



Request for Proposal

**“The IGNFA Brand: Grooming Forest Professionals
in a Rising India.”**

ORIGINAL

FOREWORD

The Indira Gandhi National Forest Academy (IGNFA) is India's premier institution responsible for training Indian Forest Service (IFS) officers and other forestry professionals. It plays a crucial role in strengthening the capacity of forest officers through high-quality training programs that integrate theoretical knowledge with hands-on field experience. With a strong focus on conservation, sustainability, and governance, IGNFA prepares officers to tackle emerging environmental challenges effectively.

Currently, the Academy is undergoing a transformation to align with the vision of *Viksit Bharat 2047*. This transition emphasizes the centrality of forests and the environment in the curriculum, along with modern infrastructure and technological advancements. Additionally, a citizen-centric approach is being reinforced to enhance public service delivery. To lead and drive change during *Amrit Kaal*, the Academy imparts role-based domain expertise, functional skills, and behavioral competencies to IFS officers.

In this context, IGNFA is seeking the services of a qualified consulting firm to conduct a comprehensive work study aimed at strengthening the academy's brand identity. The assignment will involve developing a strategic branding framework, refining institution positioning, creating communication materials, and designing outreach plans to elevate IGNFA's global standing.

The selected organization/firm will lead a strategic branding exercise to position IGNFA as a premier national institution. This phase will culminate in the development of "*The IGNFA Brand: Grooming Forest Professionals in a Rising India*."

The branding exercise seeks to articulate and project IGNFA's unique identity, legacy, and future aspirations. It will encapsulate the Academy's pivotal role in nurturing capable and visionary forest officers who will lead India's forest governance in an era of rapid environmental and developmental transformation. This initiative will help IGNFA emerge as a symbol of professionalism, innovation, and leadership in forest training both nationally and globally.

Request for Proposal

SUMMARY

Section 1: Request for Proposals (REF) Letter

This section is a letter for a Request for Proposals for inviting Consultants to submit a proposal for a consulting assignment of Work Study.

Section 2: Instructions to Organisations

This Section provides information to help shortlisted consultants prepare their proposals. Information is also provided on the submission, opening and evaluation of proposals, contract negotiation and award of contract.

Section 3: Eligibility Criteria

This Section includes the eligibility criteria required.

Section 4: Technical Proposal- Standard Forms

This Section includes the standard forms to be completed by the consultants and submitted in accordance with the requirements of Section 2.

Section 5: Financial Proposal- Standard Forms

This section includes the financial forms that are to be completed by the consultants, including the consultants' costing of their technical proposals, which are to be submitted in accordance with the requirements of section 2.

Section 6: Terms of Reference (ToRs)

This Section describes the scope of services, objectives, goals, specific tasks required to implement the assignment, and relevant background information; provides details on the required qualifications of the key experts; and lists the expected deliverables.

Section 7: Statement of Work

This section includes all scope of work and key deliverables in the assignment

Section 8: Standard forms of Contract

This section includes standard contract form(s).

SELECTION OF ORGANISATIONS

Request for Proposals

Procurement of:

Work Study by Organisations: “The IGNFA Brand: Grooming Forest Professionals in a Rising India.”

Services for: Work study on “The IGNFA Brand: Grooming Forest Professionals in a Rising India.”

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ORIGINAL

Section 1: Request for Proposal Letter

Name of Work Study: “The IGNFA Brand: Grooming Forest Professionals in a Rising India.”

RFP Reference No.:

Date: DD/MM/YYYY

1. The Indira Gandhi National Forest Academy invites proposals from Organisations to provide the following work study on “The IGNFA Brand: Grooming Forest Professionals in a Rising India.”. More details on the services are provided in the Terms of Reference (Section 6).
2. The originations will be selected under **CQCCBS** procedures and in a format a described in this RFP,

The RFP includes the following documents:

Section 1: Request for Proposal Letter

Section 2: Instructions to Consultants/ Organisations

Section 3: Eligibility Criteria

Section 4: Technical Proposal- Forms

Section 5: Financial proposal

Section 6: Terms of Reference

Section 7: Standard form of contract

Section 8: Statement of Work

3. Details on the proposal submission date, time and address are provided in the RFP.
4. Mailing Address shall be “AP Admin, Indira Gandhi National Forest Academy, PO: New Forest, Dist: Dehradun, Uttarakhand -248006”.

AP Admin

Indira Gandhi National Forest Academy
PO: New Forest, Dist.: Dehradun, Uttarakhand- 248006

Section 2: Instructions to Consultants/ Organisations

A. General Provisions

1. Introduction:

- 1.1 IGNFA intends to select a company/ firm/ partnership firm/ party/organisations, hereinafter referred to as 'Consultant' from those received in response to the Request for Proposals (RFP), in accordance with the **CQCCBS** method of selection.
- 1.2 The interested consultants are invited to submit a Technical Proposal and a Financial Proposal for consulting services required for the Work Study. The Proposal will be the basis for awarding the Contract to the selected Consultant.
- 1.3 The Consultants should familiarize themselves with the local conditions and take them into account in preparing their Proposals.
- 1.4 IGNFA will share, at no cost to the Client/ Consultant/ Party B, the inputs, relevant data, information required for the preparation of their Proposal readily available with IGNFA.

2. Conflict of Interest

- 2.1 The Consultant is required to provide professional, objective and impartial advice and other services listed below, at all-time holding the IGNFA interest paramount, strictly avoiding conflicts with other assignments or its own corporate interests and acting without any consideration for future work.
- 2.2 The Consultant has an obligation to disclose to IGNFA any situation of actual or potential conflict that impacts its capacity to serve the best interest of its IGNFA. Failure to disclose such situations may lead to the disqualification of the consultant or termination of its Contract.

