



National Rural Health Mission
Department of Medical, Health and Family Welfare
Government of Rajasthan

**CALL FOR EXPRESSIONS OF INTEREST FOR SOCIAL MARKETING OF CONTRACEPTIVES
IN RAJASTHAN**

The Government of Rajasthan intends to invite NGOs/ Social Marketing Organizations / Private Health Institutions for Social Marketing of Contraceptives in Rajasthan for the district Jaipur, Bhartapur, Udaipur and Kota on pilot basis. The NGOs/ Social Marketing Organizations/ Private Health Institutions should ensure the following-

- To create demand and carry out distribution of condoms, OCP and related RCH products in the entire district.
- To plan, design and implement an intensive coverage in the identified districts, with emphasis on rural areas and urban slums.
- For demand generation, multi pronged approaches such as interpersonal communication at the community level, training and involvement of government/ assisted workers, use of mass media, education of chemists and doctors etc. would be required.
- For improving product accessibility, deep penetration in rural areas and product distribution in the urban areas would be required.
- The demand generation activities carried out must be multi pronged and comprehensive.
- To work with the government infrastructure and the existing private sector distribution network so that results are maximized.
- To carry out baseline, midline and end line research to assess the performance and take corrective measures.
- Delivery of services as per the project.

Eligibility Criteria:

- a) Should have a valid agreement for branded social marketing contraceptives-condoms and OCPs with the Ministry of Health and Family Welfare, Government of India.
- b) Should have been marketing its contraceptives as a distributing company with GOI for a minimum period of 5 years.
- c) Should have strong presence in Rajasthan with an annual sale of minimum 2 million condoms.
- d) Should have an earlier experience in designing and implementing an intensive approach for demand generation and product penetration in a group of districts of a state.
- e) Should have the experience of having carried out directly or through market research agencies, relevant research studies on its projects.

Applications along with all the annexures mentioned and DD of Rs. 250/- in favour of Rajasthan State Health Society, Jaipur, should be submitted on or before 10.12.07 up to 5 pm, to the following address:

Director (RCH),

Swasthya Bhawan, Tilak Marg, C-Scheme, Jaipur (Rajasthan).

Incomplete application will be summarily rejected.