

Request for Proposal (RFP)**Mass Communication Campaign for Community jetty**

Title	Mass Communication Campaigning for community jetty
Timeline	February-April 2025
Expected area of expertise	Communication campaign design, social media campaign, mass media campaign
Email and website	executive.chairperson@manavsevaindia.org/ https://manavsevaindia.org
Date of Publication	14.01.2025
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Introduction to the project: The JMVP-II (Arth Ganga) initiative aims to promote sustainable development in the Ganga River belt in India. This initiative focuses on supporting various areas to achieve sustainable growth and benefit the people living and working in the region. Some of the key areas that the initiative aims to address are:

- **Economic Benefits:** The initiative aims to benefit farmers, traders, and the public around the Ganga belt.
- **Improved Logistics through Small Jetties:** The initiative enhances logistics infrastructure by establishing small jetties along the Ganga River belt.
- **Easy, Cost-effective, and Environment-friendly Transportation of Cargo:** The initiative seeks to enhance the transportation infrastructure along the Ganga River belt to facilitate easy, cost-effective, and environmentally friendly cargo movement.
- **Wider Choice of Logistics and Mode of Cargo Movement:** The initiative aims to diversify the logistics options available in the Ganga River belt.
- **Growth of Small-scale Industries:** The JMVP-II initiative aims to foster the development of small-scale industries in the Ganga River belt.
- **Employment Opportunities:** The initiative recognises the importance of generating employment opportunities in the region.

The JMVP-II (Arth Ganga) initiative promotes sustainable development in the Ganga River belt. Its primary goals include unlocking the region's economic potential, creating job opportunities, improving transportation infrastructure, and enhancing the overall well-being of the local communities.

Current intervention: To promote economic activities among local communities in the Ganga River basin (Uttar Pradesh, Bihar, West Bengal and Jharkhand), several solutions to galvanise economic activities along with the riverbank, leading to inclusive growth and improving livelihoods of the people in the region are to be undertaken. These solutions assess opportunities, identify market potentials, develop action plans, and leverage technology-based support systems.

- Development of Sixty-one Jetty-wise Operational Plans and Community-based Stakeholder Engagement Strategy
- Capacity Building for Selected Entity in Jetty Management
- Promoting Economic Activities among local communities
- Market Opportunities Report - This report will provide insights into the local communities' demand (job market) and supply (entrepreneurship opportunities).
- Identification of Tech-Based Support Systems: This could include utilising digital platforms for market access, e-commerce, skill development, and business networking, among other technological interventions.
- Development of Opportunities Assessment Report: This report would help us understand the existing resources, market demand, and potential development sectors.
- Market Intelligence or Market Sounding Workshop: This workshop would bring together relevant stakeholders, including local communities, businesses, and investors, to gather insights, discuss market trends, and identify opportunities for collaboration and investment in the Ganga River basin.
- Development of Water-Based Economy Action Plan: To galvanise economic activities along the riverbank, develop a Water-Based Economy Action Plan.
- Water-Based Economy Grand Challenge Program: This Program has been conceptualised to foster innovation, entrepreneurial spirit, and an enterprise ecosystem.

Implementing these proposed solutions can help the JMVP-II (Arth Ganga) program promote economic activities among local communities, identify market opportunities, and facilitate inclusive growth and improved livelihoods in the Ganga River basin.

Objectives of Mass Communication Campaigning

The primary objectives of the communication campaign include:

- Informing the Public: Raise awareness about the project's goals, benefits, and opportunities for local communities.
- Fostering Transparency: Build trust among residents by providing precise and accessible information.
- Community Engagement: Involve local populations as integral stakeholders to ensure sustainable success.
- Economic Empowerment: Generate financial benefits for farmers, traders, and residents along the Ganga belt.
- Promoting Environmental Stewardship: Encourage responsible use of waterways and sustainable practices.

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.

Scope of Work

Interested agencies or experts will be expected to:

- Develop Key Messages: Craft simple, clear messages that resonate with local communities in local languages (Hindi and Bengali). Convert those messages into Audio, video and printable messages.
- Message dissemination drive: Use the messages for general awareness through the PA system across all ghat locations for two days to cover the key messages.
- Utilise Local Folk Media: Engage traditional cultural and folk media outlets in every jetty location and nearby market, haat, and populated areas to enhance outreach and engagement.
- Create Content: Produce at least 100 pieces of content for dissemination on various platforms, including social media.
- Issue Press Releases: Prepare and distribute at least ten press releases to local media outlets.
- Conduct Workshops and Events: Organize community workshops and events to foster engagement and promote environmental awareness.
- Establish Monitoring Systems: Facilitate the creation of a community-based monitoring system to empower residents.

