

Contract award

Project Name: **GEF - Sustainable Urban Transport Project
(GEF-SUTP)**

**Consultancy Services for
COMMUNICATION AND OUTREACH PROGRAMME**

Country: **India**

Project ID: **P100589**

GEF Grant No: **TF095549 - IN**

Bid/Contract Reference no: HD BRTS/07/Tender-Communication &
Outreach/2012-13

Scope of Contract:

Hubli and Dharwad are twin cities in the state of Karnataka in India. Both centres are 22 km apart and linked through a State highway (PB road), national highway (NH4) and the Mumbai Bangalore railway line. A special purpose vehicle Hubli-Dharwad BRTS Company limited has been set up for the implementation of BRT Project. As part of the World Bank Technical Assistance (TA) Program, Hubli-Dharwad BRTS Company has requesting for tenders for a Communication and Outreach Programme for urban transport and including Bus Rapid Transit-BRT & Non Motorized Transport (NMT Systems of Transport) for the HDMC area. The scope of consultancy includes preparation of a communication and outreach plan for promotion of public transport in HDMC area, with special focus on bus rapid transit system.

The objectives of the Consultancy are:

- (i) **Build a positive identity for BRTS & NMT** - Creation of a uniform brand identity for the BRTS & DULT that is identifiable and popular for key segments of the population in HDMC including women, children, business persons, disabled/elderly and other end-users.
- (ii) **Position BRTS** –as a clean, modern, fast, safe and reliable transportation solution to the public. Build greater understanding and appreciation of its role in decongesting road space and contributing towards cleaner environment.

- (iii) **Create awareness** - among the citizens about sustainable transport in general, BRT in particular.
- (iv) **Educate new riders** on how to use BRTS
- (v) Inform and prepare the public for the difficulties they are likely to face during construction and the transition to the new system, seek their cooperation, and receive their feedback.
- (vi) **Identify key stakeholders and build strong partnerships** with media and civil society for smooth implementation of the project.
- (vii) **Induce a shift** towards sustainable modes of transport.
- (viii) **Monitor measure and evaluate** the effectiveness of the outreach program.

Method of Selection: QCBS (Quality & Cost Based Selection)

Duration of Contract: 114 weeks from the date of signing of agreement

Contract Signing Date: 5th July, 2013

Evaluation currency: INR

Awarded Consultant (s)/Firm:

Name: IBI group, Gurgaon in association with Centre for Environment Education (CEE).

Address: # 410, 4th floor, Time Tower, MG Road, Gurgaon-122001

Technical Score: 77

Financial Score: 100

Final evaluation price (in evaluation currency): Rs 1,74,59,500/-

Final score: 82.75

Final ranking: I

Final negotiated price (in evaluation currency): N/A

Evaluated Consultant (s)/Firm:

Name: Integrated Transport Planning Ltd, UK in association with M/s ICRA Management Consulting Services Ltd, Noida (UP) and Public World, UK.

Technical Score: 81.5

Financial Score: 43

Final evaluation price (in evaluation currency): Rs 3,62,91,631/-

Final score: 73.2

Final ranking: II

Rejected Consultant (s)/Firm:

1. **TARU& Innovative Transport Solutions** – The consultant scored 65.5 marks in the technical evaluation and did not technically qualify.
2. **Samaj Vikas Development Organisation** - The consultant scored 60.5 marks in the technical evaluation and did not technically qualify.
3. **JPS Associates & New Concept** - The consultant scored 60 marks in the technical evaluation and did not technically qualify.
4. **Perfect Relations Private Limited, Bangalore** - The proposal from M/s Perfect Relations was rejected due to delayed submission.