

## Detailed Tender Notice



### WEST BENGAL POLLUTION CONTROL BOARD

"Paribesh Bhavan", 10A, Block-LA, Sector-III, Bidhannagar, Kolkata-700098, India

#### Capacity Building for Industrial Pollution Management Project (CBIPMP) (Loan no- 7924-IN and Credit no- 4755-IN)

Advt.Ref: 005/WBPCB/WB-CBIPMP/ 2013-14

Date: 27.02.2014

#### EXPRESSION OF INTEREST

1. This invitation for bids follows the general procurement notice WB2018 for this project that appeared in United Nations' *Development Business* on 08.05.2010. The Ministry of Environment & Forests (MoEF), Govt. of India has received a credit from the International Development Association / loan from the International Bank for Reconstruction & Development towards the cost of CBIPMP Project:
  2. The West Bengal Pollution Control Board, the Executing Agency for the State of West Bengal, intends to apply a part of the proceeds of this loan / credit for payment under the contract for :A Consultancy Services for Communication & Awareness Campaigns in Project Areas (Dhapa Remediation Works)
  3. The West Bengal Pollution Control Board now invites eligible **NGO/CBO or similar organisation** only to indicate their interest in providing the above mentioned Services. Interested consultants must provide information indicating that they are qualified to perform the Services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may associate to enhance their qualifications. *[The "Association" may take the form of a joint venture (with joint and several liability) or of a sub-consultancy].*
  4. Consultants will be selected in accordance with the procedures set out in the World Bank's Procurement Guidelines: *Selection and Employment of Consultants by Bank Borrowers* 7 May, 2004, revised October 2006 and May 2010.
- Interested Consultants may obtain further information from Project Director, CBIPMP Project, Ph- 91-33-23358213 Fax- 91-33-23352813 from 11 a.m. to 5p.m. The informations can also be obtained on the WBPCB Websites: [cbipmp.wbpcb.gov.in](http://cbipmp.wbpcb.gov.in) or [www.wbpcb.gov.in](http://www.wbpcb.gov.in) (select CBIPMP Project).
- Expression of interest must be submitted by 2.00 p.m. of **17.03.2014** from the date of publication, (in case it falls on holiday, then the next working day shall be applicable as the last date of submission by 2.00 p.m. Expression of Interest must be clearly superscripted as "Consultancy Services for communication and awareness in project areas(Dhapa remediation works)", and may be dropped in the Boxes marked "**EOI for** Communication & Awareness Campaigns for Dhapa Remediation Works" to be kept at "Paribesh Bhawan, 10A, Block – LA, Sec – III, Bidhan Nagar, Kolkata – 98. **Sd/- Project Director, CBIPMP/Member Secretary, WBPCB**

# Capacity Building for Industrial Pollution Management Project (CBIPMP)

## **TERMS OF REFERENCE FOR SERVICE PROVIDER For Communication & Awareness Campaigns in Project Areas (DHAPA)**

### **1. Background:**

The Ministry of Environment & Forests, Govt. of India (MoEF) is implementing a project on Capacity Building and Industrial Pollution Management (CBIPMP) with financial and technical assistance from the World Bank. The project has been taken up for implementation in the states of Andhra Pradesh and West Bengal as pilot project for its likely replication in other states. West Bengal Pollution Control Board is the implementing agency for the Project for the State of West Bengal.

### **2. Project Objective:**

The development objective of the project is to build tangible human and technical capacity in selected state agencies for undertaking environmentally sound remediation of polluted sites and to support the development of a policy, institutional and methodological framework for the establishment of a National Policy Programme for Rehabilitation of polluted sites.

### **3. Project area**

- i. Dhapa (refer appendix -I)

### **4. Needs of the project regarding Social Management**

One of the components of the project specifically deals with communication and social management. The major issues and activities related to this component are to implement the social management plan and ensure that all PAPs are duly informed, engaged and covered by the plan.

The specific needs of Social Management activities are:

- I. To review social management plan and proposal developed by the Design Consultant
- II. Implement the social management plan
- III. Facilitate organizing stakeholder consultations, workshops/seminars and prepare the proceedings of the same
- IV. Facilitate training of stakeholders (if required) as per need expressed by the PAPs and as indicated in the social management plan.
- V. Act as an interface between the PAPs and project authority
- VI. Maintain contact with all stakeholders and respond to all queries related to the project.
- VII. Facilitate the implementation of grievance redressal mechanism and encourage stakeholders to use the same
- VIII. Follow-up on complaints/feedbacks received by PIU and prepare resolution report.

