

Technical Support Group – Condom Promotion

Department of AIDS Control

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Request for Proposal

Assessment of SMO Performance under Condom Social Marketing Programme (Midterm 2013)

1. The Department of AIDS Control (DAC) has set up the Technical Support Group (TSG) - Condom Promotion to gear up its efforts towards increasing use of condoms and growth of market for social marketing condoms.
2. In order to fulfill this, DAC has partnered with Social Marketing Organizations (SMO) to implement the Targeted Condom Social Marketing Programme in the 434 high HIV prevalence and / or high fertility districts across 27 states/UTs.
3. In this partnership, the SMOs are expected to market condoms and ensure expansion of penetration, particularly in the high risk and rural areas.
4. In this regard, a need has been felt to conduct midterm assessment of SMO Performance under Condom Social Marketing (CSM) Programme.
5. The bidder should have an average annual minimum turnover of Rs.50 Lacs during last three years.
6. The applying firm must have PAN (Permanent Account Number) and be registered with the Sales Tax / Value Added Tax, Service Tax and the documents for the same are to be provided.
7. Audited financial statements (Income & Expenditure Accounts and Balance Sheet) duly certified by Chartered Accountant of last 3 financial years have to be attached with the technical bid.
8. The agencies are expected to provide following information:
 - a. Name, address and facsimile number
 - b. Name of contact person and his/her contact details
 - c. Name and CV of proposed team members. Members having experience in conducting qualitative research
 - d. Capability statement (not more than 5 pages)
 - e. Ownership and organization structure of the agency

- f. Audited statements for the last 3 financial years
- g. Information supporting their experience, capability and specialization in conducting qualitative research
- h. List of major assignments of similar nature and in the area of public health undertaken (separate list for the studies for different domain)
- i. The information on adequacy and availability of resources to carry out the assignment
- j. Technical Proposal with detailed methodology and work plan for the assessment
- k. Financial Proposal with detailed and bifurcated costing for Salaries, Field work & Other Expenditures. Please use the following template for financial quote.

Sl. No.	Name	Designation	Per day payout	No. of Days Involved	Total
<i>Salaries</i>					
<i>Field Work</i>					
<i>Other Expenses</i>					
Sl. No.	Activity		Price per unit/Day	No. of Units / Days	Total

9. The RFP shall be evaluated strictly based on the substantive information/credentials/documentary evidences submitted by the agency in support of the information (as suggested in point No. 5).
10. Based on the information submitted by the agencies in response to RFP, Technical Support Group-Condom Promotion, NACO will shortlist agencies who will be informed in due course.
11. HLPPT shall without prejudice to its other remedies under the contract, deduct from the Contract Price, as Liquidated Damages a sum equivalent to 2.5% of the contract price of agreed unperformed services or for delay of each day until actual delivery or performance, up to a maximum deduction of 20% of the contract Price. Once the maximum is reached, HLPPT may consider termination of the contract.
12. In the event of award of contract the bidder shall be able to start services immediately. If the services are not supplied within specified timeline penalty clause will be applicable.

13. Agencies who will obtain 70% marks or more in Technical evaluation only would be considered for further discussion.
14. The agencies not qualified in the technical evaluation by the committee will not be entertained for financial bid.
15. Points obtained by the Agency for both Technical as well as Financial Proposal would be clubbed for the final selection with 70% weight for Technical and 30% weight for Financials. The detailed breakup of points is as under,

Category		Max. Points
I. Understanding of the TOR		12
II. Relevant experience for the assignment	a) HIV/AIDS or family planning assignments	8
	b) Other public health assignments	8
	c) Non health related assignments (retail outlet studies)	4
	d) Large scale studies (Sample Size 10,000 and above)	4
III. Methodology proposed (especially work plan)		20
IV. Qualifications and experience of key staff proposed for the assignment		16
V. Organization capability (in terms of no. of years they are into business, annual turnover, number of branch or field offices, number of professional and field staff, management structure, etc.)-		8
VI. Presentation of Technical proposal#		20
Total Marks for Technical Component		100
VI. Financial Proposal*		100

**100 marks will be allocated to the lowest priced proposal. The financial scores of the other proposals will be in inverse proportion to the lowest price.*

Agency qualifying 50 marks and above (combining score of I to V) will only be invited for presentation.

16. Agency securing highest points after adding the points earned for Technical as well as Financial proposals would be considered for final selection & negotiation.
17. In case the negotiation fails with the agency ranked first, second ranked agency will be called for negotiation.
18. HLPPT reserves the right for extending or curtailing any activity at any point of time (if required) as per programme requirement.
19. Bid submitted by agencies in consortium will not be considered for evaluation.
20. HLPPT management reserves the right to shortlist more than two agencies for the said assignment/ empanelment. It may be noted that the agency have to submit **separate** Technical and Financial proposals (**all sealed**) to the above given address. The agency will be selected in accordance with the procedures set out in the procurement guidelines of Hindustan Latex Family Planning and Promotion Trust (HLPPT).

