2018-19</b>	<b>2019-20</b>

**B- Firm's Experience**

1.	The firm should be in business for at least the last three 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 preferably in the state of M.P and in India.
3.	Proven ability to work closely with Government Departments and coordinate with diverse government, non-governmental, and autonomous-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). Annexure-III

**FIRMS'S EXPERIENCE – FORMAT**

Assignment name:	Country: Location within country:
Name of Client:	Address:
Duration of assignment (months): Start date (month/year): Completion date (month/year):	Total No. of staff-months of the assignment:
Approx. value of the contract (in current INR):	
Name of associated Firms, if any:	
Name of associated consultants/Team Members:	Name of senior professional staff of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader etc):
Narrative description of Project:	
Description of actual services provided by your staff within the assignment:	



**(On the letter head 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 Firm/Society/  
Company and hereby declare that:

- The agency is not debarred by the World Bank or any other Multilateral Development Banks (MDBs) sanctions board/committee.
- The firm is not excluded by any state agency for non-performance in the last three years, "

Authorized Signatory

(with seal)

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## Ecosystem Services Improvement Project

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### Terms of Reference

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#### Selection of a firm for “Developing IEC Strategy and Implementation of IEC plan for the Ecosystem Services Improvement Project (ESIP)” in Project Districts of Madhya Pradesh, India

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##### **1. Background and Context:**

The Government of Madhya Pradesh is implementing the Ecosystem Services Improvement Project (ESIP), which is a World Bank/GEF grant in support of the Green India Mission. The project development objective (PDO) is to Improve forest quality, land management and non- timber forest produce (NTFP) benefits for forest dependent communities in selected landscapes in Madhya Pradesh and Chhattisgarh. The current TOR is only for the part of the project being implemented in Madhya Pradesh. The project is being managed by the Additional Principal Chief Conservator of Forests (APCCF), Green India Mission in the State Forest Department. The project envisages to apply part of the grant proceeds for “Developing IEC Strategy and Implementation of IEC plan for the Ecosystem Services Improvement Project (ESIP) in the three project districts of Sehore, Hoshangabad and Betul.

**2. Project Beneficiaries:** Targeted project beneficiaries includes forest dependent communities in the forest fringe villages, Forest Committees, Forest Department frontline staff, officers, SHG based pro-poor families especially women etc. in the targeted districts. Indirect beneficiaries will include those who benefit from project investments through various forestry/ non-forestry activities, interventions demonstrated by the project, etc. The project promotes gender mainstreaming and women’s empowerment to ensure that a significant proportion of project beneficiaries include women. Reasonable measures are taken in terms of awareness generation, capacity building and empowerment for facilitating women participation in project intervention strategy, livelihood development and skill development. The project is implementing livelihood development through training, skill development and local linkages with focus on women led SHGs and encourage participation of women in the decision-making process of various project activities. Staff of the participating forest & line departments and local autonomous institutions will be among indirect beneficiaries of capacity building interventions under the project.

**3. Context of the IEC Campaign:** The IEC Campaign is aimed to create awareness about the project and bring about behavioral changes at the individual level of the primary beneficiaries of the project and secondary beneficiaries and other stakeholders in terms of promoting Sustainable land & Ecosystem Management with community participation and bringing about rural transformation with respect to project objectives. The IEC Campaign is expected to bring about changes in behavior, perception and attitude related to forest based livelihoods, improved capacity building, livelihood based SHGs as well as participation of women. Hence, the IEC strategy would also include Stakeholder Engagement and Behavior Change Communication components. The expected outcome of the IEC strategy and campaign will be tracked through the Environment & Social Management Framework (ESMF), i.e. the M&E system of the project. In

addition to this, project will review the effectiveness of the IEC Campaign based on the indicators of the Results Framework of the project.

**4. Broad thematic areas for IEC Campaign:** The IEC Campaign is expected to include but not limited to the following: Awareness campaign on the project for all stakeholders; Awareness generation among project landscape beneficiaries; Designing and developing publicity material for SPIU/Forest Divisions based on project activities; Awareness program for implementing agencies;

**5. Implementation arrangement:** The consultant agency will conduct the IEC activities in 03 project districts of Madhya Pradesh- Betul, Hoshangabad and Sehore in co-ordination with the Forest Divisions and the State Implementing office of GIM for the project. As the project will be implemented through cluster-based approach, therefore, specific focus, based on the project interventions to be given in the clusters identified under the project. The IEC activities will consider the sectoral interventions of the project and promote the inclusion of women and tribal people. The implementation arrangement of the IEC activities should be in compliance with the social safeguards documents designed under the project.

#### **6. Objective of the Assignment:**

- a) Effectively disseminate information about the project to multiple stakeholders that provides equal access for the involved stakeholders to partner and access benefits leveraged from the project.
- b) Facilitate informed decision-making processes that promotes behavioural change to adopt SLEM & climate resilient practices for incremental returns.
- c) Promote behavioural changes in the community/individual levels of project stakeholders/communities in the implementing landscapes especially gender.
- d) To undertake publicity activities in the project districts for sensitization through IEC regarding objectives and expected outcomes of the interventions.

