

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

India

Tamil Nadu Housing and Habitat Development Project

Loan No.: 9094-IN

Project ID: P168590

Assignment Title: Procurement of Consulting firm to carry out Developing a Communication Strategy for implementation of the Social Sustainability and Grievance Management Framework and EMF for Tamil Nadu Urban Habitat Development Board.

Reference No: IN-TNSCB-242605-CS-QCBS

The Tamil Nadu Urban Habitat Development Board (TNUHDB) is implementing the Tamil Nadu Housing and Habitat Development Project financed by the World Bank and intends to apply part of the proceeds for consulting services.

Objective and Scope of Work:

The objectives of the consultancy are as follows:

- i. To develop and implement a comprehensive Communications Strategy, including development of information, education and communication (IEC) material.
- ii. To create awareness amongst identified stakeholder groups about the sustainability and inclusion approaches adopted by TNUHDB under the SSGMF and the EMF.
- iii. To prepare a Communication Strategy for TNUHDB ensuring that all concerned stakeholders, including project beneficiaries, are aware and informed of sustainability and inclusion measures being adopted by TNUHDB, as well as develop a strong understanding of various channels of engagement with TNUHDB over the project lifecycle.
- iv. To include a detailed Action Plan for 24 months including details of resources and budget needed for its implementation. The Communications Strategy and Action Plan are expected to be submitted within three months of start of the consultancy.
- v. To handhold TNUHDB in implementation of the Action Plan for nine months.
- vi. To upgrade TNUHDB existing website to make it more user-friendly and to develop dedicated material drawing from the Action Plan.

The duration of the assignment is 12 (twelve) calendar months from the date of award of contract.

The detailed Terms of Reference (TOR) for the assignment can be found at the following websites: www.tnscb.org/procurement/ and <http://www.tenders.tn.gov.in>

The Tamil Nadu Urban Habitat Development Board, Government of Tamil Nadu 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 Consultancy firm must possess the required expertise:

Key Experts	Qualifications & Experience requirements
Team Leader/ Communications Expert	<ul style="list-style-type: none"> • Post-graduate in communications, marketing or related field • At least 12 years of experience in developing communications strategies. • Direct experience in consumer behaviour change campaigns, preferably with urban audiences • Excellent communication skills in Tamil and English
Social and Community Development Expert	<ul style="list-style-type: none"> • Postgraduate in sociology/ social work • Atleast 10 years of experience of working with communities in urban areas, preferably in slums • Direct experience in consumer behaviour change campaigns, preferably with urban audiences • Excellent communication skills in Tamil and English
Development Sector Documentation Expert	<ul style="list-style-type: none"> • Post graduate in Development Studies or in relevant field • Atleast 8 years of direct experience in documentation of development projects • Experience of working with government agencies for atleast 5 projects, preferably in housing or urban utility provision projects • Excellent communication skills in Tamil and English
Creative Manager (Art)	<ul style="list-style-type: none"> • Post Graduate Degree in Graphic Design, Marketing • At least 8 years of experience in art direction in a full-service advertising agency. • Must have conceptualized and created copy for at least 8 advertising campaigns in last three years. • Experience in writing content for digital media is a must. • Experience with behaviour change campaigns is an advantage. • Excellent communication skills in Tamil and English

Key Experts	Qualifications & Experience requirements
Creative Manager (Copy)	<ul style="list-style-type: none"> • Postgraduate in Journalism and Mass Communication • At least 8 years of experience in art direction in a full-service advertising agency. • Must have designed at least 8 advertising campaigns in last three years. • Experience in designing content for digital media is a must. • Experience with behaviour change campaigns is an advantage. • Excellent communication skills in Tamil and English
Creative Manager (social media)	<ul style="list-style-type: none"> • Bachelor's degree in Journalism/public relations/ Communication or marketing • At least 5 years of experience in content writing and social media communication • Experience in designing content for social media is a must. • Experience with behaviour change campaigns is an advantage. • Excellent communication skills in Tamil and English

The lists of documents to be submitted along with the Expressions of Interest are:

1. Name, address, e-mail, telephone along with a note on the ownership, organizational structure and core business area of the consulting firm.
2. Document (s) to demonstrate that the firm is in the business for the last 5 (five) years.
3. Document (s) relating to details of similar assignments executed during the last 5 (five) years in Housing / Infrastructure / Social Sector related projects.
4. Certificate from the statutory auditors / Chartered Accountant stating the year wise annual turnover during the last 3 (three) financial years (i.e 2018-19, 2019-20, 2020-21).
5. A short write-up on technical and managerial capability of the firm for undertaking assigned but without submission of individual key experts' bio data.

Note: Key Experts will not be evaluated at the short-listing stage.

Consultant firm may submit other documents considered important, which are not listed above, to justify general qualifications and qualifications relevant to the assignment.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's prevailing "Procurement Regulations for IPF Borrowers", setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours i.e .10:00 AM to 5:45 PM. (Except holidays)

Expressions of interest must be delivered in a written form along with necessary enclosures to the address below (in person, or by mail or by e-mail) by **12.04.2022** up to **3:00 PM**.

Attention:

Chief Community Development Officer,
Project Monitoring Unit
Tamil Nadu Urban Habitat Development Board,
No.5, Kamarajar Salai,
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Tamil Nadu, India,
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