21. Agencies would not be allowed to further subcontract, partial/full of the work will be assigned to them.
22. HLPPT reserves the right to award the work order to the second highest scoring agency in the event the first highest scoring agency backs out after final discussions
23. The Agencies should also submit an undertaking (Annexure-1) duly signed & Stamped.
24. Payment will be made through local crossed cheque or NEFT only.
25. Management Reserves the right to cancel the contract awarded if the work is not performed as per the satisfaction of the management.
26. The interested agencies may obtain additional information or clarification from TSG office during office hours [9:30 AM to 6:30 PM] latest by 02/08/2013.
27. The technical and financial proposals should be delivered to the **Sr. Finance Officer** at the address given above latest by **18:00 Hrs (IST) on 08/08/2013**. Any proposal received after the closing date will not be considered.

Sr. Finance Officer

Annexure-1

UNDERTAKING FROM VENDORS

This has reference to the RFP emailed to us. In response to the RFP, we have submitted our technical & financial bids on..... at your office In connection with the above bids, we hereby declare as under:-

i- That we are neither related to any of your Trustees, Officers and other employees nor do we have any financial, commercial or other interests with any of the above persons in any capacity whatsoever.

ii- That we have submitted the bids in the name of M/S..... and declare that no other bids have been submitted by us in the name of any other firms/companies/proprietors/individuals which comes under the same management and related parties.

iii- We hereby undertakes that in case of any violations to the above declarations at any stage of the contract , HLPPT reserves the sole right to cancel the contract and recover the full value of the contract from us.

For and on behalf of

(Authorized Signatory with company seal /Stamp.)

Terms of Reference

Assessment of SMO Performance under Condom Social Marketing Programme **(Midterm 2013)**

The Condom Promotion Programme

Condom promotion has been an integral part of National AIDS Control Programme (NACP) strategy focusing on promotion of consistent condom use through demand generation activities and strengthening condom supply to ensure easy accessibility & availability of condoms. Through various focused interventions in social marketing, the programme aimed to expand the condom coverage to 3 million outlets and promoting condom sales by contributing 2 billion social marketed condoms in total condom market of 3.5 billion. In this direction, NACO is successfully implementing the Condom Social Marketing Programme since 2008 to its efforts in reversing and halting the HIV/AIDS epidemic. The Condom Social Marketing Program (CSMP) has witnessed massive scale up during 2008 to 2012. During this period four different phases of the programme have been implemented.

During July 2011-June 2012, CSMP-IV programme was in force. With focus on ensuring easy accessibility, quality of targeting was improved – more rural and non-traditional outlets (NTOs) were opened and hotspots around targeted interventions (TIs) were focused. Market leader position of Deluxe Nirodh was leveraged through targets to enhance condom use especially among rural population and vulnerable groups. The programme was implemented in 398 high-prevalence/high-fertility districts across 26 States/UTs. Seven SMOs were contracted by NACO to implement the programme. The CSMP-V focused to cover 434 districts across 27 States/UTs. At present CSMP-V is running in 12 states. First round of assessment in these states was carried out during March, 2013. Now NACO wants to carry out a midterm assessment to monitor the programme performance.

Objective

The broad objective of the study is to assess the overall programme performance & validate the SMOs performance under CSMP-V and the specific objectives are as under:

1. To assess the overall Condom Social Marketing Programme performance
2. To validate the coverage¹ of the outlets as reported by SMOs under CSMP-V and to assess the brand penetration in outlets with special focus on Deluxe Nirodh and SMO brands
3. To assess the product² and point of purchase (POP)³ material visibility at outlets, Deluxe Nirodh/social marketing brands *vis a vis* other commercial brands

¹ **Coverage:** Geographical spread of the DN/SMO brands under the present context

² **Product Visibility:** Condom packets must have a clear, unobstructed view from outside of the outlet

³ **POP Visibility:** POP materials must have a clear, unobstructed view at outlets

Besides these objectives attempt will also be made to find out the source of supply of social marketing condoms at the outlet – NACO/ MoHFW/ Other.

Assessment of overall CSM Programme Performance

The performance of CSM programme would be assessed by comparing the results of proposed round with the earlier round. Appropriate statistical tests will be used for significance test. The two key indicators with the help of which the programme performance will be assessed are,

- Difference in coverage validation of the data reported by SMO
- Difference in market size of Deluxe Nirodh and SMO brands

Broad information areas

The following are the key information areas to assess the performance of SMOs,

- ❖ Percent outlets whose identity has been validated (from the sampled outlets in programme districts)
- ❖ Share of Deluxe Nirodh and SMO brands to the total stock
- ❖ Frequency of procurement/ stock replacement cycle
- ❖ Percent NTOs stocking condom, especially Deluxe Nirodh and SMO brands
- ❖ Percent NTOs by reasons for selling condom for the first time
- ❖ Reasons for stocking /not stocking DN and SMO brand condoms
- ❖ Product (social marketing brands) visibility at outlets
- ❖ Number of outlets displaying POP & promotional material of Deluxe Nirodh
- ❖ Major sources for procuring Deluxe Nirodh
- ❖ Percent outlet stocking NACO supplied condoms (either NACO logo will be printed on the packet or NACO logo sticker will be there on the packet)