3. Preparation of Proposals

- 3.1 In preparing the Proposal, the Consultant is expected to examine the RFP in detail. Material deficiencies in providing the information requested in the RFP may result in rejection of the Proposals.
- 3.2 The Consultant shall bear all costs associated with the preparation and submission of its proposal and IGNFA shall not be responsible or liable for those costs, regardless of the conduct or outcome of the selection process. The IGNFA is not bound to accept any proposal and reserves the right to annul the selection process at any time prior to Contract award, without thereby incurring any liability of IGNFA to the Consultant.
- 3.3 Proposals shall remain valid until three months (90 days) or any extended date as decided by IGNFA.
- 3.4 During this period, the Consultant shall maintain its original Proposal without any change, the proposed rates and the total price.
- 3.5 The Consultant shall not subcontract part or the whole of the Services.

4. Submission of Proposal- Timeline

Particulars	Timeline
Publishing RFP to Consultants	
Queries/Clarification to be sought by Consultants	
Response/Amendments by IGNFA	
Last Date for Submission of Response by Consultant/Firm	
Opening of Technical Proposals	
Opening of Financial Proposals	
Award of Contract	
Commencement of Services	

5. Clarification and Amendment of RFP

- 5.1 The Consultant may request a clarification of any part of the RFP until **23/09/2025** before the Proposals 'submission deadline. Any request for clarification must be sent in writing, or by standard electronic means apadmn@ignfa.gov.in and shall publish the same on Central Public Procurement Portal (CPPP) and Academy website.
- 5.2 At any time before the proposal submission deadline, IGFNA may amend the RFP by issuing an amendment in writing or by standard electronic means. The
- 5.3 If the amendment is substantial, IGNFA may extend the proposal submission deadline to give the interested Consultants reasonable time to take an amendment into account in their Proposals.
- 5.4 The Consultant may submit a modified Proposal or a modification to any part of it at any time prior to the proposal submission deadline. No modifications to the Technical or Financial Proposal shall be accepted after the deadline.

6. Technical Proposal Format and Content

- 6.1 The Technical Proposal shall be prepared using the Standard Forms provided in Section 4 of the RFP and shall comprise the required documents listed in Section 4. The Technical Proposal shall not include any financial information. A Technical Proposal containing material financial information shall be declared non-responsive.

7. Financial Proposal

- 7.1 The Financial Proposal shall be prepared using the Standard Forms provided in Section 5 of the RFP.

8. Submission of Proposal:

- 8.1 The Technical Proposal shall be placed inside a sealed envelope clearly marked 'TECHNICAL PROPOSAL', "[Request for Proposals (RFP), for selection of consultants to provide Consultancy Services, for Work Study on "The IGNFA

Brand: Grooming Forest Professionals in a Rising India.”,] and with a warning “DO NOT OPEN UNTIL **30/09/2025**.”

- 8.2 Similarly, the Financial Proposal shall be placed inside of a separate sealed envelope clearly marked “FINANCIAL PROPOSAL”, “[NAME of Work Study]”, [File No.], [Name and Address of the Consultant]”, and with a warning ‘DO NOT OPEN WITH THE TECHNICAL PROPOSAL’.
- 8.3 The sealed envelopes containing the Technical and Financial Proposals shall be placed into one outer envelope and sealed. This outer envelope shall be addressed to the Director, IGNFA and bear the submission address, RFP reference/file number, the name of the work study, the Consultant’s name and the address, and shall be clearly marked Do Not Open Before [insert the time and date of the submission deadline].
- 8.4 If the envelopes and packages with the Proposal are not sealed and marked as required, the Client will assume no responsibility for the misplacement, loss or premature opening of the Proposal.
- 8.5 The Proposal must be sent through Speed post, or Courier or submitted by hand at the administration.

AP Admin, Indira Gandhi National Forest Academy
P.O.: New Forest, Dist.: Dehradun, Uttarakhand- 248006
Email- apadmn@ignfa.gov.in

The last date for submission of proposal is 30.09.2025

- 8.6 The proposal shall be received by IGNFA no later than the deadline indicated in the timeline details above, or any extension to this deadline. Any Proposal or its modification received by IGNFA after the deadline shall be declared late and rejected, and promptly returned unopened.

9. Proposals Evaluation

- 9.1 The evaluation committee shall conduct the opening of the Technical Proposals in the presence of the shortlisted Consultants ‘authorized representatives who choose to attend (in person, or online). The envelopes with the Financial Proposal shall remain sealed and shall be securely stored with IGNFA until they are opened in accordance with subsequent provisions of RFP.
- 9.2 At the opening of the Technical Proposals the following shall be read out: (i) the name of the Consultant /organisation (ii) the presence or absence of a duly sealed envelope with the Financial Proposal; (iii) any modifications to the Proposal submitted prior to proposal submission deadline; and (iv) any other information deemed appropriate.
- 9.3 IGNFA evaluation committee shall evaluate the Technical Proposals on the basis of their responsiveness to the Terms of References and the RFP, applying the evaluation criteria, sub-criteria, and point system specified in the **TOR**. Each responsive Proposal will be given a technical score. A Proposal shall be rejected at this stage if it does not respond to specifications given in this RFP or if it fails to achieve the minimum technical score indicated in the **TOR**.

9.4 In RFP for bids, the Bidders receiving at least 80 points will continue to the stage of opening financial bids. However, the expert committee constituted by IGNFA shall reserve the right to consider those with less than 80 points but not below 70 points if at least 3 Bidders do not cross this minimum score.

