

Expression of Interest

HCLFoundation, under its Environment flagship programme Harit, invites EOI from NGOs / CSR organizations working in coastal communities towards plastic pollution awareness and sensitization etc.

EOI released by	HCLFoundation
EOI Code	HCLF/Harit/Coastal & Marine/EOI-PlasPoll
Program Name	Harit by HCLFoundation
Date of Posting	15/11/2024
Last Date for submission of Proposal	06/12/2024
Location	Ramanathapuram, Tuticorin District adjoining Gulf of Mannar area.

ABOUT HCLFOUNDATION

HCLFoundation delivers the corporate social responsibility agenda of HCLTech in India through its flagship programmes and special initiatives. As a not-for-profit organization, it strives to contribute towards national and international development goals, bringing about positive impact in the lives of people, through long-term sustainable programmes.

HCLFoundation aims to alleviate poverty and achieve inclusive growth and development through life cycle based, integrated community development approach that focuses on Education, Health, Skill Development and Livelihood, Environment, and Disaster Risk Reduction and Response. Child protective strategies, inclusion, and gender transformative approaches remain central in all initiatives, thus ensuring comprehensive development. At present, it is implementing five flagship programmes – Samuday and HCLTech Grant (Rural Development); Uday and My Clean City (Urban Development); Harit (Environment Action) and four special initiatives – Power of One, Sports for Change, Academy and My E-Haat.

For more details, please visit our website – <https://www.hclfoundation.org>

VISION

To be the source code for sustainable socio-economic and environmental development.

MISSION

Nurture clean, green and healthy communities where everyone is empowered and equipped to reach their full potential in partnership with its employees, communities and stakeholders, while promoting volunteerism and establishing international standards of strategic planning, execution and measuring impact.

Harit by HCLFoundation– The Green Initiative

Harit is distinct flagship programme for Environment Action. Harit is a multi-year, ongoing programme, addressing environment, operational in 9 States of India, with multiple long-mid-short-term projects under its ambit.

Under this, HCLFoundation is committed towards conservation of environment and the indigenous flora and fauna; with the primary objective to conserve, restore and enhance local ecosystems and respond to climate change in a sustainable manner through community engagement.

Vision

To conserve, restore and enhance indigenous environmental systems and respond to climate change in a sustainable manner through community engagement.

Background – The Environmental Complex

We are all interdependent and share the same environment. The pressing issues such as environmental degradation and climate change are complex, boundary agnostic and are triggered by different drivers; exacerbating environmental risks and leading to deteriorating quality of life and human health. Many times, issues that seem local, would require an ecosystem approach to deal with. World leaders have identified awareness as a key solution towards sustainable development of countries; as creating a strong link between the environment and the quality of human life is crucial to ensure conservation of the environment and natural resources.

Against this context, Harit is aimed towards restoring the environmental balance; with the primary objective to conserve, restore and enhance indigenous ecosystems and its services and respond to climate change in a sustainable manner through community engagement. Throughout the process, Harit focuses at building scalable and replicable nature based solutions that are economically viable, socially acceptable, environmentally sustainable, holistic and inclusive.

An integrated and strategic broader-scale approach to environmental action and conservation enables to bring in stakeholders and partners together to work on a common and shared environment and deal better with both the site-level and wider landscape needs. This will also enable us to better understand feedback of the interventions, optimize resources and prioritize actions.

Key Intervention Areas

All these interventions under Harit follow a 'Participatory and Convergent Approach' in attaining the desired results towards Sustainable Developmental Goals aligned to the National Indicator Framework for SDG.

Operational in nine States – Uttar Pradesh, Tamil Nadu, Karnataka, Maharashtra, Andhra Pradesh, Odisha, West Bengal, Uttarakhand, Telangana, Harit by HCLFoundation is building sustainable and inclusive models towards:

- A flourishing biodiversity, green cover and building climate resilience through afforestation;
- An abundance of water resources through rejuvenating vanishing waterbodies;
- A thriving coastal and marine habitats by on and off-shore cleaning initiatives;
- A better life for animals by improving human animal relationships and addressing animal welfare inside community areas;
- Cleaner air through reducing and neutralizing CO2 emissions;
- Protecting and preserving the environment through education, community stewardship and participation.

