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## **I Brief about the Ministry/ Department**

The Social Welfare Department, Jammu and Kashmir Government is implementing wide ranging of programme and schemes for upliftment and empowerment and improving the quality of life in rural areas.

The Ministry has many major programmes relating to Child development, Child Protection, self employment, income generation, providing social security safety net for the vulnerable segments, etc. Besides programmes directly under its aegis, as nodal department, it also collaborates with other Ministries and Departments working in the Child Protection, women's empowerment and other sections of the society.

Some of the important schemes being implemented by the department are as under:-

- a) Integrated Child Development Services (ICDS) Scheme
- b) Integrated Child Protection Services (ICPS) Scheme
- c) Rajiv Gandhi Scheme for empowerment of Adolescent Girls (RGSEAG) - SABLA
- d) Indira Gandhi Matritva Shayog Yojana (IGMSY)
- e) LADLI Beti
- f) Marriage Assistance Scheme
- g) Different kinds of Scholarship Schemes for Children
- h) Different kinds of Pension Schemes for aged

The Social Welfare Department, Jammu and Kashmir Government proposes to engage a professional communications agency for articulating its key messages and facilitating their transmission through Audio, Video and content generation and dissemination.

## **II Strategic Objectives:**

There has been a paradigm shift in recent years in the development strategy of the state government particularly in Social Welfare Department. Many of the programmes of this Ministry have become demand driven and aim at universal coverage. This calls for adequate demand articulation among the prospective beneficiaries. This can only be achieved through adequate awareness generation among the beneficiaries, grassroot implementers of programmes regarding entitlements under each of the programmes and also the processes involved in getting these benefits so that there is adequate and proper articulation of demand and efficient delivery of services. Additionally, the department also looks forward to sensitize policy makers, implementing agencies and other stakeholders, tax payers, opinion makers, NGO's, CSOs, PRIs, Banks and other financial institutions about the aims and objectives of the department and its programmes. To achieve these objectives, a comprehensive overarching IEC strategy is required to be drawn up and implemented.

## **III Hiring of professional communications firm/ agency**

To help in drawing up an IEC strategy for the Department, the department proposes to engage a professional communication agency/ organization which has been engaged extensively in the field of media and communication particularly in sectors involving multiple stakeholders and wide coverage through multiple media packages.

#### **IV Scope of Work**

- 1) Conducting a comprehensive communications Needs Assessments vis-a-vis the main stakeholders, as well as target groups.
- 2) Drawing up detailed communications strategy for the social welfare Department based on the communication needs assessment and to ensure formation of the IEC for ICDS and ICPS.
- 3) Implementation of the IEC material.
- 4) Develop Audio, Video and content generation for discrimination.
- 5) Identify the different segments of stakeholders and conducting a comprehensive Communication Needs Assessment in relation to the Vision, Mission, Objectives and Strategy of the Department.
- 6) Drawing up a detailed implementable communications strategy for the Social Welfare Department based on the Communication Needs Assessment and to ensure achievement of the IEC objectives indicated above within the framework of the department's vision and Mission.
- 7) Oversee the implementation of the communications strategy including the process of engaging specific service-providers, to deliver communication services and products, ensure quality, consistency and coherence among the various services and products and ensure that between them they comprehensively meet the communication needs.
- 8) Design and implement feedback mechanisms to understand the effectiveness of the IEC strategy including holding of surveys, organizing events and implement or oversee organization of such surveys & events.
- 9) Analyse feedback to fine tune the communication needs and solutions or the services and products under the communication strategy.

- 10) Awareness generation through content writing, Audio and video formation and discrimination for the general public.
- 11) As per ICDS guidelines, IEC, Campaigns and drives, etc. need to emphasize upon:-
- (a) Information dissemination and awareness generation on entitlements, programmes behaviours and practices
  - (b) Sharing nutritional status of children at gram sabha meetings
  - (c) Linkage with VHSNC
  - (d) Voluntary Action Groups
  - (e) Village Contact drives
- 12) As per ICPS guidelines, an effective communication and public education strategy for child rights and protection has to be developed. As such the consultant/ agency has to develop a communication strategy which shall utilize all means of mass media including television, newspapers, periodicals, magazines, hoardings, bus panels, cinema halls, radio, street plays, discussion forums, etc. The communication strategy shall also include printing and dissemination of Information, Education and Communication (IEC) materials and hold consultations and advocacy workshops with members of allied systems, communities and local bodies.

