



Date of Issue: 16th July 2010
Closing Date: 30th July 2010

(Reference NO. UNDP/2010/009)

REQUEST FOR PROPOSAL

“ For developing and executing campaign on Sustainable Waste Management and Sustainable Transportation for Delhi and NCR under UNDP/ GEF project on “Low Carbon Campaign for Commonwealth Games 2010”

1. Proposals are invited to undertake development and execution of campaign on Sustainable Waste Management and Sustainable Transportation for Delhi and NCR under UNDP/ GEF project on “Low Carbon Campaign for Commonwealth Games 2010”, as per enclosed Terms of Reference (TOR). The time period available to develop these short term campaigns is July – December 2010 and these campaigns should be clearly and directly linked to the green Commonwealth Games 2010.
2. To enable you to submit a proposal, attached are:
 - i. Instructions to Offerors (Annex I)
 - ii. General Conditions of Contract..... (Annex II)
 - iii. Terms of Reference (TOR).....(Annex III)
 - iv. Proposal Submission Form(Annex IV)
 - v. Price Schedule(Annex V)
3. Your offer comprising of technical proposal and financial proposal, **in separate sealed envelopes**, should reach the following address no later than 30th July 2010 **at 5.30 p.m India local time**

ATTN:

OC PMU

UNDP/ GEF project “Low Carbon Campaign for Commonwealth Games 2010”

Centre for Environment Education¹

C 40, South Extension II

New Delhi-110049

Tel No - 011-26262878, 26262881

Fax No - 011-26262880

In case of clarifications, please e-mail to pmuoccwg@ceeindia.org

¹ Centre for Environment Education (CEE) has been designated with the task of Project Management of UNDP/GEF project on “Low Carbon Campaign for Commonwealth Games 2010” by the Organizing Committee of Commonwealth Games 2010.

4. If you request additional information, we would endeavor to provide information expeditiously, but any delay in providing such information will not be considered a reason for extending the submission date of your proposal.
5. The shortlisted offerors will be requested to make a presentation on 4th August 2010 before the Review Board.

Instructions to Offerors

A. Introduction

1. General

Purpose of RFP for developing a proposal for developing and executing campaign on Sustainable Waste Management and Sustainable Transportation under UNDP/ GEF project on “Low Carbon Campaign for Commonwealth Games 2010”.

2. Cost of proposal

The Offeror shall bear all costs associated with the preparation and submission of the Proposal, the OC PMU will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the solicitation.

B. Solicitation Documents

3. Contents of solicitation documents

Proposals must offer services for the total requirement. Proposals offering only part of the requirement will be rejected. The Offeror is expected to examine all corresponding instructions, forms, terms and specifications contained in the Solicitation Documents. Failure to comply with these documents will be at the Offeror’s risk and may affect the evaluation of the Proposal.

4. Clarification of solicitation documents

A prospective Offeror requiring any clarification of the Solicitation Documents may notify OC PMU in writing at the specified mailing address or fax number indicated in the RFP. The OC PMU will respond in writing to any request for clarification of the Solicitation Documents that it receives earlier than two days prior to the deadline for the submission of Proposals. Written copies of the organisation’s response (including an explanation of the query but without identifying the source of inquiry) will be sent to all prospective Offerors that has received the Solicitation Documents.

5. Amendments of solicitation documents

At any time prior to the deadline for submission of Proposals, the OC PMU may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective Offeror, modify the Solicitation Documents by amendment.

All prospective Offerors that have received the Solicitation Documents will be notified in writing of all amendments to the Solicitation Documents.

In order to afford prospective Offerors reasonable time in which to take the amendments into account in preparing their offers, OC PMU may, at its discretion, extend the deadline for the submission of Proposals.

C. Preparation of Proposals

6. Language of the proposal

The Proposals prepared by the Offeror and all correspondence and documents relating to the Proposal exchanged by the Offeror and OC PMU shall be written in the English language.

7. Documents comprising the proposal

The Proposal shall comprise the following components:

- (a) Proposal submission form;
- (b) Operational and technical part of the Proposal, including documentation to demonstrate that the Offeror meets all requirements;
- (c) Price schedule, completed in accordance with clauses 8 and 9;
- (d) Proposal security.

