**Expression of Interest**

**HCLFoundation, under its Environment flagship programme Harit by HCLFoundation, invites EOI from NGOs / CSR/Agency working in Water Conservation for the carrying out of community awareness and outreach campaigns.**

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| **RFP released by** | HCLFoundation |
| **RFP Code** | HCLF/Harit/WC\_ **Community awareness**  |
| **Program Name** | Harit By HCLFoundation  |
| **Date of Posting** | 17 April, 2025 |
| **Last Date for submission of Proposal** | 10 May, 2025 |
| **Location** | Gautam buddha Nagar |

**ABOUT HCLFOUNDATION**

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

HCLFoundation aims to alleviate poverty and achieve inclusive growth and development. Active community engagement ensures optimal long-term gains and upward accountability. It works through Life Cycle Based, Integrated Community Development Approach with a thematic focus 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 of HCLFoundation, thus ensuring comprehensive development. At present, HCLFoundation is implementing five flagship programmes, Samuday and HCLTech Grant – Rural Development programmes; Uday and My Clean City – Urban Development programmes; Harit - Environment Action programme and 4 special initiatives - Power of One, Sports for Change, Academy and My E-Haat.

For more details, please visit our website – [https://www.hclfoundation.org](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.

**Link**

HCLFoundation: <https://www.youtube.com/watch?v=rMgq4fHTwAA>

Harit: <https://www.youtube.com/watch?v=ZvFZLkkNaTw>

**Harit by HCLFoundation– The Green Initiative**

HCLFoundation launched Harit – The Green Initiative a distinct flagship programme for Environment Action; with the vision ‘to conserve, restore and enhance indigenous environmental systems and respond to climate change in a sustainable manner through community engagement’. Throughout the process, Harit ensures at building scalable and replicable models that are economically viable, socially acceptable, environmentally sustainable, holistic, and inclusive. All these interventions follow ‘Participatory and Convergent Approach’ in attaining the desired results towards UN SDG goals aligned to the National Indicator Framework for SDG. Operational in eleven States - Uttar Pradesh, Tamil Nadu, Karnataka, Maharashtra, Andhra Pradesh, Odisha, West Bengal, Uttarakhand, Telangana, Rajasthan, Madhya Pradesh, Harit 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 ecosystem by habitat restoration 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.

Till now, HCLFoundation has planted 822,000+ saplings on 233+ acres area across India. Around 124+ waterbodies are being rejuvenated with an increased water holding capacity of 6,000+ Mn. Liters. Through the afforestation and carbon reduction initiatives, we have been able to sequester/ reduce emission to 6500+ tons of CO2e. We worked towards improvement of coastal habitats planting more than 8,20,000+ Mangrove and Shelter belt saplings and around 1,20,000+ Kgs of ghost nets were retrieved from coastal waters. We have been able to treat 79,000+ domestic animals and around 7,500+ wild animals through Animal Welfare vertical. Through our outreach and environment education programme we have been able to reach out to 17,900+ people pan India.

**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.

* + 1. **Description of EOI**

HCLFoundation requests for proposal from eligible NGOs / CSRs / agencies for, designing and implementation of awareness campaigns to instill a behavioral shift of the community towards water conservation followed by pre-post assessment.

* + 1. **Scope of Work**
* **Purpose of the campaign:** carrying outawareness campaigns fostering the behavioral change of the community towards water conservation with sustainable practices for its governance and management through social institutions.
* **Needs Assessment:** Conduct survey, personal interviews, focused group discussion etc. to assess the current awareness level about water conservation in the community.

**Targeted audience:** The targeted audience with whom the interactions are to be held are the community members, households around waterbodies, school children, youth of the community, farmers of the revenue villages in which the campaign will be carried out. It is imperative to ensure that the place of activity, methods for gathering, language of the script and the feedback collection method should be socially inclusive and should respect the diversity of the audience.

