

Government of Rajasthan

Rajasthan Health Systems Development Project
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F. 7 ()CAEI / RHSDP / 2010/2502
Credit No 3867/IN

Dated : 03.06.2010

Expression Of Interest

1. The Government of Rajasthan has received a credit from International Development Association towards Health Systems Development Project. Part of the proceeds of the credit will be applied to payment for eligible consultants under the contracts for which this invitation for bid is issued.
2. The Project Director of the RHSDP invites "Expression of Interest" from eligible media agencies/ organizations to develop a media plan for airing of spots /PSAs on mass media channels all over Rajasthan under RHSDP.
3. The agency/organization must have proven experience and capabilities in carrying out such media activities in the selected areas. The agency should have proven working experience in this area at least three years. Agency would be selected following the Quality and Cost Based Selection (QCBS) process as per the World Bank guidelines.
4. Interested agencies are required to submit their profile, giving the following details :-
 - a. Name, address, Fax No. and e-mail address of the agency.
 - b. Names and short CVs of the chief functionary and principal staff members.
 - c. Geographical area of working.
 - d. Registration status and structure of the agency.
 - e. Financial status of last three years.
 - f. List of similar assignments undertaken (completed & ongoing) in the related field in the past three years.
5. Interested agencies/organizations that meet the above mentioned criteria can download the detail Terms of Reference from website <http://rajswasthya.nic.in> and <http://www.rhsdp.org> and for further query contact during office hours at the address given below.
6. The letter of "Expression of Interest" should reach the office of the Project Director, RHSDP in the address given below on or before 1700 hours of June 21st, 2010 under sealed cover.

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Project Director
RHSDP. Jaipur (Raj.)

Terms of Reference
Hiring of Agency for Broadcast/Telecast

Background

The Rajasthan Health Systems Development Project, aided by the World Bank has been operational in the state of Rajasthan for five years, from 2004 to 2009 with the aim of improving access of poor [i.e. below poverty line (BPL)] and underserved population to healthcare; and improving the effectiveness of health care through institutional development and increase in the quality of healthcare. The project has been further extended for a period of 2 years till September 2011, and continues to echo the above Project Development Objectives.

The project is supporting the existing health systems in the state with hardware inputs like Civil works and Procurement of Equipments & Hospital Supplies; and software inputs like strengthening Training, Referral Systems, Quality Assurance, Health Care Waste Management, HMIS, and IEC.

Poor accessibility leads to poor utilization of health care services. Social and cultural inaccessibility tends to pose an important barrier to health care usage. Significant effort is required to bridge the gap between supply and demand especially for socio-economically disadvantaged sections (such as, scheduled castes/ tribes) and women since utilization of public health care by these identified groups is extremely poor in this state.

Emphasizing on this aspect, the Information, Education and Communication (IEC) under the project has focused on (i) within facility initiatives like posters, signages, citizen charter, essential drug lists etc; and (ii) within communities activities like the Village Contact Drives and ante-natal care campaigns.

The project in its extension phase will explore the audio-visual medium for creating awareness regarding services available at the project facilities and the improved quality of care and promoting health seeking behavior amongst the masses for increased uptake of services. Specifically, the project will support the development and deployment of radio jingles and animation spots for an identified set of themes and will broadcast these spot at state level through the agency.

Aim/Objectives of Consultancy:

A set of radio jingles and animation spots developed by the project need to be broadcast across the state in the most effective manner, on public and private electronic channels with the intent of:

- Communicating identified information to disparately spread target audience, focusing on tribal and desert areas in the state and the BPL population, with the basic objective of increasing awareness so as to encourage uptake of services made available through the project.
- Creating awareness of and promoting government health schemes, particularly those aimed at increasing service utilization by tribals and BPL populations, and those which are available in RHSDP facilities.
- Promoting & improving health seeking practices of people.