8. Proposal form

The Offeror shall structure the operational and technical part of its Proposal as follows:

(a) Management plan

This section should provide corporate orientation to include the year and state/country of incorporation and a brief description of the Offeror's present activities. It should focus on services related to the Proposal.

This section should also describe the organisational unit(s) that will become responsible for the contract, and the general management approach towards a project of this kind. The Offeror should comment on its experience in similar projects and identify the person(s) representing the Offeror in any future dealing with OC PMU.

(b) Resource plan

This should fully explain the Offeror's resources in terms of personnel and facilities necessary for the performance of this requirement. It should describe the Offeror's current capabilities/facilities and any plans for their expansion.

(c) Proposed methodology

This section should demonstrate the Offeror's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications.

The operational and technical part of the Proposal should not contain any pricing information whatsoever on the services offered. Pricing information shall be separated and only contained in the appropriate Price Schedules.

It is mandatory that the Offeror's Proposal numbering system corresponds with the numbering system used in the body of this RFP. All references to descriptive material and brochures should be included in the appropriate response paragraph, though material/documents themselves may be provided as annexes to the Proposal/response.

Information which the Offeror considers proprietary, if any, should be clearly marked "proprietary" next to the relevant part of the text and it will then be treated as such accordingly.

9. Proposal prices

The Offeror shall indicate on an appropriate Price Schedule, an example of which is contained in these Solicitation Documents, the prices of services it proposes to supply under the contract.

10. Proposal currencies

All prices shall be quoted in US dollars and INR

11. Period of validity of proposals

Proposals shall remain valid for ninety (90) days after the date of Proposal submission prescribed by OC PMU, pursuant to the deadline clause. A Proposal valid for a shorter period may be rejected by OC PMU on the grounds that it is non-responsive.

12. Format and signing of proposals

The Offeror shall prepare two copies of the Proposal, clearly marking each "Original Proposal" and "Copy of Proposal" as appropriate. In the event of any discrepancy between them, the original shall govern.

The two copies of the Proposal shall be typed or written in indelible ink and shall be signed by the Offeror or a person or persons duly authorised to bind the Offeror to the contract. The latter authorisation shall be indicated by written power-of-attorney accompanying the Proposal.

A Proposal shall contain no interlineations, erasures, or overwriting except, as necessary to correct errors made by the Offeror, in which case such corrections shall be initialled by the person or persons signing the Proposal.

Proposal should be accompanied by the presentation to be made by the Offeror before the Review Board on 4th August, 2010.

13. Payment

OC PMU shall effect payments to the Contractor after approval of the Project Steering Committee and upon acceptance by OC PMU of the invoices submitted by the contractor, upon achievement of the corresponding milestones.

D. Submission of Proposals

14. Sealing and marking of proposals

The Offeror shall seal the Proposal in one outer and two inner envelopes, as detailed below.

(a) The outer envelope shall be:

- addressed to –

**ATTN:
OC PMU
UNDP/ GEF project “Low Carbon Campaign for Commonwealth Games 2010”
Centre for Environment Education
C 40, South Extension II
New Delhi-110049
Tel No - 011-26262878, 26262881
Fax No - 011-26262880**

- marked with –

“RFP for developing and executing campaign on Sustainable Waste Management and Sustainable Transportation under UNDP/ GEF project on “Low Carbon Campaign for Commonwealth Games 2010”

(b) Both inner envelopes shall indicate the name and address of the Offeror. The first inner envelope shall contain the information specified in Clause 8 (*Proposal form*) above, with the copies duly marked “Original” and “Copy”. The second inner envelope shall include the price schedule duly identified as such.

Note, if the inner envelopes are not sealed and marked as per the instructions in this clause, OC PMU will not assume responsibility for the Proposal's misplacement or premature opening.

(c) RFP requires separate envelopes for technical and financial proposals

15. Deadline for submission of proposals

Proposals must be received by the OC PMU at the address specified under clause *Sealing and marking of Proposals* no later than 30th July 2010 (5.30 pm) local time.

