

Specifications for conceptualizing and developing designs for ‘Aapno Dariyo Aapnu Jivan - yatra along the Gulf of Kachchh’

A. Background

The World Bank aided ‘Integrated Coastal Zone Management Project’ (ICZMP) initiated since July 2010 is being implemented to assist the Government of India in building national capacity for implementation of comprehensive coastal management approach in the country, and piloting the integrated coastal zone management approach in states of Gujarat, Orissa and West Bengal. Piloting ICZM Approaches in Gujarat aims to support capacity building of the state level agencies and institutions, including preparation of an ICZM plan for the coastal sediment cell that includes the Gulf of Kachchh, and pilot investments. The capacity building support and the pilot investments complement each other, and serve common objectives. The pilot investments are designed to demonstrate integrated management of ecological, economic and social concerns in the Gulf of Kachchh (a stretch of 180 km or 10 percent of the Gujarat coast, but contains two of the world’s largest refineries; two major ports and several smaller facilities accounting for 70 percent of India’s import of crude oil; the largest of India’s salt industries; several booming industrial and urban centers; India’s first marine national park; significant parts of remaining coral reefs of the country, and important patches of protected forests). Supported by the Forests & Environment Department, Government of Gujarat, the ICZMP project in Gujarat is being implemented by Gujarat Ecology Commission (GEC). GEC is the State Project Management Unit (SPMU) and is working towards achieving the following development objectives:

- Building capacity for implementation of comprehensive coastal management approach in the State.
- Piloting the integrated coastal zone management approach on coastline of Gujarat

GEC is responsible for building long-term institutional sustainability, aimed at helping the coastal zone management by the Government of Gujarat. GEC is also involved in collaborating and seeking support from and partnering with a range of organisations like international, national and local knowledge centers, academic and research institutes, private sector business houses and industries, urban and rural local government bodies, civil society groups, NGOs, community-based organizations and other government departments responsible for coastal zone development and protection.

The ICZM project is now in its last phase of implementation, therefore we have planned a rural campaign in the form of a yatra to communicate with coastal communities about the sea and its significance in their lives. The implementation area of the project is Gulf of Kachchh that includes 160 villages, which is spread across Jamnagar, Dwarka, Kachchh and Morbi districts of Gujarat. The project covers 13 coastal talukas of four districts and comprises of both rural, urban and protected areas like villages, Jamnagar city and Marine National Park.

B. Objective of the yatra

Aapno Dariyo Aapnu Jivan would be a coastal awareness campaign in the form of yatra, which would travel in the 160 coastal villages of ICZM project. The broad objectives of the yatra would be as follows:

- To raise awareness about livelihood aspects among stakeholders living along the coastal areas and the importance of co-existence.

- To give an experience of coastal natural resources and marine biodiversity to village community through a tableau. The visually appealing medium will help attract people of all ages towards sea and its bountiful benefits and would encourage community to be a part of the process and solutions for its conservation.

C. Theme of yatra

The central theme of the yatra would be Aapno Dariyo, Aapnu Jivan (Our Sea, Our Life) and would depict the livelihood aspect of the sea. Importance of sea in daily lives, traditional/ contemporary livelihood options, dependency on marine/land resources, co-existence of aquatic/terrestrial life etc. must be integrated with the central theme of the campaign.

D. Scope of work

The Agency has to conceptualize and develop designs for the yatra in a span of **twenty days** from assigning the work as per the scope of works described below:

1. Based on the central theme as mentioned in point B, the agency has to prepare a concept, plan of tableau as specified below and the required content, which is easily understood by the local coastal community. The work includes designing total branding requirements of the yatra and not actual implementation.
2. Important stakeholders for the yatra are coastal community, school children, local officials and leaders, fishermen, farmers etc. Therefore, language and concept of the yatra has to match the understanding level of stakeholders.
3. The agency has to design specific programmes and a daily schedule to engage various stakeholders like community, school children etc. at village level.
4. The agency has to prepare the content in Gujarati for all creative materials and must get it approved and validated from GEC.
5. The implementation of yatra would be done by a separate agency selected by GEC, with whom the agency has to work together until the tableaux are erected.
6. The agency has to provide implementation and printing specifications of all the works mentioned in the table given below.
7. The yatra would necessarily have following materials, mediums and activities:

No.	Material/Medium/Activity	Specifications
1	Tableau	<ul style="list-style-type: none"> • The tableau would have an exhibition area on three sides out of which two sides of <u>18ft x 11 ft</u> and one side of <u>8ft x 11 ft</u> with a chasis width of 8ft. • The agency has to conceptualize

		<p>making use of the space available and make a plan for display materials accordingly.</p> <ul style="list-style-type: none"> The tableau would have 3 LED screen scrolls or similar arrangements of approx. 2 ft x 8 ft (in strip format) on three sides, which must have messages relevant to the theme must be played.
2	Developing a mascot for the campaign	<ul style="list-style-type: none"> The agency has to develop a mascot for the campaign keeping in focus the central theme of the campaign. The mascot would be used to communicate messages. The mascot must have a punch line which has to be developed by the agency.
3	Display materials	<ul style="list-style-type: none"> The tableau should have display materials depicting the central theme and sub-themes. The materials must have photographs, text and graphics. Colour schemes of the materials and font size text has to be carefully thought because the tableau has to be visible from atleast 2 to 3 ft. distance. <u>A corner has to be designed at the back of tableau with children specific content. The agency may also conceptualize and mobile and ready to install display rack for this purpose.</u>
4	Print materials	<ul style="list-style-type: none"> One A-4 size pamphlet (two sides) with messages and information for adults with Do's/Don'ts for conservation of coastal and marine environment, including messages on importance of coastal green for human being. A pocket booklet on marine marvels for school children or similar subjects

		<p>to introduce them to the coastal environment and its various aspects.</p> <ul style="list-style-type: none"> • A booklet on how marine resources are beneficial for livelihood/alterative livelihood.
5	Prizes for children – winners of in-village/school activities	<ul style="list-style-type: none"> • Since we would have various activities for children in villages, the agency can suggest and design prizes such a bag with graphic representation of coastal area or a puzzle/ snake & ladder or any other similar type of game to make children understand the significance of conservation.
6	Diorama/ centre piece model for the tableau	<ul style="list-style-type: none"> • Based on the theme of the tableau, a centre piece/model has to be conceptualized, which would attract people towards the tableau. For example, a life size fisherman, farmer etc. depicting various livelihood options based on sea/land etc. • This installation must be made from eco-friendly materials and must be in accordance with the central theme.
7	Uniforms for campaign team	<ul style="list-style-type: none"> • The agency has to design uniforms for campaign team, like T-shirts, caps, badges etc. for branding the campaign.
8	Schedule of campaign	<ul style="list-style-type: none"> • The agency has to develop a one-day schedule, which will have details of morning to night activities that will be conducted in the village. • The activities must be planned in such a way that various age-groups like elders, young and children could participate in the campaign. • The schedule must have provision for video-documentary shows, street play etc. Therefore, feasible time slots for the same have to be given.

		Materials/relevant assistance would be provided by GEC for video documentary shows and street plays.
9	Development of subjects for drawing competitions for school children and question bank for quiz competition	<ul style="list-style-type: none"> • The agency has to develop and suggest themes for drawing competitions for school children. • A question bank of approximately 100 questions/answers has to be developed by the agency to conduct quiz competitions for various age-groups in the village.

E. Deliverables by Agency

The Agency has to provide specific deliverables as given in the following table as follows:

Sr. No.	Activity	Schedule
1	Submission of draft conceptual plan with draft content plan	Within 7 days of signing the agreement and submission of required bank guarantee.
2	Draft designs of tableau & other communication Materials and its presentation at GECs office	Within 12 days of signing the agreement
3	Completion of final designs after incorporating changes and on submission and approval	Within 20 days of signing the agreement

F. Tenure of work

The work will commence from the date of signing the agreement to a period of twenty days.

G. Experience required to undertake work

- The Agency must have demonstrated experience in similar kind of work, especially with government or Semi government departments.
- It is desirable if the Agency have an experience of atleast three years in creative designing, branding materials creation and developing campaigns for rural community.

- Experience of working on communication activities and awareness campaigns for rural community.

H. Client obligations

1. Client will provide background information as available with the client.
2. Information and publications of GEC would be provided.