10. Public Opening of Financial Proposals

- 10.1 Financial proposals of only those bidders who are technically qualified shall be opened publicly on the date to be notified subsequently in the presence of the bidder's representatives who choose to attend. The venue for the same shall be notified later to all concerned
- 10.2 After the technical evaluation is completed, IGNFA shall notify those Consultants whose Proposals were considered no- responsive to the RFP and TOR or did not meet the minimum qualifying technical score.
- 10.3 IGNFA shall simultaneously notify in writing those Consultants whose Proposals were considered responsive to the RFP and TOR, and that have achieved the minimum qualifying technical score and notify that their Financial Proposal will be opened at the public opening of Financial Proposals; and notify them of the date, time and location of the public opening and invite them for the opening of the Financial Proposals.
- 10.4 The Consultant's attendance at the opening of the Financial Proposals (in person, or online) is optional and is at the Consultant's choice.
- 10.5 The Financial Proposals will then be inspected to confirm that they have remained sealed and unopened. These Financial Proposals shall be then opened, and the total prices read aloud and recorded.
- 10.6 IGNFA's evaluation of the Consultant's Financial Proposal shall be inclusive of all taxes & duties
- 10.7 In the case of **CQCCBS**, the total score is calculated by weighting the technical and financial scores and adding them as per the formula and instructions in the **TOR**. The Consultant with the Most Appropriate Proposal, which is the Proposal that achieves the highest combined technical and financial scores, will be selected for awarding the contract.

11. Negotiations

Negotiations, if required, shall be held at the date, time and address intimated to the qualified and selected bidder/s in advance. Representative conducting negotiations on behalf of the bidder must have written authority to negotiate and conclude a contract.

- a) Technical: Negotiations will include a discussion of the Technical Proposal, the proposed technical approach and methodology, work plan, and organization and staffing, and any suggestions made by the bidder/IGNFA to improve the Terms of Reference or quality of the delivery. Decisions taken thereof on mutual consensus between the IGNFA and the binding shall be bidding on both parties and shall become the part of agreement; without any cost escalation on the rate quoted by the bidder.

- b) Financial negotiations: After the technical negotiations are over, financial negotiations will be carried out in order to reflect any change in the financial quotation due to change in scope of work or due to clarification on any aspect of the technical proposal during the technical negotiations. Under no circumstance, the financial negotiation shall result in increase in the price originally quoted by the bidder.

12. Taxes

The bidder shall fully familiarize themselves about applicability of Domestic/ overseas taxes (such as: value added or sales tax, service tax or income taxes, duties, fees, levies) on amounts payable by the IGNFA/MoEF&CC under the contract. All such taxes must be included by the bidder in the financial proposal. The IGNFA/MoEF&CC shall not be liable to pay any direct and indirect taxes, duties, fees and other impositions levied under the applicable laws, beyond the contractual amount quotes by the bidder at any stage of operation of the contract.

13. Award of Contract:

- 13.1 The invited Consultant shall confirm the availability as mentioned in the Proposal, Failure to confirm the availability may result in the rejection of the Consultant's Proposal and IGNFA proceeding to appoint the Contract with the next-ranked Consultant.
- 13.2 The Contract shall be signed prior to the expiry date of the Proposal validity or any extension thereof.
- 13.3 The Consultant/firm is expected to commence the Work Study from **01.11.2025**

14. Performance Bank Guarantee

The successful bidder required to submit 5% value of the cost finalised per program as a Performance Guarantee in the form of DD drawn in favour of the Director, IGNFA, Dehradun /FD mortgaged with the Director, IGNFA. The Performance Guarantee (PG) shall be worked out accordingly for one year per phase. However, the PG shall be released only after completion of the contract to the bidder.

Section 3: Eligibility Criteria

The Bidder shall have to give an undertaking to accept all the conditions of the RFP. In addition, the list of the pre-qualification/qualification/eligibility requirements and the supportive documents that need to be submitted are given in table below:

Sr.No	Parameters	Details	Supporting Documents to be submitted
1	Legal Entity/ Registration of Company	1. The bidder must be incorporated and registered in India under the Indian Companies Act 1956/ LLP Act 2008 & subsequent amendments thereto and should have been operating for the last 5 years 2. Registered under GST as on the date of publishing of the RFQ cum RFP	Certificate of Incorporation/ Constitutional Documents
2	Bidder	The Bidder should have a functional office in India. The Consultant should be a Government Organization/ Public Sector Unit/ Partnership Firm / Private Limited Company/ Limited Liability Partnership Firm/ MNC / Public Limited Company registered or incorporated in India. It should NOT BE an Individual/ Proprietary Firm/ HUF etc.	Address Proof/ Certificate of Incorporation
3.	Experience in Branding & Communication Strategy	The bidder should have at least 3 years of demonstrable experience in institutional branding, market positioning, and communication strategy development and execution.	Copies of relevant strategy documents, client work orders/completion certificates, or endorsements confirming branding outcomes
4.	Experience in Government Processes	The Bidder should have successfully completed at least 3 projects in the last 3 years (from the date of publication of bid) in process transformation in Government Clients or Public Sector Unit	Copy of Contract/ Work Order and Completion Certificates from the Client;
5.	Multimedia Campaign Execution Capability	The bidder must have successfully executed at least two multimedia branding campaigns (digital, print, and/or broadcast) within the last 3 years, ideally with measurable outcomes.	Campaign briefs, creative samples, performance metrics reports, or client testimonials
6.	Digital Marketing & Media Strategy Competence	The bidder should demonstrate the ability to make data-based recommendations on digital and media platforms and have familiarity with current/future marketing trends.	Case study or analytics-based media strategy samples
7.	Resource Availability & Team Capability	The bidder must propose a qualified team with relevant expertise (brand strategy, creative design, digital marketing, research). Team profiles must be provided.	CVs of key personnel and a signed letter committing to resource availability for the project duration

