

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

**INDIA**

**BIHAR INTEGRATED SOCIAL PROTECTION STRENGTHENING PROJECT**

Project No.: P118826.

Credit No.: 5349 – IN

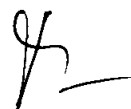
**Assignment Title: Development of communication strategy and design of communications materials**

**Reference No. : CS-4**

The Bihar Rural Development Society (BRDS) under the Department of Rural Development, Government of Bihar has received a Credit from the International Development Association towards the cost of the Bihar Integrated Social Protection Strengthening Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include those of a Communications Agency, which will support BRDS in

- undertaking a desk review of existing Information, Education and Communications (IEC) materials relevant to social protection programs available in the India/Bihar, including materials which may have been developed/used by the Rural Development Department;
- reviewing available information (reports/studies/assessments/impact evaluations) on the effectiveness/efficiency/impact of IEC materials developed and deployed for social protection programs;
- undertaking a participatory communications needs assessment with various stakeholders including vulnerable groups in Bihar (comprising poor, Persons with Disabilities (PWDs), widows and older persons), Rural Development Department, NGO's/CBOs, Panchayati Raj Institution members etc.;
- developing a two pronged communication strategy with the objective of (i) increasing awareness and information available to citizens of Bihar on major entitlements and schemes of the Rural Development Department, and (ii) enhancing clarity within the RDD administration regarding goals, standard operating procedures, roles, responsibilities, authority, and service standards for efficient and effective deployment of RDD schemes;
- designing appropriate IEC materials in support of the communications strategy;
- developing a detailed communication plan, leveraging interpersonal, print and electronic media interactions for deployment of communication materials;
- supporting deployment of communication materials in line with the communications plan; and
- maintaining and managing repository of communication materials for the RDD.



The Communications Agency will be retained for the period of one year, effective from the contract signing date. The draft Terms of Reference for the assignment is available at [www.rdd.bih.nic.in](http://www.rdd.bih.nic.in)

The Bihar Rural Development Society (BRDS) 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. The short-listing criteria are:

- The firm should be in business for the last five years.
- The firm should have an average annual turnover of at least INR 1.5 crores in the last three years
- Prior experience in designing and deploying communications strategies for social programs or rural livelihood programs, preferably with experience in reaching vulnerable population;
- Established track record in designing and deploying high quality social campaigns in India;
- Proven ability to work closely with government departments, and coordinate with diverse agencies including electronic and print media, social welfare agencies, and communities;
- Experience in communications training and research, including monitoring and evaluating campaigns;
- Availability of experienced senior-level staff comprising creative designer, editor, copy writer, and client servicing personnel to lead the proposed work.

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. In addition, please refer to the following specific information on conflict of interest related to this assignment: conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower's staff.

A Consultant will be selected in accordance with the QCBS method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours 1000 to 1700 hours.

Expressions of interest must be delivered in a written form to the address below through registered post/speed post/ courier/ by Hand by **December 30, 2014 till 1700 hrs.**

Bihar Rural Development Society (BRDS),  
Department of Rural Development  
Old Secretariat, Patna 800023  
Attn: Project Director, BISPS,



## Draft Terms of Reference

### DEVELOPMENT OF COMMUNICATION STRATEGY AND DESIGN OF COMMUNICATION MATERIALS

#### 1. Background

In the last decade, Bihar has made impressive improvements in human development outcomes in terms of access to schooling and health. Despite the impressive growth, the share of the rural population living below the poverty line witnessed little change from 55.7% in 2004-05 to 55.3% (approximately 54 million) in 2009-10. Certain groups including persons with disabilities (PWDs), older persons and widows, are especially vulnerable to economic shocks and rising living costs. These groups are likely to experience multiple deprivations on account of poor support systems, rising health expenditures, and declining incomes.

