

National Biodiversity Authority  
Government of India  
Ministry of Environment and Forests  
5<sup>th</sup> Floor, TICEL BioPark, Taramani, Chennai - 113.

**Notice Inviting EoIs from Individuals/Agency offering services as “Media consultant and Knowledge Partner”, for Celebrations of International Year of Biodiversity, 2010.**

**EXTENSION OF TIME FOR SUBMISSION OF PROPOSAL**

The **National Biodiversity Authority (NBA)** invites Expression of Interest from interested persons/agency to offer services as “**Media Consultant and Knowledge Partner**” for the celebrations of the International Year of Biodiversity 2010. The advertisement is available in the website in the next page.

Time limit for submission of EOI mentioned as “on or before 10<sup>th</sup> December 2009” in the advertisement, stands extended as “on or before 25<sup>th</sup> December 2009”.

Sd/-

Secretary, NBA

National Biodiversity Authority  
Government of India  
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5<sup>th</sup> Floor, TICEL BioPark, Taramani, Chennai - 113.

**Notice Inviting EoIs from Individuals/Agency offering services as “Media consultant and Knowledge Partner”, for Celebrations of International Year of Biodiversity, 2010.**

**Introduction:**

The **National Biodiversity Authority (NBA)** has been established by the Government of India under the Biological Diversity Act, 2002 as a statutory body under the Ministry of Environment and Forests, for the purpose of conservation and sustainable use of biodiversity of India.

The United Nations General Assembly (UN GA) has proclaimed the year 2010 as “the International Year of Biodiversity (IYB)”. The Mission of IYB 2010 is to: enhance public awareness on the importance of conserving biodiversity and its underlying threats; celebrate and promote successes and accomplishments in saving biodiversity by communities and governments; encourage individuals, organizations and governments to take immediate steps needed to halt the loss of biodiversity; and promote innovative solutions to reduce the threats to biodiversity.

The Ministry of Environment & Forests (MOEF), Government of India has constituted a Steering Committee and has developed a plan of action for celebrating the IYB 2010. Under the guidance of the plan of action of MOEF, an Executive Committee for carrying out the plan of action for celebrating the IYB 2010 has been constituted by NBA. The preparations for the celebrations are expected to commence from 1<sup>st</sup> of January 2010 and celebrations will be carried out through out the Year 2010”.

The NBA invites Expression of Interest from interested persons/agency to offer services as Media Consultant and Knowledge Partner for the proposed celebrations. The EoIs will be scrutinized by an authorized committee to be constituted for this purpose. The NBA reserves the right to accept / reject any or all the EoIs received and right to relax the criteria/norms in technical bid without assigning any reason whatsoever.

Persons/Agencies, who are interested to offer the services, should have proven experience, in Media consultancy or work and Knowledge Partnership. The details of eligibility criteria for short listing and a brief Note on International Year of Biodiversity are given below.

## **1. Background: A Brief Note on International Year of Biodiversity, 2010**

**The Mission of IYB 2010** is to: enhance public awareness on the importance of conserving biodiversity and its underlying threats; celebrate and promote successes and accomplishments in saving biodiversity by communities and governments; encourage individuals, organizations and governments to take immediate steps needed to halt the loss of biodiversity; and promote innovative solutions to reduce the threats to biodiversity.

To celebrate the year in a most befitting manner, the Ministry of Environment & Forests (MOEF), Government of India has constituted a Steering committee and developed a plan of action for celebrating the IYB 2010. Under the guidance of the plan of action of MOEF, an Executive Committee for carrying out the plan of action for celebrating the IYB 2010 has been constituted by NBA. The preparation for the celebrations will commence from 1<sup>st</sup> of January 2010 and celebrations will be carried out through out the Year 2010”.

In this connection, NBA requires the services of a consultant for media publicity and other media and knowledge related activities for the celebrations of IYB 2010. The consultant selected will also act as a knowledge partner to provide intellectual back up support to the event.

The identified Media Consultant and knowledge partner is required to play an important role in organizing the proposed programme successfully and meaningfully.

## **2. Eligibility Criteria:**

Persons/Agencies, who are interested to offer the services, may satisfy the following criteria, to be eligible for short listing:

(i) Should have a minimum experience of five years in - media consultancy / management including designing of publicity advertisements, promo literatures, scheduling of press events etc.- providing knowledge support including identification of projects, preparation of profiles, developing power point presentations, etc..

(ii) Should have provided media consultancy services/knowledge partner services for at least to three major business events in India with a minimum of 500 delegates during the last two years.

(iii) Should have minimum average turnover of Rs. 50 lakhs per annum during the last three years.(Income tax returns filed during the last three years to be enclosed)

### **3. Terms and conditions of the Expression of Interest**

#### **General**

3.1. This consultancy will be only for the specific event i.e. "celebration of International Year of Biodiversity, 2010" and not for the general public relations of the NBA in the normal course of its activities.

3.2 By submitting an Expression of Interest, the consultant/Agency will be taken to have agreed that:

(a) The NBA does not have any obligation to explain the reasons for any early termination of the consultant selection exercise nor the obligation to answer any queries from the consultant in this regard.

(b) in the event of selection, the consultant/Agency shall execute such documents or other instruments as may be requested by the NBA to carry out the work.