16. Late Proposals

Any Proposal received by OC PMU after the deadline for submission of proposals, pursuant to clause *Deadline for the submission of proposals*, will be rejected.

17. Modification and withdrawal of Proposals

The Offeror may withdraw its Proposal after the Proposal's submission, provided that written notice of the withdrawal is received by OC PMU prior to the deadline prescribed for submission of Proposals.

The Offeror's withdrawal notice shall be prepared, sealed, marked, and dispatched in accordance with the provisions of clause *Deadline for Submission of Proposals*. The withdrawal notice may also be sent by telex or fax but followed by a signed confirmation copy.

No Proposal may be modified subsequent to the deadline for submission of proposals.

No Proposal may be withdrawn in the Interval between the deadline for submission of proposals and the expiration of the period of proposal validity specified by the Offeror on the Proposal Submission Form.

E. Opening and Evaluation of Proposals

18. Opening of proposals

The procuring entity will open the Proposals in committee formed by PSC.

19. Clarification of proposals

To assist in the examination, evaluation and comparison of Proposals, the Purchaser may at its discretion, ask the Offeror for clarification of its Proposal. The request for clarification and the response shall be in writing and no change in price or substance of the Proposal shall be sought, offered or permitted.

20. Preliminary examination

The Purchaser will examine the Proposals to determine whether they are complete, whether any computational errors have been made, whether the documents have been properly signed, and whether the Proposals are generally in order.

Arithmetical errors will be rectified on the following basis: If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Offeror does not accept the correction of errors, its Proposal will be rejected. If there is a discrepancy between words and figures the amount in words will prevail.

Prior to the detailed evaluation, the Purchaser will determine the substantial responsiveness of each Proposal to the Request for Proposals (RFP). For purposes of these Clauses, a substantially responsive Proposal is one which conforms to all the terms and conditions of the RFP without material deviations. The Purchaser's determination of a Proposal's responsiveness is based on the contents of the Proposal itself without recourse to extrinsic evidence.

A Proposal determined as not substantially responsive will be rejected by the Purchaser and may not subsequently be made responsive by the Offeror by correction of the non-conformity.

21. Evaluation and comparison of proposals

A two-stage procedure is utilised in evaluating the proposals, with evaluation of the technical proposal being completed prior to any price proposal being opened and compared. The price proposal of the Proposals will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 100 points in the evaluation of the technical proposals.

The technical proposal is evaluated on the basis of its responsiveness to the Term of Reference (TOR).

In the Second Stage, the price proposal of all contractors, who have attained minimum 70% score in the technical evaluation will be compared. The contractor will be awarded to the Contractor offering the lowest price.

Technical Evaluation Criteria

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable	Company / Other Entity				
				A	B	C	D	E
1	Personnel/Team qualification	35	35					
2	Expertise of Firm / Organisation submitting Proposal	35	35					
3	Proposed Work Plan and Approach	10	10					
4	Understanding of the ToR	15	15					
5	Time line	05	05					
Total			100					

Note: The score weights and points obtainable in the evaluation sheet are tentative and should be changed depending on the need or major attributes of technical proposal.

F. Award of Contract

22. Award criteria, award of contract

The PSC reserves the right to accept or reject any Proposal, and to annul the solicitation process and reject all Proposals at any time prior to award of contract, without thereby incurring any liability to the affected Offeror or any obligation to inform the affected Offeror or Offerors of the grounds for the Purchaser’s action

Prior to expiration of the period of proposal validity, OC PMU will award the contract to the qualified Offeror as per the decision of PSC whose Proposal after being evaluated is considered to be the most responsive to the needs of the organisation and activity concerned.

23. Purchaser’s right to vary requirements at time of award

The Purchaser reserves the right at the time of award of contract to vary the quantity of services and goods specified in the RFP without any change in price or other terms and conditions.

24. Signing of the contract

Within 2 days of receipt of the contract the successful Offeror shall sign and date the contract and return it to the Purchaser.

