



**National AIDS Control Organization (NACO)  
Department of AIDS Control, Govt. of India  
Ministry of Health & Family Welfare**

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**Request for Expression of Interest For  
Implementation of Targeted Condom Social Marketing Programme in 26  
States/UTs across India**

**Ref: EO/CSMP/III/2010**

1. National AIDS Control Organization (NACO), Department of AIDS Control, Ministry of Health and Family Welfare (MOHFW), Govt of India is implementing third phase of National AIDS Control Programme (NACP-III) funded by multiple donor partners and aims towards reversing and halting epidemic of HIV/AIDS by 2012.
2. After the successful implementation of 2 rounds of Condom Social Marketing Programme across high priority districts of 26 states, NACO is keen to expand the programme by engaging reputed commercial / social marketing organizations (initially for 1 year period, extendable upto 31-3-2012 based on performance) to increase access to condoms in over 3 million outlets in the country and increasing annual demand of condoms to 3.5 billion by 2012. It is envisaged that at the projected demand level, all the sex acts with risk of HIV AIDS transmission and unwanted pregnancy, could be protected.
3. The selected MOs/ SMOs will be required to design the state specific condom social marketing program to achieve the above goals, more specifically to expand access to condoms through the conventional and non-conventional outlets (non chemist outlets, pan/cigarette shops, tea stalls etc.) in prioritised geographies with specific focus on high risk areas, rural markets and urban slums; undertaking local and mid media activities; coordinate with organizations implementing Targeted Interventions (TI), Truckers Halt Points and RCH / NRHM interventions of MOHFW for having a synergised condom promotion campaign and marketing of subsidised condoms supplied by MOHFW.
4. The social marketing programmes will be launched in the prioritized high prevalence and/or high fertility districts of the following state / group of states (as tabulated below)

Andhra Pradesh	Karnataka	Punjab, Haryana & Chandigarh *
Bihar	Kerala	Rajasthan
Chattisgarh	Madhya Pradesh	Tamil Nadu & Puducherry *
Delhi	Maharashtra	Uttar Pradesh
Gujarat	Assam, Manipur, Meghalaya, Mizoram, Nagaland & Tripura *	West Bengal
Jharkhand	Orissa	Goa

\*These states are considered as a group of states and responses to this notice for EoI must be for all states within a group.

5. The interested organizations should have an existing marketing network in rural and urban areas with its own team for sales management, brand management, field activation and distribution management. Any previous successful collaboration in similar lines with development agencies or government will be an added advantage. The organisation should ideally have the following skills:
  - a) Designing and implementing large scale retail distribution and demand generation activities; and
  - b) Brand Management, Logistics Management and wide retail distribution network.
6. The interested organizations must clearly indicate the names of states / group of states for which they are submitting EOIs for consideration. The organization may submit EOI for more than 1 state / group of states (as tabulated above). Separate EOIs should be submitted for each State/ group of states, for which Marketing Organizations / Social Marketing Organizations express their interest.
7. The interested organizations must provide information indicating that they are qualified to perform the services in above state(s) along with a capability statement (not more than 5 pages) including organisation profile; number of years of existence; description of similar assignments executed during last 3 financial years; turnover for the last 3 financial years and availability of key skills among staff.
8. The EOIs shall be evaluated strictly based on the substantive information / credentials / documentary evidences submitted by organizations in support of the information as asked for at para 7 above.
9. The interested organizations may obtain further information at the address given above during office hours [9:00 AM to 5:30 PM]. Please note that at this stage no technical and financial proposals are required. Based on the information submitted by the organizations in response to this request for EOIs, NACO will prepare a state/group of state-wise shortlist of qualified organizations, who would be later issued Request for Proposal (RFP) document.
10. The EOIs may be delivered to the Under Secretary (A&P) at the address given above latest by **15:00 PM on 19th February 2010**. Any EOI received after the closing date will not be considered.

**Under Secretary (Admin & Procurement)**