Social protection (SP) spending is fairly high in Bihar (INR 62.04 billion in 2010-11) and there are several programs in place to meet the needs of the poor and vulnerable. The three main social assistance programs include (i) Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) - a rights-based, demand-driven public works program that guarantees all rural households up to 100 days annually of unskilled public works employment on demand; (ii) Indira Awaas Yojana (IAY) - cash transfers to poor rural households for building houses; and (iii) Social pensions - cash transfers for older persons, widows and persons with disabilities.

The Rural Development Department (RDD) of Bihar, implements MGNREGS and IAY as well as the Below Poverty Line (BPL) list, which is used across several SP programs to identify poor households in rural areas.

The Bihar Integrated Social Protection Strengthening Project will be implemented in Bihar with support from the World Bank with the objective of strengthening institutional capacity of the Department of Social Welfare and the Rural Development Department to deliver social protection programs and services and expand outreach of social care services for poor and vulnerable households, persons with disabilities, older persons and widows in the state. The project will be implemented over a period of six years (2014-2020) and will systematically strengthen institutions for improved and expanded service provision for social protection programs and services, including the programs administered by the Rural Development Department, thus supporting the Government of Bihar's core agenda of promoting better governance and service delivery in the state.

#### 2. Objective

BRDS seeks to hire an agency to support it in developing and deploying an informed, targeted communication strategy and plan of action to:

- enhance clarity within the RDD administration regarding goals, standard operating procedures, roles, responsibilities, authority, and service standards for efficient and effective deployment of RDD schemes and entitlements;
- increase awareness and information available to citizens of Bihar, especially the vulnerable groups comprising rural poor, women and scheduled castes/scheduled tribes on major entitlements and schemes of the Rural Development Department;
- motivate vulnerable groups to enroll in RDD entitlements and schemes and avail benefits.

#### 3. Scope of work



The **first** area of work involves formative research to develop a comprehensive communications strategy for the project. This will involve the following tasks:

- Desk review of existing Information, Education and Communication materials relevant to social protection programs available in the India/Bihar, including materials which may have been developed/used by the Department of Rural Development;
- Reviewing available information (reports/studies/assessments/impact evaluations) on the effectiveness/efficiency/impact of IEC materials developed and deployed for social protection programs;
- Undertaking a participatory communications needs assessment with various stakeholders including vulnerable groups in Bihar (including rural poor, women and scheduled castes/scheduled tribes), Rural Development Department, NGO's/CBOs, Panchayati Raj Institution members etc.;
- Developing a two pronged communication strategy with the objective of (i) increasing awareness and information available to citizens of Bihar on major entitlements and schemes of the Rural Development Department, and (ii) enhancing clarity within the RDD administration regarding goals, standard operating procedures, roles, responsibilities, authority, and service standards for efficient and effective deployment of RDD schemes;
- Developing a comprehensive detailed communication plan, leveraging interpersonal, print and electronic media interactions towards implementation of the communication strategy;

The **second** area of work involves designing and pre-testing of communication materials in support of the communication strategy. These materials will leverage interpersonal, print, and electronic interactions and will include:

- Materials for use at BRDS;
- Materials for use at community level;

Electronic versions of all materials will be refined and finalized based on the pre-test and submitted to BRDS in a format which will allow for easy reproduction.

The **third** area of work involves facilitating development of communication materials and their deployment as per the detailed communication plan

The **fourth** area of work involves building capacity of BRDS to monitor and evaluate the effectiveness of the communication strategy in educating target groups on RDD entitlement and schemes. Towards this objective, the agency will develop:

- Develop indicators and identify mechanisms for monitoring and evaluating the communications plan;
- Support BRDS in establishing reporting and monitoring mechanisms for reviewing performance of the communications plan.

The **fifth** area of work involves maintenance and management of a repository of communications materials developed for social protection programs deployed in the state of Bihar.

Overall, the agency should coordinate closely with BRDS, district and block RDD / BRDS apparatus to ensure the relevance, feasibility and acceptability of deliverables.



**4. Period of Consultancy:**

The time period shall be Twelve (12) months from commencement. The duration may be extended if required with mutual agreement of the parties.