8.	Not Blacklisted	The bidder should not be blacklisted by Central/ State Government Ministry/ Client/ PSU as on the date of bid submission.	Self-declaration from the bidder on company letter head, signed by authorized signatory
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Additional Eligibility Criteria specifically:

- a) Demonstrated experience in institutional branding, market positioning, and communication strategy.
- b) Prior experience working with academic/government institutions.
- c) Proven expertise in stakeholder consultation and qualitative research.
- d) Financial and technical capability to execute the project.
- e) Bidder must have a comprehensive understanding of all aspects of strategizing and executing complex digital, broadcast, and print marketing campaigns and must be conversant with the current and future trends in the industry.
- f) Bidder should have strong understanding and make data-based recommendations on media platforms that will reach target audiences.
- g) Bidder must understand project and provide the appropriate resources to strategize, implement, and execute comprehensive marketing campaigns as well as provide other associated services.

Section 4: Technical Proposal- Forms

Checklist of Required Forms

FORM	DESCRIPTION
TECH-1	Technical Proposal Submission Form
TECH-2	Consultant Experience
TECH-3	Description of the Approach, Methodology, and Work Plan for Performing the Work Study

All pages of the original Technical Proposal shall be initialed by the Consultant who signs the Proposal

ORIGINAL

TECHNICAL PROPOSAL SUBMISSION FORM

[Location, Date]

To: *[Name and address of Client]*

Dear Sirs:

We are hereby submitting our Proposal, which includes this Technical Proposal and a Financial Proposal sealed in a separate envelope.

We hereby declare that:

- a) All the information and statements made in this Proposal are true and we accept that any misinterpretation or misrepresentation contained in this Proposal may lead to our disqualification by the Client.
- b) Our Proposal shall be valid and remain binding upon us until *[insert date]*
- c) We have no conflict of interest.
- d) We meet the eligibility requirement as stated in TOR.
- e) Our Proposal is binding upon and subject to any modifications resulting from the Contract negotiations.

We undertake, if our Proposal is accepted and the contract is signed, to initiate the Services related to the assignment no later than the date indicated in RFP.

We understand that the IGNFA is not bound to accept any Proposal that it receives.

We remain,
Yours sincerely,

Signature of Consultant {In full and initials}:

Name of Consultant

Address: {insert the authorized representative's address}

Phone/fax: {insert the authorized representative's phone and fax number, if applicable}

Email: {insert the authorized representative's email address} _____

TECHNICAL PROPOSAL SUBMISSION FORM
Consultant's Experience

#	Particulars (Attach relevant proof in support)	Response
1	Date of Incorporation/registration	
2	Brief Description of the Organization and Its Core Activities (Highlight experience in branding, communication strategy, and institutional positioning)	
3	Experience in Institutional Branding, Communication Strategy, and Market Positioning (in years)	
4	Annual Turnover for the Last 3 Financial Years (Attach CA Certificate/Audited Balance Sheets)	
5	Work experience in consulting with other institutions (give details and number of institutions, nature and subject of consultancy supported with documentary proof to substantiate)	
6	Number of Completed Multimedia Branding Campaigns (Digital/Print/Broadcast) in the Last 3 Years (Attach proof of execution and outcomes)	
7	Awards / Recognition Received for Branding / Strategic Communication / Media Campaigns (Attach supporting documentation)	
8	Number of Eligible Key Experts on Panel (Brand Strategists, Designers, Content Creators, Media Planners, Communication Specialists)	
9	Collaborations with Media / Marketing Agencies, Academic Institutions, or Research Platforms (Attach MoUs / Partnership Proof, if available)	
10	GST & PAN number	

TECHNICAL PROPOSAL SUBMISSION FORM

Description of Approach, Methodology, and Work Plan for Performing the Work Study

Form TECH-3: a description of approach, methodology, and workplan for performing the assignment, including a detailed description of the proposed methodology.

a) **Technical Approach, Methodology, and Organization of the consultant's team.**

{Please explain your understanding of the objectives of the assignment as outlined in the Terms of Reference (TOR), the technical approach, and the methodology you would adopt for implementing the tasks to deliver the expected output (s); the degree of detail of such output.

b) **Work plan and documentation {For evaluation purposes only}**

{Please outline the plan for the implementation and documentation. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan.

The Consultant will be required to make a presentation of 20 minutes duration on the work plan for the Work study before a Committee constituted by IGNFA as a part of technical evaluation as mentioned in the Terms of Reference.

Section 5: Financial proposal

Financial Proposal Standard Forms shall be used for the preparation of the Financial Proposal for study according to the instructions provided in Section 3

FORM	DESCRIPTION
FIN-1	Financial Proposal Submission Form
FIN-2	Summary of Costs

All pages of the original Technical and Financial Proposal shall be initialed by the Consultant who signs the Proposal

ORIGINAL

FORM FIN-1

FINANCIAL PROPOSAL SUBMISSION FORM

To: [Name and address of client]

{Location, Date}

Dear Sirs:

We, the undersigned, offer to provide the consulting services for [Insert title of Work Study] in accordance with your Request for Proposal dated [Insert Date] and our Technical Proposal.

Our Financial Proposal shall be valid and remain binding upon us for the period of time specified in the RFP.

We understand that you are not bound to accept any Proposal you receive.

