



# EXPRESSION OF INTEREST: GRAPHIC NOVEL

## BACKGROUND

### The IICA GIZ BR Initiative:

The IICA-GIZ Business Responsibility Initiative is the bilateral cooperation Project between the Indian Institute of Corporate Affairs (IICA), a think tank and training institute established by the Ministry of Corporate Affairs and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, an international cooperation agency that works on sustainable development.

The IICA-GIZ Business Responsibility (BR) Initiative, ("Project" hereafter) began in 2008 with the objective of developing a country specific common understanding of social, economic and environmental responsibilities of business also referred to as Business Responsibility/Responsible Business , and to enable its adoption by businesses. Towards this goal, the Project has assisted the IICA in developing a multi-stakeholder platform for dialogue and consensus building to achieve a uniform and comprehensive understanding of BR. The success of this platform is reflected in the release of The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Businesses (NVGs) on July 8, 2011 by the Ministry of Corporate Affairs under the aegis of this Project. The Securities and Exchange Board of India (SEBI) mandated the Annual Business Responsibility Reporting (ABRR), a reporting format based on the NVGs, in 2012 respectively.

The Project was extended for a period of two years in June 2012 with aim to design and roll out activities that aid effective implementation of the national voluntary guidelines/NVGs. The Project approach for the extended period of two focuses on awareness generation on the NVGs/Business Responsibility with multiplier constituencies like financial institutions, business associations, consumer groups, civil society organisations, government agencies, professional institutions, the media and such like.

Link to the National Voluntary Guidelines:

[http://www.mca.gov.in/Ministry/latestnews/National\\_Voluntary\\_Guidelines\\_2011\\_12jul2011.pdf](http://www.mca.gov.in/Ministry/latestnews/National_Voluntary_Guidelines_2011_12jul2011.pdf)

## CONTEXT SETTING

Responsible Business is the commitment of an enterprise to operating in an economically, socially and environmentally sustainable manner while balancing the interests of diverse stakeholder. The NVGs articulated in the form of nine guiding principles are premised on this very philosophy. These nine principle Guidelines offer a unique Indian approach to companies to adopt sustainability in their core businesses. The principles address the "triple bottom-line" (TBL) of functioning which is people, planet and profit. The triple bottom approach expands the traditional notion of measuring performance of a business solely through its monetary gains to measuring successes of businesses by seeing how it fares on its social and environmental responsibilities along with it meeting its financial goals. Clearly, making money is essential to business success. A triple bottom line company, however, recognizes that its own sustainability rests on its ability to work harmoniously in its social and environmental settings. For this reason, the costs of pollution, worker displacement, and other factors are included in profit calculations. The big picture therefore is that while doing business companies, today more than ever; need to pay heed to the expectations of society, environment and its stakeholders in a responsible manner. The challenge in the Indian context is to enable businesses to look at sustainability holistically and not just an activity outside their core business area. It is pertinent for businesses, today, to adopt



the TBL philosophy so as to enhance their competitiveness and maximise values for both business and stakeholder communities.

### **EXPRESSION OF INTEREST:**

The Project approach focuses on awareness generation on the NVGs/Business Responsibility with multiplier constituencies like financial institutions, business associations, consumer groups, civil society organisations, government agencies, professional institutions, the media and such like. The opportunities can only be realized through concerted advocacy.

To do as stated above, the project wishes to commission a 200-page graphic novel that creatively and critically looks at the theme of Sustainability and Indian Businesses. The novel should examine the following key concepts:

- 1) Businesses & their approach towards Sustainability
  - 2) Quality of Growth
  - 3) CSR approach of Indian Businesses
  - 4) Failing Society
  - 5) Issues of sustainable development
  - 6) Public and Private sector partnership
  - 7) Developmental challenges of the nation
  - 8) Short-term interests of businesses
- The artist must undertake extensive research to understand the issues in the domain of Business Responsibility.
  - The artist must be aware of the project context to come up with an original, thought-provoking, satirical creative piece on Business Responsibility.
  - The artist is under no pressure to discuss NVGs, however he/she needs to develop a convincing storyline that is narrative-rich and is well-illustrated through examples and case-studies (these may be fictionalised).

