



Jammu & Kashmir AIDS Control Society

## Jammu & Kashmir State AIDS Control Society

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### EXPRESSION OF INTEREST

Jammu & Kashmir State AIDS Control Society invites Expressions of Interest (EOI) from competent firms (**DAVP empanelled multimedia creative agencies**) for the selection of communication agency for content creation as part of the HIV prevention programme in the UT of JK & Ladakh. The EOI is available on the website [www.jksacs.org](http://www.jksacs.org)

No.JKSACS/Proc/22/1857  
29.08.2022

Sd/-  
Project Director

No. JKSACS/Proc/2022/1857

Date: 29 .08.2022

## **NOTIFICATION**

### **Notification inviting Expression of Interest (EOI) from competent agencies for creative IEC activities as part of the HIV prevention programme in the UT of JK & Ladakh**

As part of the HIV prevention programme in the UT, Jammu and Kashmir State AIDS Control Society (JKSACS) is doing lot of IEC activities using various forms of communication tools under the mass media, mid media and outdoor media categories. To further strengthen these activities and to reach out to the masses, JKSACS needs support of a professional agency to plan, design and implement a communication strategy in order to increase the impact of IEC activities.

As part of observation of various events, it is intended to use very catchy creative ideas and materials in the field of **HIV prevention** and **related issues**, as per the requirements and themes of Days to be observed and Campaigns to be launched. As challenges in Jammu and Kashmir are unique in its own way the campaigns should take into account the most effective strategy to reach the masses across UT.

**Designs for Events** : The major events like: World Blood Donor's Day(14 June), International Youth Day (12 August), National Voluntary Blood Donation Day (1<sup>st</sup> October), World AIDS Day (1<sup>st</sup> December) and National Youth Day (12<sup>th</sup> January) are to be focused upon. The agency should design the basic materials such as banners, backdrops, invitation, badges, news paper ads, press releases, T-shirts, caps, social media posts, etc. based on the theme for each event. Agency should be proactive and start with the creative work well in advance before being asked for, as they will be knowing the dates of the events.

#### **Designs for Campaigns**

Campaigns are proposed in high priority districts focusing on Youth & Women and special campaigns for migrant population and other high risk groups. Agency has to conceptualize various ideas related to Information, Education and Communication (IEC) materials and prepare creative designs, scripting for different forms of IEC activities for the Campaigns. Creative work for the following media activities should be designed based on the themes of the Campaigns.

**Visual media:** Scripts for TV Spots, designs and artwork for social media including face-book, Twitter, Instagram, etc. and for other web activities.

**Audio Media:** Scripts for Radio spots & jingles, mobile telephone jingles and railway announcement jingles, etc.

**Outdoor Media:** Outdoor IEC activities such as hoardings, billboards, bus/train panels, bus shelters, exhibition stalls, illuminated signage, wall paintings, display panels, road show vehicles, other exhibition materials etc.

**Print Media:** Print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars, electricity and gas bills, postal stationeries, stickers, name slips and News Letters etc. Press notes/press releases to be prepared on a regular basis by communicating with officers dealing with publicity and documentation so that best practices may be publicized and JKSAACS may be visible on all media.

The Communication Tools should be developed after discussion / email communication with the JKSAACS subject matter experts to finalize course layout, objectives and time limit. JKSAACS may suggest modifying on any account (design, content, presentation etc). The AGENCY will have to satisfy the requirement of JKSAACS before finalisation.

**Terms and Conditions for the Communication Agency are as follows:**

- The agency should be empanelled with DAVP.
- The agency has to assign a **Project Leader of sufficient seniority to take decisions on behalf of the Agency**, who shall be a single point contact to JKSAACS.
- Representative from the AGENCY should meet the subject experts in JKSAACS, regularly, at different stages of content development.
- The agency should preferably have an **office** at Jammu and Srinagar, if not already present, a local representative should be located in Jammu & Kashmir so as to facilitate communication/ servicing.
- The agency should have minimum turnover of Rupees 25 lakhs per annum

**Deliverables from the assignment**

- Thematic campaign plan
- Submission of creative inputs on Thematic campaign
- Reports with suggestions for improvement based on pre and post test of the communication tools
- Report on updation on social media handles of JKSAACS
- The AGENCY will have to submit the soft copies of all materials developed in Pen drive/CDs/DVDs/Tapes

## Quality Assurance

- JKSACS would monitor standards for each communication tool developed. The quality of production will be assured by internal and external quality assurance mechanisms as set out by JKSACS.

## Reporting requirements

- The Agency will hold regular meetings with officials at JKSACS for sharing and discussing program progress, emergent lessons, and outcomes. The frequency of the meetings will be specified by the IEC division and in accordance with the periodic work plan as agreed upon by JKSACS. The date and time for meetings would be intimated by JKSACS, through formal written communications. Minutes of the Meeting shall be maintained by the agency for every meeting held with clear action plan, deliverables and timelines and circulated to all by end of same business day

## Other Requirements

- The agency should be a registered firm having minimum three years experience in communication sector. Experience in working with Govt. agencies will be an added advantage.
- The Agency will house a project team comprising a core team consisting of professionals with demonstrated expertise in their particular area of communication tool development, logistics and management. The team should have people with extensive experience of development of communication tools like behavior change communication in STI/RTI/HIV/AIDS and sexual reproductive health issues etc.
- The key staff should be conversant with the local languages for better interaction with stakeholders and partners.
- The Agency will use the reporting formats developed by/in consultation with JKSACS.
- The Agency is expected to setup a functioning team within 1(one) week from the date of signing of the contract.
- **Only short listed agencies will be called for submission for RFP who will qualify the EOI Phase.**

### **Preparation for submission of EOI**

- a) The entity / bidder shall ensure that it fulfills the eligibility criteria and other essential conditions.
- b) The required documents explicitly supporting the past experience, list of existing and past clients with details of services offered, details of similar projects executed with copies of agreements / work order set and other related details to verify all eligibility criteria must accompany the EOI.
- c) The EOI complete in all respects must be submitted together with requisite information and annexure(s). The EOI should be free from ambiguity, change or interlineations. Incomplete EOI will not be considered and is liable to be rejected without making any further reference to the entity.
- d) The agency should submit the audited statement for the last three financial years.
- e) The EOI shall be duly signed on each page by an authorized person. Documents authorizing such person must accompany the EOI. JKSAACS reserves the right to reject out-rightly any EOI unsupported by proof of the signatory's authority.
- f) The last date for submitting the EOI is **3 PM of 19 /09/2022**
- g) Please note that this is not a request for proposals. The request for proposal will be issued to short-listed agencies only.

**Sd/-**

**Project Director**