## **V Period of Engagement**

The agency will be engaged for a period of one year as follows (subject to change and extension as and if required):-

- |     |   |   |          |
|-----|---|---|----------|
| I)  | Analysis of the scope of work                           | - | 1 month  |
| II) | Conduct of comprehensive communication needs assessment | - | 2 months |

III)	Discussion and approval of communication Strategy	-	1 months
IV)	Formation of the content, implementation and dissemination	-	ongoing/one year
v)	Feedback events and surveys	-	Half yearly
VI)	Fine-tuning of strategy and implementation and overseeing process	-	till the end of consultancy

#### **VI RFP Qualification –Criteria**

- 1) The agency should be a registered Company with the media objectives.
- 2) Prior experience in IEC will be given preference.
- 3) The agency should possess professional experience in the field of developing and implementation of communication/ media strategies, formation of IEC material in the field of social communication, child development, protection and empowerment of women.
- 4) The agency should not have been blacklisted by any Central/ State Government/ Public Sector Undertaking/ Autonomous bodies under Central and State Governments in India.
- 5) The agency should have the experience of working for Central/ State Government/ Public Sector Undertaking/ Autonomous Bodies- UN agencies or accredited agencies in the field of Child Protection and IEC formation. It

should have executed at least 2 Projects on development communication for social sector, Child Protection in previous years.

- 6) The agency should have adequate number of personnel with a core expert team of communication specialists.
- 7) The agency should have the resources to develop and analyse communication strategies and formation of IEC.
- 8) The agency should have or be able to set full-fledged office in Jammu and in Srinagar with infrastructure and man power/ creative personnel.
- 9) The agency should have adequate staff strength (minimum 15 ) and experts having experience professional qualification. The agency should furnish the complete details of the experts along with an undertaking from the core team of their availability throughout the project period. The core expert team to be deployed for the project should comprise:
  - (a) Two communication experts with at least 7 years of experience in designing and implementation of communication strategies for public agencies.
  - (b) One professional with at least 7 years of experience in development communication in Social Sector.
  - (c) One professional with a minimum of 7 years of experience in public relations.
  - (d) One Monitoring & Evaluation Expert.
  - (e) One Communications Procurement Expert well versed with government procurement procedures.

- 10) The agency should have the resources to implement quality, coordination and value addition functions to the products and services of the various services providers to produce a comprehensive, seamless and effective communication package.
- 11) The agency should have full-fledged office or be willing to set up one in Jammu and one in Srinagar with infrastructure and man power/ creative personnel.

## **VII Disqualifications**

Department of Social Welfare may at its sole discretion and at any time during the evaluation of Proposal, disqualify and Respondent, under the following circumstances:

1. The agency has submitted the proposal documents after the response deadlines.
2. The agency has been involved in litigation that may have an impact of affecting or compromising the delivery of services as required under this Expression of interest and in the execution of the contract;
3. The agency has made misleading or false representations in the forms, statements and attachments submitted in the Expression of Interest;
4. The agency has exhibited a record of poor performance such as abandoning works, not completing the contractual obligations properly, inordinately

delaying completion of projects or financial failures, etc. in any project in the preceding years.

5. The agency has submitted a proposal that is not accompanied by required documents or is non-responsive.
6. The agency has failed to provide clarifications related thereto, when sought.
7. The agency has been blacklisted by any Central/ State Government/ Public Sector Undertaking/ Autonomous Organisation under Central / State Government.
8. The agency has submitted more than one Proposal (without withdrawing previous proposals).
9. The agency has submitted a proposal with financial bids.
10. Any form of canvassing and attempt to influence.
11. Any other cogent reasons for fair selection.

### **VIII Selection Criterion**

1. It shall be a two cover offer subscribed as:
  - (a) Technical offer and
  - (b) Financial offer
2. Score will be based on aggregate of financial score and technical score:

Technical score = 75 points

Financial score = 25 points

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Aggregate score = 100 points

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3. Criteria of technical scoring is as under:

a) Consultant / agency profile = 05 points

b) Past experience and technical knowledge = 15 points

(as per quality of the content generation and mass media)

c) HR and expertise in the relevant field = 05 points

d) Presentation, conceptualization, creativeness and

Implementation strategy including media plan = 50 points

4. Lowest financial offer will score 25 points and the others will be given score relative to lowest financial offer.

5. The Agency(s)/ Consultant(s) will be called for presentation before the selection Committee for evaluation and award

**NB: The Department will select one or more than one agency/ consultant as per the notified criteria and discretion of the Selection Committee.**

## **IX Submission of application**

The Respondent shall submit the proposal, giving details as indicated below in hard and soft copy ( in CD) in PDF format in clearly sealed and marked envelope with following identification:

“Technical Offer” and “Financial Offer”

Both the envelopes are to be sealed and put in a main envelop super scribed as “Application for RPF for Communications Campaign, Social Welfare Department”

Envelop of “Technical Offer” should contain:-

**a) Consultant/ Agency Profile**

- i) Applications Forms I, II & III duly filled
- ii) Name, address of the Organization/ Agency.
- iii) Details of the contact persons with mobile numbers and email.
- iv) Statement of purpose in not more than 1500 words.

**b) Past experience and technical knowledge**

- i) A profile of the agency clearly delineating the domain specific expertise/ experience of the agency.
- ii) Key achievements of the organization.
- iii) Details of experience working with government organization especially in Social Sector / Rural Sector, experience of working with international organizations/ projects.

**c) HR and Technical Expertise**

Profile of key persons (core team), of organizations having relevant domain knowledge who would be assigned with the drawing up and overseeing the implementation of the IEC strategy of the Social Welfare Department, along with undertaking regarding their availability for the entire period of the project.

