

## TERMS OF REFERENCE

### **For the Service Provider for the implementation of “Sustainable Circularity in Plastics – Rural & Urban Landscapes” project at Ayodhya, Uttar Pradesh.**

#### **1. Project Background**

Centre for Environment Education is implementing a project on ‘Sustainable Circularity in Plastics – Rural & Urban Landscapes’. This is one of the initiatives of HDFC Bank Parivartan and CEE at the national level, to be implemented in 03 cities and 150 villages. The project aims to minimize negative impacts and risks to the environment and to human health in the pilot areas in both rural and urban areas to promote sustainable circular economy.

The strategy is to have a multi-stakeholders approach through an integrated model directed to address immediate causes with support from HDFC BANK Parivartan and co-financing funding (both in-cash and in-kind) from the Local Body funds, NGOs/Companies contributions as waste management agencies (WMAs), by establishing a Swachh Sustainable Business Models (SSBMs) for improved dry & plastic waste management by establishing – DRY WASTE Material Recovery Facilities as Swachh Centres (SCs), in line with the emerging MOEFCC GOI “National Resource Efficiency Policy” and the “National Materials Recycling Policy”.

The proposed project will focus in meeting the following thresholds:

1. **Minimize negative impacts and risks** to the environment and to human health in the pilot areas in both rural and urban and promoting a **zero-waste approach** - zero landfills, zero littering, zero plastic burning, zero emissions, and zero wastages in plastic waste management in rural and urban spaces in India,
2. **Enhancing a more participatory, integrated sustainable plastic waste management practices**, through a socio-technical model - collection, segregation, transportation, processing/manufacturing and recycling/End of life/Co-processing, its institutionalization with respective national and state governance mechanisms.
3. **Ensuring compliance with regulations to have efficient use of material resources and improved socio-economic conditions of waste pickers and informal sector.** The project focus is to have systems and processes in place to have an inclusive growth for the informal sector. Bring the informal recyclers into the formal organised and structured sector. This will help better in the recycling industry and in line with the plastic waste management Rules, 2016-2018 and the Swachh Bharat Mission I and II in India.
4. **Multi stakeholders approach as an integrated model to address better dry and plastic management with support from HDFC BANK and co-financing** (both in-cash and in-kind) from the state and central government funds, NGOs/Companies contributions as waste management agencies (WMAs), by establishing an Swachh Sustainable Business Models (SSBMs) for improved plastic waste management, piloted and implemented in 10+ cities and 140 villages in a state by establishing – dry waste material recovery and recycling facilities as Swachh Centres (SCs), in line with the emerging MOEFCC GOI “National Resource Efficiency Policy” and the “National Materials Recycling Policy”.
5. **Better Institutionalization in the project both for the informal sector and waste pickers** working in the Swachh Centres (SCs), and in the Local Body (LB) in both the rural and urban spaces for a more sustainable solution.

#### **2. Objective of the Assignment**

The **Service Provider (SP)** is to do the following activities to ensure Circularity Approaches in Waste Management:

1. Facilitate implementation of project activities in the areas of dry and plastic waste management in **Kushmaha area of Ayodhya, Uttar Pradesh**. The SP will be involved in day-to-day activities for **setting up management and operations of the Material Recovery Facility (MRF) in coordination with the Local body (LB)**, including the elected members i.e., Mayor, and the ward officials of the Kushmaha area in Ayodhya.
2. The SP would also ensure all regulatory and compliance mechanisms required for the effective functioning of MRF.

3. The SP partner will be ensuring **collection, segregation, transportation, recovery and disposal mechanisms in the Dry & Plastic waste and put in place both manually and digitally (with support from the Project) a transparent verifiable system of waste flow along the waste value chain.**
4. **The SP will aim to meet a minimum collection, segregation, transportation, processing and safe disposal of plastic and dry waste TARGETS as per the table provided below.**

A Minimum Collection Target for total Dry including Plastic waste			
Year	A Minimum Collection Target- Per day	A Minimum No. of working days in a Year	Total Minimum Tonnage (MTs)
Year 1	2 MTs/day	2x330	660