Achievement

We have successful existing partnership models on mass afforestation and water bodies rejuvenation in various cities across India. Till now, HCLFoundation has greened over 66,000+ acres of land and brought under community governance, 2.8 million+ saplings planted, 81 bn litres water harvested and 90,000+ animals rescued, treated and protected. As stories of transformation reverberate across 22 states and 3 Union Territories, our commitment and investment towards the planet continues to be strengthened!

1. Description of EOI

Harit, under its Coastal and Marine Conservation sector, is committed to conserve coastal and marine areas and reduce impact of waste generated through anthropogenic activities. To this end, it is working towards deploying resilient models for thriving coastal and marine ecosystems. HCLFoundation requests for proposal from eligible NGOs / CSR agencies to implement a comprehensive awareness campaign aimed at educating tourists and local communities about the importance of proper waste disposal, promoting sustainable waste management practices, and fostering a culture of environmental responsibility at hotspots.

2. Scope of Work

The response towards conserving coastal and marine areas by HCLFoundation, has been envisioned as under,

- Strategic Planning: Developing a comprehensive strategic plan for the rollout of on-ground campaigns.
- IEC Material Design: Creating effective Information, Education, and Communication (IEC) materials.
- Workshops and Community Events: Organizing and conducting workshops, seminars, street plays, and community events focused on ocean-bound waste management.

- **Training & Capacity Building:** Providing targeted training and capacity-building initiatives for waste collectors, both from the formal and informal sectors.
- **Collaboration with Authorities:** Engaging with and working alongside local authorities as required.
- **Audience & Hotspot Identification:** Identifying target audiences and intervention hotspots for focused actions.
- **Partnerships:** Partnering with local businesses, NGOs, and community groups to maximize impact.
- **Promotion of Sustainable Alternatives:** Advocating for and promoting sustainable alternatives in hotspot areas.

3. Geography

Ramanathapuram, Tuticorin District adjoining Gulf of Mannar area.

4. Expected Outcomes

- Heightened Public Awareness towards plastic pollution
- Reduction in plastic and other Litter
- Improved Waste Management Practices
- Improved skills and knowledge among waste collectors and local stakeholders
- Sustainable Partnerships
- Success story and case study

5. Project Duration

- Maximum project duration can be conceptualized for 3 years.

How to Apply

NGOs / CSR agencies should have following documents;

- Registration Certificate
- 12 A Certificate
- 80 G certificate
- CSR-1 registration
- Trust Deed (if NGO) otherwise Memorandum of Association/ By- Law
- Pan Card
- FCRA certification (Not Mandatory)
- Last three-year Income Tax return (ITR)
- Audited financials for the last three years
- Last year's Annual Report

Assessment:

- All the applicants are expected to submit details of similar activities done in last three years, an illustration of proposed methodology and project plan in accordance with the above SOW; which will be used for the assessment.
- Please note that only the shortlisted NGOs/NPOs will be contacted for the submission of a detailed proposal.

Eligibility criteria:

NGOs/NPOs with experience in following parameters are invited to submit their EOI:

- Demonstrable experience in conducting public awareness campaigns and strong community engagement capabilities.
- Proven track record and experience in managing multiple stakeholders and complex situations on ground.
- Familiarity with relevant Government Policies, UN SDGs, National Indicators Framework, NDC, etc.
- Clear track record and no legal issues.
- Adherence to all relevant CSR rules and regulations.
- Ability to submit all the relevant documents and registration certificates when requested.