(c) in the event of selection, the consultant/Agency shall take note that he should work with or as per directions of Event coordinator cum planner appointed by NBA. It is necessary for the selected consultant to work closely with other consultants/agencies/contractors.

(d) All relevant laws, Acts (including Income Tax Act) will be applicable to this consultancy.

(e) While firming up/entering into contract agreement, NBA may involve in negotiations with regard to finances and other conditions with selected consultant.

#### **Specific Conditions**

3.3 The consultant/Agency will be required to adopt ethical practices in the performance of the consultancy agreement, particularly in relation to acceptance of advantage, management of conflicts of interest and handling of confidential information.

3.4 The consultant/Agency may be provided with need based funding/logistic support for journeys and stay but at the discretion of NBA. This is in addition to the financial commitment made under para 5.1.(B). The consultant shall help in preparation of proper agenda and minutes of the meeting of the Executive Committee and will be a member of the Executive Committee. He will follow up the decision taken by the Steering Committee and Executive Committee and will coordinate, monitor and attend and guide the selected events. He will also compile information for reporting to CBD at different stages through NBA/MOEF. He will also prepare and follow proposals for support from different agencies viz., GEF/UNDP/UNEP/FAO/WWF/etc. He will work under the overall guidance and directions of the Chairman of the Executive Committee viz. Chairman, National Biodiversity Authority and Secretary, NBA& Chairman of the sub-committee on organizational matters.

## **4. Scope of the Service**

### **4.1 Media Consultancy /knowledge partner**

- .. Formulations of comprehensive public engagement strategy, and to plan, organize and conduct a series of public engagement events to elicit public awareness about the Biological Diversity Act and Conservation and Protection of Traditional Knowledge
- ...Designing and production of advertisement and publicity.
- .. Creation of hype and buzz.
- .. Designing and preparation of content for promo brochures, information booklets, delegation kits.
- .. Organizing press conferences, preparation of press releases, press reports, press kit and coordination with print and electronic media.
- .. Designing of invitations, listing out invitees and dispatching.
- .. Post Meet Events.
- .. Exclusive supplements / curtain raiser on the events in leading newspapers on the first day of the Event.
- .. Development of presentation material both for seminars and conferences.
- .. Identification of VIPs, resource persons to be invited, their resume and correspondence.
- .. Designing the seminar, scheduling the topics, preparation of background paper on each session, introduction of speakers etc..
- .. Collection of course notes reproduction, compilation and distribution.
- .. Overall suggestions /intellectual input for making the event more effective.
- ....Any other related assignment as decided by Chairman, NBA or Secretary, NBA.

4.2 The selected consultant/Agency is also required to formulate a Public Engagement Strategy and programme to provide a platform for stakeholders, including the general public, local concerned groups, arts and cultural groups, professional bodies and Government departments, to express and exchange views/comments on the planning and design principles; opportunities, constraints and issues relating to conservation of biological wealth of the country, Environmental concerns, Bio-piracy and protection/documentation of vanishing traditional knowledge and how the various facilities should be laid out and designed, and to build consensus on the various activities to be undertaken.

4.3 The Consultant/Agency will be required to attend external meetings and coordinate with other Government departments/organizations/ statutory bodies and NGOs with Officers of NBA as part of the consultancy exercise.

4.4 The Consultancy is expected to commence in 1<sup>st</sup> of January 2010 and the key areas of work are expected to be completed by 31st December 2010.

## **5. Submission of EOI**

5.1 The interested persons/agencies may submit their EoI within two separate sealed covers subscribing on the top of envelope "Expression of Interest for Selection of

Consultant for Media Consultancy /knowledge partner for IYB 2010 celebrations” – one containing “**Technical Bid**” and another containing “**Financial Bid**”.

(A) **Technical bid** by submitting documents containing the following information in a maximum of ten pages (A4 size, single-sided) excluding the attachments and a minimum font size of 12 pt in clear legible style for our consideration -

- (a) Possession of relevant experience and expertise, financial position like turnover etc. as against the eligibility criteria mentioned above.
- (b) The credentials and strengths including the qualifications, experience and knowledge of the consultant
- (c) The consultants ‘overall experience, expertise and capability in delivering service of similar nature and scale;
- (d) Any previous similar or relevant consultancies undertaken for projects of similar nature and scale; and number of skilled workers/professionals working with/under him.
- (e) Broad approach to the assignment as set out above. Attachment such as CVs may be sent.

(B) **Financial bid** containing details of amount in Rupees for consultancy work per month for 12 months.

The covers are to be addressed to **Chairman, National Biodiversity Authority, 5th Floor, TICEL Biopark, Taramani, Chennai - 600 113 on or before 10<sup>th</sup> December 2009 before 5 p.m.**

5.2. Late submissions will not be considered. The two separate covers should be delivered through post/courier/personally. **No electronic mails will be entertained.** NBA reserves the right to extend the last date if deemed necessary.

5.3 The documents submitted in response to this invitation for EOI will not be returned.

5.4 Selection process: The financial bids of those persons/agencies who qualify in technical bid will only be opened. The combined score of Technical bid and financial bid will be taken into consideration while selecting the consultant.

5.4. The NBA reserves the right to suspend, not to proceed with or cancel this exercise at any time without prior notice. No compensation or payment will be made to party which submitted an expression of interest. The NBA is at liberty to decline any submission and it will not be responsible for any costs incurred by any body in preparing such submission.

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