

Terms of Reference

1. Background

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 availing of services of Public Relations (PR) agency for carrying out public relations activities for NAHEP project and ICAR Education division. Total budget of NAHEP is US\$ 165 million, the World Bank is funding US\$ 82.5 million as credit and US\$ 82.5 million is the contribution of the Government of India. The project became effective on 03/08/2017 and is scheduled to close on 31st March 2024.

The Agricultural Education Division, ICAR is involved in strengthening and streamlining of higher agricultural education system to enhance the quality of human resources in agri-supply chain to meet future challenges in agriculture sector in the country. This calls for regular planning, development, coordination and quality assurance in higher agricultural education in India. The division strives for maintaining and upgrading quality and relevance of higher agricultural education through partnership and efforts of the ICAR-Agricultural Universities (AUs) system comprising of

1. State Agricultural Universities (62)
2. Deemed to be universities (5)
3. Central Agricultural University (2)
4. Central Universities (4) with Agriculture Faculty.

The NAHEP Project supports the Country Partnership Strategy and addresses the three engagement areas of integration, transformation and inclusion. These engagement areas foresee increased agricultural productivity and support quality improvements of higher education to create a more skilled workforce that continuously improves the productivity of key sectors, including agriculture. The Project is also a multi-Global Practice collaboration (Agriculture and Education) and is expected to support activities and results directly related to cross-cutting strategic areas of climate change, jobs and gender.

The NAHEP contributes to the achievement of four Sustainable Development Goals, namely:

1. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all – promotes: (a) equal access to affordable vocational training; and (b) greater gender and wealth equity through universal access to quality higher education. Specifically, NAHEP would finance interventions that increase the supply of qualified technicians and teachers

2. Promoting inclusive and sustainable economic growth, employment, and decent work for all – seeks higher levels of economic productivity through diversification, technological upgradation and innovation. NAHEP would foster a stronger innovation culture by twinning participating AUs with other higher-performing centers of learning (both in India and internationally) and strengthening AU-private sector linkages to better orient student learning toward market-relevant skill sets.
3. Building resilient infrastructure, promoting sustainable industrialization, and fostering innovation – would enhance scientific research, and substantially increase both the research and development (R&D) workforce and its associated budget.
4. Take urgent action to combat climate change and its impacts – would improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning. The proposed NAHEP would specifically target AU curricula reform to internalize climate change and resilience in current and future course content and tie this with experiential learning for certificate, undergraduate and post-graduate students for practical career applications.

5. *Objective(s) of the Assignment*

The assignment is envisaged to achieve the following objectives:

1. 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.
2. Build positive coverage across various stakeholders and citizens through media about the NAHEP activities and interventions being implemented by the ICAR Education division.
3. 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.
4. 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.

5. *Scope of Services, Tasks (Components) and Expected Deliverables*

3.1 The consultants will review the basic documents of NAHEP and get brief from the management and some stakeholders to understand the scope and reach of NAHEP and will develop Public Relation and Knowledge Management & Communication strategy to build the brand of NAHEP and ICAR Education Division. It will carry out the following tasks:

1. Design an effective and comprehensive Public Relations and Knowledge Management & Communication strategy for the policies, activities and schemes of NAHEP.
2. Develop required creative (Print, Audio-visuals and Social Media) for dissemination under the overall strategy Media planning, scheduling and dissemination for print & Electronic media i.e. Newspaper, Television and Radio.
3. Management of social media handles/pages/accounts. Perform Social Media Optimization (SMO) and Search Engine Optimization (SEO) Social Media Marketing (SMM), Online Reputation Management (ORM), Content Development for NAHEP.
4. Media Briefings/Surveys/Relations – Keep the media abreast of all the important developments related to NAHEP and its activities. PR agency to proactively identify appropriate media opportunities to highlight developments, launches and announcements. This could be through media briefings, press releases, media interactions, press conferences, round table, etc. as appropriate. Proactively develop the themes/concept for press meets and work out news releases, articles and other promotional initiatives targeting local, national and international media.
5. Organize and conduct press briefings, press conference, press releases, panel discussions, launch research reports etc. which fall within the ambit of activities of NAHEP. This will include targeting the relevant media across India, pre-announcement preparation, drafting the press release & related information, talking points, media list collation, media invites, pan India press release dissemination, etc.
6. Arrange for national/regional/local media to cover various events organized by NAHEP or its authorized representatives. Provide a pre-event build up to seminars, workshops, camps and conferences, etc. in any part of the country.
7. The Agency will map opportunities for consistent media visibility. Target media: Print – national mainline & financial dailies, regional, business and general interest and lifestyle magazines; electronic media – national; online media – as appropriate.
8. Social Media Intelligence/Communication Audit - Monitoring & reporting on the conversations around NAHEP, the schemes and activities on social media channels, and advice appropriate action.
9. Profile management & modulation for NAHEP and its regulated/administered products, the initiatives of the organization & its spokespersons on social media channels. Conceptualization and development of message content (short video, GIF, Banners, info graphics, greetings, animations etc.) for posting/uploading in social media platforms and websites.
10. Setting up and updating of pages/blogs, etc. on social media vehicles (such as Facebook, LinkedIn, Twitter, YouTube etc.) and managing the promotion schemes on these platforms.