25. Performance security

Within 2 days of the receipt of the Contract from the Purchaser, the successful Offeror shall provide the performance security on the Performance Security Form provided in the Solicitation Documents and in accordance with the Special Conditions of Contract.

Failure of the successful Offeror to comply with the requirement of Clause 24 or Clause 25 shall constitute sufficient grounds for the annulment of the award and forfeiture of the Proposal security if any, in which event the Purchaser may make the award to the next lowest evaluated Offeror or call for new Proposals.

General Conditions of Contract**1. LEGAL STATUS**

The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis OC PMU. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of OC PMU

2. SOURCE OF INSTRUCTIONS

The Contractor shall neither seek nor accept instructions from any authority external to OC PMU in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect OC PMU and shall fulfill its commitments with the fullest regard to the interests of OC PMU.

3. CONTRACTOR'S RESPONSIBILITY FOR EMPLOYEES

The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.

4. ASSIGNMENT

The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of OC PMU.

5. SUB-CONTRACTING

In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of OC PMU for all sub-contractors. The approval of OC PMU of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform with the provisions of this Contract.

6. OFFICIALS NOT TO BENEFIT

The Contractor warrants that no official of OC PMU has received or will be offered by the Contractor any direct or indirect benefit arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

7. INDEMNIFICATION

The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, OC PMU, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

8. INSURANCE AND LIABILITIES TO THIRD PARTIES

- 8.1 The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- 8.2 The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees to cover claims for personal injury or death in connection with this Contract.
- 8.3 The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- 8.4 The Contractor shall, upon request, provide OC PMU with satisfactory evidence of the insurance required under this Article.

E. 9. ENCUMBRANCES/LIENS

The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with OC PMU against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.

10. TITLE TO EQUIPMENT

Title to any equipment and supplies that may be furnished by OC PMU shall rest with OC PMU and any such equipment shall be returned to OC PMU at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to OC PMU, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate OC PMU for equipment determined to be damaged or degraded beyond normal wear and tear.

11. COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS

UNDP/ GEF shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract. At the OC PMU's request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to OC PMU in compliance with the requirements of the applicable law.

12. USE OF NAME, EMBLEM OR OFFICIAL SEAL OF UNDP OR THE UNITED NATIONS

The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with OC PMU, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of OC PMU, or any abbreviation of the name of OC PMU in connection with its business or otherwise.

13. CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION

- 13.1 All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of UNDP/GEF, shall be treated as confidential and shall be delivered only to UNDP/GEF authorized officials on completion of work under this Contract.
- 13.2 The Contractor may not communicate at any time to any other person, Government or authority external to OC PMU, any information known to it by reason of its association with OC PMU which has not been made public except with the authorization of OC PMU; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

14. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS

- 14.1 Force majeure, as used in this Article, means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force which are beyond the control of the Parties.
- 14.2 In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to OC PMU, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify OC PMU of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of this Contract. The notice shall include steps proposed by the Contractor to be taken including any reasonable alternative means for performance that is not prevented by force majeure. On receipt of the notice required under this Article, OC PMU shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the

Contractor of a reasonable extension of time in which to perform its obligations under this Contract.

- 14.3 If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, OC PMU shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

15. TERMINATION

- 15.1 Either party may terminate this Contract for cause, in whole or in part, upon thirty days notice, in writing, to the other party. The initiation of arbitral proceedings in accordance with Article 16 "Settlement of Disputes" below shall not be deemed a termination of this Contract.
- 15.2 OC PMU reserves the right to terminate without cause this Contract at any time upon 15 days prior written notice to the Contractor, in which case OC PMU shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- 15.3 In the event of any termination by OC PMU under this Article, no payment shall be due from OC PMU to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract. The Contractor shall take immediate steps to terminate the work and services in a prompt and orderly manner and to minimize losses and further expenditures.
- 15.4 Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, OC PMU may, without prejudice to any other right or remedy it may have, terminate this Contract forthwith. The Contractor shall immediately inform OC PMU of the occurrence of any of the above events.