Yours sincerely,

Signature of Consultant {In full and initials}:

Name of Consultant

Address: {insert the authorized representative's address}

Phone: fax: {insert the authorized representative's phone and fax number, if applicable}

Email: {insert the authorized representative's email address}

FORM FIN-2

SUMMARY OF COSTS

S.No.	ITEM	Description	Cost (in Rupees) *
1	Project Management & Coordination	Oversight, planning, quality assurance, coordination of work streams	
2	Inception Report Preparation	Methodology, deliverables, timelines, and stakeholder engagement plan	
3	Market Research & Ecosystem Positioning	Sector scan of forestry institutions (national/international), IGNFA positioning analysis	
5	Stakeholder Consultations & Brand Perception	Faculty, alumni, MoEFCC, trainees, media stakeholders	
6	Communication & Visual Identity Strategy	Development of brand narrative, messaging matrix, visual brand language, logo refinement	
7	Branding Material Design & Templatization	Templates for reports, presentations, documents; multimedia showcase content	
8	Digital & Media Outreach Planning	Social media strategy, website enhancements, media plan, press engagement framework	
9	Draft Branding Report	Compilation of research, positioning framework, communication strategy, brand identity drafts	
10	Final Report & Presentation to IGNFA	Finalized brand strategy with infographics, PPTs, and documentation	
11	Implementation Roadmap	Phased action plan, KPIs, team roles, sustainability measures	
12	Communication & Change Management Strategy	Transition plan, internal sensitization, branding workshops, handholding guides	
13	Fees /Honorarium	Consultations with government agencies, environmental bodies, and training institutions	
14	Contingency / Miscellaneous	Unforeseen expenses (5–10%)	
	Total Cost		

**THE QUOTED COST OF FINANCIAL PROPOSAL SHOULD INCLUDE GST AND OTHER TAXES/ DUTIES/ CESS ETC.

Section 6: Terms of Reference

1. Assignment Background

In light of India's vision for *Amrit Kaal*, IGNFA is undergoing structural reorganization to enhance its training capacity and improve institutional effectiveness. To complement this restructuring, a strong branding initiative is essential to establish IGNFA's identity as a leading global institution in forestry education & Training. The proposed work study will define IGNFA's brand positioning, create a distinctive visual and communication strategy, and develop a roadmap for implementing branding initiatives. The selected consulting firm will undertake this assignment as part of IGNFA's long-term institutional development strategy.

2. Target Audience: The primary target audience of IGNFA includes Indian Forest Service (IFS) officers undergoing training after selection through the UPSC exam, as well as forest professionals and managers from state and central forest departments seeking advanced management training. It also serves government agencies, NGOs focused on conservation and sustainable development, and academics or researchers pursuing expertise in forest science, conservation, and biodiversity policy. Additionally, the Academy engages the general public and environmental enthusiasts interested in forest/ & environmental policies and sustainable practices.

3. Expectations from the consultant: Focusing on expanding the work study and elevating the brand presence, the consultant can ensure that IGNFA evolves into a global leader in forest education and training. The message should emphasize the importance of grooming forest professionals who can contribute to India's growth while protecting its rich biodiversity for future generations.

4. Overall Evaluation Methodology and Award Criteria

The Consultant will be selected through CQCC BS method. The selection will follow the Combined Quality-Cum-Cost Based System (CQCCBS) method, which balances both technical expertise and cost efficiency. The consultants will be evaluated based on their technical proposal (methodology, expertise, work experience, and approach) and financial proposal. The final selection will be made by considering both criteria in a predefined ratio.

- a. Under CQCCBS, the technical proposals will be allotted Weightage of 70% while the financial proposals will be allotted weightages of 30%.
- b. Proposal with the lowest cost will be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices.
- c. The total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

(A) The Technical Qualification Criteria and the marks assigned are as under:

S.No.	Criteria	Weightage
1	Experience in Institutional Branding & Strategic Communication (no. of years)	15
2	Relevant Projects for Government, Academic, or Training Institutions (last 7 years); Number of successfully completed	20

	branding/positioning/communication projects for similar organizations. Must include documentary proof.	
3	Awards/ Honors for exemplary work in the Domain	5
4	Number of professionals with proven expertise in branding, design, media strategy, stakeholder engagement, and project execution.	20
5	Number of collaborations with reputed research institutions, media agencies, design studios, or communication platforms (last 7 years).	15
6	Presentation of 20 min duration on the work plan for Work Study on “The IGNFA Brand: Grooming Forest Professionals in a Rising India.”	25
	TOTAL	100

5. Statement of Purpose/Objectives

A. Rebranding IGNFA’s Vision:

- i. Develop a **clear and compelling narrative** around “Grooming Forest Professionals in a Rising India,” positioning the Academy as a leader in management and conservation of forests & associated natural resources & ecosystems. This should highlight how IGNFA equips professionals with the skills to meet India’s developmental goals while maintaining environmental sustainability.
- ii. **Communicate Impact:** Showcase success stories of alumni who have made a significant impact on national and global forest policies. This not only highlights the Academy’s prestige but also strengthens the brand’s credibility.

B. Digital Branding & Presence:

- i. **Interactive Website and Social Media Campaigns:** Revamp IGNFA’s website with rich multimedia content like *virtual tours, alumni success stories, and information on training modules*. Utilize platforms like **LinkedIn, Twitter, and Instagram** to engage with both Indian and international professionals. Share valuable content related to forest conservation, sustainable practices, and policy advocacy.
- ii. **Thought Leadership:** Position IGNFA as a thought leader in the forestry sector by publishing **blogs, white papers, and reports** on trending topics like climate change, forest conservation, the role of forests in India’s socio-economic development etc.