Key Skills Required:

- Media Planning Expert
- Media Buying Expert or Media Liaison Officer
- Campaign Monitoring Expert
- Social Researcher for need assessment, pre-testing and post intervention assessment

Scope of Work:

The consultant is required to perform the following tasks/activities as part of the strategic media planning, buying and monitoring services:

a. Media Planning:

1. Develop a media plan in consultation with RHSDP based on evidence to reach the specified target audience in accordance with the specified budget.
2. The media plan will include the plans for airing of spots/ PSAs on mass media channels including TV and radio; internet advertising; advertisements in cinema theatres through slides and PSAs; and SMS messages on mobile phones
3. The consultant may suggest a plan which may include emerging and innovative mediums
4. The plan will include suggestions regarding the existing programmes on different channels for the target audience under consideration wherein the list of health messages may be integrated as part of value addition through advocacy with the channels.
5. The consultant may also suggest stand alone or serial programming on channels for better and effective outreach
6. RHSDP will reserve the right to accept or reject any specific media or channel

b. Media Buying:

1. Once a media plan is approved by RHSDP, the agency will ensure its implementation as per the approved schedule. For implementing the plan the consultant will do the media buying at the best possible rates. The rates obtained by the consultant with different channels will be constantly reviewed by RHSDP to ensure that the consultant provided the best possible rates.
2. 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:

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

Other requirements:

1. The consultant should have an established office in Jaipur. In case, the consultant does not have an established office, it shall be required to establish such an office in Jaipur. The key professional staff required for this assignment should be located in this office.

2. The consultant must demonstrate at least 5 years of experience in developing media plans, media buying and monitoring for other organizations. The preference will be given to consultants with experience in social sector organizations.
3. The project team shall comprise of Media planning expert, media expert/media liaison officer, Campaign Monitoring Expert and Social Researcher for needs assessment, pre-testing and post intervention assessment with demonstrated expertise in the area of media planning, buying and monitoring.
4. The consultant shall as and when required engage experts to support the specialist interventions such as website communication and mobile communication.
5. The agency shall ensure consistency in the team through the project period; take on board people with extensive experience in the specified area.
6. The designated team leader (among the four experts, mentioned above), will be responsible for finalizing and submitting all reports. The consultant is free to propose other experts / support staff if required, whose CVs will not be evaluated.
7. The agency should have its accounts audited annually (audited reports of previous three years to be submitted) and certified by the concerned Bank.
8. Agency should not be blacklisted by any other government department of GOR or World Bank supported project.

Reports and time schedule

Implementation of the activities described above should be taken up in accordance with the approved media and its implementation plan. In addition the following reports shall be submitted:

1. Draft annual media plan to be submitted within three weeks of commencement of services.
2. Final media plan 3 weeks prior to commencement of the proposed campaign.
3. Fortnightly Reports on the running campaign with an analysis of the effectiveness of the message delivery and the key message disseminated during the month.
4. The complete report on the performance of the campaign to be submitted within 15 days of the completion of the campaign.
5. Annual Report on achieving communication objectives of RHSDP along with recommendations for the subsequent year to be submitted at the end of the contract.
6. A soft copy/recording of the broadcast/telecast message in DVD format to RHSDP for processing of the bill.

Provisional Sum

The contract will include a Provisional Sum, to be used for buying mediums for various media campaigns agreed during the contract period. This will include, the cost incurred by the agency towards;

- Electronic media advertising
- Internet advertising
- SMS through mobile service providers.
- Any other advertising / promotion cost agreed with the Client

The Consultant, as part of media plan to be prepared by him, prepare an expenditure plan for the application of the items to be financed from the Provisional Sum. The use and expenditure of Provisional Sum will be carried out with following general directives:

- (a) Consultant will have to take prior approval of RHSDP for the application of Provisional Sum for the above activities and for the use of ad material, number of insertions in the electronic media and any other media for such advertisement.
- (b) The release in electronic media should not be above the rates approved by DAVP (net of agency commission/discounts). If the media provide any discount/agency commission, the same should be passed as to RHSDP. For media buying, the agency will arrive at best possible package rates.
- (c) The consultant shall ensure that the total cost of media buying over the period of a year inclusive of the consultancy fee paid to the consultant is equal or lesser than the rates currently being offered by the current service provider DAVP.
- (d) The agency will be required to submit the proposal (rate) duly signed by the channel/media in original along with claim document for re-imbursement within one month of completion of campaign.

Period of Contract:

The period of contract will be for 12 months or up to 30th June, 2011, whichever is earlier with provision of annual performance review. A committee of experts comprising of the members of IEC Bureau, Government of Rajasthan and RHSDP will review the performance of the consultant at the end of every six months and RHSDP will have the option to foreclose the contract in case the performance of the consultant is not found satisfactory.

Penalty Clause:

- In the event of the agency not adhering to the timelines as agreed in work plan/schedule (delayed performance), it stands to forfeit 15% of its total fee.
- In the event of the agency being assessed poorly during mid-year evaluations due to poor performance with respect to in-effective planning, poor negotiations, poor monitoring and sub-standard reporting, it stands to forfeit 15% of its total fee.