

Market consultation

Water as Leverage India - URMP Prayagraj - ref. 202605083

Organisation: Ministry of Infrastructure and Water Management

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: www.rvo.nl and <http://english.rvo.nl/>.

Background / Introduction

Partners for Water is a Dutch government programme enhancing water security internationally in long-term cooperation with local partners and the Dutch water sector. It is implementing the approved Netherlands International Water Ambition of the Dutch government.

Partners for Water supports delta countries worldwide by addressing the root causes of water management challenges incorporating a holistic approach.

During the Partners for Water 2022 – 2027 Programme, India is one of the seven delta countries. Through long-term partnerships and the use of our network, knowledge and financing, Partners for Water aims to co-create sustainable solutions to complex water issues in our partner countries. Partners for Water, organized internally by an India delta team, works with the Government of India under the Strategic Partnership on Water (SWP) signed and agreed by two ministers of Infrastructure & Water Management (NL) and Jal Shakti (India). Under the SWP the Government of the Netherlands works with Jal Shakti implementation agency the National Mission for Clean Ganga (NMCG), as well as in the states of Kerala and West Bengal.

The India delta team consisting of representatives of the Dutch Ministry of Infrastructure and Water, RVO and the Dutch Embassy in Delhi implements this cooperation according the India Delta Cooperation 2-year plan of which the programmes Partners for Water and Water as Leverage are part of.

More information: [Homepage - Partners for Water](#)

About Water as Leverage

Water as Leverage (WaL) is an international initiative commissioned by the Netherlands. It is an innovative, inclusive approach to building urban climate resilience, based on 8 principles and 6 steps.¹

WaL draws inspiration from The Netherlands' successful practices in Water Resources Management and has been implemented effectively in several cities internationally, including Chennai, India. Its goal is to unlock the value of ecosystems, strengthen climate resilience, and stimulate societal change by embedding water into the core of urban design and infrastructure planning.

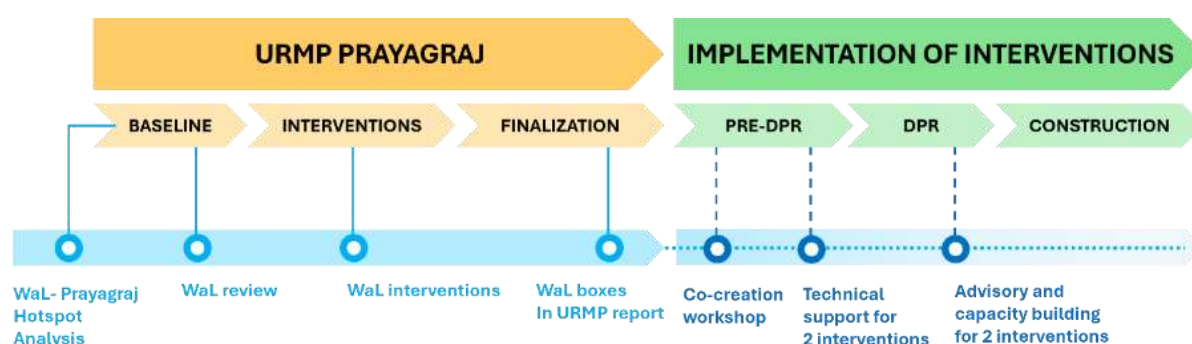
Water as Leverage working on Urban River Management Plans

The Urban River Management Plan (URMP) is a national planning framework developed by the National Mission for Clean Ganga (NMCG) and the National Institute of Urban Affairs (NIUA) to guide Indian cities in the rejuvenation and sustainable management of their urban rivers. The framework promotes river-sensitive urban planning by integrating ecological restoration, pollution control, wetland rejuvenation, riparian buffer enhancement, flood resilience, and citizen engagement into city development strategies. Through a structured, stepwise planning process, the URMP positions rivers as living ecosystems and cultural assets that are central to urban governance and long-term city resilience.

