



Manav Seva Sansthan SEVA, Vikas Nagar Gorakhpur, Uttar Pradesh

Email: executive.chairperson@manavsevaindia.org

Request for Proposal(RFP)

Project documentation (including pre-post assessment, model building and Video documentation of the Arth Ganga project)

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| Title | Project documentation (including pre-post assessment, model building and Video documentation of the Arth Ganga project)-61 Community Jetty Sites |
| Timeline | February-April 2025 |
| Expected area of expertise | Proficiency on Photography, Video Production and App development, Development of Coffee Table book |
| Email and website | executive.chairperson@manavsevaindia.org/ https://manavsevaindia.org |
| Date of Publication | 14.01.2025 |
| Last date of proposal submission | 27.01.2025 |

1. Summary of the Arth-Ganga project:

The conceptualization of JMVP-II (Arth Ganga) was finalized to energize economic activities that will impact the overall ecosystem along the riverbank. Inland waterways are one of the most important pillars of JMVP-II (Arth Ganga). They can lead to inclusive growth and play a key role in improving the livelihoods of the populations.

JMVP-II (Arth Ganga) is being developed on an approach based on principles of a sustainable development model that focuses on economic activities in & around the hinterland of river Ganga by providing opportunities to local communities to transport their goods/produce and passenger & tourist movements through waterways as well as skill development and public/private sector capability developments to support the following:

- A. Economic benefits to the farmers, traders and public living around the Ganga belt;
- B. Growth of small-scale industries;
- C. Employment opportunities;
- D. Easy, cost-effective and environment-friendly transportation of cargo;
- E. Improved logistics through small jetties and
- F. Wider choice of logistics mode for cargo movement

Efficient logistics and transport systems are critical for sustaining and accelerating economic growth along the River Ganga. In this regard, JMVP has the potential to channel significant economic activities along the River Ganga, thus also aligning with the objective of JMVP-II (Arth Ganga).

2. Goals and Objectives:

Goals:

Arth Ganga is an initiative added recently to the Namami Ganga Program launched by the Government in 2014. It was decided in the meeting of National Ganga Council (NGC) held on 14th December 2019 to launch a new concept as the name Arth Ganga, which is a sustainable and viable economic development model to strengthen the river-people connect through an economic bridge. Accordingly, it was decided that the Namami Gange mission should lead the concept of Arth Ganga with the involvement of different ministries/departments and other stakeholders, institution & community organization. So it was added as a vertical of Namami Ganga Program, in addition to the 4 verticals – Nirmal Ganga, Aviral Ganga, Jan Ganga and Gyan Ganga.

Inland Waterway Authority of India (IWAI), Ministry of Shipping, Govt. of India is the implementing agency for the project: As a part of the project IWAI has established 60 community jetties in four states namely, Uttar Pradesh, Bihar, Jharkhand and West Bengal. A list of the Jetty sites is enclosed as Annexure-I

Objectives of the RFP:

- The analysis delves into a comprehensive comparison of community perceptions before and after the installation of jetties. Initially, it seeks to capture the community's thoughts, concerns, and overall sentiments regarding the project and the proposed structures before construction occurs. This phase will provide insight into the aspirations and reservations held by residents. Following the completion of the jetties, the study aims to assess how these perceptions and attitudes may have evolved after the jetties have been operational for a designated period. By examining changes in community sentiment, this evaluation will reveal the potential positive or negative impacts of the jetties on local life. It will contribute to a deeper understanding of how such projects influence community dynamics.
- To develop the software for capturing the Realtime footfall data of cross ferry waterway transportation day to day across the locations where community jetties are established.
- The project seeks to produce a Coffee table book & documentary that explores the significant impacts of the Community jetties on the lives of the local community. This video documentary will feature testimonials from residents and stakeholders who have experienced notable improvements following the installation of the jetties. It will effectively illustrate the functional advantages these structures offer over prior conditions, emphasising enhancements in accessibility, the creation of economic opportunities, and the fostering of social interactions that have strengthened community ties. By carefully capturing these elements, the Coffee Table book and documentary aims to comprehensively understand the jetties' crucial role in enhancing community life.



