

Request for Expression of Interest (EOI) for Research Partnership for Data Driven Infographics and Visualization, cGanga, IIT Kanpur

On behalf of cGanga@IIT Kanpur sealed Expression of Interest (EOI) is invited from eligible and interested Indian Firms/Institutions/Organisations/Individuals for engagement as Research Partner for data driven infographics and visualization.

Name of the Work	Engagement of Research Partner for data driven infographics and visualization
Brief Scope of Work	Analyse, modify and display complex data in an artistic way. Creation of a secure repository for sharing data, social media campaigning.
Estimated Cost of the Project	3-4 lakhs per month
Pre-EOI meeting	Yes, if Required
Last date & time of submission of EOI applications hard copy	August 8, 2018

OBJECTIVES AND SCOPE OF EXPRESS OF INTEREST

Objectives:

With this Expression of Interest (EOI), cGanga intends to gather information and expressions of interests from Indian organisations with the objective of analysing and visualising scientific data with focus on key measures for prevention, control and abatement of causes of degradation/deterioration of the Ganga River and her basin including tributaries. The partner organisation will provide services to cGanga at cost recovery basis.

Request for Proposals

With this expression of interest, cGanga intends to gather expression of interest from Indian data analysis and visualisation entities with the objective of establishing data visualization hub. cGanga invites interested parties to submit an EOI to become a partner of cGanga in providing monthly data-driven infographics and visualization service. It is expected that the partner should be Indian entity with minimum two years of experience in data analysis and visualization.

The research partner will provide creative display of scientific data and subsequent visualisation with focus on key measures for prevention, control and abatement of

causes of degradation/deterioration of the Ganga River and her basin including tributaries.

The Technical and Financial Proposal are to be submitted separately in sealed envelop. The Technical proposal should include a unified online data visualization repository which will help to improve data exploration, analysis, interpretation, and communication for different stakeholders. The data-driven infographics and maps about the Ganga River will be stored, archived and displayed at the Data Visualisation Hub. The hub will make cGanga work easily accessible in one place for different stakeholders and to a wider global community.

Expectations from the Research Partner:

Apart from the scope of work described in earlier section, the Research Partner is expected to understand the specific needs of cGanga in this endeavour and come up with a complete plan. The Research Partner should not keep itself from taking initiatives and interacting with the concerned officials/scientists/institutions/body that play a role in delivering the data and information for this task.

Pre-Qualification of the Research Partner:

The organisations submitting the offer will be shortlisted either singly or in association with others, who are capable of rendering high degree of professional services in the field. These short listed organisations may be invited later to submit their proposals. Additionally, the Research Partners must fulfil the following criteria:-

- A. *Should be a reputed and established Indian organisation/company/ firm.*
- B. *Should have been in existence for a minimum period of two years while engaged in creative visualization of data and infographics production.*
- C. *Preference will be given to the organisations/ companies/firms who are currently executing similar type of data visualisation work.*

The proposal should be accompanied with the following information:

1. A capability statement (Not more than two pages).
2. A write up on the understanding of the assignment with respect to the aforementioned brief scope of work.
3. Company/ Organization profile giving details of current activities and management structure.
4. Evidence of incorporation
5. Annual report including balance sheet and profit and loss account statement for the past two years.

Brief Scope of Work

The research data will be provided by cGanga and it will be the responsibility of the Research Partner to:

- A) Analyse and present the data in an artistic way.
- B) Visualize complex scientific data as per the requirement of the target audience.
- C) Create a secure data repository where all the work done under a project would be saved for future use and reference by the intended institutions/scientists worldwide.
- D) Write, copyedit and proofread text and graphs.

- E) All the copyrights and intellectual property rights will be owned by cGanga.
- G) If desirable, a social media campaign maybe started on leading social media platforms like YouTube, Facebook and Twitter so that the benefits of this exercise can reach the wider society.
- H) Depending on the amount of data provided for representation, the Research Partner will provide 5-7 infographics per month.

