

Invitation for Expression of Interest for content development, enhancing media penetration for increased awareness on the rights and entitlements of the community, major thrusts of development initiatives under Mahatma Gandhi National Rural Employment Guarantee Act/ Scheme in West Bengal

1. Government of West Bengal in the Panchayats & Rural Development Department invites Expression of Interest for 'Development of IEC templates and materials based on the State IEC Strategy for Mahatma Gandhi National Rural Employment Guarantee Act and the State Rural Employment Guarantee Scheme'.
2. The task will be assigned to a 'media partner' / a group of media partners, whose primary responsibility will be development of contents for enhanced media penetration of the programme in the State. However, the media penetration as proposed in the State IEC Strategy will not be restricted to mass media alone and mid media, reminder media including innovative techniques and inter-personal communication techniques will be used to generate awareness with ownership among the community on Mahatma Gandhi NREGA, rights and entitlements of the households, processes of demanding work, need and scope of creating productive assets through MGNREGS, provisions for public disposal and redressing grievances etc.
3. A comprehensive IEC strategy has been drawn up by the Department to reach out to all the rural households spread across the length and breadth of the State. A multimedia approach comprising all the available media / communication options has been adopted. During the current year the Department has a budget of approximately **Rs. 5.00 crore including** that of media buying.
4. To help in the implementation of this IEC strategy up to the Gram Panchayat level, the Department requires experienced and competent organizations/agencies both at the State and District levels. Eligibility criteria and Job description are provided below. For further details about the IEC Strategy, the strategy document can be accessed at wbprd.nic.in.
5. Eligible agencies may submit their applications to the Department with the following details:
 - I. Name, address of the Organization/Agency
 - II. Details of the contact persons with mobile numbers and email
 - III. A brief Statement of Purpose in not more than 1500 words.
 - IV. A profile of the Agency clearly delineating the domain specific expertise/experience for which the agency intends to apply;
 - V. Turn over for the last two years as per audited Balance Sheet.

- VI. Profile of key persons of the organisation having relevant domain knowledge who would be involved with specific activities.
- VII. Key achievements of the organisation
- VIII. Details of experience of working with Government Organisations especially in the Social / Rural Sector

(NB – for item numbers(IV) & (V) above, documentary evidence like registration certificate of the company, work orders issued, audited account etc. may be provided)

6. Key Deliverables and details of activities to be undertaken are enumerated below. The same may also be downloaded from the website of the Department (wbprd.gov.in)

Key deliverables and the details of activities:

A. ICT for Development

- a. Development of an independent website for MGNREGAWB including registration, domain hiring, security audit, content development on a regular basis, uploading content on the web etc.
- b. Content development for and regular updating of the Facebook page of MGNREGA West Bengal
- c. Development of an automated, portal based, Grievance Redressal System operated through a dedicated toll free helpline
- d. Development of contents for Information Kiosks to be initially set up at 341 Block offices and thereafter to be spread over to all the 3349 Gram Panchayat offices
- e. Development of mobile based short messaging system covering important events and messages like Gram Sansad meetings, Gram Rozgar Diwas etc.

B. Development of audio-visual documents on MGNREGA for extensive use during IEC and Capacity Building exercises:

- a. Brief audio-visual documents on different processes and best practices – each av document should be of 3-5 minutes duration and should contain voices from the field. These documents should be usable during TV chat shows and different training and awareness generation programmes organized by the Department.
- b. Brief audio documents on different processes and best practices – each audio document should be of 3-5 minutes duration and should contain voices from the field. These documents should be usable during radio programmes as well as through community radio interventions through proposed community radio centres to be put in place subsequently.
- c. A series of photographs taken from the field on different processes and activities under MGNREGA: All the photographs should have detailed reference as to the location, people and the scheme-site (if relevant) from which the photographs have been taken so that those can be used in development of photo galleries and also different reports on best practices.

C. Development of templates for the following:

- a. Materials for wall writing,

- b. Flip books for use during inter-personal communications,
- c. Calendar on Gram Rozgar Diwas
- d. Pocket-charts for IPC,
- e. Hoardings for pro-active disclosure,
- f. Posters containing key messages
- g. Hoarding containing key messages,
- h. Materials for students in schools for community education centres and continuing education centres

Contents for the templates for the IEC materials should be taken from the IEC strategy of the State. Certain key messages in Bangla have also been identified and published on the Website of the Department. Those messages should be incorporated as recurring themes in all the mid media interventions. The Department would also prefer a branding exercise which should be embedded in all the communications developed for MGNREGA implementation in the State.

D. The agency should also quote for development of the following materials on a recurring basis:

- a. Content development for a monthly newsletter of the State MGNREGS Cell
- b. Content development for publication of articles in "Panchayati Raj"- the monthly news journal of the Department, in which there will be articles on MGNREGA on a bi-monthly basis.
- c. Press-kit on MGNREGA to be used during periodic press briefing.

It is clarified that the media buying and releases etc. to the various media shall be done only through the government agencies as per the extant rules of the Government of India and shall not be part of this Expression of Interest.

- 7. All the materials, especially the print ones should be pre-tested in the field before finalizing the template for duplication.
- 8. Interested companies / agencies may submit proposal for all the components mentioned in 6 A-D separately. The Department would also accept proposals against individual components. However, in case the agencies submit EoI against multiple components, each such proposals should be separately indicated.
- 9. Agencies / Companies submitting the Expression of Interest must possess the following qualification:
 - a. The agency should be a registered one with valid IT, ST clearances
 - b. The agency should have at least one year's experience in undertaking similar kind of activities, especially in social development / rural development sector.
 - c. The agency should have at least three qualified professionals in the field of communication in its payroll.

d. The agency should be able to give proof of undertaking similar kind of activities for a value of not less than Rs. three lakh during the last two years.

10. The proposal may be submitted by 13.08.2010 at the following address by post / hand delivered super scribbling the envelope "Proposal for IEC development for MGNREGA in West Bengal". RFP documents shall be issued only to the short-listed Agencies in each category. Decision of the Department in this regard shall be final and no further communication shall be entertained.

11. The proposal should be accompanied with a non refundable processing fee of Rs.1,000/- (Rupees One Thousand) only by Bank Draft in favour of the "WBSRDA A/C MGNREGS", Panchayats & Rural Development Department, Government of West Bengal, Joint Administrative Building, Salt Lake City, Sector-III, Block: HC, Plot No. 7, Kolkata- 700 106.

All communications in this aspect may be addressed to Shri Indranil Mukhopadhyay, OSD and Ex-Officio Dy. Secretary, Panchayats & Rural Development Department, Government of West Bengal, Joint Administrative Building, Salt Lake City, Sector-III, Block: HC, Plot No. 7, Kolkata- 700 106, Email : toindranil1971@gmail.com

Principal Secretary
Panchayats & Rural Development Department
Government of West Bengal