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- Developing a Community Engagement Model is essential for enhancing project effectiveness and sustainability, particularly in infrastructure development initiatives for river basins. This model should incorporate best practices prioritising active participation and community collaboration to integrate people's perspectives. Key strategies include fostering open communication channels, engaging stakeholders early in the planning process, and providing platforms for ongoing feedback. Understanding each community's unique needs and cultural contexts is vital to tailoring approaches accordingly. Utilising local knowledge can significantly improve the design and implementation of projects. Establishing partnerships with local organisations can amplify outreach efforts and create a sense of ownership among residents. The model should include mechanisms for sustained community involvement post-implementation to ensure the projects' longevity. By capturing these insights and strategies, the model can be a valuable resource for other locations facing similar infrastructure challenges, promoting an adaptable framework for success.

About Manav Seva Sansthan (SEVA): Manav Seva Sansthan (MSS) "SEVA", based in Gorakhpur, Uttar Pradesh, is a non-profit organization established in 1988 and works with a mission to ensure socio-economic development of the poor and disadvantaged, especially vulnerable women and children. MSS is currently implementing the project component of Arthganga namely "Stakeholder Engagement, Livelihood Support and Communication for Inland Waterways Transportation (IWT) Promotion" for Inland Waterways Authority of India (IWAI). The project is funded by the World Bank.

3. Scope of Work of the assignment:

4. Deliverables:

The proposed project assignment shall include the following:

1. A Coffee table book capturing the objectives, Experiences of installation of the Jetties, Pre & Post scenario of establishment of the Community Jetties.
2. A Jetty wise App, video documentation as well Photo gallery(document) of the pre-post scenario, capturing views of the community and the other stakeholders.

| S No | Deliverables / Summary list of Key Outputs of the Program | Description |
|------|--|--|
| 1 | The analysis delves into a comprehensive comparison of community perceptions before and after the installation of jetties including operational and non-operational | This study thoroughly compares the input data sourced from KITCO at the outset alongside the data collected throughout the project's duration by MSS field team. |
| 2 | Developing software for capturing the Realtime footfall data of cross ferry waterway transportation day to day across the locations where community jetties are established. | Software will be functional for capturing Realtime data of the footfall and will be in place on regular basis |

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| 3 | To produce a documentary that explores the significant impacts of the jetties on the local community. This video documentary will feature testimonials from residents and stakeholders who have experienced notable improvements following the installation of the jetties. | Create a captivating video documentary that chronicles the entire journey of the jetty project, beginning with the construction phase and culminating in its completion and challenges related to operational and non-operational |
| 4 | Documentation of a Community Engagement Model is essential for enhancing project effectiveness and sustainability, particularly in infrastructure development initiatives for river basins. | The Community Engagement Model aims to thoroughly outline the various engagement strategies implemented throughout the project lifecycle. |

A. Planning and Pre-production:

- Coordinate with the Manav Seva Sansthan (MSS) “SEVA” team to understand the Task and the App, documentation, video and Photo requirements.
- Provide references to give an idea of what the final output would look like.
- Plan the basic outline of the App, document, videos/photos with broad reference to frames, duration, theme, language and timeline in consultation with the Manav Seva Sansthan (MSS) (SEVA) team.
- Prepare road map of study, script, storyboard, software, visuals, motion graphics and any other forms of content required for the video including subtitles and voiceover.
- Provide a draft of the finalized animations.
- Provide a draft of the final script to be used.
- Provide a draft of the subtitles to be used.