How to apply:

Applications should have the following attachments

- All proposals must be submitted as per the prescribed **format** mentioned in the **Annexure**
- Send your application with subject line **HCLF/Harit/Coastal & Marine/EOI-PlasPoll** to sahil.gochhayat@hcltech.com marking ssanthosh.kumar@hcltech.com in cc, latest by 6th December 2024.

Terms & Conditions

- **Deadline:** Eoi received after the designated deadline may be subject to rejection by HCL Foundation.
- **Validity:** Your Eoi must remain valid for a minimum of three (3) months from the date of receipt by HCL Foundation.
- **Negotiations:** The most competitive Eoi is requested. It is anticipated that the contract will be awarded on the basis of merit of Eoi. However, HCL Foundation reserves the right to request responses to questions and conduct negotiations with any individual consultant prior to awarding a contract.

- **Rejection of Eol:** This document is an expression of interest only, and in no way binds HCL Foundation to make an award. HCL Foundation reserves the right to reject any and all offers received and/or to cancel the Eol. HCL Foundation will not be obliged to either inform or provide a justification for rejection of proposals.
- **Incurring costs:** HCL Foundation will not be liable for any cost incurred during preparation, submission, or negotiation of an award for this Eol.
- **Financial responsibility:** Eol must certify the financial viability and adequacy of resources of the organization to complete the proposed assignment within the agreed time frame and in conformity with the agreed terms of payment. HCL Foundation reserves the right to request and review up to the last three financial statements and audit reports including schedules and annexures, as part of the basis of the award if required.
- **Branding aligned:** HCL Foundation has set brand guidelines that should be incorporated and followed while demonstrating the Foundation's brand.
- **Copyright and Patents:** HCL Foundation shall be entitled to all copyrights, patents and other proprietary rights and trademarks with regard to the products or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequences of or in the course of the execution of the contract. All plans, reports, recommendations, estimates, documents and data compiled by the independent subject matter expert under the contract shall be the property of HCL Foundation and shall be treated as confidential. All confidential documents should be delivered to the relevant people within HCL Foundation during the project duration and upon completion.
- **Child Safeguarding:** We hold ourselves accountable to children. Adherence to comply with HCL Foundation's Child Protection Policy and procedures with respect to child safeguarding is non-negotiable. A range of pre-employment checks can be undertaken in conformity with HCL Foundation's Child Protection Policy.

ANNEXURE: EOI FORMAT

A. Organizational Profile

1. General information *(Please provide supporting documents wherever applicable)*

a. Organization Name (as per registration certificate)			
b. Registered Address (as per registration certificate)			
c. Correspondence Address			
d. Website			
e. Total number of Full Time Employees			
f. Average Turnover (last three years)			
g. Contact person		Designation	
h. Mobile Number	+91	Alternate Mobile Number	
i. Email Address	+91	Alternate Email address	

2. Legal and Registration Status: Please provide supporting documents for this section
(Without supporting documentation, proposal will be rejected)

a. Date of Registration	
b. Registration Type	
c. PAN	
d. TAN	
e. GST	
f. Tax Exemption Certificate (Please choose	12A(A)
	80G

and provide supporting Document)	<i>Any Other (example: 35AC)</i>	
g. Registration under FCRA 2010 (applicable to organizations receiving contribution from sources outside India)	<i>Applicable / Not Applicable</i>	
	<i>Date of Registration</i>	
	<i>Registration number</i>	
h. CSR Registration	<i>Date of Registration</i>	
	<i>Registration number</i>	

3. List and describe projects implemented by the organization towards community sensitization and awareness (Last three years) (You may add pre & post intervention images as annexure)

PROJECT TITLE	DESCRIPTION	REACH & BUDGET	SUPPORTED BY	Reference Details (Name, Designation, mob., email)

4. List down all current & past projects with HCL ecosystem

PROJECT TITLE	DESCRIPTION	REACH & BUDGET

B. Concept Note:

1. Methodology used in the past for community sensitization and awareness (*Mention any innovative approach taken up*)

2. Proposed list of activities for awareness/volunteer engagement plan