5. The SP will maintain good relations with all stakeholders for sustainable implementation of activities using participatory and gender-sensitive tools. Also, maintain good relationships with local and state authorities e.g. state pollution boards; urban local bodies, state environment departments etc. and have an exceptional track record with the waste collectors, related WMAs/NGOs, communities of practice in the community development, Behaviour Change Communications (BCC) and Information, Education and Communications (IEC) processes and systems; as per the approved branding guidelines.
6. The SP shall share **15% of the total profits** (the amount remaining after all operating expenses are deducted from total revenue) with the Municipal Corporation of Ayodhya.
7. The SP with directions from CEE will ensure proper monitoring for each activity as per the budgets and **meeting the desired deliverables at all levels and reporting back to the LBs, and CEE project units** as per required systems.
8. The SP with the direction and guidance of CEE will maintain regular link with LBs; anchors the program in the city and seeks support in the form of infrastructure (land, building, equipment, fixed and movable assets) as well as ward allocation, policy support, etc. through LBs or other sources as per the LB contractual and keep appropriate disclosure of on the convergence of in-kind and in-cash co-financing.
9. The SP with support from CEE provides capacity building, program monitoring, milestone management, fund management, and offering project support from time to time for best progress in the program.
10. The SP through CEE will create exposure visits, and trainings for LB, other officials, waste pickers (safai mitras), and waste collectors (kabadiwallahs) and the SP teams to activate and trigger the motivation in communities of practice to have leadership and sustainable ownership of the program.
11. The SP with guidance from CEE on systemic approaches will ensure Standard rate cards for all **Purchase and Sale waste categories to be displayed** at the MRF gate and in the facility. This would help waste pickers, citizens, scrap dealers to walk in and sell their waste. Also, CEE will guide the SP to ensure all standard Safety parameters (ISO marked fire extinguisher, etc.) to be placed and adhered too.
12. The SP will take the timely, appropriate and necessary approvals from CEE, the District Industries Centre, State Pollution Control Boards, State environment, urban departments etc. (if required) to run the MRF etc.
13. The SP will engage with citizen community and spread the message on segregation, dry waste recycling and build a volunteering community to take the idea to the masses.
14. The SP to keep all the activities physical and financial records in a more systems approach. Keeping all financial systems in place. A Utilization Certificate format (will be shared) to be used for all expenditures and approval of proposals. Ledgers will be maintained by the SP at all levels for all expenditures budget head wise.
15. The SP will undertake IEC related activities as required. Communicate on regular basis with the households in the respective wards about the project and develop respective RWAs for project implementation. Shall organize necessary awareness programs with the HHs and RWAs.
16. The SP will mobilize in-cash and in-kind resources from State Pollution Control Boards (SPCBs), Local Bodies (LBs), Self, other Donors and Communities of practice and others with proper and appropriate recording and disclosure to be maintained.
17. The SP should install fire safety equipment's i.e., fire extinguishers, sand buckets etc. inside the MRF for eliminating fire accidents as per NBC and BIS standards.
18. The SP will take insurance of shed, machines, machines operators, goods in stock (appropriately) and Safai Mitras working inside the Material recovery facility till the time contract.

19. The SP will provide Dress, safety jackets, goggles, helmets, gloves and safety shoes to the working inside the Material recovery facility.
20. The SP will pay adherence to the provided DOs and DONOTs standard operating procedures for the MRF
21. The Electricity, water, land and shed will be provided to run the operations either by the LB or by the Project. The Electricity connection will be provided for a minimum load of 75 KW/hr.
22. The SP will bear the cost of electricity & water expenses for the operations at the MRF.
23. The SP will also bear the cost for the workforce for the maintenance of the machine on monthly basis for the operations of MRF.
24. The SP will bear all expenses related to the compliances e.g. CTE & CTO and other similar related sanctions from Pollution control board/environment department, etc.
25. The SP will bear all the related expenditures for the segregation, sorting of different fractions of waste at the MRF Site and also transportation of the materials to either Recyclers, Cement Co Processing plants or as the case be. The funds can be sourced from LB or other sources, but not the project.
26. The SP will keep all the proper accounting and systems under the direction of CEE for all the sale proceeds of the materials (income expenditures monthly statements; this is also necessary to have the sustainability in place).
27. The Service Provider will take the timely, appropriate and necessary approvals & consents as required under the statutory requirements from the CEE, District Industries Centre, State Pollution Control Boards, state environment, urban departments etc. to run the Material Recovery Facility effectively and maintaining circularity.
28. **Any Other activity as desired by CEE to meet the objectives of the project to be undertaken as directed by the project.**