**e) Concept plan and implementation strategy**

Their initial understanding of the nature and scope of the consultancy, and the resources which they possess that, in their opinion, makes them particularly suited to execute the consultancy. Concept of the work and how would they get it done.

**X List of documents to be submitted**

1. Copy of registration certificate of the company along with Memorandum of Understanding.
2. Work orders/ work completion certificate issued by public/ private sector organizations supporting the claim of overall continuous experience in the field of communication, IEC and related work.
3. Work orders in respect of two completed projects undertaken in the last years in the field of social and development communication in J&K.
4. CVs of the Core Team of Experts to be deputed for the project along with certified copies of testimonials and undertaking of their availability for entire period of the project.
5. Proof of awards or other recognitions in the field of multimedia communication and advertising given by government or industry associations.
6. Proof of office in Jammu and Srinagar , Jammu and Kashmir.

Last date for submission of RFP is April 20, 2017 till 1600 Hrs IST at the following address:

State Mission Director,  
ICDS/ICPS  
3<sup>rd</sup> Floor,  
Haj House Building,  
Railhead Complex, Jammu.

#### **XI Other Terms and Conditions**

1. The agencies are advised to indicate their responses in the same order as indicated above for easy scrutiny.
2. The RFP should be submitted under the signature of the authorized signatory of the agency with official seal.
3. Selection Committee's decision regarding evaluation and selection of the offers will be final and binding on the bidders.
4. Any disputes will be resolved through J&K Disputes Redressal Act 1997 and Secretary to Government, Social Welfare Department be the arbitrator in the matters with the Hon'ble Minister for Social Welfare as Appellate Authority.

## Application Form : Part I

### General information of the Firm / Organization

A. Name of the firm/ Organization: \_\_\_\_\_

B. Register Particulars of Firm / Organization

Incorporated as \_\_\_\_\_ in year  
\_\_\_\_\_ at \_\_\_\_\_.

(state sole proprietor, partnership, Private Limited or Limited Firm)

**(furnish the copy of the Certificate of Incorporation/ Registration Certificate)**

I. Registered Office Address:

II. Branch Office Address:

III. Name of the top executive and authorized signatory:

IV. Designation:

V. Telephone Numbers:

VI. Fax Numbers:

VII. E-mail:

VIII. Mobile No:

IX. Income Tax No. (PAN):

**(furnish copy of the PAN)**

(N.B.: Also provide details as sought in Para IX on "Submission of application")

Signature (in full);

Name and title of Signatory:

Came of Firm/ Organization:

(Company/ Organization Seal)

**NB: To be kept in envelop super scribed as "Technical Offer"**

## **Application Form : Part II**

### **PROFILE OF THE FIRM / ORGANIZATION**

#### **a) Business Profile**

1. Overall experience of the Agency (List of Clients and nature of projects executed).
2. Areas of activity/ operations of the agency, along with experience (in years) for each significant activity (e.g, print advertising, TV advertising, radio advertising, print material, event management, rural marketing, audio visual films, etc)

#### **b) Technical and Managerial Capacity**

1. Details of full time professionals (by category): the agency should furnish the complete details along with CVs of the core team.
2. Details of key personnel proposed to be deployed on this assignment, along with a profile of the major accounts/ assignments handled by them in the past.

3. A) is the firm a specialized rural/ social communication agency?

**YES/No**

**Or**

- B) Does the firm have a separate rural communication division?

**YES/No**

**C) Details of firm's / Organization's experience in rural communication initiatives (Minimum 2 projects)**

<b>Name of the project (specify activities undertaken)</b>	
<b>Name of the State Govt. Agency/ Organization for whom the project was implemented</b>	
<b>Year of the project &amp; duration.</b>	

**D) Details of Awards or recognition won**

<b>Name of the Award/ Recognition</b>	<b>Year</b>	<b>Awarding Authority</b>

**(USE SEPARATE SHEETS FOR EACH PROJECT)**

Signature (in full);  
 Name and Title of Signatory;  
 Name of Firm/ Organization:  
 (Company/ Organization Seal)

**NB: To be kept in envelop super scribed as "Technical Offer"**

**Application Form : Part III**

**Workable physical assets and equipment with the organization**

<b>Assets and equipments (E.g Computer, building, vehicles)</b>	<b>Unit</b>	<b>Quantity</b>	<b>Remarks</b>

**NB: To be kept in envelop super scribed as “Technical Offer”**

**Signature and Seal of  
Authorized Signatory  
Consultant/ Agency**

**Application Form : Part IV**

**Financial Offer**

- |   |          |
|---|----------|
| a) 5 minutes movie                                    | Rs _____ |
| b) 60 seconds advertisement (creative)                | Rs _____ |
| c) Service charges for campaigns and media management | Rs _____ |
| Total   | Rs _____ |

**NB: Bidder has to indicate lump sum value for each component of the financial offer. The lowest total financial value will score 25 points and others will be given relative score, accordingly.**

**NB: To be kept in envelop super scribed as “Technical Offer”**

**Signature and Seal of  
Authorized Signatory  
Consultant/ Agency**