

**BIHAR URBAN INFRASTRUCTURE DEVELOPMENT  
CORPORATION LTD**

[A Govt of Bihar Undertaking]

**REQUEST FOR EXPRESSION OF INTEREST**



**COUNTRY: India**

**NAME OF PROJECT: National Ganga River Basin Project**

Loan No./Credit No./Grant No.:\_Ln. 80650/Cr. 49550

**Assignment Title: Consulting Services for a Communications Campaign for Patna Riverfront Development Project**

**Reference No. NGRBA/PP14-15/SPMG/BH/C/ 53**

**Date: 31-05 -2016**

1. The Government of India, Ministry of Water Resources, River Development and Ganga Rejuvenation has received financing from the World Bank toward the cost of the National Ganga River Basin Authority, and intends to apply part of the proceeds for consulting services.
2. The consulting services (the Services) include the conceptualization and production of an Information Campaign around the infrastructure and facilities developed for the Riverfront Development Project in Patna being executed by the Bihar Urban Infrastructure Development Corporation (BUIDCO). The Communications Campaign is aimed at (i) informing citizens about the riverfront infrastructure being developed at the ghats along the river Ganga in Patna, (ii) enhancing people's use of the upgraded facilities, (iii) improving people's access to these facilities through appropriate signage that focuses on safety and crowd-movement; and (iv) creating a distinct brand identity for the riverfront.
3. The assignment will involve the conceptualization of a mass communication campaign and the development and production of relevant creative and signage material. It is envisaged that the campaign could cover, but not be limited to, communication channels such as street hoardings; radio spots; printed communication collaterals such as information brochures/ handouts etc; site signage; branding material; etc. It will also cover the conceptualization and organization, in collaboration with BUIDCO, of direct outreach events such as ghat festivals etc. aimed at increasing people's use of these riverfront facilities.
4. BUIDCO now invites eligible consulting firms (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. Consulting firms should have prepared similar mass communication campaigns.
5. The short listing criteria are as follows:
  - a. Experience of the firm :
    - i. Core Business Area, Organization and number of years of relevant experience
    - ii. Must have successfully completed at least three assignments of similar nature in last ten years (Letter of Award from employer/ Project Completion Certificate is to be submitted)
  - b. Financial Soundness, turnover and profitability:
  - c. Turn over figure for last three years
    - i. Net Profit figure for last three years.
6. 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 (Consultant Guidelines), setting forth the World Bank's policy on conflict of interest.
7. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. Consultant will be selected in accordance with the Quality and Cost Based Selection

8. Additional details including draft TOR may be obtained at [www.buidco.in](http://www.buidco.in) and also at the address below during office hours –12:00 to 16:00 hours (IST)
9. Expressions of interest must be delivered in a written form in 1 original & 5 copies to the address below by 01.07.2016

**Address:**

**Managing Director,**

Bihar Urban Infrastructure Development Corporation Ltd. (BUIDCo),  
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**Sd/-**  
**(Amarendra Prasad Singh)**  
**Managing Director**  
**BUIDCo**