11. The Agency is expected to have a close liaison with correspondents, reporters, editors, photographers, think – tanks, critics, trend - setters and other such opinion leaders.
 12. Designing of creative works for Print Media and providing support in development of creative works for social media / digital media both organic and inorganic.
 13. Development and production of print campaigns for newspapers, magazines etc.
 14. Development and production of Audio Spots/ Jingles for Radio Channel.
 15. Production of short video clips/ films (maximum 5 minutes and tentative number of such films is 20).
 16. Design of promotional materials like brochures, leaflets, pamphlets, booklets, banners, backdrops, standees etc..
 17. Help in translate, design & develop and fine-tune some materials in local Indian languages as per need.
18. The selected agency shall be responsible for the below deliverables as per the below listed schedule

1. Strategy & Planning

Activity	Description	Frequency
Annual Communication Strategy (PR + Digital)	Effective and comprehensive Public Relations Strategy for the policies, activities, and schemes within the ambit of NAHEP and activities of Education Division of ICAR	1 per year. For the first year this should be submitted within 30 days of signing of the contract. Subsequent year within 15 days before the start of every year.

2. Digital Activities & Content

Activity	Description	Frequency
Facebook, Instagram, LinkedIn and Twitter	Content Creation, Adaptation & Updating (including GIF/ Banners/ info graphics/ greetings)	Minimum 5 posts promoted on each platform per month
	Social Media Handles Monitoring & Response Management	As per need every day.
	Cover Image changes	1 per quarter
Landing page	HTMLisation	1 per year
Youtube	Uploading and meta-tagging videos	At least 1 per month

Activity	Description	Frequency
SEO for 25 keywords (Organic)	<ol style="list-style-type: none"> 1. Keyword Analysis – Generic, Competition, Branded and Longtail Keywords 2. Search Engine Optimisation Strategy – Technical, On page and Off page 3. Optimising website for all tags (Meta, Title, ALT tags) 4. Content Optimisation 5. Ongoing article submission to directories 6. Generating backlinks 7. Error and Toxic Link Analysis 	Ongoing on regular basis
Online Reputation Management and Social Media Audit (up to max 10000 conversations)	Track conversations online, segment sentiment, flag the SPOC	Once every weekday
	Daily Reporting	Once every Weekday
Production of creative materials and convert them into Knowledge Product	Monitoring and reporting conversations around NAHEP, the schemes and activities on Social Media channel and provide action points	As per need.
	<ol style="list-style-type: none"> (i) Production of AV for TV commercials/social media (ii) Production of Print Campaigns for Newspaper, magazines (iii) Production of creative works for Outdoor Campaigns (iv) Promotional materials like brochures, leaflets, pamphlets, booklets, etc. 	As and when needed
Digital Blogs	Blog and Article Writing	To cover every event of NAHEP and at least 10 per month
Digital designing	Development of creative works for banners / backdrops / standees for the events being carried out under the umbrella of NAHEP by ICAR or different Agricultural Universities (AUs).	As per the requirement of the event and limited to digital designing
<u>NOTE :</u>	ICAR/ NAHEP will not provide any assistance for software that is required for filtering/ segregation of NAHEP related material on different media including social media. Agency will have to provide this, as per the	

Activity	Description	Frequency
	requirement of the work, considering the quality and quantity.	

1. PR Activities & Content (Locations covered: Delhi, Mumbai, Ahmedabad, Bangalore, Hyderabad, Kolkata, Chennai and other location as per the need)

Activity	Description	Frequency
Press Conferences	Press conferences for announcing major media milestones to be organized and relevant media coverage to be generated	At least 4 in a year
Media Round Table	Media round table to be scheduled for relevant schemes and corporate, identification of media, inviting and coverage update	At least 2 in a year
Panel Discussion (TV & Digital)	Map opportunities for the leadership team and activities and schemes of NAHEP for consistent media visibility	At least 4 in a year – National & Regional TV
Speaker Opportunities	Identifying speaker opportunities for key management people and other project related officers	At least 4 in a year
Articles & Quotes in Industry Stories (Print & Digital Media)	OP-ED articles, 3 rd party articles, spokesperson articles or any other article for NAHEP and/ or its schemes/ programs, quotes in industry stories	At least 2 per month
Written Content	Help in translate, design & develop and fine-tune some materials in English and Hindi	As per requirement
Press Release – Regional (beyond Delhi, Mumbai, Hyderabad, Bangalore, Chennai, Kolkata and other location as per the need)	Development and dissemination of press notes for small announcements and milestones, related to NAHEP and/ or its events/ schemes/ programs in selected states from across India	At least 2 per month Base content/ information will be supplied by NAHEP
Press Release - National	Development and dissemination of press releases for announcement and milestones, related to NAHEP (Pan India subject to change as per strategy)	At least 2 per month
Talking Points	Talking points for spokesperson as identified by NAHEP	As per requirement
Media Briefing Books	Media briefing book encompassing probable media questions, TML along with brief, key dos and don'ts etc.	Once in a year