### **SCOPE OF ASSIGNMENT:**

1. The said artist will be responsible for creating, in consultation with the project team, around 150-200 page graphic novel on the issue of sustainability.
2. The Graphic Novel will be a creative, yet collaborative project between the artist and the advocacy steering committee of the project. In case the advocacy committee suggests that a certain idea needs improvement or change the artist may comply and make those requisite changes.
3. The narrative will discuss the role of society' and businesses' in shaping a sustainable future for humankind.
4. The final narrative will be achieved as a cooperative effort with the whole team.
5. The artist will be responsible for producing original artwork/novel based on his/her understanding of the project's mandate.



## Project Schedule and Delivery Dates

<b><u>Deliverable</u></b>	<b><u>Timelines</u></b>
<b>Contract Signing</b>	<b>M1 (April)</b>
<b>First Draft of the Graphic Novel</b>	<b>M2 (May)</b>
<b>Final Version (Print-ready PDFs)</b>	<b>M4 (July)</b>

### **FIRST DRAFT:**

The first draft of the artwork will be ready by May for approvals and changes which will be made within a timeline, mutually decided by the project team.

**FINAL ART WORK SUBMISSION DEADLINE:** The artist must agree that all rights pertaining to the book, including all text and images, belongs to IICA & GIZ. The artist will produce the artwork, the Commissioned Work, and will deliver the digital print-ready PDFs to IICA GIZ by first week of July 2014.

### **INTELLECTUAL PROPERTY RIGHTS AND USAGE:**

All rights pertaining to the book, including all text and images, belongs to IICA & GIZ. The project partners, IICA & GIZ, also have the right to any number of reproductions of the work in any medium, such as print, radio, animation, movies, posters, translations, etc. As the author is being commissioned to undertake the work and is paid for the content, the Intellectual Property will be that of the IICA/GIZ project. The author may not lay any further claims on the material produced. Intellectual Property rights of the characters, their names, looks, mannerism, personality, will remain with the author, as some of the characters might have appeared previously. However, they too can be used by IICA & GIZ in consultation with the author. The Author is expected to represent that The Work that is being commissioned, will be his original work. The author must ensure that the commissioned work does not infringe any person's right of privacy. The author is under an obligation of confidentiality with respect to this agreement, and revealing any information related to the content of the work, the fee payable, and any other aspects of the project, is prohibited.

### **PROPOSAL REQUIREMENTS**

- 1) The artist must submit a proposal of his graphic novel concept wherein he/she should explain how he/she will critically examine Business Responsibility issues set in the Indian context in an informative, & entertaining manner
- 2) The artist must indicate the budget.



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## **GUIDELINE FOR SUBMISSION OF TECHNICAL AND FINANCIAL PROPOSALS:**

- 1) The artist must submit the proposal to this expression in a sealed envelope titled 'Technical Proposal'.

ENVELOPE 1: The technical proposal should contain:

- a) Artist's proposal
- b) Artist CV

- 2) ENVELOPE 2: The artist must submit the financial proposal in another sealed envelope titled 'Financial Proposal'
- 3) ENVELOPE 3: Both the Technical & Financial Proposal – enclosed in two separate sealed envelopes (1 & 2) —should be enclosed in a large envelope (3) and sent to the following person:

### **SUBMISSION OF PROPOSAL – GRAPHIC NOVEL (IICA GIZ BR Initiative)**

**To: RK Jain**

**Admin & Finance Head/ IICA GIZ BR Initiative**

Indian Institute of Corporate Affairs

IP & CC, IIInd Floor

Plot no. :- P 6,7,8

Sec. 5, IMT Manesar,

Distt. Gurgaon (Haryana).

Pin Code - 122 050

Ph:- 0124-2640000

### **DEADLINE FOR PROPOSAL SUBMISSION:**

**Last date for receiving the proposals is 28 March 2014, Friday by 1700 hours at the above mentioned address.**