

MINISTRY OF HEALTH & FAMILY WELFARE
National AIDS Control Organization



Government of India

National AIDS Control Support Project

REQUEST FOR EXPRESSION OF INTEREST

For

Hiring of Creative Agency

Project ID-P130299

EOI NO.:- RITES/MSM/NACP/EOI/13/WB/2018



(Procurement Agent)

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The Government of India has applied for a Credit from the World Bank towards the cost of the proposed NACP-IV and intends to apply parts of the proceeds for consultant services. The NACP shall be implemented by National AIDS Control Organization (NACO), Ministry of Health and Family Welfare, Govt. of India.

The National AIDS Control Programme (NACP) aims to consolidate the gains made under the earlier phases of project implementation, expand access to services, upscale critical interventions so as to ensure a decisive reversal in the spread of the epidemic and strengthen capacity of the existing health system to ensure long term sustainability, a vital concern for this chronic disease that has no cure.

In accordance with the Millennium Development Goal (MDG) to halt and begin reversing the spread of HIV/AIDS by 2015, the overall goal of NACP IV is to halt and reverse the epidemic in India over the next 5 years by integrating prevention, care, support and treatment.

The key principle that drives the NACP-IV programme is the scaled-up synergy between communication response and service delivery at all levels. Therefore, Communication Strategy and implementation are cross-cutting and integral strategic interventions in all components of HIV/AIDS prevention, care and support and treatment programmes under NACP-IV.

Communication Objectives of NACP-IV are to:

- i. Motivate Behaviour Change in a cross-section of identified populations at risk, including the High Risk Groups (CSW, IDU and MSM) and Bridge Population Groups (Clients of Sex Workers, Migrants and Truck Drivers);
- ii. Raise awareness levels about Risk and the Need for Behaviour Change and the Use of Condoms among Youth and Women in the General Population;
- iii. Generate a demand for health services; and
- iv. Create an enabling environment for prevention as well as institutional and community care and support.

The IEC / BCC Strategy formulated under NACP-IV is to be implemented in an effective manner to achieve the above communication objectives. NACO at National level and State level regularly undertakes 360 degree multimedia campaigns on below mentioned thematic areas:

- Demand generation at ICTC/PPTCT centers
- Addressing Stigma & Discrimination at Workplace, School setting and Health care settings
- Promoting preventing messages like safe sexual practices for which condom promotion campaigns
- Voluntary Blood Donation
- HIV-TB Co-infections
- Test & Treat

- STI/RTI services

To have maximum impact and reaching target audience, NACO intends to hire professional creative agency to develop creative on the above mentioned thematic areas.

NACO intends to select an Creative Agency through RITES Limited for development of the creative for different programmes and campaigns.

Scope of Services, Tasks (Components) and Expected Deliverables:

- Development of 360 degree multimedia communication including audio-visual materials such as PSAs for Radio & TV, advertisements for print media, activation ideas, new technologies etc.
- Visibility & Promotional materials for outdoor / service delivery points-posters, hoardings, bus shelters, illuminated signages, pamphlets/ brochures, branding materials exhibition materials etc.
- Strategy for ensuring service centers (ICTC/PPTCT, STD clinics, Blood Donation and ART centers) are made information friendly by adequate display /availability of IEC material.
- Support at conferences and exhibitions for venue, conference material, exhibition display materials etc

Above scope is indicative only.

Eligibility:

The eligible consultants should indicate their interest in providing the services. Interested consultants must provide the following information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc). In view of the likely size of assignment, it is proposed to consider agencies having adequate financial, managerial and technical resources, and with proven relevant experience in implementing projects of similar nature. They may submit the following documents:

- Agency background and profile Agency background and profile of the lead organization and any collaborating organizations, as the case may be (Detailed address of company along with email id)
- Experience in social communications with preference on health – preferably in HIV/AIDS, reproductive health and social marketing. (Copy of Purchase orders along with client satisfaction certificates)
- A current list of clients and brief description of services performed for them. (Copy of Purchase Order proving that agency has experience in providing services as mentioned in *Scope of Services, Tasks (Components) and Expected Deliverables* along with client satisfaction certificate & payment/bank details)
- Capability Statement including total turnover of the company along with audited accounts of the last three years.

(Firm should submit the Turnover statement duly certified by Chartered Accountant for last 3 years. The statement should be supported by Audited balance sheets along with profit/loss statement, ITR return.)

The period of contract will be 3 years. The contracts will be reviewed after one year against the performance.

EOI should be as concise and focused as possible to give evidence of the above requirements, including the experience statement and organization profiles. The short listing will be done on the basis of the above information/documents. RFP documents will be issued to the Shortlisted Firm & the agencies will be selected in accordance with the Quality and Cost Based Selection (QCBS) method.

A consultant will be selected in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers (January 2011 revised July 2014, edition). The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's Guidelines, setting forth the World Bank's policy on conflict of interest.

Expression of Interest must be uploaded online/ submitted offline by 30.04.2019 till 1415 hours

REOI document may be downloaded from Central Public Procurement (CPP) portal (<https://etenders.gov.in/eprocure/app>) prior to the deadline for submission of EOI online. The EOI may be submitted offline or online. To participate in this REOI through online mode, it is mandatory for the bidders to get their firms registered with E-Procurement Portal <https://etenders.gov.in/eprocure/app>., using a valid Digital Signature Certificate (DSC) and valid email address. The bidders will be required to submit their EOI online on the e-Procurement Module. After downloading / getting the REOI document, the Bidder should go through them carefully and then upload/submit the documents as asked. The shortlisted organizations shall be later invited to submit detailed proposals online.

In case of any ambiguity, the World Bank's guidelines shall prevail.