16. SETTLEMENT OF DISPUTES

16.1. Amicable Settlement

The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. Where the parties wish to seek such an amicable settlement through conciliation. Conciliation Rules then obtaining, or according to such other procedure as may be agreed between the parties.

16.2. Arbitration

Unless, any such dispute, controversy or claim between the Parties arising out of or relating to this Contract or the breach, termination or invalidity thereof is settled amicably under the preceding paragraph of this Article within sixty (60) days after receipt by one Party of the other Party's request for such amicable settlement, such dispute, controversy or claim shall be referred by either Party to arbitration. The arbitral tribunal shall have no authority to award

punitive damages. The Parties shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy, claim or dispute.

19 CHILD LABOUR

19.1 The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development. Any breach of this representation and warranty shall entitle OC PMU to terminate this Contract immediately upon notice to the Contractor, at no cost to OC PMU.

OBSERVANCE OF THE LAW

The Contractor shall comply with all laws, ordinances, rules, and regulations bearing upon the performance of its obligations under the terms of this Contract.

AUTHORITY TO MODIFY

No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against OC PMU unless provided by an amendment to this Contract signed by the authorized official of OC PMU.

Terms of Reference

For developing and executing campaign on Sustainable Waste Management and Sustainable Transportation under UNDP/ GEF project on “Low Carbon Campaign for Commonwealth Games 2010”

1. Background:

The XIX Commonwealth Games will be held in New Delhi from 3-14 October 2010. As the host of the Commonwealth Games (CWG), the Government of National Capital Territory of Delhi has committed itself to hosting a “Green Games” by inducing behavioral change towards low carbon practices and becoming the benchmark for multi-disciplinary games in the future. CWG lays focus on greening the Games and thus also focus on ‘low carbon practices’ as one of the major objectives. The Global Environment Facility (GEF) community is working to protect the global environment while improving local environmental quality and the livelihoods of people. The proposed project will use the CWG as an opportunity to showcase the GEF's contribution to addressing global environmental challenges and the Indian efforts in greening the CWG and empowering athletes, tourists and citizens on low carbon practices. This project will support and strengthen the CWG Organizing Committee’s initiatives on low carbon practices before, during and after (legacy) the CWG. The direct global environmental benefits stem from the plantation activities and other green initiatives that will be introduced by the project. It is expected that approximately 20,496 tonnes of CO₂ will be reduced, sequestered or offset by the project over 10 years. A standard methodology for monitoring and quantifying the carbon sequestration will be applied to monitor the carbon sequestered. By targeting such a major sporting event, the outreach programs promoted under the project will raise the awareness of the athletes, visitors, media, and other participants of the CWG and the general public about low carbon issues and options to reduce the human impact on the environment. The project comprises four major outcomes, namely: (i) enhanced public image of the GEF as a global entity to support low carbon practices during XIX 2010 CWG, (ii) awareness created among public, students, athletes, visitors, facility managers and media on low carbon practices, (iii) CWG participants, New Delhi residents, and visitors begin to take steps to adopt environment-friendly practices, and (iv) guidelines for ‘greening’ future sporting events in the country developed.

2. Objective:

As part of this UNDP/ GEF project, it has been agreed to design, develop and execute campaigns on Sustainable Waste Management and Sustainable Transportation for Delhi and NCR region to induce behavioral change for the adoption of environmentally sustainable practices. These promotional campaigns are expected to sensitize the identified target group on waste and transportation issues through the platform of Commonwealth Games 2010. An attempt is to be made to ensure that these campaigns should have a long lasting effect on public and private sector motivation in these 2 sectors.

The time period for designing and executing these two campaigns is July to December 2010. The total resources available for this assignment is USD 50,000. The objective of these two short term public campaigns is to communicate simple commonsense messages on waste management and sustainable transportation through the platform of Commonwealth Games 2010 to induce a change in behavior pattern of the identified target group.

The mode of campaign, the target groups etc have been left open to allow offerors to think and design a realistic, innovative and a powerful campaign on waste management and transportation.