¹ [Water as Leverage for urban water climate resilience - WaL RVO.nl](#) / [WaL Advancing Urban Water Resilience_0.pdf](#)

To support the implementation of this framework, the NMCG has commissioned the preparation of 50 Urban River Management Plans across cities in India. Recognizing the strong alignment between the URMP methodology and the Water as Leverage (WaL) approach, both emphasizing integrated planning, nature-based solutions, stakeholder participation, and climate resilience, the Government of the Netherlands has previously been invited to provide technical reviews and strategic advice for several of these city-level plans. Dutch expertise has contributed to strengthening the integration of water management, spatial planning, and climate adaptation within the URMP process.

The city of Prayagraj (Uttar Pradesh) is one of the pilot cities selected for the development of an Urban River Management Plan. In collaboration with the National Mission for Clean Ganga (NMCG), the National Institute of Urban Affairs (NIUA), the State Mission for Clean Ganga (SMCG), Prayagraj Municipal Corporation (PMC), UN-Habitat, and Deltares, the Government of the Netherlands has supported the planning process by applying the Water as Leverage approach. This collaboration provides technical expertise, strategic guidance, and capacity strengthening to embed climate resilience, flood risk management, ecological restoration, and inclusive urban development into the city's river planning process.



The above figure depicts the roadmap to advance the Urban River Management Plan (URMP) for Prayagraj from strategic planning to implementation.

Previous activities and engagements included 1) a kick off workshop held in Prayagraj in December 2023, 2) a Hotspot analysis of the city of Prayagraj², and 3) a co-creation technical workshop on 'Shaping Interventions for a Resilient Prayagraj – River-Centric Urban Development' organized in March 2026.

Next phase

The next phase involves providing technical advisory services, including the preparation of the **Pre-Detailed Project Report and Detailed Project Report (DPR)** for two priority URMP interventions, namely:

- 1) Rejuvenating the Kalindipuram Water Body and associated drains of the city, and
- 2) Ecological Yamuna Riverfront Development including both sides of the river

Interrelated challenges such as fluctuating water levels, silt accumulation, untreated wastewater, and limited regulatory oversight will also need to be taken into account.

Below maps indicate the selected interventions and proposed zonations in Prayagraj. More information can be shared at a later stage.

² [A Hotspot Analysis of the city of Prayagraj - World Water Atlas](#)



Extent and duration

The technical advisory services are to be provided between September 2026 until November 2027

Purpose of the notification

The purpose of this market consultation is to gauge interest of qualified parties to provide these technical services. This entails participating in advancing the Urban River Management Plan (URMP) Prayagraj and collaborating with Indian government actors to achieve sustainable riverfront development, applying the Water as Leverage approach. Interrelated challenges such as fluctuating water levels, silt accumulation, untreated wastewater, and limited regulatory oversight will also need to be taken into account.

Interested parties are requested to express their interest and answer the questions below.

Name	
Information about your organization: Please include your organization's website, and the name, position, and email address of the designated contact person.	
Provide a concise track record highlighting relevant experience with similar urban climate and water resilience projects, and expertise in line with the requirements described above.	
Do you have experience with the Water as Leverage working method and principals? If so, please provide a short elaboration.	
Do you have experience in developing, reviewing, advising on, or implementing strategic frameworks or management plans in the field of e.g. urban development, climate resilience or water management comparable to the Urban River Management Plans (URMPs) developed by the Government of India? If so, please describe the nature of your involvement, the types of projects	

undertaken, and the methodologies or approaches applied.	
Provide an elaboration on your ambition in India.	
Additional remarks or suggestions: Please share any other observations, recommendations, or questions you deem relevant for this consultation.	

This market consultation is not a request for proposal, please do not send a proposal.

Application

Interested companies are invited to send an expression of interest to the Netherlands Enterprise Agency, by sending an e-mail to Amber Nijland, amber.nijland@rvo.nl of the Procurement Office. Please state the name of the contact person of your company and his or her e-mail address.

You do not have to send any documents; please only send a short message that you are interested.

Partners for Water can use the information collected as a result of this market consultation when formulating an assignment. Candidates should note that information they provide in the context of this market consultation may be made public (albeit in anonymised form). Should you want to share business sensitive information, please indicate this. This will be treated confidentially

In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market consultation.

Deadline

The deadline for responding to this market orientation is set at 20 July 2026 12:00 CEST.