

START OF DOCUMENT

(1)

APPLICATION FOR APPOINTMENT OF AGENCY FOR COMMUNICATION NEED ASSESMENT FOR DFCCIL  
(TWO PAGES)

NAME OF AGENCY \_\_\_\_\_

FULL ADDRESS \_\_\_\_\_

To,

The General Manager/ TS&Cordination  
Dedicated Freight Corridor Corporation of India Ltd.,  
4th floor, Pragati Maiden Metro Station Building Complex,  
New Delhi- 110001.

Dear Sir,

1. I/We have pursued the attached terms of reference and hereby agree to abide by all the said conditions. The terms and conditions are enclosed, signed on each page, alongwith our seal, signifying our acceptance.

2. I/We have understood that alongwith this application (in two pages), I/We must attach the complete terms and conditions (in four pages), duly signed alongwith seal, and attach all documents as mentioned in para (4) below, of this application, failing which my/our application will be deemed incomplete and may be summarily rejected.

3. I/We have understood and agree that in case we indulge in canvassing or trying to influence the process of selection of the decision of Dedicated Freight Corridor Corporation of India Ltd. (DFCC) before, during or after the process, our application will be summarily rejected.

4. The following documents/copies are enclosed with this application.

- a. Terms and conditions are enclosed, signed on each page, alongwith our seal, signifying our acceptance.
- b. Income Tax returns filed for last 3 years i.e., 2008-2009, 2009-2010 and 2010-2011
- c. Details of Turnover of the Firm/ Agency during the financial year 2008-2009, 2009-2010 and 2010-2011 duly certified by Chartered Accountant.
- d. List of clients, as on 031-12-2011, with dates from and to regarding period of engagement, certified by Chartered Accountant.
- e. Details of your office (address, phones-both fixed and mobile, faxes, and e-mail etc. duly certified by Chartered Accountant.

Contd. from Page No. 1

- f. Details of experience in similar kind of work i.e. communication need assessment done by your firm/agency for any government or semi-government department/PSU or any organization of repute. Attested copies of the documentary proof establishing that your firm/ agency complete the work up to the satisfaction of client.
- g. Details of professionals on roll and their qualification ,experience in field of mass media, journalism or similar work and period of association with your organisation.
- h. All statements made and all documents and data enclosed are true to the best of my/our knowledge and belief, and liable to strict proof when asked by DFCC. All copies of documents enclosed are true to the originals which can be called for inspection and verification by the DFCC at any time. Both pages of this application have also been signed by me/us.
- i. Details of experience in conducting public surveys.

Signature \_\_\_\_\_

Name of the Authorised Signatory \_\_\_\_\_

(In Block Letters) \_\_\_\_\_

Address of the Agency \_\_\_\_\_

With Official Seal \_\_\_\_\_

Place \_\_\_\_\_

Date \_\_\_\_\_

**SPECIAL TERMS & CONDITIONS FOR APPOINTMENT OF FIRM/AGENCY FOR COMMUNICATION NEEDS ASSESSMENT FOR DEDICATED FREIGHT CORRIDOR CORPORATION OF INDIA LTD. (DFCCIL)**

