

Assignment Name: Appointment of Agency for Communication Needs Assessment (CNA) Western and Eastern Dedicated Freight Corridor	Approximate value of the contract (in current Rs): 18.40 Lacs
Country: India Location within country: Ambala, Meerut, Tundla, Dhanbad, Allahabad (East & West), Jaipur, Ajmer & Noida	Duration of assignment (months): 2.5
Name of Client: Dedicated Freight Corridor Corporation of India Limited (DFCCIL)	Total number of person-months of the assignment: 9.5
Address: 4 th Floor, Pragati Maidan Metro Station Building Complex, New Delhi-110001	Approximate value of the services provided by our firm under the contract (in Rs): 18.40 Lacs
Start date (month/year): February 2013 Completion date (month/year): April 2013	Number of professional person-months provided by our firm: 9.5
Name of joint venture partner or sub-Consultants, if any:	NA
Name of senior regular full time employees of the firm involved and functions performed:	Sanjeev Pandey (Team Leader), Kaveri Dutt (Communication Expert-1), Ranjana Pandiar (Communication Expert-2) & Rajiv Yadav (Communication Expert-3)
Narrative description of Project: The DFCCIL is constructing 3,300 km long Eastern and Western freight corridors exclusively for movement of goods trains for Indian Railways. The major part of Eastern Dedicated Freight Corridor is being funded by World Bank and the Western Dedicated Freight Corridor is being funded by JICA. The key objective of the assignment is to help DFCCIL develop and implement a robust strategy for external communications. The specific objectives of the strategy would be to (i) Create, enhance and sustain a positive image of the company and the work that it is doing vis-à-vis its important stakeholders and (ii) put in place appropriate systems and mechanisms through which the organization is able to share information with its stakeholders in a fair, nuanced, transparent, timely and consistent manner. Vision EIS was, thus, appointed by DFCCIL to conduct the Communication Needs Assessment on DFCCIL project staff and various stakeholders from 8 project offices and prepare the communication strategy for them.	
Description of actual services provided in the assignment:	
<ul style="list-style-type: none"> • Mobilizing the field teams including their recruitment, training, placing them at different project towns, monitoring their performance. Vision EIS had recruited 25 field staff/surveyors, conducted their training and placed them at various targeted towns covered under the project. Team worked closely with different stakeholders including regional offices of DFCC for collecting primary and secondary data. • Undertaken desk research, Knowledge Attitude and Practice (KAP survey) of the project staff, FGDs, Media Content Analysis for assessment of the existing situation. • Conduct a detailed communication needs assessment for all the stakeholders within DFCC. • Identification of the existing communication materials, media interventions and assess the impact on the target audience. • Analyzing communication gap in dissemination of information / technology by DFCCIL staff and the other stakeholders. • Understanding the media consumption habits of various stakeholders group. • Develop an exhaustive communication strategy for reaching out to all the categories of target audience. 	