




NAGAR NIGAM DEHRADUN


Expression of Interest (EOI)

For

Selection of NGO's/Agencies/Enthusiasts for Cleanliness Campaigns
under National Clean Air Programme

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वरिष्ठ वित्त अधिकारी
नगर निगम, देहरादून


सहायक नगर आयुक्त



Objective of this EOI

Introduction:

The primary objective of this Expression of Interest (EOI) is to solicit the participation of competent Non-Governmental Organizations (NGOs) and Agencies to collaborate with the Nagar Nigam Dehradun (NND) in executing a comprehensive Cleanliness Campaign. The campaign aims to engage the community actively in cleanliness initiatives, raise awareness about proper waste management, disposal and hygiene practices, drive positive behavioural change in citizens, build capacity for effective waste management, create visible and sustainable cleanliness improvements instil civic responsibility and pride, document insights for future initiatives, and encourage innovative and sustainable practices. The project also aims to provide opportunities to budding NGO's and Enthusiasts to foster active participation and engagement of the local community thereby getting exposure and experience in similar activities.

EOI Issuing Authority


This Expression of Interest (EOI) is issued by NND, intended to short-list potential NGO/Agencies or enthusiasts. NND's decision with regard to the short-listing of applicants through this EOI shall be final and NND reserves the right to reject any or all the applications without assigning any reason.


Sl. No.	Item	Description
1	Project Title	Empanelment of NGOs, Agencies or the Enthusiasts for "Cleanliness Campaigns under National Clean Air Programme"
2	Project Initiator Details	
	Department	Public Health - Swachh Bharat Mission/NCAP
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Tentative Calendar of Events

The following table enlists important milestones and timelines for completion of application activities:

S. No.	Milestone	Date and Time (dd-mm-yyyy; hh:mm)
1.	Query Resolution Meeting	29/08/23
2.	Last date for Submission of EOI/Opening of EOI	04/09/23 14:00
3.	Declaration of Short-listed Applicants	To Be Announced


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Background

About Nagar Nigam Dehradun

The Nagar Nigam Dehradun is the civic or urban local body that governs the city of Dehradun in Uttarakhand, India. It covers an area of 196.48 sq.km comprising of 5 zones which is further divided into 100 municipal wards. The basic functionalities of NND includes Urban Planning, Property tax assessment, Planning for economic and social development, public health, sanitation conservancy, and Solid Waste Management to name a few

Details of the Campaign

The Cleanliness Campaign slated to be launched across Dehradun city under the supervision of selected NGOs, agencies, and enthusiastic groups in collaboration with the NND, marks a significant stride towards transforming the city's hygiene landscape. The dire need for such an initiative stems from the pressing challenges posed by urbanization and population growth, which have intensified waste management issues and environmental concerns. The campaign aims to inculcate a profound sense of responsibility and ownership among citizens and stakeholders alike, fostering a cleaner and healthier living environment for all.


The initiative is prepared to move forward through a careful selection process where competent and dedicated NGOs, agencies, and enthusiastic groups will be picked to lead the execution of the campaign. The effort aims to change engrained habits and mindsets in order to spark a culture of cleanliness and sustainability. It does this by using community engagement, public awareness campaigns, and innovative waste disposal procedures. The effort envisions not only a physical transformation of the cityscape but also a social and psychological revolution in attitudes towards waste management and environmental care. As a result, expectations are high. Results that are anticipated include a considerable drop in littering and incorrect waste disposal, better sanitary infrastructure, improved public areas, and a rise in civic pride.

As this collaborative effort gains momentum, the Cleanliness Campaign aspires to leave an enduring impact, setting the stage for a more vibrant, healthier, and aesthetically pleasing Dehradun. By harnessing the power of grassroots participation, and cultivating a shared vision of a cleaner and greener city, the initiative holds the promise of revitalizing Dehradun's urban landscape while fostering a sense of collective responsibility that will endure for generations to come.