- i. Canvassing or recommendations or putting pressure from any source to influence the process of appointment of firm/ Agency by Dedicated Freight Corridor Corporation of India Ltd. (DFCCIL) will lead to automatic disqualification and applications will be summarily rejected/will not be considered.*
  - ii. All the documents as attached with application must be signed, alongwith seal by Authorised signatory of the agency and also attested by C.A.*
1. Application on the enclosed form addressed to the General Manager/TS&Cordination, Dedicated Freight Corridor Corporation of India Ltd., 5<sup>th</sup> Floor, Pragati Maidan Metro Station Complex, New Delhi – 110001, should be submitted upto 15:00 hrs on 30-12-2011. In case the date fixed is declared as holiday, the application should be submitted on the next working day upto 15:00 hrs. Without any further notice by Dedicated Freight Corridor Corporation of India Ltd.
  2. Applications received after the stipulated date and time will not be accepted. DFCC shall not be responsible for Postal delay.
  3. Incomplete and conditional applications will be summarily rejected.
  4. All the copies of documents attached must be attested by a gazetted officer, or by the firm/Agency's Chartered Accounts, with proper seal and date. All documents, data and other statements in the application can be subjected to strict proof and verification by DFCC, if felt necessary.
  5. DFCC reserves the right not to assign reasons for declining to consider any particular application or applications. DFCC also reserves the right to accept or reject any application or all applications.
  6. DFCC reserves the right to seek performance report from other clients of the firm/ Agency.
  7. Copies of Income Tax Returns filed for the last 3 years i.e. 2008-2009, 2009-2010 & 2010-2011 and Service Tax Registration Certificate alongwith Service Tax Registration Number will have to be attached with the application.
  8. Copy of the Memorandum of Articles of Association/Partnership Deed/Proprietorship Deed/Certificate of Incorporation (in case of company) etc., attested by Chartered Accountant of the Advtg. Agency must be attached with the application without fail. **Franchise is not permitted and application submitted by franchisee will not be entertained.**
  9. List of clients, as on 01-12-2011, with dates from and to regarding period of engagement, must be attached with the application, duly certified by Chartered Accountant. The engagement with an agency for period less than one year will not be reckoned for evaluation.
  10. The successful firm/ Agency will have to submit security deposit of 10% of total cost of the work before the issue of work order. The security deposit will be refunded on satisfactory working/completion of the work. The security deposit should be submitted in the form of fixed deposit receipt of any Nationalised Bank in favour of 'Dedicated Freight Corridor Corporation of India Ltd.'.
  11. The successful firm/agency will have to execute an agreement (a specimen copy of which is attached with these terms and conditions as an extra page) on non-judicial stamp paper worth Rs. 100/-, and

12. Attested by Notary Public/Oath Commissioner/First Class Magistrate. The cost of the stamp duties for the execution of the agreement will be borne by the firm/ Agency.
13. DFCC reserves right to terminate the appointment of firm/Agency at any time before expiry of the period without assigning any reason by giving one month's notice.
14. DFCC can also terminate appointment of firm/ Agency at any time for not fulfilling any of the terms and conditions including special conditions. The firm/ Agency shall not be entitled for any damage or compensation by reason of such termination. In such cases where penalty, as decided by the Authority, is levied, this penalty will be deducted from the security deposited.
15. All disputes related appointment or work related, what so ever, will be subject to the jurisdiction of courts at Delhi only.
16. Arbitration Clause: In the event of any dispute or difference arising out of agreement (for where provision does not exist in this agreement) shall be referred to Dedicated Freight Corridor Corporation of India Ltd., New Delhi or his nominee, who shall be an Officer of DFCC, to act on his behalf and the decision of Dedicated Freight Corridor Corporation of India Ltd., or the person so appointed, shall subject to the provision of the "Indian Arbitration and Cancellation Act 1996" and amendments made therein, be final, conclusive and binding upon the parties to this agreement. The sole Arbitrator so appointed shall publish the award on all matters referred to arbitrator indicating therein, the break-up of the sums awarded separately on even individual terms of dispute.
17. The person authorised on behalf of Applicant firm/Agency must affix seal and sign each and every page of the application, terms and conditions, and all documents submitted (in addition to verification/attestation, if required).
18. It is claimed that no incidental charges of any nature will be payable by DFCC, to cover any such cost incurred by the Agency during the process of execution of work.
19. The DFCC, reserves the right to disallow a part or full payment against any bill, if any of the general or special conditions, is violated.
20. The firm/Agency will have to ensure compliance with copyright, patents and other intellectual Property laws, in all materials, including art work/design, supplied by them. The firm/ Agency will be completely liable in all such cases, and no liability shall lie with DFCC.
21. DFCC or its representatives have all rights to inspect firm/ Agency's premises during office hours and any record connected with the working related with DFCC.
22. DFCC reserves the rights to add, delete or revise any of these conditions, and also include special conditions as new ones, as and when required.
23. All disputes are subject to Courts at Delhi or its subordinate courts only.
24. DFCC reserves the right for deduction of the DFCC's dues from firm/Agency's security amount on the following grounds:

i) Any amount imposed as penalty/fine in default of any work, which will not exceed the cost of work. The penalty amount will be in addition to the amount withheld in bill related with work.

ii) Any amount which DFCC becomes liable to pay the Govt. / third party on behalf of any default of the firm/agency or any servant/agent.

iii) Any payment/fine made under the order/judgement of any court consumer forum of Law enforcing agency or any person working on behalf of the same.

