

Request for proposal for Publicity Vans (NHM) under PPP Mode
To be stationed at : 10 High priority districts of Bihar

1. NATURE OF SERVICES

To create awareness regarding uptake of key health behaviors family planning by implementing BTL communication activities in ten low performing districts of Bihar, identified as high priority districts (HPD's). State Health Society, Bihar will implement activities related to family planning across the ten HPDs.

2. ABOUT THE PROGRAM

- A rural outreach campaign targeted at mothers and their families to educate and create awareness around the correct practices on the health behavior.
- The initiative will deliver information through audio visual materials and interactive performances on "when", "what" and "how" actions to be performed to improve practices around the behavior
- This will be delivered through a comprehensive communication format including a TVC, street theatre and interactive activates like games and quizzes

OPERATIONAL STATE: Bihar

OPERATIONAL AREA: With HQ at each of 10 high priority districts (HPDs), the vans are expected to cover the selected villages falling under the respective district.

3. Key Geographies

The outreach program will be implemented in nearly 3120 villages in the following 10 high priority districts of Bihar:

1. Gaya
2. Purnia
3. Katihar
4. Saharsa
5. Araria
6. Kishanganj
7. Jamui
8. Sitamarhi
9. Sheohar
10. East Champaran

4. Performance Deliverables: As per the approved route plan, four shows to be conducted in a day as per the pre-identified locations/spots (pre-publicity done 2 days in advance).

The team will conduct games at the start of the event to assemble audience and also during act. At the end set of pre-decided questions will be asked to access this message retention within the audience. Both games and Q&A session will have prizes, where maximum 10 prizes to be given during one show. Each prize amount to approx Rs.20/-, thus Rs200/- to be budgeted for each show.

Each show is expected to be completed in 60 minutes (excluding Q&A). Micro plan for movement of the vehicle has to be made in a way so that four locations/ spots in day time must be reached by each vehicle/team per day.

Execution Model

- Mahindra pick up designed as per creative shared.
- The team composition will include 1 Team Leader, 1 Male communicator & 2 Female communicators in each unit.
- This team will be supported by a pre publicity person who will visit the village, 2 days ahead of their visit, to announce about the activity through a talkie.
- On activity day, team will cover 1 tola of the village with the mass engagement through the defined engagement program and agreed SOP
- At each of this mass engagement session the average target reach should be 100 people.

Training:

- Each training of promoters will be a two day class room training session followed by a mock session conducted on field and one day of live activity to equip them on effective audience engagement & communication and also to understand the do's & don'ts.
- SHS Bihar or staff of technical partners may be present at the training to provide support during the training.

Step 1

Pre publicity:

- A communicator on a branded motor cycle will cover three villages in a day. These villages will be covered 2 days in advance before the event day.
- He will meet a PRI member and ASHA /AWW/ Vikas Mitra in the village which is subject to their availability on the day of his visit and identify 1 big tola each village. He will identify the location for the performance on the day of the activity and announce and invite the people for the performance on the day of the activity.
- He will place a streamer/ branding announcing the time and date of the activity at the selected activity location.
- He will take the number of some influencers including ASHA / AWW in the tola.

The agency shall make every effort that the same communicator who has done pre publicity in a particular village should be part of the event team on the day of the activity in the same village.

Step 2: Central Activity

- The Performance team will consist of 3 characters (1 male+ 2 females)
- The teams will travel in a support vehicle along with the branded vehicle & perform the following:
 - The supervisor will meet the PRI member of the village and invite target group for the activity, while the skit team prepare for the skit.
 - Audio will be played for inviting the audience.
 - The team will perform the show by performing the skit, playing the TVC and

games which ends with prize distribution.

● **TARGETED REACH**

Target Audience:

- Women in reproductive age, mother in law, other influencers like father, sister in law, father in law, etc.
- Community health workers: ASHA, Anganwadi workers
- Community representatives: Sarpanch, Mukhiya, Vikas Mitra

Duration – 3 months.