Scope of the applicant

NND wishes to receive EOI from the applicants who possess a strong track record of executing community-centric initiatives, particularly in areas related to environmental awareness, waste management, or cleanliness. Demonstrated expertise in organizing community engagement programs, along with a local presence that reflects an understanding of Dehradun's specific cleanliness challenges, is highly valued. A capable team and a commitment to aligning with our campaign's objectives are essential. Successful previous collaborations, innovative approaches, and responsible practices enhance eligibility. Short-listed applicants will be invited to participate in the subsequent stages.

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Details of Scope of work

The applicant shall be liable but not be limited to carry out the following deliverables:


- 1) In this program it is expected from the participants to conduct cleanliness drives across the city and create awareness about waste segregation at source (organic/biodegradable waste such as kitchen waste; inorganic waste such as Plastic waste; and inert waste such as electronics) for better management of waste. Create awareness about SUP's and sensitize common people on the ill effects and environmental threats of poor waste management by creating an awareness for adoption and acceptance of waste management solutions. The participants shall also educate people on know-how of home composting and its advantages.
- 2) The participating NGO's, Agencies or the Enthusiasts will identify campaign spots such as areas prone to garbage accumulation. This includes unused parks, vacant plots, riversides etc. where people have disposed waste/garbage.
- 3) Following the identification of garbage vulnerable points, the selected organizations will determine suitable dates and times for conducting the cleanliness drives.
- 4) The NGOs and Agencies will provide a tentative schedule of upcoming cleanliness drives to Nagar Nigam Dehradun. This schedule will include proposed dates, times, and locations. The schedule will be subject to approval by Nagar Nigam Dehradun.
- 5) Local community engagement is essential; hence it is mandatory ensuring a minimum attendance of 40-50 individuals for each drive. It is the responsibility of NGOs, Agencies or the Enthusiasts to also promote Reduce, Reuse, Recycle (RRR) of waste post segregation.
- 6) NGOs, Agencies or the Enthusiasts are expected to ensure that their team members are well-versed in campaign objectives.
- 7) NND will provide refreshments to campaign participants at a pre-determined rate of 40 rupees per person, the selected NGOs, Agencies or the Enthusiasts will facilitate the distribution. The reimbursement of actual refreshment expenses will be processed based on verified records and Bills.
- 8) Photographic documentation of every campaign event is mandatory. Coloured Images & videos capturing the participant's engagement, activities, and outcomes must be shared with NND to showcase the campaign's progress and achievements.
- 9) The selected organization will employ popular social media platforms such as Instagram and Facebook as powerful tools for creating widespread awareness mentioning/tagging NND. Through impactful posts, stories, and updates, the campaign's key messages will be disseminated to a broader audience, amplifying the reach and impact of the initiative.


Support from NND

- 1) **Logistics Support:** The NND will provide the necessary support for the campaign, including posters and banners, refreshments on lump-sum amount per event, reusable gloves, as well as tractor and trolleys with four sanitation workers for disposal of collected waste.
- 2) **Nodal Officer:** An appointed NND official will act as the nodal officer to oversee the coordination and execution of the campaign.
- 3) **Financial Compensation:** Selected NGOs, Agencies or the Enthusiasts will receive a lump-sum amount per campaign which can be further discussed in "Query Resolution Meeting" as stated above in General Term of this EOI. The finalised sum would be distributed following the successful completion of each programme, subject to the Swachh Bharat Mission (SBM) cell of NND confirming all the details.

Eligibility Criteria

- 1) All the NGO's/Agencies, Swachhta Ambassadors, Brand Ambassadors, RWA's (Resident Welfare Associations) or a group of Enthusiasts.
- 2) The applicants must have the experience of conducting IEC activities or similar type of awareness campaigns. (Any document to prove eligibility such as relevant resumes, Work Orders or Completion Certificates needs to be attached)
- 3) All participants must submit their CVs along with the proposals.


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