25. If the Firm/agency fails to complete the work in specified time limit as stipulated by the Dedicated Freight Corridor Of India Limited (DFCCIL).The DFCC will have every right to impose a penalty on the firm/agency and the amount as decided, will be deducted from the bills or security deposits of the firm/agency.
26. The Firm/agency would require to work according to TOR(Terms of Reference) and special terms and conditions as attached.

The qualifying criteria shall be as follows:

Criteria
Qualified & experienced Professionals in field of mass media, journalism or similar work on roll.
Clientele including govt./semi govt.and PSUs (as on on 01//12/2011) with period of Association And business dealt with.
Details of turnover in similar kind of work for last 03 financial years. The turn over should not be less than 1 Crore for a financial year.
Details of IT Returns along with certified copies for last 03 financial years.
Details of experience of similar kind of work.
<b>Experience in conducting public surveys.</b>

\*\*\*\*\*

**Communication Needs Assessment For Dedicated Freight Corridor Corporation of India Limited(DFCCIL)**

**AGREEMENT**

1. Agreement No. \_\_\_\_\_ dated \_\_\_\_\_ articles of agreement made this \_\_\_\_\_ day President of India acting through the Secretary, Dedicated Freight Corridor Corporation of India Ltd., New Delhi (hereinafter called the Authority which expression shall, unless the context does not so admit to include his successor and assignees in office) of the one part and M/s. \_\_\_\_\_ (hereinafter called the Agency which expression shall unless excluded by the context includes his heirs, executors, administrators, successors and assigners) of the other part.
  
2. Whereas the Agency has agreed with the Authority for the release of advertisement for publication in newspapers on behalf of DFCC as per the terms and conditions including special conditions mentioned in the application.
  
3. Now, this indentures witness that the Firm/ Agency will duly perform the said works in the said schedules set forth and shall execute the same with utmost promptness, care and accuracy in a workman like manner to the satisfaction of the Authority for the period of empanelment from the date mentioned above and will fulfil and keep all the conditions mentioned in the application read alongwith the attached Terms and Conditions (which shall be deemed and taken to be part of this contract as if the same had been fully set forth herein) except by the contract terminated earlier, as per para No. 26 & 27 of the Terms and Conditions of the application.

In witness whereof, the parties hereon to have put their hands and signatures on the day and year first above written.

Signature of the authorised signatory  
of Firm/ Agency

For and on behalf of the President of India

Witness to the Signature & Address  
witness:

- |    |    |
|----|----|
| 1. | 1. |
| 2. | 2. |

**TERMS OF REFERENCE FOR A DETAILED COMMUNICATIONS NEEDS ASSESSMENT AND  
STAKEHOLDER PERCEPTIONS MAPPING EXERCISE FOR DFCCIL**

## INTRODUCTION

The Dedicated Freight Corridor Corporation of India Limited (DFCCIL) was set up in 2007 by the Government of India (GOI) as a Special Purpose Vehicle (SPV) wholly owned by the Indian Railways (IR). DFCCIL was created with the objective of augmenting the freight carrying capacity of IR by building and operating critical freight carrying infrastructure.

To begin with, DFCCIL will be constructing two corridors – the Western Dedicated Freight Corridor (DFC) and the Eastern DFC spanning a total length of about 3300 route kilometers (kms). The Eastern DFC will start from Ludhiana in Punjab and will pass through the states of Haryana, Uttar Pradesh, Bihar, Jharkhand terminating at Dakuni in West Bengal. The Western Corridor will traverse the distance from Dadri (Uttar Pradesh) to Mumbai (Maharashtra), passing through the states of Delhi, Haryana, Rajasthan, Gujarat and Maharashtra.

