

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 Agency

For

Media Planning, Media Slot Buying and Monitoring

EOI NO.:- RITES/MSM/NACP/EOI/08/2018



(Procurement Agent)

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Project ID No. *P130299*

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. 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 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-IV shall be implemented by National AIDS Control Organization (NACO), Ministry of Health and Family Welfare, Govt. of India.

NACO intends to select an agency through RITES Limited for Media Planning, Media Slot Buying and Monitoring who will help NACO in implementing the communication campaigns in most effective manner so as to achieve the communication objectives of NACP-IV project.

The agency will have to perform the following activities during the project period:

A. Media Planning:

- Develop a media plan in consultation with NACO based on evidence to reach the specified target audience in accordance with the specified budget.
- The media plan will include the plans for airing of spots/ PSAs on mass media channels including TV and radio; advertisements in newspapers, magazines; internet advertising; advertisements in cinema theatres through slides and PSAs; outdoor campaign by installing/

hiring hoardings and kiosks at the places of maximum visibility, SMS messages on mobile phones and any other medium suggested by NACO

- The consultant may suggest a plan which may include emerging and innovative mediums
- The plan will include suggestions regarding the existing programs on different channels for the target audience under consideration wherein NACO's messages may be integrated as part of value addition through advocacy with the channels.
- The consultant may also suggest stand alone or serial programming on channels for better and effective outreach
- NACO will reserve the right to accept or reject any specific media or channel

B. Media Slot Buying:

- Once a media plan is approved by NACO, the agency will ensure its implementation as per the approved schedule. For implementing the plan the consultant will do the media slot buying at the best possible rates. The rates obtained by the consultant with different channels will be constantly reviewed by NACO to ensure that the consultant provided the best possible rates.
- Wherever possible, the consultant will obtain value additions from media such as sponsorships, free scrolls, RJ/ VJ mentions etc. for securing wider dissemination of messages

C. Monitoring:

- The consultant will closely monitor the campaigns, submit weekly reports and a consolidated report at the end of each campaign
- The consultant will regularly give feedback on the reach of the campaign and suggest mid-term corrections if required.

Above scope is indicative only.

The period of contract will be 15 months, with provision of annual performance review. A committee of experts appointed by NACO will review the performance of the consultant at the end of every year and NACO will have the option to foreclose the contract in case the performance of the consultant is not found satisfactory.

NACO through RITES Limited now invites eligible agencies to indicate their interest in providing the services. The EOI should be sent along with :

- (i) Agency background and profile of the lead organization and any collaborating organizations, as the case may be.
- (ii) Three years of experience for media planning, media slot buying and Monitoring & implementing projects of similar nature and size preferably in social sector.
- (iii) A current list of clients and brief description of services performed for them.
- (iv) Capability Statement including total turnover of the agency along with audited accounts of the last three years.

Any EOI with inadequate information, or those received after the closing date may not be considered. 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 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/ submitted by 29.11.2018 till 1415 hours

REOI document may be downloaded from Central Public Procurement (CPP) portal (<https://etenders.gov.in/e procure/app>) prior to the deadline for submission of EOI online. The EOI shall be submitted online following the instructions appearing on the screen. To participate in this REOI, it is mandatory for the bidders to get their firms registered with E-Procurement Portal <https://etenders.gov.in/e procure/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 the documents as asked. The shortlisted organizations shall be later invited to submit detailed proposals online.