Total estimated reach therefore is expected to be as following:

Targeted Reach Workings of 10 Vans			
Particulars (Primary TG - Women in reproductive age group)	Reach Per show	No of Villages	Total Reach
Target Audience	100	3120	312,000

- The team will cover 4 villages in a day one being the panchayat headquarter.
- Working days/month: 26 days per month.
(4 days kept aside due to shows not taking place due to promoter illness, vehicle breakdown, etc)
- Total teams/vans deployed: 10 vans/teams (one per districts)

Logistics – Activating the program

Each team to carry:

- Fabricated Mahindra pick up or ACE
- Support vehicle
- 42” LCD television
- DVD’s with TVC
- Communicator (2 female and 1 male)
- 01 Communicator cum team leader
- 01 Driver
- PA system
- Walky
- Props for the play

CAMPAIGN COVERAGE

Unit Workings	
Description	Coverage
Total Villages	3120

Proposed Coverage/day of Villages	4
Total Working days/ Van	78
Total Units Proposed	10
No of working days / Month	26

Project Management & Monitoring services

- Agency shall deploy reporting mechanisms for the work being done by each unit at the time of pre-publicity, during the village activity at central location.
- Every show should be certified and signed by a PRI representative of the village by singing on the monitoring sheet provided by the team leader on the day of activity and should be supported by a still photo of event with date/ time stamp.
- Monthly bills of the activity should be signed by the district/ block officials.
- Spot checks and back check will be conducted to monitor the activity.

Total number of such teams required: 10 (One per high priority district).

Operational Plan:

1. Branded vehicle will move as per monthly route chart approved by respective District Health Society.
2. A copy of the approved route plan has to be forwarded to the concerned MOICs/Health Society.
3. The monthly route chart of the following month has to be approved by respective DHS (District Health Society) by 15th of current month and the same has to be submitted to State Health Society, Bihar by 20th day of the current month.
4. On reaching the pre decided congregation point of the city/ village area the team would fix up the spot for conducting the activity after discussing with the local Health Staff/ PRI members.
5. The announcement activity about the show to be initiated by moving the vehicle to all the corners and halting for announcements at important junctions of the area city/ village, so that maximum audience may be mobilized to witness the activity.
6. The preferred location will be the center point of the location where residents or peoples from all the nearby area can reach to witness the show easily.
7. Before initiating the actual activity, *songs (only those approved by SHS (State Health Society)) are to be played through CD/DVD player to mobilize audience.*
8. The team has to ensure the audience to gather at a proper place in front of the vehicle.
9. Once sufficient number of audience (at least 100) has congregated, then the trained artists will play the actual narrowcasting material or messages through PA and audio/ video system.
10. In order to ensure public attention team will also announce about its question answer session followed by gift distribution to winners. The questions should be based on audio/video clips been played.
11. After playing the audio/ video clips, the team should then explain the messages preferably in local language.
12. Then the question & answer session is to be conducted by the team.
13. In order to ensure proper understanding of the theme by the audience, reinforcement of the take home messages by the team is required to be done at regular intervals during interaction with public.

14. In case Department of Health, Government of Bihar decides to convey message regarding a particular programme at any period of time, then briefing would be given to a State level functionary of the agency who would in turn be responsible to convey the message to the teams performing in the periphery.

Eligibility Criteria:

D) Interested agencies must enclose the following in the Technical Bid marked as Cover 'A': All the photocopies submitted must be attested by a person authorized by the agency. The original authority letter must be enclosed along with the technical bid. If any document is found missing or not as per instructions provided in this tender document, then the bid of the defaulting agency would be disqualified.