### 3. Scope of Work for SP:

The selected SP will undertake and not limited to the tasks as TARGETS as listed against each component in the budget submitted. It is envisaged that the SP will ensure implementation of the activities as listed in the meeting the “objectives of the assignment”. Given the dynamic situation of Dry waste management new activities can also be included in the contract, BUT THE BUDGET LINES AND THE TOTAL BUDGET REMAINS THE SAME.

The list below is for first year activities, some activities however will be on-going during future years, along with new activities added in the subsequent years. Every year budget lines will be agreed for the activities and a year plan will be approved under a new contract for the year following the due diligence processes.

No unspent budgets will be allowed to be carried forward in the subsequent years, however a maximum of two MONTHS NO COST EXTENTION CAN BE PROVIDED with the approval of the Sr. Program Director to the SP to complete all the targets & activities.

**SP will ensure to develop and implement a revenue model-based approach through the MRF and monitor the project in lines with the guidance provided by the project team. Clear and periodic agreements will be made with recyclers, kabadiwalas etc. to generate revenue streams for the dry waste to be Recycled.**

**SP through the help of gap funding from CEE-HDFC Bank Parivartan project will make the project self-sustain and ensure the operations of the MRF for another 3-5 years even after the completions of project funding.**

SP will develop creative ways of linking with BWGs under the SWMgt. Rew Rules 2026 – RWAs, schools, educational institutions, shops, hospitals, industry houses etc. (other stakeholders) in the given areas for collection of plastic and other dry waste for recycling).

### 4. Proposal requirements:

The Service Provider (SP) shall submit a comprehensive proposal in the prescribed format, clearly demonstrating alignment with the Request for Proposal (RFP) requirements and suitability to local conditions.

#### 4.1 Company Profile

- Provide an overview of the organization, including its **history, mission, and relevant experience** in waste management.

- Share details of **key personnel** proposed for the project, including their **roles, qualifications, and experience**.
- Experience of working with **Urban Local Bodies (ULBs)** and/or **rural local bodies** will be considered an added advantage.

#### 4.2 Technical Approach and Methodology

- Present a detailed **strategy and methodology** for the setup, operation, and management of the Material Recovery Facility (MRF), Sanitary Incinerator (SI) and Waste-to-Wealth Park.
- Provide an **activity-wise implementation plan** with clear timelines, milestones, and defined outputs (both qualitative and quantitative).
- Describe the approach for **community engagement and awareness activities** to ensure long-term sustainability.
- Include **monitoring and reporting mechanisms** for effective project implementation and performance tracking.

#### 4.3 Financial Proposal

- Submit a detailed **budget breakdown** covering all project components, including **SP co-financing contribution**.
- Provide clear costing for **awareness activities, facility operations, and any additional proposed services**.
- The financial proposal must be submitted strictly as per the **Annexure II format**.
- Proposals exceeding the **specified budget limit** will not be considered.

#### 4.4 Experience and References

- Provide details of **previous projects** similar in scope and scale.
- Include **references from clients or partner organizations** for verification.
- Experience in **similar geographical areas or working with government/ULBs/rural bodies** will be preferred.

#### 4.5 Compliance and Risk Management

- Provide a plan to ensure compliance with **environmental regulations and pollution control norms**.
- Include a **risk identification and mitigation plan** to address potential operational challenges.

#### 4.6 Proposal Evaluation & Completeness

- The proposal must clearly demonstrate how the **proposed methodology aligns with the RFP requirements**.
- All activities should be defined with **clear timelines and measurable outputs**.
- Ensure submission of all required documents as per the **eligibility and evaluation criteria**.
- **Innovative, practical, and scalable approaches** for improving awareness, reducing littering, and enhancing operational efficiency will be considered positively.