The Program proposed for World Bank financing would construct 1130 km of the Eastern Corridor from Ludhiana in Punjab to Mughal Sarai in Uttar Pradesh, which includes the most heavily congested sections of this corridor, and connects ports and coal mining areas in the east to consumption centers in the north-west of the country. The new line will have several connections with the existing IR corridor enabling diversion of freight trains from IR routes to the DFC.

The development objectives of the Eastern DFC Program are:

- (i) To meet growing freight and passenger demand in the eastern corridor (Ludhiana-Delhi-Mughal Sarai), with a greatly improved levels of service; and
- (ii) Develop the institutional capacities of IR for long range investment planning, and of IR and DFCCIL to build and operate the DFCs.

## OBJECTIVES OF THE ASSIGNMENT

The key objective of the assignment is to help DFCCIL develop and implement a robust strategy for external communications. The specific objectives of the strategy would be

- (i) Create, enhance and sustain a positive image of the company and the work that it is doing vis-à-vis its important stakeholders and
- (ii) Put in place appropriate systems and mechanisms through which the organization is able to share information with its stakeholders in a *fair, nuanced, transparent, timely* and *consistent* manner.

In the course of preparing this project, DFCCIL has felt the need to ramp up its communication capacity in order to meet several challenges, including:

- (i) Ensuring that project affected people in the project area are fully consulted and informed of their entitlements and compensation, and can readily access information relevant to themselves and the project.
- (ii) Consulting with those not directly affected in the project area about their needs and keeping them apprised of activities by the company to benefit them.
- (iii) Publicizing the benefits of the project to the larger public, including regular updates and announcements about project developments and progress.



- (iv) Meeting the requirements of the Right to Information Act, and in general upholding best practices in transparency and disclosure.
- (v) Maintaining strategic engagement with the local, national and international media.
- (vi) Being able to respond to challenges and criticism from groups opposed to the development of the freight corridors, both at short notice and over a sustained period.
- (vii) Needing to project a modern, professional corporate image.

In order to meet the challenges enumerated above, DFCCIL wishes to engage the services of a reputed communications consultancy firm to conduct a detailed communications needs assessment of all the organization's stakeholders and recommend the steps necessary to professionalize its communications set-up both at corporate and field level. The communication plan developed after the CNA exercise would need to address the information needs / demands of the stakeholders, and suggest measures to fill the existing information and perception gaps of the stakeholders' vis-à-vis the project.

The Communications Needs Assessment would delve into the following:

- (i) To establish the "audience" / "consumers" of DFCCIL through a comprehensive stakeholder mapping
- (ii) Establish what the different stakeholders wish to *know* about the project
- (iii) To gauge if the organization has enough / relevant material and / or mechanisms to address these information needs
- (iv) To gauge what the different stakeholders *feel/ think* about the project
- (v) Identifying the communications needs of the stakeholder groups
- (vi) To assess the information gaps among stakeholder groups
- (vii) To analyze the communication process internally and externally for its effectiveness
- (viii) To suggest a clear communication plan to bridge the gaps with its strategy, tools and media after sample testing the suggestions.

## **TERMS OF REFERENCE:**

- Visit the project sites along the Eastern Corridor (which includes 5 major field offices in Allahabad (East and West), Kanpur, Meerut and Ludhiana), and the corporate headquarters (in Delhi) to assess the current level of communication infrastructure, manpower and skills through interviews with the top management, personnel currently carrying out activities related to communications, other relevant officers and field staff as well as physical inspection of premises and facilities.
- Assess the efficacy of the mode of functioning and organization of DFCCIL's present range of communication efforts, such as media interface, publicity material, etc.
- Desk review of the relevant documents related to the project, other Govt. and Non Govt. programmes to know the tools and media used.
- Assess the information needs of different stakeholder groups such as (i) project affected people (covering all the states along the Eastern Corridor – i.e. West Bengal, Bihar, Uttar Pradesh, Haryana, Punjab) and chosen, on a sample basis, from areas where major land acquisition has already taken place and is likely to take place) (ii) other people in project areas, (iii) district administrations and other departments dealing with DFCCIL, (iv) local media and local NGOs, (v) DFCCIL's business associates, (vi) national and international activist groups, etc through interviews with representative groups and individuals, and reading of relevant literature.
- Documenting the existing awareness materials, if any, across the project areas.
- Understanding the media consumption habits of stakeholder groups (Radio, Television, Newspapers / periodicals, Traditional Media, Special events and any other).
- Examining average perception and comprehension level of staff vis-à-vis the projects separately and appropriate communication support for building up their level.
- Analyzing communication gap in dissemination of information / technology by DFCCIL staff and the other stakeholder, along with recommended remedial measures.