C. Partnerships and Stakeholder Engagement:

- i. Collaborate with other prestigious educational institutions, government ministries, and non-profit organizations to co-host **events, webinars, and workshops**. This can help broaden the institution’s influence and create a more extensive network.
- ii. Engage with the private sector, particularly industries with a direct connection to forestry or the environment, such as the timber, paper, and agriculture sectors. Highlight the Academy’s expertise in sustainable resource management and environmental stewardship.

D. Community and Environmental Awareness:

- i. Launch initiatives like “**Forest Leadership Day**” to encourage student participation in environmental projects, creating a sense of ownership and community among IGNFA’s graduates and trainees.
- ii. Use **environmental awareness campaigns** to inform the public about the importance of forest management.

E. IGNFA's Role in National Growth:

Market the idea that as India rises to be a global economic powerhouse, its forest professionals are integral in shaping policies that foster sustainable development. This narrative can resonate with both government stakeholders and the general public.

F. Alumni Network:

Establish a robust alumni network that can serve as a platform for professional development, mentoring, and collaborative research. These networks can be instrumental in expanding the influence of the Academy and providing practical insights to current trainees.

6. Timelines: The list and tentative dates of submissions of work study objectives to be conducted in the contract period will be shared with the consultant, which may be amended from time to time.

7. Length and Duration of assignment: 3 months

**** *The duration of the assignment may be extended up to six months at the discretion of the competent authority, based on performance and institutional requirements.***

8. Procedure for review of the work of consultant after award of contract:

The work of the consultant shall be reviewed by the Academy on the basis of status of work done as per the given deadlines

Section 7: Standard form of contract

Consultancy Agreement

THIS AGREEMENT made thisday of20..... between Indira Gandhi National Forest Academy (IGNFA) having its Office at Dehradun (hereinafter referred to as 'IGNFA') of the ONE PART and Messrs., with its registered address at which expression shall unless it be repugnant to the context or meaning thereof, mean and include its successors and assignees (hereinafter referred to as 'the Consultant') of the OTHER PART:

WHEREAS the other, which is engaged in the Training related activities for IFS Officers, civil servants and stakeholders;/ AND WHEREAS the IGNFA, as part of its activity, has decided to hire a Client/Consultant/Party B for providing inputs on The IGNFA Brand: Grooming Forest Professionals in a Rising India

AND WHEREAS the IGNFA requires the expert services of a firm having the experience in curating and conducting such work study, IGNFA has invited proposals from Consulting firms vide RFP no. _____ dated _____ from firms and has shortlisted _____ based on criteria prescribed in RFP.

AND WHEREAS the Consultant has the requisite expertise and experience in this area of conducting work study on Grooming Forest Professionals in a Rising India, it has offered its services to IGNFA on a 'principal-to- principal' basis;

NOW IT IS HEREBY AGREED BY AND BETWEEN THE PARTIES HERETO AS FOLLOWS:

ENGAGEMENT

The IGNFA hereby engages the Client/Consultant/Party B to render Services and the Client/Consultant/Party B hereby accepts the same upon the terms and conditions hereinafter set forth.

1. CONSULTANCY SERVICES

- 1.1. The Client/Consultant/Party B shall provide necessary services to IGNFA in conducting the work study on "The IGNFA Brand: Grooming Forest Professionals in a Rising India."
- 1.2. This power of supervision shall include the right to make suggestions or recommendations. In addition, IGNFA shall be entitled to exercise a broad general power of supervision and control over the results of the work performed by the Consultant, make recommendations as to the content, and other details in the execution of the work study.

2. TERM

The services to be provided under this Agreement shall be for a period of 3 months, Work study will commence with effect from and shall continue till unless a notice of termination is given by either party as per clause 5 hereunder.

The parties may extend the Consulting Period by Mutual Agreement.

3. FEES/ EXPENSES

- 3.1. In consideration of the services to be rendered, the Consultant shall receive consultation fees of (Rupees) as per the submission of deliverables, subject to satisfactory completion as per timelines by IGNFA for the term of the Agreement from to.....
- 3.2. No request for making advance payment on any ground shall be entertained by IGNFA.
- 3.3. All payments shall be subject to deduction of tax at source and any other taxes as in accordance with Indian law. Consultant must submit details of PAN (Permanent Account Number) and GST number/ GSTIN/ TAN (as applicable).

4. TERMINATION

- 4.1. Either party shall have the right to terminate this Agreement by giving written notice of termination to the other by registered post on the address given hereinabove. The Agreement shall terminate on the 21st day from receipt of such notice of termination.
- 4.2. The Consultant shall return all documents including any electronic record containing any business and technical information disclosed to the Consultant by IGNFA or in any manner procured, received by the Consultant during the term of appointment with IGNFA.
- 4.3. Upon the termination of this Agreement for any reason whatsoever all amounts due and payable to the Consultant/ firm shall be paid within 30 days from the date of termination of this Agreement.

5. CONFLICT OF INTEREST

IGNFA requires the Client/ Consultant/ Party B to deliver professional, objective, and impartial services, always prioritizing the interests of IGNFA while strictly avoiding any conflicts arising from other assignments, employment, or personal corporate interests. The Client/ Consultant/ Party B must ensure that their obligations remain uncompromised by external influences and uphold the highest standards of integrity and dedication.

IGNFA reserves the right to acuminate its oversight and evaluation mechanisms to ensure strict compliance with these principles. Any deviation or conflict of interest identified may lead to corrective actions, contractual revisions, or termination, as deemed necessary by IGNFA.

