

Terms of Reference For Short Term Contract

1. BACKGROUND INFORMATION TO THE PROJECT

The IICA-GIZ CSR Initiative is the bilateral cooperation Project between the **Indian Institute of Corporate Affairs (IICA)**, a think tank and training institute established by the Ministry of Corporate Affairs and the **Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**, a federally-owned international cooperation enterprise for sustainable development which operates worldwide.

The IICA-GIZ CSR Initiative, (“Project” hereafter) began in 2008 with the objective of developing a country specific common understanding of CSR, and to enable the adoption of Business Responsibility (BR) by businesses. Towards this goal, the Project has assisted the IICA in developing a multi-stakeholder platform for dialogue and consensus building to achieve a uniform and comprehensive understanding of CSR. The success of this platform is reflected in the release of **The National Voluntary Guidelines on Social, Environmental and Economic Responsibilities of Businesses (NVGs)** on July 8, 2011 by the Ministry of Corporate Affairs under the aegis of this Project.

The IICA and GIZ have extended the bilateral Project for a period of two years, starting June 2012, to design and roll out activities that aid effective **implementation of the NVGs**. The **Project approach** for the extended period of two years is premised on two main pillars: **Advocacy and Capacity Development** of select multiplier constituencies like financial institutions, business associations, consumer groups, civil society organisations, government agencies, professional institutions, the media and such like.

2. OBJECTIVE OF THE ASSIGNMENT

Documentation and dissemination of knowledge (including studies, surveys and reports) forms a critical part of the Project’s advocacy and outreach strategy to provide a comprehensive perspective on CSR/BR movement and practices both in India and globally. Towards this goal the Project has commissioned and completed several studies, which are ready for publication and distribution among stakeholders. Consequently the assignment entails a) proof reading b) designing and formatting c) printing of three studies completed in the first phase of the Project. The studies include:

1. BR Issues among MSME Clusters (approx 185 pages)
2. The Contribution of Responsible Business to Social Inclusiveness in India: With a focus on Innovative Approaches (approx 61 pages)
3. Methodology document on promoting CSR/BR among MSME Clusters (approx: 175 pages)

3. DESCRIPTION OF THE TASK TO BE DONE

Specific tasks under the assignment include the following

- Proof reading for grammar, spellings, typos etc.
- Design the cover page for the study (including an appropriate report title)
- To format each study (including the graphics, charts and tables)

- **Design specifications** include: recycled paper, four colour for the cover pages and two colour for the inside pages
- **Rate Quotation** for 500 copies.

4. LOCATION AND PERIOD OF THE ASSIGNMENT

The assignment will be for duration of **30 days** from the start date of the contract.

5. REPORT/DELIVERABLES

- Sample designs for the cover page of the study to be submitted within the first seven days of the contract period
- A final dummy version of the study to be submitted four days prior to the printing

6. ADMINISTRATIVE INFORMATION

All payments will be made at the submission of the final deliverable. All interested agencies are requested to send their quotes by April 23, 2013 at iicagizbr@gmail.com