### **5. Needs of the Project regarding Communications**

In order to execute the social management plan, it is necessary that proper awareness should be created amongst stakeholders about various details of the project and about how the project may affect their lives.

The specific needs of communication are:

- I. To create awareness amongst the PAPs (Project Affected Persons) about the project, about the key findings of the study conducted in the area, various effects of the contaminants (on health, environment etc) on the community at large and the specific establishments from where samples were drawn
- II. To inform the PAPs about the need for remediation, the process that need to be adopted for remediation and its related effects and impacts on communities, residents, existing enterprises and business in their regular functioning which could be of permanent or temporary nature.
- III. To inform the stakeholders about the inconveniences they might face during the remediation process and that the project authorities would try their best to take care of the same. (Grievance redressal mechanism)
- IV. To inform the stakeholders about the benefits of the project after remediation and that they will enjoy improved living conditions, better environment for their children to grow up in.
- V. To engage the stakeholders with a view to enhance their responsiveness to comply with pollution regulations and remediation processes

## **6. Implementation Arrangements**

- i. The social management and awareness program will be implemented by a qualified and experienced service provider (NGO or CBO), henceforth referred to as 'SP', having ample experience of working in similar project area/s.
- ii. The SP will have to provide in their bids, detailed profile of their organisation, past and ongoing experiences and type of work done in the particular project area/s.
- iii. The SP will have to submit a write-up stating their understanding of the work, responsibilities entailed and their assessment about the need and points for awareness generation.
- iv. The SP will facilitate coordinating and mobilizing of resources in a multi-sectoral response to cater to the specific needs of the CBIPM Project in the project area/s. Also, the awareness programs will have to be implemented in close consultation with WBPCB, technical works consultant appointed by the project for the remediation work, social and communications experts (JPSA engaged) for the project, Design Consultants (now supervising consultants), KMC, and any other stakeholders as deemed necessary. SP will have to operate in complete coordination with schedules and work plan provided by the above mentioned authorities.
- v. The SP may suggest design for any communication tools that might have to be developed. However, the contents of the communication material will have to be approved by project authorities before administering in the fields.
- vi. All activities / programme/ scope of work will have to be approved and finalized by Project Authorities before implementation.

- vii. The program is scheduled to be implemented for the period from the engagement of the works consultant and ending with the completion of the remediation work. However, the SP may be engaged before the engagement of the works consultant.
- viii. SP will start advocacy activities after their engagement and continue to do so as per requirement of the project. These activities will be in consultation and guidance of the PIU, specifically Social and Communications Consultants. The time between their engagement and actual field work will be utilized in various trainings, familiarization with the project site, studying of the IEC materials, stakeholder workshops and such other project related activities.
- ix. The SP is expected to mobilize its field team two weeks before commencement of the physical work at the site/s.
- x. After engagement of works consultant, SP will coordinate with them regarding specific requirement of communication and social mobilization planned and act accordingly as per timelines provided by implementing agency (works consultant).
- xi. The SP will report to the PIU through the Social and Communication Experts of the project. The experts will assist PIU to supervise the SP's activities.
- xii. The SP will prepare and submit
  - Overall management and detailed implementation plan of social management and awareness generation activities
  - In case of training and capacity building of PAPs (if required), detailed need-based plan has to be developed
  - Financial implications of the above activities, with detailed cost breakup
  - Monthly reports as per format developed and submit the same to social and communication experts

## **7. Scope of Work**

The scope of work and activities to be carried by the Service Provider will consist of the following.

### **a) Advocacy**

Organize workshops and meetings on purpose of the project, involving relevant information on benefits, positive role of WBPCB and other government agencies and ensure full commitment of the stakeholders involved in the implementation of the remediation works.

