

Indian Council of Agricultural Research
Project Implementation Unit, NAHEP
Krishi Anusandhan Bhavan–II, Pusa Campus
New Delhi–110 012.
Website: *www.nahep.icar.org.in*

Country: India
Name of the Project: National Agricultural Higher Education Project (NAHEP)
Loan No.: 8776-IN
Sector: Agriculture
Project ID No.: P151072

EXPRESSION OF INTEREST

1. The Government of India (GOI) has received a loan from the International Bank for Reconstruction and Development (IBRD) for funding the National Agricultural Higher Education Project (NAHEP) of the Indian Council of Agricultural Research (ICAR) and intends to apply part of the proceeds towards a consultancy for **Hiring of Public Relations Agency for NAHEP and ICAR Education Division.**
2. The services include:
 - i. Understand the NAHEP project from major stakeholders' perspective and then do scoping to develop a Public Relation and Knowledge management & Communication strategy to build the brand of NAHEP and ICAR Education Division to reach to larger audiences.
 - ii. Build positive coverage across various stakeholders and citizens through media about the NAHEP activities and interventions being implemented by the ICAR Education division.
 - iii. Develop regular creative (Print, Audio-visuals and Social media) to disseminate it through different media channels as per the approved strategy. Develop awareness about the initiatives and schemes being implemented as a part of the project among various stakeholders and citizens.
 - iv. Create success stories and case studies to motivate others to be a part of the platform and also enable best practices sharing to build and develop a robust ecosystem for agricultural education.

Proposed duration of this assignment is 18 months from the date of signing of contract.

3. PIU, NAHEP now invites eligible consultants to indicate their interest in providing the services indicated at para 2 above. Interested consultant must provide the following information along with documentary evidence indicating that they are qualified to perform the services:
 - a) Company profile with organization setup (last three years turnover i.e., 2018-2021, staff strength of the firm, Geographical spread - no. of office in different cities, etc.).
 - b) Core business of the firm and number of years in business.
 - c) General qualifications and number of professional staff showing their qualification and experience showing that they are qualified in the field of the assignment
 - d) Experiences showing the execution of similar nature of assignments.
4. A consultant will be selected in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, January 2011 (revised July 2014) under "Selection based on QCBS-Lump Sum" method.
5. Interested consultants may obtain further information at the address given below on any working days from 1000 to 1700 hours.

6. Expression of Interest must be submitted in **HARD COPY** to the address given below by **15.06.2022 till 1600** hours.

(Rajesh K. Jha)

Under Secretary, PIU, NAHEP (ICAR)

Room no. 503, 5th Floor, KAB-II, Pusa Campus, New Delhi-110012, India

Phone : 98683 62946, Email: rajeshkjha.icar@nic.in