1. "Photocopy of registration certificate of being registered with Advertisement Tax/ Service tax as applicable."
2. The agency should have a PAN number (Provide Photo copy).
3. Income Tax Return of financial year 2011-12, 2012-13, and 2013-14.
4. Audited Report from duly qualified Chartered Accountant of financial year 2011-12, 2012-13, and 2013-14.
5. Annual turnover of ` One Crore during each financial year 2011-12, 2012-13, and 2013-14 to be submitted.
6. Affidavit - Notarized (Obtained after date of notification of this tender) stating that the company is not black listed by any government/ semi-government/ PSU or UN agency. Nor any Civil or Criminal case is pending against the company/ its owners/Proprietors whatsoever. The affidavit should also state that to work in the project mentioned in the tender, the agency would not engage any artist/ driver against whom a criminal case is pending. The affidavit has to be submitted in original along with bid.
7. The agency should have at least three year's experience of accomplishing similar projects with central ministries / state government departments/ PSUs/ Autonomous bodies/ International agencies etc. (Attested photocopies of year wise award of work and successful completion of the project as evidence has to be submitted).
8. Demand Draft of ` 2,00,000/- (Rupees Two Lacs only), as Earnest Money, drawn in favour of State Health Society, Bihar is to be enclosed in the Technical Bid payable at Patna. The earnest money of unsuccessful bidders will be refunded after finalization of the tender.

II) **Financial Bid, marked as Cover 'B'** should contain only rates in the format provided below:

S. No.	Locations (10 HPDs)	Rates Per show including all taxes
	A	B
1.	DHS-Araria	
2.	DHS-Jamui	
3.	DHS-Sheohar	
4.	DHS-Kishanganj	
5.	DHS-Gaya	
6.	DHS-Katihar	
7.	DHS-East Champaran	
8.	DHS-Saharsa	
9.	DHS-Purnea	
10.	DHS-Sitamarhi	

Terms & Conditions:

After finalization of the tender, the vendor will be provided a period of 15 days for final procurement. Following are the requirements from the vendors who will be supplying publicity vans for 10 high priority districts of Bihar.

1. The agency should be conversant with the health programmes being implemented through the National Health Mission in Bihar.
2. **Each team comprises of:**
 - a) **One Team Leader, one male communicator and two female communicator** having expertise to pull & manage crowd along with ask question in an entertaining manner. Conversant with the local language and a total of 10 teams are required for the intervention.
 - b) **One driver who** will manage the audience at the time of show and drive the vehicle.
3. Back-up-artists: - It would be the responsibility of the vendors to have trained personnel for each team which can be replaced as and when required in the field.
4. The vendors would be solely responsible for the quality of the show which will be closely monitored by concerned District Health Society and officials/representatives of Department of Health, Government of Bihar and State Health Society, Bihar. The respective Civil Surgeons, District Health Society would also be monitoring the activity.
5. Any deviation from the actual performance or in case of non-performance by the artists at the specified spot with false/ manipulated reports will lead to appropriate deduction in payment. In case of any dispute In this regard the opinion at the level of District Health Society regarding this issue, the decision of the Executive Director, State Health Society, Bihar will be final.
6. The proposal should include the cost of :-
 - (a) Publicity van its fabrication and branding. Soft copy of the design to be provided by SHS, Bihar
 - (b) Cost of artists and driver etc.
 - (c) LCD TV
 - (d) LCD projector
 - (e) Screen
 - (f) POL for vehicle and generator set
 - (g) Sound system and amplifier etc as mentioned elsewhere in the tender document.
 - (h) Change of design of vinyl stickers/ flexes etc. displayed on vehicles once every 3 months if period of tender is extended.
7. In case of any damage to the ply board, vinyl stickers etc. the same would have to be replaced by the agency within maximum 6 days.
8. The proposal should be mentioned as cost per show (including all taxes).
9. Financial bid of only those bidders who are technically qualified would be opened.
10. Each publicity van team is required to perform 4 shows per day. Any deviation in number of shows requires prior approval of concerned District Health Society or State Health Society, Bihar.
11. The vendor will have to submit the Daily Activity Report signed by concerned higher authority (in a specified format) on a fortnightly basis to the concerned District Health Society or as per the guidelines and instructions given/ revised from time to time.