The consultant agency has to work closely with the SPIU officers/consultants/forest division officers/staff for social mobilization, collaboration and involvement of stakeholders. To develop consultation with district/project area stakeholders to seek opinions/feedbacks to engage communities efficiently as well as to sensitize/orient/involve the local NGOs/CBOs/local resources active in the project districts.

#### **7. Scope of Work:**

Following is the scope of work for the proposed assignment:

- a) Building a comprehensive IEC Strategy for the project/project areas/stakeholders
- b) Awareness Building and Promotion
- c) Documentation and developing Resource Materials for all IEC activities
- d) Conducting Promotional Events, Workshops etc.
- e) Printed/Digital IEC and promotional Material for Awareness Campaigns etc.
- f) Audio and Video Spots for Digital Media promotions etc.
- g) Advocacy/Communication Strategy for various potential target groups in compliance with Environment & Social Management Framework (ESMF) of the project.

- h) Advocacy strategy to sensitize state and district level policy and decision makers, key influencers towards sensitizing and creating an enabling environment for the project implementation.
- i) Reporting formats with indicators to monitor achievements of IEC based achievements.

## 8. Specific Tasks

The selected consultant agency will undertake the following specific tasks as part of the assignment. Please note, a few additional tasks may be required, if identified, during the course of implementing the assignment, which may not have been identified at this stage.

- a) **Develop mapping** of the landscape-based stakeholders/communities for analysis to develop comprehensive communication strategy to address information dissemination needs required for the diverse stakeholder groups for print/digital/electronic mediums locally acceptable.
- b) To develop and impart **Communication Needs Assessment (CNA)**: Required to understand the knowledge and necessary potential needs of the targeted beneficiary groups of the project landscapes.
- c) **IEC Strategy**: Based on the above assessment exercise, develop the detailed communication strategy required to develop the approaches for stakeholder-based communication of the project objectives covering all the components and promoting the learnings. Also, to identify the most suitable medium to be used for the targeted stakeholders to reach out the intended messages of the project through an appropriate medium widely acceptable in the project landscapes. This is to promote informed decision-making process required for the stakeholders/communities to appreciate the objectives of the project.
- d) **IEC Implementation Plan**: Document project learnings. Identify and document good practices. Develop materials for web-based promotions of the project learnings. Develop IEC based capacity building, training mechanism towards strengthening local tribal communities/women etc.
- e) **Developing training manuals** (including in local language) for use of the IEC implementation plan.
- f) IEC based development and production of **communication materials**.
- g) Providing necessary technical, operational and behavioural training for proper functioning of local stakeholder institutions and involved communities.

## 9. Duration of the Assignment

The total duration of the assignment is 12 months from the signing of the contract. This is broken into two parts. Part 1 will be for 04 months which will include identification phase, mapping, CNA. Part 2 will be for 08 months for IEC based implementation plan, develop and produce IEC material, training, support etc.

## 10. Deliverables and Payment Schedule

S. No.	Deliverable	Timeline – Months from Signing of Contract	Payment - % of Contract Value
1.	Inception Report	01 Month	15%
2.	Communication Needs Assessment (CNA) and IEC Strategy report submission	02 Months	15%
3.	IEC Implementation Plan Training Manual Prepared and completed	03 Months	20%
4.	Develop and produce IEC material, training and support.	04 Months	20%
5.	Final Report Covering the Developments of 12 Months	12 Months	30%

## 11. Team Composition

The consultants are free to propose and deploy technical and other human resources as may be required, however, the following personnel are necessary to be deployed during the course of the assignment:

S. No.	Position/Title	Qualifications	Estimated Time Required
1.	Communication Specialist & Team Leader (one)	A post graduate in Mass Communication/Journalism or equivalent from a recognized university or institution; at least 10 years experience of working on design & development of print, digital, electronic IEC material etc. in development sector. Experience of developing innovative IEC products would be an advantage	12 Months
2.	Print & Audio-Visual Expert (one)	A post graduate in Mass Communication/Journalism or equivalent from a recognized university or institution; at least 7 years experience of working on design & development of print, digital, electronic IEC material etc. in development sector. Experience of developing innovative IEC products would be an advantage	10 Months
3.	Social Expert/ Language Expert (one)	A post graduate in Social Sciences or equivalent from a recognized university or institution; at least 7 years of experience in working with local communities, conducting household surveys, etc. Experience of working in remote locations and with tribal (including women) would be an advantage. Excellent writing & communication skills	10 Months



<b>S. No.</b>	<b>Position/Title</b>	<b>Qualifications</b>	<b>Estimated Time Required</b>
4.	Graphic Designer	A post graduate in Social Sciences or equivalent from a recognized university or institution; at least 7 years of experience in working on designing IEC based materials/animations/advertisements etc.	12
5.	Trainer (one)	A post graduate in a relevant discipline; at least 10 years of experience in developing training modules and providing TOTs necessary	05 Months
6.	Institutional Expert	A post graduate in a relevant discipline; at least 10 years of experience in working with local village level institutions and their functioning; should be able to provide hand-holding support to the local institutions.	12 Months