Deliverables

The selected agency or expert will be required to deliver:

- A detailed communication strategy that aligns with project objectives.
- A timeline for implementation with milestones for measuring progress.
- Recorded audio messages that resonated with local communities in local languages (Hindi and Bengali). Convert those messages into Audio, video and printable messages.
- Coverage of sixty-one jetties with general awareness through the PA system across all ghat locations for two days to cover the key messages.
- To enhance outreach and engagement, sixty-one folks show or event for at least two hours at every jetty location and nearby market, haat, and populated areas.
- Produce at least 100 pieces of content for dissemination on various platforms, including social media, through the IWAI media department.
- Prepare and distribute at least ten press releases to local media outlets.
- Participate and present shows at the state/district level workshops and events to foster engagement and promote awareness.



- Reports on community engagement outcomes, including metrics on knowledge increase among participants.

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.

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)

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.

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 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 “**Mass Communication Campaign for Community jetty**”

Any further queries please write to email: executive.chairperson@manavsevaindia.org with a subject line: “**Mass Communication Campaign for Community jetty**”

Annexure 1: Ghat locations

S. N.	State	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	Ujjar Ghat
14	Uttar Pradesh	Ballia	Kanspur
15	Uttar Pradesh	Ballia	Majhauwa
16	Bihar	Buxar	Ram Rekha Ghat
17	Bihar	Bhojpur	Mahuli Ghat - Maujampur
18	Bihar	Bhojpur	Khawaspur
19	Bihar	Saran	Doriganj
20	Bihar	Patna	Nasiriganj
21	Bihar	Patna	Panapur
22	Bihar	Patna	Digha
23	Bihar	Patna	Nakta Diyara
24	Bihar	Patna	Barh
25	Bihar	Vaishali	Kachchi Dargah
26	Bihar	Vaishali	Raghopur Diyara
27	Bihar	Samastipur	Mohanpur
28	Bihar	Begusarai	Simariya
29	Bihar	Munger	Munger
30	Bihar	Khagaria	Aguani (Shahabad)
31	Bihar	Bhagalpur	Sultanganj
32	Bihar	Bhagalpur	Tintanga

33	Bihar	Bhagalpur	Kahalgaon
34	Bihar	Bhagalpur	Bateshwarsthan
35	Bihar	Katihar	Karagola
36	Bihar	Katihar	Manihari
37	West Bengal	Murshidabad	Goraipura Ghat FBP side
38	West Bengal	Murshidabad	Ghoraipara - Ring Roadside (Farakka)
39	West Bengal	Murshidabad	Taltala Ghat - Farakka
40	West Bengal	Murshidabad	Gopal Ghat - Beherampore
41	West Bengal	Murshidabad	Khagra Ghat (Opposite to Gopal Ghat)
42	West Bengal	Murshidabad	Lalbagh Sadarghat
43	West Bengal	Murshidabad	Lalbagh-2 Court Ghat
44	West Bengal	Murshidabad	Ramnagar
45	West Bengal	Murshidabad	Narkelbari
46	West Bengal	Murshidabad	Rampara
47	West Bengal	Nadia	Palassey
48	West Bengal	Nadia	Fakirdanga
49	West Bengal	Nadia	Maniknagar
50	West Bengal	Nadia	Matuari
51	West Bengal	Nadia	Charjatrassiddhi
52	West Bengal	Nadia	Majherchar
53	West Bengal	Purba Bardhaman	Dainhat
54	West Bengal	Purba Bardhaman	Sankhai (Sitahati)
55	West Bengal	Purba Bardhaman	Sankhai (Katwa)
56	West Bengal	Hooghly	Sharma Babu Ghat
57	West Bengal	Hooghly	Saptarishi Ghat
58	West Bengal	Hooghly	Guptipara
59	Jharkhand	Shahibganj	Ojhatoli
60	Jharkhand	Shahibganj	Rajmahal
61	Jharkhand	Shahibganj	Radhanagar

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