**5. Key professional staff qualifications and experience:**

<b>Position</b>	<b>Qualifications and Experience</b>
Team Leader	<ul style="list-style-type: none"> <li>• Post graduate degree in relevant field</li> <li>• At least 10 years of experience in management of IEC programs, preferably with bilateral, multi-lateral development partners in similar areas.</li> <li>• Experience in planning, organizing, managing and scheduling of IEC programs.</li> </ul>
Creative Director	<ul style="list-style-type: none"> <li>• Post graduate degree in relevant field</li> <li>• At least 8 years of work experience</li> <li>• Experience in working with government, quasi-governmental and non-governmental organizations.</li> </ul>
Manager Client Servicing	<ul style="list-style-type: none"> <li>• Post graduate degree in relevant field</li> <li>• At least 5 years of work experience in client services</li> </ul>
Outreach Activities Specialist	<ul style="list-style-type: none"> <li>• Graduate degree in relevant field</li> <li>• At least 5 years of work experience in outreach.</li> </ul>
Social Researchers for needs assessment, pre testing, post intervention assessment	<ul style="list-style-type: none"> <li>• Post graduate degree in relevant field</li> <li>• At least 8 years of work experience in IEC related areas, experience in needs assessment and post intervention assessment.</li> <li>• Basic understanding &amp; experience on issues pertaining to the elderly, widows and persons with disabilities.</li> </ul>
Financial Planner and monitoring expert	<ul style="list-style-type: none"> <li>• Post graduate degree in relevant field</li> <li>• At least 5 years of work experience in Financial planning and monitoring</li> </ul>

**6. Deliverables and Payment**

<b>Sl.No.</b>	<b>Deliverable</b>	<b>Time from Contract</b>	<b>Payment</b>
1.	Submission and acceptance of report on Desk review of existing IEC materials relevant to social protection programs available in India/Bihar, including materials which may have been developed/used by the Rural Development Department; available information (reports/studies/assessments/impact evaluations) on the effectiveness/efficiency/impact of IEC materials developed and deployed for social protection programs; and communications needs assessment	4 weeks	20%
2.	Draft communications strategy and Plan of Action submitted for BRDS review.	8 weeks	
3.	Submission and acceptance of final communications strategy and Plan of Action based on BRDS feedback.	2 weeks of receipt of feedback	20%
4.	Draft designs of communications materials for BRDS, community and institutional settings.	24 weeks	



Sl.No.	Deliverable	Time from Contract	Payment
5.	Report on pre-testing of draft materials.	26 weeks	
6.	All pre-tested designs for BRDS review and approval.	28 weeks	
7.	Submission and acceptance of final designs based on BRDS feedback.	2 weeks of receipt of feedback	30%
8.	Draft monitoring plan with indicators, reporting formats for BRDS to review effectiveness of communication strategy to BRDS and World Bank for feedback	36 weeks	
9.	Submission and acceptance of final monitoring plan with indicators, reporting formats for assessment of communication strategy	2 weeks from receipt of feedback	10%
10.	Submission and acceptance of development of online repository of IEC materials on social protection programs	46 weeks	20%

#### 7. Ethical Issues

- Cultural, linguistic and religious sensitivities as well as concerns related to social inclusion should be addressed in the design and deployment plan.
- Designs, layouts should be original and not be copied or duplicated from any other sources

#### 8. Review committee

The performance and deliverables of the consultant will be reviewed by a Working Group constituted by the Project Director and response provided on the deliverables within 15 days.

#### 9. Working Arrangements

The Consultant will report to the Secretary RDD / CEO BRDS and will work closely with the Manager IEC & his/her team responsible for the implementation of the information and communication activities. The Secretary RDD / CEO BRDS will establish and implement procedures for reviewing the Consultant's progress and approving outputs. In addition, the Secretary RDD / CEO BRDS would assign a focal point (IEC Manager) for the Consultant from the PIU who will communicate the progress to the involved parties and ensure all necessary support to the consultant for the timely completion of this assignment. The Secretary RDD / CEO BRDS will also ensure that all relevant information for the completion of this task is made available the Consultant in timely manner.