

Draft Terms of Reference: Development & Implementation of a Communications Campaign Plan for the Patna RFD

Background:

The Government of India (GoI) constituted the National Ganga River Basin Authority (NGRBA) under Environment (Protection) Act, 1986 on February 20, 2009 with the objectives of (a) ensuring effective abatement of pollution and conservation of the river Ganga by adopting a river basin approach; and (b) maintaining environmental flows in the river Ganga with the aim of ensuring water quality and environmentally sustainable development. The NGRBA has resolved to ensure that by the year 2020 no untreated municipal sewage or industrial effluent will flow into the river Ganga.

At the request of Government of India (GoI), the World Bank is providing programmatic support for building the operational-level institutions needed at the national and state levels for managing the NGRBA program. The World Bank-supported National Ganga River Basin Project will also directly contribute to the government's immediate objective of eliminating all untreated wastewater discharges to the mainstem of Ganga River by 2020, and to its broader mandate of comprehensive water quantity and quality management. To this end, the Project will also finance key initial investments in the waste water management (WWM), solid waste management (SWM), industrial pollution and river front development (RFD) sector. The World Bank project is being implemented through the National Mission for Clean Ganga (NMCG) in the Ministry for Water Resources, River Development & Ganga Rejuvenation.

Bihar is one of the participating states in the World Bank supported National Ganga River Basin Project and will see critical early investments in several cities, including a comprehensive Riverfront Development (RFD) plan in Patna City. The Bihar Urban Infrastructure Development Corporation (BUIDCo) is the designated the executing agency for this investment.

Context & Objective of the Assignment

Any riverfront development initiative is aimed at enhancing the local community's interaction with the river. In Patna City, as elsewhere in the country, the community's day-to-day interaction with the Ganga has been constrained by inadequate facilities and poor maintenance of the ghats. The RFD project, being financed through NMCG by the World Bank, seeks to upgrade the infrastructure facilities at the ghats, and create new facilities such as a promenade, toilets, changing rooms, facilitation centers etc in order to improve people's riverside experience.

With construction proceeding apace in Patna, and the rehabilitation of some major ghats scheduled for completion later this year, the Bihar SPMG/BUIDCo are keen to hire a professional communications agency to help in creating public awareness about the new facilities.

Scope of Assignment:

The Patna RFD is a flagship project for the city and an effective and creative communications campaign can help in generating a "buzz" around it; the visual branding of the RFD project (signage etc) will also need to be created for the RFD project. The following are the expected outputs from the assignment:

- Visual branding exercise – this will include conceptualizing and designing a brand identity for the Patna RFD that covers (i) name; (ii) logo; (iii) tagline/slogan; (iv) site signage markers (for information and safety).
- Mass-media Campaign – Aimed at creating awareness about the Patna RFD Project, it is envisaged that this will include, but not be limited to, communication channels such as street hoardings; radio spots; printed communication collaterals such as information brochures/ handouts.
- Direct Outreach Events: The agency will also conceptualize and organize, in collaboration with BUIDCO, direct outreach events such as ghat festivals etc. aimed at increasing people's use of these riverfront facilities.

Note on Preparation of Creative Content: Creativity of the campaign concept offered and its innovativeness and efficacy in addressing the audience will be the major selection criteria. The actual type and number of various creative outputs will be guided by the proposal of the Consultant in the Draft Communication Action Plan and as accepted by the SPMG/BUIDCO. However, for the purposes of selecting an agency, the commercial offer from the Consultant shall include the following items which are considered minimum requirements at this stage with some final variations. The selected consultant will be required to propose variations to the materials on completion of the delivery of the output. Unit costs proposed for the following items will be used for arriving at any additional contract variations for finally agreed products. The actual placement of the creative content in media channels will be done separately by SPMG/ BUIDCO using government media placement agencies.