B. Production and Post-production:

- Design of the Coffee Table Book in a pre-post scenario.
- Develop software for capturing the data of footfall
- Design of App and animate video content with narration and background music and subtitles.
- It would be the responsibility of the agency/individual to complete the final app, video in a maximum of five drafts within the timeline specified.
- Produce the final draft of App with operation and in broadcast standards and full HD with 1080x1920 pixels resolution.
- Develop a teaser for the video of no longer than 60 seconds in 1:1 aspect ratio for consumption on social media. It must have a story that drives traffic to the main video.

5. Eligibility Requirements:

Below are the qualifications that a video creator should possess to apply for the work:

- Experience and Portfolio: Proven track record of Social Study, creating compelling video content across various sectors, with a particular focus on collaborating with non-profit organizations.



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- Expertise: Proficiency in using professional skill for Social Research, handling video equipment, editing software and other necessary tools to produce high-quality videos
- Creativity: Ability to craft compelling stories, visually appealing compositions and innovative production designs to effectively communicate messages and captivate audiences.
- Communication: Strong communication and collaboration skills to understand client requirements and work effectively as part of a team.
- Adaptability: Capability to adapt to different project scopes, timelines, and requirements while maintaining quality standards.
- Client Focus: Dedication to understanding and meeting client needs, ensuring satisfaction with the final video deliverables.
- Time Management: Effective time management skills to meet project deadlines and deliver content within specified timelines.
- Financial proposal Includes:
 1. Staff cost
 2. Planning and Preproduction
 3. Production and postproduction

6. Timelines:

It is estimated that the project will take approximately 3 Months (February-April 2025) to complete, subject to change based on the complexity of the project and the scope of the work.

7. Selection Criteria:

The proposals submitted by the prospective agencies/ consultants will be evaluated by an expert in house committee on the following criteria –

- Relevant background and experience
- Technical Approach
- Cost effectiveness
- Timelines
- The final selection will rest with the competent authority of the Manav Seva Sansthan (MSS) (SEVA)

8. Payment Terms:

Fixed as per the agreement between consultant and Manav Seva Sansthan (SEVA). Please provide your proposal and quotation for the above-mentioned program requirements.

9. To apply:

Interested consultants / organizations, with relevant experience (please include samples and/or references of the previous similar work as proof of experience) and based out of India are requested to reach out with a detailed proposal giving a brief on the methodology and the process they will uptake for this project, including budgets (with break-ups and explanation), timelines and



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milestones and submit the same including technical and financial proposal to executive.chairperson@manavsevaindia.org on or before 17:00 hrs., 27th January 2025, with the title “Pre-post documentation proposal”.

Any further queries please write to email: executive.chairperson@manavsevaindia.org with a subject line: “**Project Documentation-Community Jetty**”

10. Sites/Locations

Annexure-I

UTTAR PRADESH

| S. N. | State | Name of the District | Name of the Location |
|-------|---------------|----------------------|----------------------|
| 1 | Uttar Pradesh | Varanasi | Ravidas Park |
| 2 | Uttar Pradesh | Varanasi | Rajghat |
| 3 | Uttar Pradesh | Varanasi | Ramnagar |
| 4 | Uttar Pradesh | Varanasi | Kaithi |
| 5 | Uttar Pradesh | Varanasi | Samneghat |
| 6 | Uttar Pradesh | Chandauli | Balua Ghat |
| 7 | Uttar Pradesh | Ghazipur | Saidpur |
| 8 | Uttar Pradesh | Ghazipur | Chochakpur |
| 9 | Uttar Pradesh | Ghazipur | Zamania |
| 10 | Uttar Pradesh | Ghazipur | Collector Ghat |
| 11 | Uttar Pradesh | Ghazipur | Dungarpur |
| 12 | Uttar Pradesh | Ballia | Saraikota |
| 13 | Uttar Pradesh | Ballia | Ujar Ghat |
| 14 | Uttar Pradesh | Ballia | Kanspur |
| 15 | Uttar Pradesh | Ballia | Majhauwa |

