

**GOVERNMENT OF TAMIL NADU**  
**HIGHWAYS DEPARTMENT**  
**Tamil Nadu Road Sector Project – II**  
(Loan No: 8499-IN)  
**Request for Expression of Interest**  
**(Through e- procurement)**

**Assignment Title** : **Consultancy Service to develop Road Safety Awareness Programme for School Children and to implement awareness programme in Schools located in Kancheepuram District**

**Reference No** : IN – TNRSP – 61495 – CS - CQS

The Government of Tamil Nadu (GoTN) has received a Loan from International Bank for Reconstruction and Development (IBRD) toward the cost of the Tamil Nadu Road Sector Project –II (TNRSP-II), and it intends to apply part of the proceeds of this Loan to payments under the contracts for provision of “**Consultancy Service to develop Road Safety Awareness Programme for School Children and to implement awareness programme in Schools located in Kancheepuram District**” in Highways Department, Government of Tamil Nadu.

The objectives of the service are;

- To assess the road safety awareness requirement of school children in Kancheepuram district
- To prepare Road Safety Awareness Program (RSAP) for School in Rural / Sub Urban areas Children in Kancheepuram District including content of awareness material, type of awareness, periodicity of campaigns etc.,
- To carry out the pilot study of RSAP to test and finalize the content of the Awareness campaign
- To carryout Road Safety awareness campaign in Kancheepuram District as per approved RSAP.
- To recommend the client a sustainable plan to ensure awareness among School Children about Road safety.

The consultancy contract period is expected to span a period of about 12 months. The Government of Tamil Nadu through the Superintending Engineer /ICERS Cell/ Highways Department, Tamil Nadu now invites eligible Consultants to express their interest in providing the Services.

Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The evaluation criteria are

1. Consultancy firm should have vast experience in developing Awareness campaign for school children. Experience in road safety campaign is essential.
2. The firm should have completed at least 2 similar assignments in South India. Developing Road Safety awareness campaign plan for school children for entire District shall be considered as similar assignment.
3. The Firm should have implemented at least one Road Safety Awareness Campaign programme at schools (minimum 25 schools)
4. The Firm should have implemented at least 1 awareness programme for school children of any other Government initiatives like Hand wash, swachh Bharat etc.,
5. The firm should be operational for at least 5 years
6. Relevant experience in south India (Tamil Nadu, Kerala, Andhra Pradesh, Telangana, Karnataka)
7. Experience in projects funded by World Bank / Asian Development Bank / any Multilateral agencies

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines: Selection and Employment of Consultants [under IBRD Loans and IDA Credits & Grants] by World Bank Borrowers, January 2011, Revised July 2014 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.

Consultant will be selected in accordance with the Selection based on Consultant's Qualification (CQS) set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours *i.e. 11.00 to 17.00 Hours and also downloaded from [www.tntenders.gov.in](http://www.tntenders.gov.in) and [www.tnrsp.gov.in](http://www.tnrsp.gov.in) : Terms of Reference is available in website [www.tnrsp.gov.in](http://www.tnrsp.gov.in) and [www.tntenders.gov.in](http://www.tntenders.gov.in)*

Expressions of interest along with credentials must be submitted online [www.tntenders.gov.in](http://www.tntenders.gov.in) and Hard copy shall be delivered to the address below (in person, or by mail) **19.02.2019 up to 17:00 Hrs.**

The Highways Department reserves the right to shortlist or not to shortlist any or all of the applicant(s) without assigning any reason whatsoever.

**Superintending Engineer,  
ICERS Cell,  
O/o the Director General,  
Highways Department,  
HRS Campus, Sardar Patel Road,  
Guindy, Chennai – 600 025  
Ph.: +91 – 44 – 22351066  
E-mail: [tNSEICERSCELL@gmail.com](mailto:tNSEICERSCELL@gmail.com)**