6. CONFIDENTIALITY

- 6.1. The Consultant shall maintain the strictest confidentiality regarding all information, materials, photographs, documents, or any other data provided by IGNFA or acquired during the performance of its obligations.
- 6.2. The Consultant shall not, under any circumstances, disclose, reproduce, share, or utilize any such information for any purpose other than the execution of the assigned work, without the prior written consent of IGNFA. This obligation shall remain in effect both during and after the completion of the contract.
- 6.3. Exceptions shall only be made for information that is already publicly available or disclosure mandated by a court order or legal requirement. In such cases, the Consultant shall immediately notify IGNFA in writing before any disclosure is made.
- 6.4. Any disclosure to third parties, including subcontractors, shall be strictly limited to those directly involved in the execution of the project and only to the extent necessary for fulfilling contractual obligations.

6.5. The Consultant shall ensure that all personnel and associates adhere to these confidentiality terms and shall be held fully liable for any breach by them.

Any unauthorized disclosure or misuse of confidential information shall result in legal action, termination of the contract, and potential financial liabilities as deemed appropriate by IGNFA.

7. APPROVAL

7.1. The Client/Consultant/Party B shall seek advance approval of all discussions, surveys, regarding material etc. from the nodal officer appointed by IGNFA. and shall not proceed further with any work until approval from such nodal officer is received.

7.2. The consultant should not use/reproduce/advertise/etc. any of the content, activities, photos, videos, logos of IGNFA and /or its associated centers/bodies/institutions except with prior permission and approval from the nodal officer mentioned in clause 8.1.

7.3. Both IGNFA and the Consultant shall communicate to each other the names of the officials authorized to grant approvals/represent them.

8. INTELLECTUAL PROPERTY RIGHTS

8.1. IGNFA shall have the exclusive rights to record and reproduce the activities undertaken as a part of any discussion/workshop/survey etc.as per the statement of work Section 8, for subsequent purposes.

8.2. No service covered under this Contract shall be sold or used by the Consultant in violation of any right whatsoever to or of third party, and in particular, but without prejudice to the generality of the foregoing, of any patent right, trademark or similar right, or any charge mortgage or lien.

8.3. The Consultant shall indemnify IGNFA from all actions, cost claims, demands, expenses and liabilities, whatsoever, resulting from any actual or alleged infringement as aforesaid and/or of actual or alleged infringement of intellectual property rights of any other party. IGNFA shall be defended in the defense of any proceedings which may be brought in such correction at the expenses of the Consultant.

9. WAIVER

The failure of either party at any time to enforce any provisions of this Agreement, shall in no way affect its right thereafter to require complete performance by the other party. Further, waiver of any breach of any provision shall not be held to be a waiver for any subsequent breaches.

10. NOTICES

Any notice or notices under this agreement shall be deemed to be properly served, if they are sent to the addresses mentioned hereinabove by courier service or registered mail.

11. SEVERABILITY

If for any reason, whatsoever, any provisions of this Agreement is or becomes invalid, illegal or unenforceable or is so declared by any court of competent jurisdiction, the validity, legality or enforceability of the remaining provisions shall not be affected in any manner, and the Parties will negotiate in good faith with a view to agreeing to one or more provisions which may be substituted for such invalid unenforceable or illegal provisions, as nearly as is practicable.

12. INDEMNITY

The Consultant shall indemnify and keep IGNFA indemnified from and against all claims, suits and demands due to injury to or death of any person and/or loss or damage caused or suffered to property under or belonging to IGNFA, its agents or employees or third party as a result of any act done or omitted to be done by the Consultant or as a result on the part of Consultant to perform any of its obligations under this agreement or on the failure of the Consultant to perform any of its duties and/ or obligations including good industry practices.

13. ASSIGNMENTS

The Consultant shall not assign the project to any other agency, in whole or in part to perform its obligation under the Contract, without IGNFA's authorized representative's prior written consent.

14. RELATIONSHIP BETWEEN IGNFA AND THE CONSULTANT

The Consultant is an independent contractor and is not an agent or employee of IGNFA and is not authorized to act on behalf of IGNFA. The relationship between the IGNFA and the Consultant shall constitute only a fee for service basis, and not a legal partnership.

15. DISPUTE RESOLUTION

"Suit Clause": All disputes arising from this Request for Proposal (RFP), including interpretation, execution, or breach, shall fall under the exclusive jurisdiction of the courts in **Dehradun, Uttarakhand**.

Recognizing IGNFA's legacy in forestry training and national interests, any legal proceedings must uphold its institutional integrity. Before litigation, parties shall seek amicable resolution through mutual discussion and further through arbitration under the **Arbitration and Conciliation Act, 1996**, or through any other mutually agreed mechanism.

In case of non-compliance, misrepresentation, or breach, IGNFA reserves the right to seek damages, terminate the contract, or pursue legal action as per applicable laws.

16. JURISDICTION AND APPLICABLE LAW

This Agreement and any services rendered hereunder are subject to all the applicable laws and regulations of India and the rights and obligations of the parties hereto under or in connection with this Agreement shall be determined in accordance with the laws of India.

17. PERFORMANCE BANK GUARANTEE

Performance Bank Guarantee equivalent to 5% of the discovered price, which will be calculated on the basis of rate quoted by vendor, to be provided in the contractual year, shall be deposited with IGNFA which shall be held for a period of 60days after completion of work. The Performance Bank Guarantee should be in the form of Banker's Cheque/Demand Draft/ Bank Guarantee from any scheduled commercial bank within 7 days after issue of Letter of Acceptance.

18. FORCE MAJEURE

- 18.1. For purposes of this clause "Force Majeure" means an event beyond the control of IGNFA & the Consultant and not involving either party's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods,

epidemics, quarantine restrictions, freight embargoes and any emergency due to which any of the planned programmes have to be rescheduled. The decision of IGNFA, regarding Force Majeure, shall be final and binding on the Consultant.