12. Documentation as per attached format is to be filled and submitted along with the photographs of each conducted show (date and time) while submission of bills for payment.
13. The bid is valid for the duration 3 months and no increment even on basis of POL rate enhancements will be accepted during this period. The period of this tender may be extended upon the availability of fund need and satisfactory performance of selected agency.
14. Any mishap in the field related to vehicles, assets or team members will be the sole responsibility of the vendor and Department of Health Government of Bihar/ State Health Society Bihar has no obligation whatsoever for the same.
15. State/District Health Society, Bihar reserves the right not to make payment of a show if it is not performed as per the standard rules and regulations.
16. Payments would be made by concerned District Health Society upon receipt of proper invoice.
17. Agency will ensure that no obscene movies or audio is played. Department of Health Government of Bihar/State Health Society, Bihar has the right to take appropriate legal/ punitive steps including blacklisting of the agency in case such incidents are reported and found to be true.
18. The tender would be awarded to the agency quoting lowest rates (L1) in the prescribed financial bid format for per show including all taxes.
19. State Health Society, Bihar reserves the right to award the contract to more than one bidder (at L1 rates) The decision of awarding contract would be the sole discretion of the State Health Society, Bihar.
20. The selected agency is also required to deposit a Bank Guarantee issued from any Nationalized/ Scheduled bank amounting to 10 percent of the order value as performance guarantee before signing of the Agreement.
21. If L1 agency denies/withdraws or refuses to accept the work order after its selection as successful bidder then the EMD deposited by the agency will be forfeited. In the same manner if refuses to carry out the work so allowed after signing of the agreement, the Performance Security will be forfeited and the agency would also be blacklisted.
22. In case of exigencies or otherwise, State Health Society, Bihar reserves the right to get the work accomplished by other agencies/bidders at rates approved by competent authorities.
23. All decisions taken by the State Health Society, Bihar would be final and no further representation /correspondence in this regard will be entertained.
24. Application received after due date & time or without specified necessary documents will be rejected.
25. Agency will be responsible for safe custody of any stock given by Department of Health Government of Bihar or State Health Society, Bihar. In case of any mismatch of stock v/s distribution the agency will be responsible for that and appropriate deductions would be made from their payment.
26. One show as the pretest in a pre selected preferred location will have to be performed before actual launching of the show and total cost for this show will be borne by the shortlisted agency.
27. Shortlisted agency would have to sign a contract with the concern District Health Society/Institution.
28. The vehicles must have permit to ply in Bihar. Road tax/ insurance of vehicle, driver and fitness and compliance of the vehicle as per motor vehicle laws of Bihar has to be ensured by the vender. Any penalty/accident/ loss on account of negligence of driver or otherwise

would be the responsibility of the vendor and vendor will be indemnified against any third party action for the same. Attested copies of all the papers relating to the vehicle have to be submitted with the concern District Health Society at the time of signing the contract with the concern DHS.

29. "All other taxes related to plying of vehicle and publicity activity (e.g. Toll tax, Advertisement Tax, Professional tax, service tax, etc as applicable) have to be borne by the vendor himself."
30. The Executive Director, State Health Society, Bihar reserves the right to cancel any portion of or the whole of the tender without assigning any reason.

Instructions to bidders:

1. Two separate Technical and Financial bids are to be submitted in separate sealed envelopes
 - i) **For Technical Bid** "*Cover A-Technical Bid for Publicity vans*" must be written over the envelope &
 - ii) **For Financial Bid** "*Cover-B Financial Bid for Publicity vans*" must be written over the envelope.
 - iii) **Both these envelopes are to be placed inside one sealed large envelope marked as 'Tender for Publicity Vans 2014'** and sent to State Health Society, Bihar at address mentioned below.
2. **Pre-bid meeting:** will be held on 13 February in State Health Society, Bihar office at 11 AM. Bidders are advised to submit their queries at least two days in advance of pre-bid meeting on e-mail address as mentioned below.

Last Date: Bids should be submitted through '**Registered/Speed Post**' only, in the Office of the Executive Director, State Health Society, Bihar, Health & Family Welfare Building, Sheikhpura, Patna-14 on or before 2nd March, 3:00 PM. Tenders submitted in person or submitted after scheduled time shall not be entertained.

For further queries contact over Phone Number 0612-2290097 during office hours or on e-mail iec@statehealthsocietybihar.org.

Date & Time for Opening of Technical Bid: 02nd March, 2014, 4:00 PM.

(Executive Director)

Proposed Design of Publicity Vans (Both side view)