* **Strategies for implementation:**
* Community Outreach: Organize Nukkad Natak, flashmobs/ street plays etc. for different villages to engage community by raising awareness about water conservation, water scarcity, climate change, importance of water bodies with their water quality and impact of solid/foreign waste on the water resources.
* Developing IEC materials: Create brochures, posters, flyers, and other educational materials that highlight the importance of conservation and regulation of the water quality at water abundant regions. Chalk out visual knowledge materials for bolstering water conservation and belongingness towards the natural resources.
* Capacity Building: Conduct meetings for sharing public knowledge related to groundwater availability in simple and understandable language with visual inputs.
* Designing campaigns: Develop clear, concise, and culturally relevant campaigns focused on the importance of water conservation. It should also include the traditional system of water harvesting in the region.
* **Monitoring and Evaluation:**
* Regular reporting of the number of people participated with evidences in the form of pictures and videos should be maintained.
* Reviews and feedback of the audience should be collected and documented Alterations in the implementation strategies should be made according to the region of implementation and feedbacks for the effective delivery of the outcomes.
* **Post-campaign assessment:** Conduct survey, video interviews and focus group discussions to assess the awareness level / behavioral shift about waterbody conservation and rejuvenation in the community. Document the analysis and suggest further scope of work.
	+ 1. **Project Duration**

9 months covering Gautam Budhh nagar district.

* + 1. **Expected Outcomes**
* Increased community participation and knowledge in respect to waterbody conservation, groundwater system and its current situation
* Pre and post assessment and baseline and endline reports
* High quality recorded video of the campaign
* Pre and post testimonials and video interviews
* Updated documents of the number of people reached , number of meetings held, topics/themes discussed.

# Shortlisting criteria

Please note that only the shortlisted agencies/organizations will be contacted for the submission of a detailed proposal. EOI will be valid for 4 months after acceptance.

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| Proposed Methodology | 40 |
| Experience (carrying out similar projects in last 3 years) | 30 |
| Team composition | 20 |
| Timeline | 10 |
| Total | 100 |

# 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/Agency will be contacted for the submission of a detailed proposal.
* Weightage will be given to organizations with Experience in Hydrological surveys and groundwater modelling, Water quality testing and analysis, Advanced geospatial and hydrological mapping tools, Experience in working on similar environmental restoration projects, Knowledge of sustainable water management practices, especially in regions where surface and groundwater systems are intricately connected.

# Eligibility criteria:

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

* Demonstrable experience in working on water conservation projects.
* 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

* Reputed agencies may submit proposals as per their strength and area of expertise.
* All EOI must be submitted with a short narrative indicating the objectives, features, etc.; proposed methodologies including strategies, past experiences, proposed team and timeline; and clearly defined milestones along with a set of deliverables.
* Send your **Technical Proposal** with the Subject Line: HCLF/Harit/WC\_Community awareness\_tech/ Name of Organization> latest by May 10, 2025, to shreya\_sharma@hcltech.com, marking in cc Ankit.kuma@hcltech.com.
* Send your **Commercial Proposal** with the Subject Line: HCLF/Harit/WC\_ Community awareness\_Fin/ Name of Organization> latest by May 10, 2025, to amendranath.pandey@hcltech.com
* All enquiries regarding this EOI should be made by May 5, 2025 via email to Ankit.kuma@hcltech.comand shreya\_sharma@hcltech.com

# Terms & Conditions

* **Deadline:** EoI received after the designated deadline may be subject to rejection by HCLFoundation.
* **Validity:** Your EoI must remain valid for a minimum of three (3) months from the date of receipt by HCLFoundation.
* **Negotiations:** The most competitive EoI is requested. It is anticipated that the contract will be awarded on the basis of merit of EoI. However, HCLFoundation reserves the right to request responses to questions and conduct negotiations with any individual consultant prior to awarding a contract.
* **Rejection of EoI:** This document is an expression of interest only, and in no way binds HCLFoundation to make an award. HCLFoundation reserves the right to reject any and all offers received and/or to cancel the EoI. HCLFoundation will not be obliged to either inform or provide a justification for rejection of proposals.
* **Incurring costs:** HCLFoundation will not be liable for any cost incurred during preparation, submission, or negotiation of an award for this EoI.
* **Financial responsibility:** EoI 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. HCLFoundation 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**: HCLFoundation has set brand guidelines that should be incorporated and followed while demonstrating the Foundation’s brand.
* **Copyright and Patents**: HCLFoundation 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 HCLFoundation and shall be treated as confidential. All confidential documents should be delivered to the relevant people within HCLFoundation during the project duration and upon completion.
* **Child Safeguarding:** We hold ourselves accountable to children. Adherence to comply with HCLFoundation’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 HCLFoundation's Child Protection Policy.