
PART I

Section 1. Letter of Invitation

RFP No. CS-4_BRDS;
Credit No: 5349 IN
Location : Patna, Bihar
Date: April 01, 2015

[M/S India News Communication Limited, B – 121, Sector-71, Noida 201301]

Dear Mr./Ms.:

1. The Government of India (hereinafter called "Borrower") has received financing from the International Development Association (IDA) in the form of a "credit" (hereinafter called "credit") toward the cost of **Bihar Integrated Social Protection Strengthening Project (BISPS)**. **Bihar Rural Development Society (BRDS)**, Government of Bihar (GoB) an implementing agency of the Client, intends to apply a portion of the proceeds of this credit to eligible payments under the contract for which this Request for Proposals is issued. Payments by the Bank will be made only at the request of the BRDS and upon approval by the Bank, and will be subject, in all respects, to the terms and conditions of the financing agreement. The financing agreement prohibits a withdrawal from the credit account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of the Bank, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than the Client shall derive any rights from the financing agreement or have any claims to the proceeds of the credit.
2. The Client now invites proposals to provide the following consulting services (hereinafter called "Services"): **DEVELOPMENT OF COMMUNICATION STRATEGY AND DESIGN OF COMMUNICATION MATERIALS**. More details on the Services are provided in the Terms of Reference (Section 7).
3. This Request for Proposals (RFP) has been addressed to the following shortlisted Consultants:

[M/S India News Communication Limited, B – 121, Sector-71, Noida 201301]

4. It is not permissible to transfer this invitation to any other firm.
5. A firm will be selected under **Quality and Cost Based Selection** procedures and in a Full Technical Proposal (FTP) format as described in this RFP, in accordance with the policies of the Bank detailed in the Consultants' Guidelines which can be found at the following website: www.worldbank.org/procure.

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Location : Patna, Bihar

Date: April 01, 2015

[EHI International Private Limited, 197 Ground Floor phase 4, Udyog Vihar, Gurgaon 122016, Haryana]

Dear Mr./Ms.:

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Location : Patna, Bihar
Date: April 01, 2015

[SPAN Communication, B174, East of Kailash, New Delhi 110065]

Dear Mr./Ms.:

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Credit No: 5349 IN
Location : Patna, Bihar
Date: April 01, 2015

[Icon Communication, 101 Tower- 11, Qutab View apartments, Saheed Jeet Singh Marg, New Delhi- 110016]

Dear Mr./Ms.:

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[JPS Associates (p) Limited, R-5& R-16, Hauz Khas enclave Delhi- 110016]

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Location : Patna, Bihar

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[R.K. Swamy BBDO Private Limited, Jhandewalan Extension, New Delhi 110055]

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