

Terms of Reference for Public Relations Agency

Background

The Mumbai Metropolitan Region Development Authority (MMRDA) is implementing various ambitious projects such as the Mumbai Metro Rail, Mono Rail, Mumbai Urban Transport Project (MUTP), Mumbai Urban Infrastructure Project (MUIP), Extended Mumbai Urban Infrastructure Project, Flyovers, Skywalks, Innovation Park, Iconic Towers, Development of Water Resources, Nirmal Abhiyan etc. Many projects involve resettlement and rehabilitation of project affected families in large scale.

In this context, MMRDA proposes to procure services of a Public Relations Agency with the overall objective to ensure free flow of information to the media and involved stakeholders in order to create an environment supportive of the projects undertaken by MMRDA as of today and in future. The Public Relations Agency shall also extend strategic support to MMRDA in its efforts to create a positive reception – in the print and electronic media – for the project related activities.

The Agency is expected to deploy a full time team for the purpose comprising specialists in the fields of media relations, product creation and dissemination of communiqués issued by MMRDA. The Action Plan submitted by the Agency, for a period of one year, should be implemented successfully without any interruption.

Eligibility Criteria

- a) Minimum required experience:** The Public Relations Agency shall have at least 10 years of experience in preparing and executing the communication strategies on various infrastructure projects including transportation. The professional team that would be deputed to serve MMRDA shall have experience of tackling critical issues and or crisis situations related to the print and electronic media. The Public Relations Agency should have adequate experience and expertise in preparation of documentation for MMRDA's various projects, web site etc. The

Public Relations Agency is required to submit details, as to the experience and qualification, of each team member.

- b) The minimum annual turn over of the Public Relations Agency, in last three years, should be Rs.10 crores. The Public Relations Agency is also required to produce an audited balance sheet along with the proposal.

The tasks listed below, though not exhaustive in nature; provide an extensive range of activities to be assigned to the Public Relations Agency hired for the purpose. The MMRDA would welcome recommendations that go beyond the activities listed below.

1. **Situation, Issue Appraisal and Analysis:** Making rapid appraisal of emerging situations including periodic review of existing communication strategies and initiatives; barriers in communication, if any; channels of communication; perceived sources of credibility and other information that will enhance the effectiveness of the communication strategy. Providing other information aids such as informative pamphlets and such activities as may be considered necessary.
2. **In-House Documentation for Dissemination:**
 - a. Preparation of minutes of public consultations, relevant presentations, brochures, booklets and other important meetings having media significance
 - b. Documenting and disseminating best practices (case studies) on successful resettlement process in order to record learning and create public awareness on transparency and accountability in the Resettlement and Rehabilitation process reassuring involved communities
 - c. Preparation of text for the advertisement and appropriate layout

In-House Documentation for Dissemination:

- i. **Media Relations:** Regular media mapping exercise which will include daily scrutiny of English, Marathi and Hindi publications and electronic media coverage on project related issues.
- ii. Maintaining relations with the electronic and print media operative at local and national level and regularly updating it on project developments reflecting MMRDA's perspective in order to minimize misinformation / prejudice and create positive public opinion
- iii. Featuring articles and write-ups recording achievements and lessons learnt in order to create a positive environment conducive to the momentum of project implementation
- iv. Planning and establishing possible action plans and supporting MMRDA's project activities with resources in order to handle any emerging crisis
- v. Production of necessary contents on all activities of MMRDA to be updated on the MMRDA website

3. Monitoring and Evaluation

The Team Leader of Public Relations Agency shall meet every month with MC, AMC, JMC and officials to suggest a way ahead. The Agency also shall continue interacting daily with MMRDA's Public Relations Team headed by the Joint Project Director (PR)

4. The Agency shall provide following analyses as part of the monthly report

- Analysis of issues and concerns related to the media coverage received
- Analysis of the effectiveness of the message delivery and the key messages disseminated during the month
- Analysis of most common queries received from the media and how they were addressed
- Key media visits every month

5. Procedure for submission of proposals

- a) The interested Public Relations Agencies shall be required to make a formal presentation. Technical and financial proposals will have to be submitted separately for this assignment. The technical proposal should include the following –
- Background summary of the agency outlining areas of expertise.
 - Description of key personnel and support staff, with detailed CVs, and functions
 - Current list of clients
- b) Detailed strategy for information management and media relations, along with a plan for monitoring the same (A description of how the agency will approach and complete the scope of work outlined in the ToR). Agency will be encouraged to generate ideas, give details, and if appropriate, offer alternative and or additional suggestions

6. Facilities to be provided by MMRDA

- a) Project background material and all other relevant project related information
- b) Office space for staff deployed by the Public Relations Agency

7. Reports

- a) Inception Report to be submitted within 15 days of signing of the Contract
- b) Monthly Progress Reports to be submitted to MMRDA on activities completed

8. Mode of Payment

- a) Disbursement of the first installment (10% of contract value) on receipt of the Inception Report
- b) Monthly disbursement of the remaining amount in equal installments on receipt of satisfactory monthly progress report

9. Duration of Contract

The initial period of contract shall be for a period of 12 months

10. Termination of Contract: The Contract can be terminated by either side on giving a Notice of 30 days. During the Notice Period both parties shall carry out their work conscientiously. At the end of the Notice Period, the Public Relations Agency shall hand over all documents and relevant updates to the MMRDA officials

11. Renewal of Contract: The Contract can be renewed for a further period of 12 months or more by MMRDA by issuing a letter of renewal. All other relevant terms of this ToR would then continue to be applicable for the renewed period

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