Comment [ST1]: BUIDCO needs to see if they want to include the organising of these special events in this agency's scope of work. If they do, they will need to specify the number of events and the period over which they need these events to be held. Given that the election code of conduct imminent, there might be no point in including this -- but leaving the decision to BUIDCO

| S.No | Development and production of Creatives | | Remarks |
|------|---|---|---|
| 2 | Brochures | <ul style="list-style-type: none"> • Two in number; one in Hindi, one in English | Print ready material to be handed over to SPMG/BUIDCO; printing costs not included. |
| 3 | Radio Spots | <ul style="list-style-type: none"> • Two in number: <ul style="list-style-type: none"> ➤ One 60 second Generic spot in Hindi and/or the local language; edited to 30 second version ➤ One 60 second spot aimed at religious pilgrims (for Chhathh or Durga Puja etc.) (in Hindi and/or local language) | Placement to be handled by SPMG/BUIDCO |

| S.No | Concept, Design, Copy and Lay-out of | | |
|------|--|---|---|
| 1 | Print Advertisement | <ul style="list-style-type: none"> One full page Colour – Hindi; Adaptable to half page | Placement to be done separately by SPMG/BUIDCo |
| 2 | Outdoor Advertisement | <ul style="list-style-type: none"> Two Hoardings Two Banners – English, Hindi and/or local language One Wall Painting – Hindi and/or the local language One Bus Board – Hindi and/or the local language | |
| S No | Conceptualisation Design & Installation of | | |
| 1 | On-site Signage | <ul style="list-style-type: none"> Information signage for all ghats and other facilities Access signage for major and minor access roads Safety signage | The exact siting of these signages will need to be based on the architectural design plans for the RFD Project and will be decided in consultation with BUIDCo. |

All the deliverables/reports shall be delivered in one original and 4 hard copy and three soft copy in CD Rom/DVD format which is editable and reproduce-able. The creative content deliverables should be in multi-media format adaptable and reproduce-able with one master copy and 5 copies.

Deliverables & Timeline:

- Action Plan: Detailing the outlines of the communication approach, resources and timelines for each activity – within two weeks of the signing of the contract
- Draft Branding Concept: Within three weeks of signing of contract
- Draft Mass Media Campaign Concept: Within four weeks of signing of contract
- Delivery of creatives: Hoardings and radio spots to be delivered within two weeks of approval of concept; rest to delivered as per schedule agreed with BUIDCo

- On-site Signage: Access and safety Signage to be delivered within four weeks of approval of concept; for ghats that are not yet completed, the schedule will be as agreed with BUIDCo.
- Direct Outreach Events: **BUIDCo to add if they keep this in.**

Minimum Staff Resources Required:

The consultants will need to have a highly-qualified team with a broad range of skill mixes that allows it to implement the tasks under the overall supervision and guidance of the Bihar SPMG/BUIDCo. The consultants will need to show:

Accordingly, the criteria for selection of the consultants will include, inter alia, corporate experience in advertising and communications; creativity in campaigns and branding; local socio-cultural familiarity; commitment in terms of on-the-ground presence of personnel with knowledge in key functional areas.

| Position | Qualifications |
|---|--|
| Team Leader – Senior Communication Specialist | Post-graduate/graduate with 10 years’ work experience as team leader in preparing and implementing national- or state-level strategic communication campaigns that incorporate interventions in different media |
| One Communication Specialist | Graduate in social sciences/communications/public relations, with five years’ work experience in media/communication agencies; demonstrated experience in devising and implementing communication campaigns |
| Creative Director | Degree/Diploma in design/advertising/creative arts/fine arts or any related field with at least five years’ experience with a nationally-reputed advertising firm in designing advertising campaigns; experience in creating visual brand identities |
| Copywriter | Graduate with at least five years’ experience in writing advertising copy with a reputed advertising firm |
| Event Management Specialist | Graduate with at least three years’ experience in conceptualizing and organizing state-level events. |
| Support professionals as needed | |

Comment [ST2]: In case BUIDCo chooses to keep in the task on managing events.