

## **REQUEST FOR EXPRESSIONS OF INTEREST**

### **JHELUM TAWI FLOOD RECOVERY PROJECT (JTFRP)**

Loan No./Credit No./ Grant No.:\_IDA-56950

#### **Assignment Title: Consultancy services to develop and launch branding and communications Campaign for J&K products**

**Reference No.** JTFRP/JK/IC/BBC/C020/19

1. The Government of Jammu and Kashmir through Government of India has applied for financing from the World Bank toward the cost of the Jhelum Tawi Flood Recovery Project (JTFRP).
2. Jammu & Kashmir, is a well known for its crafts and agro products. Besides tourism handicrafts is one of the eminent sector as it contributes to foreign exchange earnings and employment generation in the state. J&K handicrafts have tremendous potential due to its design, utility, high quality and craftsmanship. Shawls, Carpets, Paper Machie, etc. are important production and export items from the state. The Silk and Wool products from the State have also a rich legacy and heritage associated with them. Further the State has also a rich resource of horticulture and agriculture products. Saffron ,honey, walnuts etc produced in the State are also important contributors to the economy of the State.
3. However it is a fact that the produce and the products of the State especially handicrafts such as various kinds of embroideries, hand-knotted silk or woolen carpets, numdah, etc. have to face intense competition in national and international markets, and have recently not be able to create the desired visibility and recognition.
4. In order to strengthen the brand image and improve visibility of J&K's products, the Project Management Unit (PMU) of Jhelum Tawi Flood Recovery Project JTFRP is seeking consultancy services to launch an integrated, high-pitched branding and communications campaign.
5. The objectives of the campaign are divided in two parts:
  - Part A: Generic brand building campaign aimed at promoting USP of J&K's products and raising awareness and visibility of products/produce originating from J&K, which could also include select social messaging (for e.g: "Made in Kashmir"etc.)
  - Part B: Tailored campaign for identified select produce/product categories (not to exceed 6 product categories) that are being supported by JTFRP through its cluster development initiatives. Typically, these will include handicrafts, handlooms and value-added agro produce subsectors.
6. PMU now invites eligible agencies/consultancy firms to indicate their interest in providing the Services. Interested consultants/firms should provide information demonstrating that

they have the required qualifications and relevant experience to perform the tasks(Annexure A). The shortlisting criteria are:

- At least 10 years of organizational experience in handling 360 degree campaigns covering designing / production of creatives for various media including print, TV, radio, outdoor, digital media etc. for at least 5 distinct clients
  - Proven experience of successfully delivering large promotional and marketing campaigns
  - Proven experience of delivering award winning campaigns.
  - Average annual turnover of at least INR 20 crores in the last three financial years
  - A full-fledged creative team and a media planning team in house
  - Proven ability to develop creative content in both English and vernacular languages
  - Experience of working with J&K based clients is a plus.
7. The attention of interested consultancy firms 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 modified in July 2014\*](#) ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. The Guidelines are available at [www.worldbank.org/procure](http://www.worldbank.org/procure)
  8. Consultants/Firms may associate with other firms in the form of a joint venture to enhance their qualifications. However formation of consortium among firms/consultancies is not accepted. Further lead partner should at least satisfy 50% and JV partner should satisfy at least 25% of the average annual turnover and overall the lead and joint venture should satisfy 100% of the requisite turnover for the last 3 years.
  9. A consultant/Firm will be selected in accordance with the Quality and Cost Based Selection Method (QCBS) method set out in the Consultant Guidelines.
  10. Further information can be obtained at the address below during office hours from 10.00 – 17.00 hours (IST) on all working days. This notice for Expression of Interest has also been posted online on e-procurement website [www.jktenders.gov.in](http://www.jktenders.gov.in) and will be also available on UN Development Business, DG Market and National Newspapers.
  11. Expressions of Interest with all relevant information and documents must be uploaded online on e-procurement web site "[jktenders.gov.in](http://jktenders.gov.in)" by not later than 17:00 hours on **25.03.2019**.