It is possible that a campaign designed by one offeror is on one issue and the other offeror may have developed a better campaign on the other issue. In such a scenario, the assignment shall be divided between these 2 offerors and they will be requested to design and execute the respective campaigns.

3. Scope of work:

- a. Need assessment and consultation with the concerned stakeholders to design and develop campaign on sustainable waste management and sustainable transportation for Delhi and NCR linking it clearly with Commonwealth Games 2010 for a period of July – December 2010.
- b. Design, develop and execute the campaign
- c. Document the impacts/ results of the campaign and submit the report to OC PMU.

4. Deliverables and timelines:

- a. Design and develop campaign (July – August 2010)
- b. Run campaign (September – December 2010)
- c. Document the impacts of campaign (Nov 2010)
- d. Document all the above and submit a report (December 2010)

5. Supervision

The consultants will report to OC PMU and will work in close collaboration with OC CWG, MoEF and UNDP.

6. Payment schedule

- a. 30% upon signing contract
- b. 50% upon completing deliverables a
- c. 20% upon completing deliverable b, c & d

7. Minimum qualifications and role of experts

The following is expected from the institution/ individual applying for this RFP:

- A communication expert with a strong understanding of environmental issues (especially waste and transport).
- Proven capacity and capability to work on high visibility communication assignments.
- Working experience with Government and UN will be an added advantage.

Provide Technical and Financial proposals – separate (two sets in hard copy and soft copy on CD)

Provide the following with the Technical proposal

1. Personnel/Team qualification: CVs of Team Members (attach separately) and their time commitment. Curriculum Vitae of team members from the Agency's own organization or external experts who will be a part of the team. (Note: These members should be available for the assignment.). International experience if any may be highlighted.
2. Expertise of the firm/s/Organisation/s submitting the proposal: Relevant assignments undertaken may be highlighted here by providing, title of the assignment, client for whom the assignment was carried out, cost of assignment, timeline, team strength, outputs/results. Assignments carried out for GEF projects, proposal preparation may be highlighted. Assignments carried out for UNDP/major multilateral/or bilateral programmes can be described. International projects if any may be described.
3. Proposed Work Plan and Approach: Steps to carry out the proposed assignment may be described.
4. Understanding of the ToR: In addition to what has been outlined in background/scope of work, the agency can provide their understanding of ToR and approach to complete the assignment
5. Timeline: Provide a chart of timeline with clear milestones.

A separate sealed Financial Proposal (containing details of personal fees, travel, other expected costs, etc.) inclusive of all costs.

PRICE SCHEDULE

The Contractor is asked to prepare the Price Schedule as a separate envelope from the rest of the RFP response as indicated in Section D paragraph 14 of the Instruction to Offerors.

The Price Schedule must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category.

Estimates for cost-reimbursable items, if any, such as travel, and out of pocket expenses should be listed separately.

In case of an equipment component to the service provided, the Price Schedule should include figures for both purchase and lease/rent options. The PMU- CEE reserves the option to either lease/rent or purchase outright the equipment through the Contractor.

The format shown on the following pages should be used in preparing the price schedule. The format includes specific expenditures, which may or may not be required or applicable but are indicated to serve as examples.

In addition to the hard copy, if possible please also provide the information on CD-ROM

Price Schedule for Campaign on waste management Request for Proposals for Services				
Description of Activity/Item		Number of Staff	G. Monthly Rate	Estimated Amount
1.	Institutional Cost			
1.1	Services in Home office			
1.2	Services in Field			
2.	Operational Cost			
2.1	Travel			
2.2	Per Diem Allowances			
2.3	Communications			
2.4	Reproduction and Reports			
2.5	Equipment and other items			
2.6	Other			

Price Schedule: for Campaign for Sustainable Transport

Request for Proposals for Services

Description of Activity/Item		Number of Staff	H. Monthly Rate	Estimated Amount
1.	Institutional Cost			
1.1	Services in Home office			
1.2	Services in Field			
2.	Operational Cost			
2.1	Travel			
2.2	Per Diem Allowances			
2.3	Communications			
2.4	Reproduction and Reports			
2.5	Equipment and other items			
2.6	Other			