## 5. Submission Instructions

The Proposal must be sent through email to [purchase@ceeindia.org](mailto:purchase@ceeindia.org) with the subject line clearly mentioning the city-Ayodhya for which the proposal is being submitted.

Subject line: **Proposal Service Provider: Ayodhya**

**The proposal may be restricted to 15 pages. Annexures can be extra.**

## 6. Eligibility & Evaluation Process:

Evaluation of proposals will be based on **Quality-based competitive bidding Selection methodology** - that means the selection will be based on the **best quality proposal, experience in management and operations for plastics waste management project with Municipal Corporations** in particular will be given preference and the **lowest quoted budget** (as defined in the document, cannot exceed the given total budget amount and lowest quoted rate will be given L1) as per the below given marking system.

Amongst technically responsive and qualified organisations, top scoring organisation will be selected for award of the contract to work as Service provider in the city.

Sl. No.	Evaluation Criteria	Maximum Points
1	Experience in dry/plastic waste management and operations.	15
2	Experience working with Municipal Corporations, Urban/Environment/Pollution Control Boards/Government/Cantonments/in any waste management related activities (collection/segregation/processing/recycling/Swachh Bharat Mission related activities) Local experience in state/city of operation will be preferred.	15
3	Experience working with Waste pickers/Kabadiwalas/other informal sectors.	10
4	Proposed methodology, approach and overall quality of the proposal aligned with project objectives and deliverables.	20
5	Presentation on the proposed methodology, clarity and vision of the project, sustainability aspect (willingness to sustain the project after the funding ends) and ensuring strong alignment with the project objectives and intended deliverables.	20
<b>Total</b>		<b>80</b>
6	Budget quotation (L1) Lowest bid party will get the highest mark.	20
<b>Grand Total</b>		<b>100</b>

## 7. Duration of Assignment, Deliverables, Payment terms

- The contract duration will be for **one year initially, extendable for up to maximum of two years** depending upon availability of budget and satisfactory performance of the selected SP.
- The Innovation perspectives will be viewed as an additional benefit to the project.
- The contract will be **annually reviewed** by the project and as found suitable meeting the performance criteria's will be renewed for extension annually with new budget lines and quotes.
- Once a contract is awarded to the selected SP at city level, **first payment will be based on submission of work plan (including list of activities and estimated costs) by SP and acceptance of the same by CEE team.**
- Subsequent payments will be based upon the **financial break-up submitted and agreed by CEE team during the implementation time.**
- The selected SP will be required to **submit Audited Utilization Certificate from a Chartered Accountant to CEE before release of second and subsequent payments.** (Formats will be provided).
- All the Machines purchased by the CEE; **shall remain in the custody of the project till final decision on the closure of the project and handing over the machinery to the Local Body (LB) or the Service Provider.**
- Every year asset records will be furnished by the service provider at the end of the year; and with a full project report on yearly basis by the service provider.**

### Payment Terms:

#### Cost Breakdown instalment wise:

#	Deliverable	% payment of the contract amount in INR	Price in INR (Lump Sum, All Inclusive)
1	Detailed work plan with estimated costs for activities from the signing of the contract.	30	
2	Submission of audited Utilization Certificate (90%) from a Chartered Accountant for previous instalment and detailed work plan with the delivery report with an estimated cost for activities for the 1 <sup>st</sup> year.	30	

3	Submission of audited Utilization Certificate (90%) from a Chartered Accountant for previous instalment and detailed work plan with the delivery report with an estimated cost for activities for the 1 <sup>st</sup> year.	30	
4	Submission of <b>audited Utilization Certificate for all expenses in year one (01)</b> from a Chartered Accountant for all the expenditures related to year one and the satisfactory completion of activities as listed. A penalty clause will be levied in case of uncompleted activities at the end of Year 1	10	
<b>Total</b>		<b>100%</b>	<b>INR.....</b>

#### 8. Penalty clause:

1. CEE may impose a penalty up to 5% - 8% of the contract value for moving out of project mid-way; non-completion of activities.
2. CEE reserves the right to impose a penalty ranging from **15% to 20% of the total contract value** in case of failure to achieve the agreed targets or non-completion of deliverables as per the defined scope and timelines.