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Annexure A

Project Management Unit JTFRP

**Expression of Interest (EOI)**

<b>Project Name</b>	
<b>Assignment</b>	

**i. Consulting Firm Information:**

<b>Consultant Name:</b> <b>Acronym:</b>	<b>Country of Incorporation:</b>
<b>EOI Submission Authorized by:</b>	<b>Position:</b>

**Associations (Joint Venture )**

Consultant	Acronym	Year and Country of Incorporation	Joint Venture(JV)	EOI Submission Authorized by	Position

Present the rationale for and benefits of working in association (JV) with others rather than undertaking the assignment independently (as appropriate). Describe the proposed management and coordination approach of the association and the role of each firm.

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**I confirm that:**

- Documentation regarding our corporate structure including beneficial ownership has been attached.
- Written agreement to associate for the purpose of this Expression of Interest has been signed between the Joint Venture partners and has been attached.

**Once your team is shortlisted and invited for submission of the Proposal, it is not permissible to transfer the invitation to any other firm, such as Consultant's parent companies, subsidiaries and affiliates.**

**ii. Assignment Specific Qualification and Experience.**

**A. Technical Competence**

Cross-referencing from your profile projects in Section D. Project References, highlight the technical qualifications of your entity/Joint Venture in undertaking similar assignments. Provide details of past experiences working with similar project authorities.

**B. Geographical Experience**

Cross-referencing from your profile projects in Section D. Project References, present experiences in similar geographic areas.

1. How will your firm/Joint Venture handle complaints concerning the performance of experts or quality of the reports submitted for this assignment? What internal controls are in place to address and resolve complaints?

2. How will you ensure the quality of your firm's/Joint Venture's performance over the life of this assignment?

3. Describe standard policies, procedures and practices that your firm has put in place to avoid changes/replacements of personnel and to ensure the continuity of professional services once contracted.

4. Describes what social protection practise you have in place to safeguard the well-being of your proposed experts? Specifically describe arrangements you have in place for medical, accident, and life insurance coverage during the assignment.

**C. Other Information (maximum of 500 words)**

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**D. Project References**

Please select most relevant projects to demonstrate the firm's technical qualifications and geographical experience (maximum 10 projects).

S.No	Project	Period	Client	Country	Cost of project	Value of Consultancy
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

**Project summary**

SN 1	
Project Title	
Country/ Region	
Start Date	
Completion Date	
Continuous /Intermittent	
Client	
Funding Source	
Description	(Indicate your role and input in person-months)

SN 2	
Project Title	
Country/ Region	
Start Date	
Completion Date	
Continuous /Intermittent	
Client	
Funding Source	
Description	(Indicate your role and input in person-months)

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(Please insert more tables as necessary)

**III. EOI Attachments**

SN	Description
1	Certificate of Incorporation of the lead member
2	Certificate of Incorporation of the JV member (for each member)
3	Certificate of Incorporation of the Sub-Consultant (for each member)
4	Letter of Association
5	Audited balance sheets of last three financial Years

(Please insert more rows as necessary)

**IV. Eligibility Declaration**

We, the undersigned, certify to the best of our knowledge and belief:

- We have read the advertisement, including scope of work, for this assignment.
- Neither the consulting firm nor its JV member or sub-consultant or any of its experts prepared the scope of work for this activity.
- We confirm that the project references submitted as part of this EOI accurately reflect the experience of the specified firm/Joint Venture.
- The lead entity and JV member are not currently sanctioned by the Government of India or any state govt. or any semi-public agency of any state govt.
- JV member named in this EOI confirmed their interest in this activity in writing.
- JV member named in this EOI, authorized us in writing to represent them in expressing interest in this activity.
- We understand that any misrepresentation that knowingly or recklessly mislead, or attempt to mislead may lead to the automatic rejection of the proposal or cancellation of the contract, if awarded, and may result in further remedial action.
- We confirm our availability to commence work on the indicative commencement date specified in the consulting services recruitment notice for this assignment