### **b) Implementation of Social Management plan**

- i. Facilitate training of stakeholders as per need expressed by the PAPs.
- ii. Act as an interface between the PAPs and project authority and implementing agency.
- iii. Maintain contact with all stakeholders and respond to all queries related to the project. Coordination will have to be maintained with implementing agency, Social and Communication experts and PIU of CBIPM Project.
- iv. Facilitate the implementation of grievance redressal mechanism and encourage stakeholders to use the same
  - v. Promote and ensure practice of health and environmental sanitation through promotion of latrines and safe drinking water.
- vi. Follow-up on complaints/feedbacks received by PIU and prepare resolution report.
- vii. Handle any other field related problems as may arise from time to time.

#### **c) Promoting implementation of Social Management Plan**

Social Management Plans that have already been suggested by Design Consultants will have to be implemented by the relevant stakeholder. The NGO/ CBO will ensure that there is full acceptance of the same and cooperation at the community level. Moreover, they will also handle any unrealistic demands that might be posed by the community. In such situation, they will keep the Social and Communication experts updated about such possibilities well in advance to ensure that no unjustified expectation and grievance at the community level.

#### **d) Awareness generating activities**

- i. Design program to mitigate any negative feelings and reactions in project area. Target population may include local residents, small business and commercial establishments, Government stakeholders, elected representatives of the area, migrant workers, truck drivers and construction workers. Promote key messages on aim, importance and need of the project, cooperation, benefits.
- ii. Raise awareness on environmental issues, pollution in the area and need for remediation, contaminations found and related health hazards, amongst target communities, school children and migrant labours including agricultural workers through communication campaigns with focus on project area.
- iii. To inform the PAPs about the process that need to be adopted for remediation and its related effects and impacts on communities, residents, existing enterprises and business in their regular functioning which could be of permanent or temporary nature.

- iv. To inform the stakeholders about the inconveniences they might face during the remediation process and that the project authorities would try their best to take care of the same
- v. To inform the stakeholders about the benefits of the project after remediation and that they will enjoy improved living conditions, better environment for their children to grow up in.
- vi. To engage the stakeholders with a view to enhance their responsiveness to comply with pollution regulations and remediation processes
- vii. In order to minimize the risk of sexually transmitted diseases / AIDS spreading in the area due to the influx of migrant labors, special awareness need to generated on the same amongst the villagers as well as the labors. Free distribution of condoms etc., organizing health camps may be planned.

**e) IEC Materials and Communication Campaigns**

- i. Distribute appropriate IEC materials such as poster, leaflet, banners, brochures, case study documents, to local communities; IEC materials and community events will focus on delivering key messages on the awareness raising requirements as mentioned above.
- ii. The SP, from their experience in similar projects, may also suggest other appropriate IEC tools and materials and help in developing the same. However, all material will have to be approved by project authorities before implementing in the field.
- iii. Set up information and reporting systems regarding ongoing activities.
- iv. Identify any specific support that may be in demand at the community level (trainings, capacity building, skill development etc.) and inform project authorities of the same.
- v. Identify and involve key opinion leaders in local community and provide them with necessary awareness and education materials.
- vi. Promote health awareness campaigns, with special emphasis on Sexually Transmitted Diseases and facilitate in distributing promotional materials for the same.

**8. Documentation**

The SP will maintain detail documentation of all activities specifying date, time, stakeholder details etc. These are to be supported by relevant photographs. Audio and video recordings of special and relevant activities may also be done in a professional way, so that the same may be used later for similar

purposes. The activities need to be documented at every step following the progress of the campaign. This documentation may help further in the policy making process at the national level.

## 9. **Monitoring**

- a. Based on a monitoring framework (Table1), the SP will develop the final monitoring framework to be attached to the proposal submitted. The monitoring indicators will be refined in consultation with Project authorities and relevant consultants during the inception of remediation phase.
- b. The SP will monitor the communication program progress and outputs and based on the feedbacks from the target groups the program activities may be readjusted in consultation with project authorities.
- c. The SP will develop a simple questionnaire format that may be used for monitoring the efficacy of the campaign. This questionnaire may be developed in consultation with social and communication experts of the project.
- d. The questionnaire may be administered at regular intervals during the project implementation period, so as to monitor the efficacy of the programme and make any amendments if required.

## 10. **Budget**

SP will be required to provide a detailed cost break up for conducting all of the above mentioned activities which will include manpower, mobility, cost for organizing workshop/seminar, stationery, resources for awareness campaigns, photography for documentation, conducting trainings and other capacity building activities.

All costs relating to NGO activities should be included in budget quoted.

