



## Invitation for Market Sounding

### Background Note to the experienced Agencies in Communication.

#### **Objective of the Market Sounding**

KSWMP proposes to initiate an open **online discussion** with the target group of experienced communication agencies in India. The objective of the open forum is to seek and collate information from the highly experienced and competent Agencies about the challenges and expectations of implementing the Kerala Solid Waste Management Project (KSWMP) in 93 Urban Local Bodies (ULB) and to factor in such issues, while formulating a Bid Document for selection of suitable agency / agencies for undertaking the communication activities. During the **Market Sounding** meeting proposed to be held online at **4:00 to 5:00 PM on Friday, 25/04/2025**, KSWMP will showcase the proposed action plan for the proposed communication activities and would seek feedback from the eligible Agencies either during the meeting or through one-to-one submissions later on.

The inputs collated through the open forum of the Market Sounding meeting would be used during the preparation of the bid documents in order to maximize the participation by truly eligible Agencies.

#### **Modalities for participation**

Eligible Agencies who have the impeccable track-record of having satisfactorily completed communication activities in development project in India, may write to KSWMP by email to: [tenderkswmp@gmail.com](mailto:tenderkswmp@gmail.com); latest by 5:30 pm on Wednesday, 24/04/2025, with brief details of their prior experience with a request KSWMP for sharing the link for the online Market Sounding Meeting scheduled at 2:30 – 3:45 PM on Friday, 25/04/2025,

#### **KSWMP – a snapshot**

The Government of Kerala (GoK) is implementing the World Bank assisted **Kerala Solid Waste Management Project (KSWMP)** with the objective of strengthening institutional and service delivery systems for **Municipal Solid Waste Management (SWM)** in the State.

## **Communication Consultancy Services**

The communication consultancy agency is responsible for analyzing and revising the existing communication strategy of KSWMP and crafting a thorough strategic and tactical plan for future campaigns which should enable the behavioral change communication in solid waste management and the projects implemented under the solid waste management policy of the State. This task requires the consultant to conceptualize, develop, and create content that aligns with the KSWMP's objectives and expected outcomes as outlined in the project implementation manual (PIM). The primary goal is to ensure the communication campaign effectively supports KSWMP's mission and engages the target audience

## **Discussion Points**

In view of the timelines, KSWMP would like to have a better understanding of market realities so as to design appropriate procurement plan/strategy. KSWMP would like to have following information from prospective agencies.

- Resourcefulness in mobilization in timely manner with respect to the project requirements
- Experience in creating contents, statistics, infographics, high quality audio-visual materials, bringing in fresh and unique creative ideas, conducting event management programs, IEC campaigns both via digital media as well as print media across India / other states
- Experience in analyzing various communication strategies and bringing about strategic perceptual changes
- Experience in participating projects funded through multilateral funding agencies like World Bank, ADB, AIIB, etc.

Sd/-

Deputy Project Director

### **Kerala Solid Waste Management Project (KSWMP)**

Upper Ground Floor, Trans Towers, Vazhuthacaud,

Thiruvananthapuram -695014, Kerala, India

Telephone: +91 471-2333011

E-Mail: [tenderkswmp@gmail.com](mailto:tenderkswmp@gmail.com).

Website: [www.kswmp.org](http://www.kswmp.org).

April 25, 2025