18.2. Provided it has complied with clause 19.3 below, if a party is prevented, hindered or delayed in or from performing any of its obligations under this Agreement by a Force Majeure event (“Affected Party”), the Affected Party shall not be in breach of this contract or otherwise liable for any such failure or delay in the performance of such obligations. The time for performance of such obligations shall be extended accordingly.

18.3. The Affected Party shall

(a) as soon as reasonably practicable after the start of the Force Majeure Event but no later than five (5) days from its start, notify the other party in writing of the Force Majeure event, the date on which it started, is likely or potential duration and the effect of the Force Majeure Event on its ability to perform any of its obligations under the contract; and

(b) use all reasonable endeavors to mitigate the effect of the Force Majeure Event in the performance of its obligations.

18.4. If the Force Majeure Event delays, hinders, and prevents the Affected Party’s performance of its obligation for a continuous period of more than eight (8) weeks, the party not affected by the Force Majeure event may terminate the contract by giving 21 days written notice to the Affected Party.

IN WITNESS WHEREFOF the respective parties have caused this instrument to be executed in duplicate, each of which shall be considered as original.

(Designation)

For, Indira Gandhi National Forest Academy

By CONSULTANT
Name & Designation

Witness by:

1. _____

2. _____

Section 8: Statement of Work

Scope of Work for “The IGNFA Brand: Grooming Forest Professionals in a Rising India”

The selected consultant firm will carry out an in-depth work study “The IGNFA Brand: Grooming Forest Professionals in a Rising India.” This branding initiative will align IGNFA’s vision with the training objectives of *Amrit Kaal* keeping Mission Karmayogi objectives in view and enhance its recognition at national and international levels.

Aim/ Objective of the Branding Initiative

Strengthen IGNFA’s identity as a premier forestry training institute. Align IGNFA’s image with the nation’s aspirations during *Amrit Kaal*. Enhance visibility and outreach through a structured branding campaign. Standardize communication strategies for digital and offline platforms.

The overarching objective of this assignment is to establish a cohesive and compelling brand identity for IGNFA, aligned with its mission and vision. Specific objectives include: Branding Strategy, Ecosystem Positioning, Visual Identity & Communication Strategy, Outreach & Engagement, and Implementation Roadmap

1. Ecosystem Positioning & Brand Strategy Development

- a) Conduct an ecosystem analysis for forestry training institutions & forest service(s) in India and globally.
- b) Define IGNFA’s competitive advantage and positioning within the sector.
- c) Develop a brand identity framework, including values, vision, and mission alignment.
- d) Formulate key messaging and communication strategies.

Methodology:

- i. Secondary research on best practices in forestry training branding.
- ii. Stakeholder interviews and surveys to assess perception and expectations.
- iii. Comparative benchmarking against national and international forestry institutions.

2. Visual Identity & Templatization

- a) Create a cohesive brand identity, including logo enhancement (if needed).
- b) Standardize official communication templates (reports, letters, presentations, etc.).
- c) Develop multimedia content to highlight IGNFA’s achievements training impact, and global relevance.
- d) Design a brand guidelines document to ensure consistency in visual representation.

Methodology:

- i. Design workshops with IGNFA stakeholders for feedback.
- ii. Professional branding consultations for identity refinement.
- iii. Content development, including photography and videography, to showcase IGNFA’s legacy and vision.

3. Communication & Outreach Strategy:

- a) Design a branding strategy for digital platforms (website, social media, newsletters).
- b) Formulate a media outreach plan targeting national and international forestry publications.
- c) Establish partnerships with forestry institutions for enhanced visibility and collaboration.
- d) Develop key performance indicators (KPIs) to measure branding effectiveness

Methodology:

- i. Digital strategy workshops and stakeholder discussions.
- ii. Content creation and scheduling for multi-platform outreach.
- iii. Media engagement strategies, including press releases and institutional collaborations.

4. Implementation Planning & Execution

- a) Develop an action plan for the phased rollout of the branding strategy.
- b) Provide guidelines for training IGNFA staff on brand communication and representation.
- c) Develop a sustainability plan for maintaining IGNFA's brand presence over time.
- d) Conduct a pilot implementation and review before full-scale execution.

Methodology:

- i. Implementation roadmap with timelines and responsibilities.
- ii. Training sessions for faculty and staff on brand communication.
- iii. Feedback loops to refine branding execution based on initial responses.

5. Deliverables & Timelines

S.No.	Deliverable	Description	Timeline
1	Inception Report	Detailed methodology, stakeholder mapping, timelines, and work plan	Month 1
2	Ecosystem Positioning & Brand Strategy Report	Ecosystem benchmarking, competitive advantage, identity framework (vision, values, mission)	Month 1
3	Messaging & Communication Framework	Core messaging, narrative building, communication strategy for various audiences	Month 1
4	Visual Identity & Logo Design Drafts	Concepts for logo enhancement, brand look & feel, initial visual identity concepts	Mid-Month 2
5	Brand Templates & Multimedia Content Plan	Standardized templates (letters, PPTs, reports), content outline for digital assets (photo/video)	Mid-Month 2
6	Brand Guidelines Document	Final document detailing visual usage rules, brand norms, and content consistency	End of Month 2
7	Digital & Media Outreach Strategy	Website, social media, newsletters, KPIs for tracking, media engagement and partnership framework	End of Month 2
8	Implementation & Sustainability Plan	Rollout roadmap, staff training materials, pilot report, feedback analysis, and brand continuity plan	Month 3

**** The duration of the assignment may be extended up to six months at the discretion of the competent authority, based on performance and institutional requirements.**