Production of IEC materials, cost relating to social management plan etc. will be provided by WBPCB

**Sample Format of Questionnaire for monitoring**  
**(Will be finalized before commencement of work)**

**Date:**

**Place:**

**Table 1**  
**Tentative Program Monitoring Framework**

Activity	Monitoring Indicators	No of stakeholders
	Type of stakeholders connected with	No. of people contacted
Engage the community to enhance its responsiveness to comply with pollution regulations and remediation processes.		
Interact with families / people directly impacted by project		
Interact with people / families whose income has been affected by the project		
Raise awareness on environmental issues, pollution in the area and need for remediation of contaminations found, related health hazards,		
Inform the owners of the affected private industries / business houses/ private houses & land that remediation of the soil and water needs to be done		
Inform PAPs about the process that need to be adopted for remediation and its related impacts on communities, in their regular functioning which could be of permanent or temporary nature.		
Inform the stakeholders about the inconveniences they might face during the remediation process and that the project authorities would try their best to take care of the same		
Inform the stakeholders about the benefits of the project after remediation - enjoy improved living conditions and better environment		
Enhance responsiveness of stakeholders to comply with pollution regulations and remediation processes		
Promote and ensure practice of health and environmental sanitation through promotion of latrines and safe drinking water.		

## 1. Reporting

- i. The SP will prepare and submit a reporting format in line with the activities planned as per specific time lines as decided by WBPCB, technical works consultant appointed by the project for the remediation work, social and communications experts (JPSA engaged) for the project.
- ii. A monthly report is to be submitted tracing the activities planned and as per the table format provided. The report should provide information and data on the program progress, its achievements, highlighting implementation issues and recommending remedial measures.
- iii. Post-project program report on overall achievement in reaching out to people by type and number, efficacy of the campaign (measured through the questionnaire on various issues), efficacy of the communication tools, special mention of any noteworthy point / issue that needs to be addressed through the project, any other relevant information

## Required Qualifications of the Service Provider

- a. Must be a NGO / CBO registered with the Registrar of Societies for at least 5 years
- b. Minimum 5 years of experience in social mobilization and handling social issues, handling and implementing awareness campaigns using different types of tools and materials, experience of coordinating simultaneously with different levels of authorities and stakeholders including Government departments, elected representatives, residents of the area, other commercial houses in the area
- c. Experience in similar project preferred
- d. Should have adequately staffed permanent office in Kolkata
- e. Must be able to deploy a field team comprising team leader, field supervisor, advocacy specialist, and 5 field mobilisers.

### Minimum Qualifications of team members:

Member	Qualification	Experience	Other expertise
Coordinator/ leader	Masters in Social work (MSW)	Minimum 5 yrs as team leader.	Capable of managing and taking decisions in adverse situations at field level.  Fluency in Bangla and Hindi. Should be able to read and write in English
Field Supervisor	Graduate (preferably in social work/ mass communication / social science)	Min 3 yrs of working at field level of which atleast 2 yrs as supervisor.	Capable of facing adverse situations at field level. Fluency in local language.
Advocacy specialist	Graduate	Relevant experience of 3 years	Fluency in Bangla, Hindi and English
Field mobiliser	Higher Secondary	3 years experience of working in similar project	Fluency in Bangla and Hindi)

## **Documents to be submitted with application**

- a. A certified copy of its current Registration Certificate under Society Registration Act, Memorandum and Articles of Association and other relevant constitutional documents
- b. Audited financial statements for last 3 years
- c. Annual report of the NGO for the last 3 years
- d. Experience of the Organisation/Firm/ Company related to the assignment in the past (three) years, supported by documents related to funding - Proof of awareness campaigns conducted in similar projects – Work order and completion certificate from concerned authorities, details of works under way or contractually committed and clients who may be contacted for further information on those works
- e. Detailed team composition and task assignments as mentioned above. Details of proposed team to be deployed.
- f. Competence and Experience of all key staff along with documentary evidence and photographs
- g. Experience of other relevant projects, and Information regarding any litigation above Rs. 10 lakh.
- h. Resource Base of Local Office
- i. A write-up stating their understanding of the work, responsibilities entailed and their assessment about the need and points for awareness generation.

**N.B: After shortlisting, selection of consultant will be made under CQS method of World Bank Procurement Guidelines for Consultants**