BIHAR



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| S.no | State | Name of the District | Name of the Location |
|------|-------|----------------------|-------------------------------|
| 1 | Bihar | Buxar | Ram Rekha Ghat, Buxar |
| 2 | Bihar | Bhojpur | Mahuli Ghat - Maujampur, Arah |
| 3 | Bihar | Bhojpur | Khawaspur, Arah |
| 4 | Bihar | Saran | Doriganj |
| 5 | Bihar | Saran | Kalughat |
| 6 | Bihar | Patna | Nasiriganj |
| 7 | Bihar | Patna | Panapur |
| 8 | Bihar | Patna | Digha |
| 9 | Bihar | Patna | Nakta Diyara |
| 10 | Bihar | Patna | Barh |
| 11 | Bihar | Patna | Athmal gola |
| 12 | Bihar | Vaishali | Kachchi Dargah |
| 13 | Bihar | Vaishali | Raghopur Diyara |
| 14 | Bihar | Samastipur | Mohanpur |
| 15 | Bihar | Begusarai | Simariya |
| 16 | Bihar | Munger | Munger |
| 17 | Bihar | Khagaria | Aguani (Shahabad) |
| 18 | Bihar | Bhagalpur | Sultanganj |
| 19 | Bihar | Bhagalpur | Tintanga |
| 20 | Bihar | Bhagalpur | Kahalgaon |
| 21 | Bihar | Bhagalpur | Bateshwarsthan |
| 22 | Bihar | Katihar | Karagola |



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|----|-------|---------|----------|
| 23 | Bihar | Katihar | Manihari |
|----|-------|---------|----------|

JHARKHAND

| Sl.no | State | Name of the District | Name of the Location |
|-------|-----------|----------------------|----------------------|
| 1 | Jharkhand | Sahibganj | Ojhatoli |
| 2 | Jharkhand | Sahibganj | Rajmahal |
| 3 | Jharkhand | Sahibganj | Radhanagar |

WEST BENGAL

| Sl.no | State | Name of the District | Name of the Location |
|-------|-------------|----------------------|---------------------------------------|
| 1 | West Bengal | Murshidabad | Goraipura Ghat FBP side |
| 2 | West Bengal | Murshidabad | Ghoraipara - Ring Road side (Farakka) |
| 3 | West Bengal | Murshidabad | Taltala Ghat – Farakka |
| 4 | West Bengal | Murshidabad | Gopal Ghat – Beherampore |
| 5 | West Bengal | Murshidabad | Khagra Ghat (Opposite to Gopal Ghat) |
| 6 | West Bengal | Murshidabad | Lalbagh Sadarghat |
| 7 | West Bengal | Murshidabad | Lalbagh-2 Court Ghat |
| 8 | West Bengal | Murshidabad | Ramnagar |
| 9 | West Bengal | Murshidabad | Narkelbari |
| 10 | West Bengal | Murshidabad | Rampara/Maganpara |



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|----|-------------|-----------------|-------------------------|
| 11 | West Bengal | Nadia | Palassey |
| 12 | West Bengal | Nadia | Fakirdanga |
| 13 | West Bengal | Nadia | Maniknagar |
| 14 | West Bengal | Nadia | Matari |
| 15 | West Bengal | Nadia | Charjatrassiddhi |
| 16 | West Bengal | Nadia | Majherchar |
| 17 | West Bengal | Purba Bardhaman | Dainhat |
| 18 | West Bengal | Purba Bardhaman | Agradwip |
| 19 | West Bengal | Purba Bardhaman | Agradwip (Gazipur Side) |
| 20 | West Bengal | Purba Bardhaman | Sankhai (Sitahati) |
| 21 | West Bengal | Purba Bardhaman | Sankhai (Katwa) |
| 22 | West Bengal | Hooghly | Sharma Babu Ghat |
| 23 | West Bengal | Hooghly | Saptarishi Ghat |
| 24 | West Bengal | Hooghly | Guptipara |