Technical Proposal Content

- 1. A capability statement (Not more than two pages).
- 2. A write up on the understanding of the assignment with respect to the aforementioned brief scope of work.
- 3. Company/ Organization profile giving details of current activities and management structure.
- 4. Evidence of incorporation
- 5. Annual report including balance sheet and profit and loss account statement for the past two years.

Financial Proposal Content

The financial offer can be given in two ways:

(a) **Lumpsum Offer:** A lumpsum offer (with a break- up of offer price under main heads) for providing the requisite deliverables.

Composition of Unit Costs

S No	Budget-head	Percentage Distribution
1	Manpower	
2	Software	
3	Travel	
4	Data Purchase	
5	Contingency	

(b) **Offer on Retainership Basis:** Firms are required to quote the item rate price as per following Table. The rate quoted should be inclusive of facilities including computer/laptop/printers, licensed software, etc. as per following table.

Unit Cost for Various Activities

S No	Items/Particulars	Rate/Amount in Rs
1	Info Graphic	
1a	Visualization of data in different formats such as Jpeg, html, tree maps, heat maps, score cards, bubble graphs, google charts, slope graphs, parallel coordinates.	
2	Cost per page for design/layout work	
3	Cost per page of copy editing/proof reading	
4	Data Analyses	
5	Report writing and editing	

6	Translation in other languages (English to Hindi / Hindi to English)	
7	Report formatting as per publication guidelines	
8	Data collection (data search / data indexing)	
9	Proof reading and correction	

Deliverables:

The deliverable will be in soft copy in editable format. Following shall be deliverables under the scope of work:

1. Visualization of data in different formats such as info-graphics in jpeg, html, tree maps, heat maps, score cards, bubble graphs, google charts, slope graphs, parallel coordinates.
2. Data analyses
3. Writing and editing
4. Translation in other languages (English to Hindi / Hindi to English)
5. Report formatting as per publication guidelines
6. Data collection (data search / data indexing)
7. Proof reading and correction

Reporting:

- Every Month the Research Partner will provide at least seven to ten data-driven creative products [graphs/maps] based on data and themes related to cGanga. Each graph/map will be supplemented by a brief text to explain the topic and context of the graph/map. The Research Partner will be responsible for writing, copyediting and proofreading the text and graphs. All the copyrights and intellectual property rights will be owned by cGanga.
- Every month the Research Partner will design and develop at least one interactive graph/map on different aspects of the Ganga River.
- Every month, with due consultation with cGanga, the Research Partner will obtain/collect open source data from different official sources about the Ganga River to capture various subjects related to the Ganga River. Each data set will be properly attributed.
- Every Month, with due permission from cGanga, the Research Partner may collect at least two open source data from the parliament Question/Answers archives related to the River Ganga and accordingly make the findings distinct and memorable for the audience by presenting information in a visually engaging way.
- The Research Partner may start an engaging and attractive social media campaign by using these unique and creative infographics on social media platforms such as twitter so that the benefits of this exercise can reach the wider society. The Research Partner will create a twitter handle for cGanga Data Hub.

- Every month the Research Partner will post at least 30 tweets and will maintain a weekly tweet schedule for a vibrant Twitter presence for cGanga Data Hub for building outreach, advocacy and building new engagement with different stakeholders. This will also help to deliver on a media and communications plan to raise awareness.

Payment Terms:

The payment will be processed on delivery basis as per approved rates and only after due recommendation from a cGanga Expert committee especially constituted for the purpose. cGanga reserves all the right to annul the scope of work at any time before or during the award of the work without assigning any reason thereof.

Time Duration:

The duration of the initial engagement will be minimum of **one year** which can be extended based upon the performance of the Research Partner and the requirement of cGanga.

Before submitting the offer, the Research Partner should be apprised about the detailed requirements, expectations, nature of studies conducted by cGanga and the nature of work expected to do.

Send sealed EOI by 05.00 pm of August 8, 2018 to the following address:-

Dr. Vinod Tare,
Environmental Engineering Laboratory (WL-116),
Department of Civil Engineering IIT Kanpur-208016

Thanking You

Sincerely,



(Vinod Tare)