

TERM OF REFERENCE:

Engagement of agency to organise advocacy events in various parts of the country.

Background:

Business Responsibility

The IICA-GIZ Business Responsibility Initiative is a bilateral co-operation Project between the Indian Institute of Corporate Affairs (IICA) the principal think tank and capacity development institution set up by the Ministry of Corporate Affairs (MCA) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the federally owned German international cooperation agency for sustainable development which operates worldwide, on a public benefit basis, in order to support the German Government in achieving its development-policy objectives.

The Project began in 2008 with the objective of developing a "country specific common understanding of Business Responsibility (BR), and to enable the adoption of responsible business practices by businesses. Towards this goal, the Project assisted the IICA in developing a multi-stakeholder platform for dialogue and consensus building to achieve a uniform and comprehensive understanding on BR. The success of this platform is reflected in the formulation and release of The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Businesses (NVGs) on July 8, 2011, which was developed under the aegis of this Project.

The Project is currently in Phase 2, following a project extension for a period of two years beginning June, 2012 to design and roll out activities that aid effective implementation of the NVGs and to strengthen IICA's role as a leading national platform for promoting BR. Accordingly the Project approach for the extended period is premised on two main pillars: Outreach and Capacity Development of select multiplier constituencies on of BR. This will be achieved by actively engaging with multiplier institutions such as Chambers and Industry associations, Business-schools, financial institutions, government, consumer groups and media (for the cascading effect) to design and implement pilots initiatives which promote adoption of responsible business practices (as enunciated in the NVGs).

In the achievement of its mandate the Project is guided by an Expert Group consisting of practitioners and experts from a diverse stakeholder groups. The Project operates under three broad overlapping verticals:(i) Capacity Building; (ii) Advocacy; (iii) Sector Guidelines

Corporate Social Responsibility

The Companies Bill, 2013, got the President's assent on 29 August 2013. The 2013 Act seeks to consolidate and amend the law relating to Indian companies and intends to improve the India's corporate governance, raise levels of transparency and to further strengthen regulations. The 2013 Act made significant changes to the provisions of the former law and has introduced Section 135 & Schedule VII: The mandate

The provisions of this landmark legislation are most significant in the realm of business conduct, with CSR now being held as an integral measure of good and responsible corporate governance. The challenge in legislating for CSR lay in leaving it still within the ambit of a voluntary act, while creating a system that had accountability and responsibility built into it. The opportunity that it offers to businesses to develop themselves through responsible governance that rests upon the true spirit of creative management, coupled with the opportunity to collaborate and form partnerships with organizations and institutions that have complementary skill sets, is unique in its conception-multiplying the reach and range of each intervention. The organisation's business is no longer about sustainability and growth within itself-but one that reflects the larger needs of society, the country's economy, environmental needs and global trends. It is about creating shared value with purpose, which begins with a deep understanding of social problems and their connection to the business.

The focus brought in by Schedule VII, helping prioritise the areas of intervention for the most rapid developmental results has also created the possibility of delivering high impact outcomes while achieving stringent CSR norms and goals. This however, cannot be done alone despite the best will. It needs the coming together of the right people with the appropriate programs for the most effective partnerships.

Objective:

As part of the on-going project implemented jointly by IICA and GIZ, there is a need to advocate awareness about the National Voluntary

Guidelines (NVGs) and reporting aspects of ABRR amongst various stakeholders in the country.

Similarly post the new Companies Act, 2013, there is a need to inform, generate awareness about section 135 of the Companies Act, 2013 and the CSR rules along the length and breadth of the country.

The advocacy roundtables proposed under this bid process are designed to inform, advocate and engage with corporate entities, national and international NGOs, academia, media, business associations and networks, Government, researchers, regulating bodies, students and others.

Terms of Reference (ToR)

This TOR seeks to identify an agency that will organise several advocacy roundtables in various identified places in the country on advocacy and generation of awareness about Business Responsibility and CSR related issues.

The agency is to undertake the following activities:-

1. Prepare a plan of action for organizing the identified seven advocacy roundtables.
3. Plan all logistics, provide all supports necessary to organizing the events and organize seven advocacy roundtables in various parts of the country
4. Prepare a detailed report for each location giving full information about the events enclosing relevant photographs, news reports (if any) and other details.

PROPOSAL SUBMISSION GUIDELINE

Relevant and experienced agencies with necessary and required exposure are to send the following documents as part of their bids.

A: Technical Proposal comprising of the following:

- Brief Proposal
- Details of agency/company including knowledge and experience of Organizing events in and outside Delhi

- Details of capabilities of the agency to mobilize targeted participation and Resource Persons, if required.
- List of team members.
- Details of working on similar assignments with IICA, if any.

Note :

- Agencies/companies with experience of working with IICA will have advantage
- Agencies with coordinating offices in Delhi NCR will be preferred.
- IICA reserves the right to shift any of the event locations or drop or add to any of the indicated seven workshops

The proposed workshops are the following:

1. Chamber of Commerce, Mumbai
2. US-INDIA Business Council (USIBC), New Delhi
3. Japanese Chamber of Commerce, Chennai/ Delhi
4. Korean Economic Affairs, Delhi
5. Swedish Chamber of Commerce in India, Pune/Delhi
6. Netherlands-India Chamber of Commerce and Trade, New Delhi
7. IICA-GIZ Project Closing Event, New Delhi

For roundtables indicated under point number 1 to 6, 35-50 participants are envisaged.

For the closing event under point number 7, 80 to 100 participants are expected.

B: Financial Proposal

Agency may indicate total workshop-wise budget including travel, Resource Persons, logistics including Hall, backdrop, other on-site expenses, still/video photography, rapporteur, lunch, refreshment, out

station and local conveyance, media expenses etc. In case of addition of event the amount will be increased on proportionate basis.

All relevant taxes may also be included or indicated separately.

Finally, all seven workshops budgets may be added and a grand total may be indicated.

The technical proposal & financial proposal may be put inside envelopes separately. Then both the envelopes may be placed in a bigger envelope and sent.

The work will have to be completed well within 30 days of the award of the contract.

PAYMENT SCHEDULE

On issue of contract : 50%

On completion of assignment : 50%

Please send the hard copy of your proposal to the following address:

R.K.Jain
Finance & Admin Officer,
Indian Institute of Corporate Affairs,
Ministry of Corporate Affairs,
Plot No: 6,7,8 Sector-5, IMT Manesar
Gurgaon (Haryana)

Note: The proposal may be submitted not later than 5 pm on 20.11.2014 9(Thursday) .