- Finding out focal theme of campaigns on various issues and action points in Institution Building, Livelihoods, Social Development, Micro Finance, Marketing etc.
- Preparation of an exhaustive list of campaigns needed through various media.
- To assess the prospects of ICT (internet portal) linkage among the different stakeholder groups.
- To examine other possible methods of sharing of knowledge, branding through web medium and creating a loop like Solution Exchange.
- To derive other possible mechanism to enhance the free flow of information between the staff and other stakeholders using special systems and technology.
- To find out the feasibility of production of area specific IEC materials, internal communication systems and preparation of learning documents at district level.
- Derive an exhaustive communication strategy for reaching out to all the categories of target audience, the IEC materials required for each category and for each relevant issue.
- To examine the feasibility of convergence of IEC materials between allied agencies in the project states like the Zonal / Divisional Railways, etc. and suggest sector wise strategy.
- Highlight multiple media / methods for addressing each issue for maximum penetration at different stages of adoption (e.g. awareness, interest, trial, conviction, adoption).

## **APPROACH & METHODOLOGY :**

A mix design approach is proposed for the CNA with judicious mix of qualitative and quantitative component. With a quasi-experimental design, the specific tools should be included like Focus Groups Discussions, in-depth Interview and review of the project / non project documentation among others.

## **DELIVERABLES & TIMELINE:**

The consulting agency will have to submit all its research findings along with the detailed communication needs assessment and perceptions mapping report to the client within a period of 75 days from the signing of the contract.

The specific deliverables include:

- **An Inception Report**

The inception report would need to be submitted within 15 days of signing the contract. In the inception report, the consultant would be expected to detail the scope, methodology and approach being adopted for the subsequent tasks.

In addition, the consultant would also be expected to present the survey approach including key stakeholders, sample size, sample selection methodology and survey instruments most suitable to collect information (questionnaire, Focus Group Discussions, in-depth interviews, etc.).

- **A Detailed Communications Needs Assessment Report**

The detailed Communications Needs Assessment (CNA) Report would need to be submitted within 75 days of signing the contract.

The detailed CNA report would need to:

- Identify all key stakeholders (individuals, groups and institutions) and detail their interests, concerns and expectations, roles and relationships vis-a-vis the proposed program. These stakeholder groups shall include, but not be limited to, officials from various levels of government, including relevant government departments and utilities; policymakers and local politicians; NGOs and community-based organizations; faith-based organizations; media at the local, state and national levels; local communities and elected and popular representatives of people; and other opinion-makers.
- Identify likely reaction patterns of stakeholder groups (in terms of likely support/opposition for the proposed program); their sources of information; their influencers and opinion-moulders; their exposure and reaction to similar past experiences with development projects that involved involuntary displacement of people; and their qualitative assessment of these past exercises.
- Make a sophisticated assessment of the key messages, points of 'connect', and medium needed to interact with/influence each stakeholder group -- this will entail identifying their most credible sources of information.
- Identify individuals/groups/institutions that can be potential partners in the interface with each stakeholder group.
- Identify key opportunities/platforms for the effective dissemination of key messages over the course of project implementation

In addition, based on the CNA assessment and in the context of the challenges of the project, the consultants would be expected to recommend:

- (i) An appropriate communications set-up for DFCCIL at both corporate and field level, outlining the personnel required, their skill sets, and reporting arrangements;
- (ii) Improvements (if any) to be made to the websites, print products, and other ongoing communication work;
- (iii) Specific training and skill enhancement vis-à-vis communications, if required, for existing personnel of DFCCIL in its various offices;

(iv) A sequence of steps to address the external stakeholders' communication needs and a plan to enhance the perception about the project amongst its key stakeholders.