Activity	Description	Frequency
Media Database Development	Media contact lists for relevant sectors and all states to be developed for release dissemination. The list to be periodically updated for movement in organizations.	As per need and to be updated on regular basis
Media Kit Development	Media kit to be developed encompassing background note, FAQ documents, press note and any other relevant documents as per requirement of NAHEP	As per requirement
One on one interactions	One on one interactions to be scheduled for key management people (Pan India) and to generate relevant coverage in identified mainline and financial dailies	At least 2 per quarter
Any event organized by NAHEP or its authorized representatives	Provide a pre-event build up to seminars, workshops, camps and conferences, etc. organized by NAHEP or its authorized representatives in any part of the country.	As per requirement
Daily News Monitoring	Daily news monitoring for NAHEP	On daily basis
Sector Updates	Sector updates and report on what is new in the industry	On daily basis
Monthly Communication Activity Progress Report (Digital included)	Daily work in progress grid to be shared with NAHEP	1 per month
Media Updates/ Dossier	Media updates, coverage dossier of coverage to be provided for documentation to NAHEP, interaction report to be submitted after every interaction	1 per month
Translation and Transcription	Translation of press releases/ media notes/ speeches any other documents required by NAHEP in Hindi	As per requirement

2. Public Relations Manager (key professional) may be required to be available offline or online with NAHEP for day to day activities of the assignment

3.3 Duration of the assignment:

The proposed duration of this assignment will be 18 months from the date of signing of contract

3. ***Team Composition & Qualification Requirements for the Key Experts (and any other requirements which will be used for evaluating the Key Experts under Data Sheet 21.1 of the ITC)***

Key position	Proposed Key Experts	Required Experience & Qualifications	Years in Experience
K1	Team Leader (PR Expert)	1. Post Graduate in mass communication 2. Should have minimum 10 years of experience in public relations / Knowledge Management Consultant/ Communication Consultant or journalism in reputed media	10 Years
K2	Audio – Visual Expert	3. Bachelor's degree in Mass Communication / Journalism or related field 4. Should have minimum 03 years of experience in AV Production	03 Years
K3	Digital media Expert (SEO/SMO)	5. MCA/ BCA or PG Diploma in Mass Communication 6. Should have minimum 05 years of in managing media / digital media and/ or communication, public relations / Digital marketing	05 Years
K 4	Content Writer	7. Bachelors Degree in mass Communication 8. Should have minimum 05 years of in managing media / digital media and/ or Social Media	05 years
K 5	Designer	9. Bachelor/ Post Graduate in Fine Arts or MCA 10. Should have minimum 05 years experience in Coral/ Photoshop in design and working experience as Artist/ Art Director/ Art Supervisor in any reputed agency.	05 years

11. Reporting Requirements and Time Schedule for Deliverables

1. Inception Report to be share within 30 days of signing of the contract
2. Annual Strategy and Plan for public relations within 15 days before the start of every year. For the first year this should be submitted within 30 days of signing of the contract
3. Monthly progress report within 15 days of each completed calendar month
4. Quarterly progress report giving details of work done and milestones achieved vis-a-vis those stipulated in the scope of services in this TOR within 15 days of each completed quarter. This will be linked for making quarterly payments.
5. All reports to be submitted in hard copy as well as in electronic format.

6. Client's Input and Counterpart Personnel

Services, facilities and property to be made available to the Consultant by the Client:

1. Access to ICAR and other office premises as per requirement to deliver the services effectively and efficiently
2. Information pertaining to Agricultural Universities/Implementing agency will be collected by ICAR/NAHEP and provided to the firm.
3. Workstation along with internet access for working in PIU office as per requirement.

7. Procedure for review of progress and final report

The reports received from the PR Agency will be reviewed by a Committee consisting of the National Director, NAHEP or his representative, National Coordinator (s) to be nominated by the ND, NAHEP, Director NAHEP.

The PR Agency will attend the meetings called by NAHEP from time to time to monitor the progress.

The performance of the PR Agency will be monitored by a committee chaired by the National Director or his representative. The committee will review the functioning of PR Agency through review meetings, whenever required and the progress of the assignment.