To assess the Performance CSM Programme

The following are the key information areas to assess the performance of CSM Programme,

- ❖ Difference in percent outlets stocking Deluxe Nirodh /SMO brand
- ❖ Difference in market share of Deluxe Nirodh and SMO brands
- ❖ Difference in percent NTOs stocking condom
- ❖ Difference in percent NTOs stocking Deluxe Nirodh / SMO brands
- ❖ Difference in product / POP (social marketing brands) visibility at outlets

Suggested Methodology

As discussed above the proposed assessment is having the broad objective to assess the performance of SMOs under CSMP-V. The objective will be fulfilled by comparing the results of the proposed round (Midterm-2013) with the results of earlier round (Round-1) which was carried out in March, 2013.

In order to have a better comparability of results same methodology will be followed which was adopted in Round-1. The only change will be Round-1 followed a case control research design, whereas the proposed round will be done only in case (Programme) districts.

The sampling frame will cover 12 CSMP-V states where CSM programme is running at present. The programme states are grouped into 10 states/ state groups namely 1) Andhra Pradesh; 2) Bihar; 3) PHC (Punjab, Haryana, Chandigarh); 4) Chhattisgarh; 5) Delhi; 6) Jharkhand; 7) Madhya Pradesh; 8) Goa; 9) Uttar Pradesh-East & 10) Uttar Pradesh-West.

The estimates will be made at state/ state group level with bifurcations by place of outlet (Rural / Urban) and type of outlet (Traditional / Non-Traditional).

Target Respondents

The target group for the assessment would be owner / sales managers at retail outlet.

Sample Size

It is desired to generate state / state group level estimates (for all indicators). With 95 percent level of confidence, standard error of 5% and with design effect 2, the sample size has been calculated to be 768. An extra 10% sample will be drawn from each state to control non-response and refusal cases. Hence, in each state 845 outlets will be surveyed. Altogether, 8450 outlets will be covered in this assessment.

Sampling

A multi stage sampling procedure would be adopted for selecting the outlets. In the first stage districts will be selected from each state / state group. In second stage and final stage outlets will be selected. Appropriate sampling techniques will be used to minimise biasness and ensure proper representation of samples.

Detailed Sampling for Programme Districts

Stage 1: Selection of Districts

For selection of districts, within a state / state group all districts will be categorised as per the NACO prioritization {i.e. Category A- high HIV prevalence and high fertility; Category B- high HIV prevalence

and low fertility; and Category C- low HIV prevalence and high fertility}. From each state /state group 5 districts will be selected. The total No. of districts to be selected from each state / state group will be distributed proportionately across three categories. The required No. of districts from each category will be selected using systematic random sampling (this will be done after sorting the districts by census codes). However, while selecting the districts caution will be taken to ensure geographical representation of the state. Further, from each district equal sample will be drawn.

Stage 2: Selection of Outlets

The total sample size within a district will be distributed proportionately in Rural & Urban areas and TO / NTO within Rural & Urban areas, as per CSMP-V outlet database (state average). Hence, outlet data base of each district will be divided into 4 groups i.e. Rural TO & Rural NTO and Urban TO & Urban NTO.

Within each category towns / village will be arranged in descending order of their outlets count i.e., the town / village which have highest number of outlets on the top and that with the lowest number of outlets at the bottom. The required number of outlets from each category will be selected using Systematic Random Sampling.

Research Instrument

Data will be collected using quantitative research technique. A structured interview schedule will be used to collect data from outlets. The schedule will also have an observation checklist.

Research instruments will be developed by the research agency in consultation with TSG-NACO. The final approved instrument needs to be translated in regional language and used for data collection.

Data Collection

The research agency must have a good field presence all over India. The investigators, supervisors and field coordinators need to be experienced and well versed with the local dialect. They should have prior experience of conducting similar kind of studies and should be able to complete the assessment exercise in stipulated time. The agency will be responsible for planning and conducting the field training among the field staff. A detailed field movement plan must be prepared and shared TSG-NACO before launching the fieldwork.

Quality Control

Quality is a prime concern in the proposed assessment and the data collected needs to be checked at various levels. The supervisors and field coordinator will be responsible for the fieldwork supervision, back checks and field editing. The agency is required to submit a detailed plan on quality control mechanism.

The complete data collection and data entry operation should be carried out in strict supervision of senior researchers from the agency. The agency should also have a complete plan for monitoring and reporting during the field work.

Data and Report

The agency requires to submit the clean data set in SPSS format to TSG-NACO.

The report structure and analysis plan should be submitted to TSG-NACO well in advance for feedback. The analysis of data will be done by the agency and findings with programmatic recommendations will be reported in form of a report and PowerPoint presentation.

Timelines

The entire assessment needs to be completed within 8 weeks from signing of contract. Agencies are expected to present activity wise timeline in technical proposal.