**List of Activities with the deliverables and budget (to be quoted by the bidder):**

Sl. No.	Budget Head/Activity	Details of Activities with minimum quantifiable deliverable TARGETS	Number of units (a)	Unit Price (INR) (b)	Total Price (INR) a x b	Co-Financing and Source
1	Service Provider support for manpower to ensure sustainability of operations	<ul style="list-style-type: none"> <li>- One Manager, One Accountant, One Monitoring &amp; Reporting, 5 labours at the MRF. <ul style="list-style-type: none"> <li>o Proper Appointment letter issued</li> <li>o Salary to be given on time and in the bank account</li> <li>o Attendance registers properly maintained</li> </ul> </li> <li>- Collection and processing of <b>50-60</b> tons per month of dry including plastic waste with full traceability and paper trail. This includes adherence to data management through inward register, stock register, outward register, invoices, recycler certificates and transportation documents.</li> <li>- 100% adherence to Project SOPs on operations and maintenance, Proof of internal audits (monthly and quarterly)</li> <li>- Ensuring cleanliness, hygiene, etc. without complaints and submission of photos in monthly report</li> <li>- Adequate signages of safety, process advisory, project information and emergency response, and other relevant posters on site</li> <li>- Center name board as per CEE-HDFC Bank branding guidelines</li> <li>- Availability of visitor registers; asset register, safaii mitra meeting register</li> </ul>				
2	Setting up CCTV-cameras, Fire & Safety, pavements, cleaning of rural/urban hot-spots in cities, towns, small scale actions Business Approach	<ul style="list-style-type: none"> <li>- 06 CCTV cameras to be installed with the app shared with CEE team.</li> <li>- 6 nos. sand buckets 9 kg each</li> <li>- 3 nos., 4.5 Kg each CO 2 type fire extinguishers</li> <li>- 3 nos., 9 Kg ABC type fire extinguishers</li> <li>- Conducting of fire safety drills (one per quarter)</li> <li>- 05 GVP clearance and stored.</li> </ul>				
3	Investments in Inclusivity of Safaii mitras in the city. Ensuring links with Govt. schemes.	<ul style="list-style-type: none"> <li>- Registering 100 Safaii Mitras with full details (as per the format) with one verifiable identify and contact details</li> <li>- Conducting Safaii mitras meetings/training (at least one per month) at Swachh Centre.</li> <li>- 4 Health camps to be organised.</li> <li>- ID cards to be issued through the local ULB</li> <li>- Stories of Safaii Mitras (atleast 10 stories per annum)</li> </ul>				

Sl. No.	Budget Head/Activity	Details of Activities with minimum quantifiable deliverable TARGETS	Number of units (a)	Unit Price (INR) (b)	Total Price (INR) a x b	Co-Financing and Source
4	Compliance (CTE & CTO), Insurance, health camps, other small-scale actions in rural and urban landscape area of the projects and its partners	<ul style="list-style-type: none"> <li>- Registration of Center Under DIC, Pollution control Board CTE &amp; CTO. Application to be made within 3 months of starting operations</li> <li>- Insurance of Plant, Machinery and working staff: Insurance for fire, cyclones; and any other factors to support uninterrupted works at the MRF. Insurance for stock in Goods and people working at the centre.</li> </ul>				
5	PPE Kits, other materials for projects in rural and urban areas of the project and its partners	Purchase and distribution of gloves, masks, boots, safety gears and protection gears for at least 100 Safai Mitras				
6	Productivity linked Incentives (PLI) to the Informal sector, including Safai Mitras to boost collections, ERR strengthening	<ul style="list-style-type: none"> <li>- On-board at least 25 BWGs in city for additional/increased collection at the MRF</li> <li>- 12 Awareness session in school/colleges/RWAs on source segregation</li> </ul>				
<b>Total costs (including of GST)</b>						<b>27,50,000</b>