



STATE INSTITUTE OF HEALTH & FAMILY WELFARE, ODISHA
NAYAPALLI, BHUBANESWAR-751012
☎ 0674- 2394336



Addendum to the tender Ref.No.: 3079/Dated 17.05.2013 to conduct communication Study/Research

In pursuance to the tender call Ref. No- 3079/dated 17/05/2013, for "Assessment of effectiveness of Swāsthya Kantha Campaign in Odisha" published in the news paper "The Samaj & The Political & Business daily" on dated 21st & in "The Prgatibadi" on 22nd May 2013 respectively, as per the discussion held in the Pre-bid conference on dated 31/05/2013, the terms & condition added in the Finance bid document is detailed herewith for reference. **The finance bid should not exceed Rs. 9.00 lakhs (Rupees Nine Lakhs only).**

The other terms and conditions of the tender documents shall remain un-altered .The last date of submission of Bid document is extended to date **19.06.2013 at 03.30.p.m.** & the Date for opening of Bid documents is extended to **21.06.2013 at 11.30 a.m.** at SIH&FW, (O).

"The addendum is available on www.odisha.gov.in/healthportal/index.html(tender & advt. section) & www.orissa.gov.in (all tender section).

Sd\
Director,

State Institute of Health & Family Welfare, Odisha.
Nayapalli, Bhubaneswar-12

TENDER DOCUMENT
FOR
REQUEST FOR PROPOSAL FOR RESEARCH STUDY ON
“ASSESSMENT OF EFFECTIVENESS OF
SWASTHYA KANTHA CAMPAIGN IN ODISHA”

UNDER TWO-BID (TECHNICAL AND FINANCIAL BID) SYSTEM

IMPORTANT DATE / TIME

The Date Schedule is as follows:-

Date for Pre-Bid Meeting	: - Date 30.05.2013 at 11.30 A.M.
Last Date for Submission of Bids (Technical & Financial)	: - Date 17.06.2013 Till 03.30 P.M.
Date for Opening up of Bids	: - Date 19.06.2013 at 11.30 A.M.

PLACE OF OPENING OF BID DOCUMENTS, ADDRESS FOR COMMUNICATION AND RECEIPT OF BID DOCUMENTS:



**DIRECTORATE OF STATE INSTITUTE OF HEALTH & FAMILY WELFARE,
ODISHA**

Nayapalli, Bhubaneswar – 751 012

☎: – 0674-2394336

**STATE INSTITUTE OF HEALTH & FAMILY WELFARE (SIH&FW),
HEALTH & F.W DEPTT., GOVT. OF ODISHA.**

SECTION- I

BID NOTICE

Bid Ref. No.: 3079/SIH&FW/CoE/55/12 Dt.17.05.2013

The Director, State Institute of Health & Family Welfare (SIH&FW), Department of Health & Family Welfare (DoH&FW), Government of Odisha (GoO), invites sealed Request for Proposal (Technical Bid & Finance Bid) on behalf of Government of Odisha for **“Assessment of effectiveness of Swasthya Kantha Campaign in Odisha”**.

1. The selection of the successful agency will entirely be based on technical evaluation score done by the Technical Committee by evaluating the Technical Bid & Finance Bid.
2. A complete set of Bid Document may be downloaded from http://www.Odisha.gov.in/health_portal/index.html(Tender & Advt. Section) and www.nrhmorissa.gov.in by interested bidders.
3. A pre-bid conference will be held on the **schedule date** (Annexure 1) where the eligible bidders (***Only one authorized person is allowed; he/she must furnish the letter of authorization from the agency for the said purpose***) will be given a chance to clarify their doubts on the Bid documents, if any.
5. Interested and eligible Bidders are required to submit the Technical Bid in sealed envelopes. The Technical Bid should be accompanied by all necessary supporting documents as specified in this Bid Document. The EMD (In the form of Demand Draft Only) should be included in the envelope containing the Financial Bid. The complete bid document both the technical Bid & Finance Bid should be enclosed in a sealed envelope and must be delivered only by Registered Post/Speed Post/Courier to the Office of **DIRECTOR, STATE INSTITUTE OF HEALTH & FAMILY WELFARE, ODISHA, Nayapalli, Bhubaneswar – 751012** on or before 17.06.2013 by 03.30p.m.
6. The envelope containing the Technical Bid will be opened on the specified date & time (Annexure 1) in presence of Bidders or their authorized representative who choose to attend. In the event of the date specified for bid receipt and opening being declared as a holiday for the Office, the due date for submission and opening of bids will be the following working day at the above said time.

SECTION- II

SILENT FEATURES OF THE REQUEST FOR PROPSOAL

Terms of Reference (ToR) for Assessment of effectiveness of Swasthya Kantha Campaign in Odisha

Commissioned by: SIH&FW, DoHFW, GoO

Technical Support by: TMST, Odisha

BACKGROUND

The five year health communication action plan of Odisha developed by Center of Excellence in Communication, State Institute of Health and Family Welfare, DoH&FW sets its vision as “Promoting health seeking behavior, particularly of the poor and tribal people, and increase access & demand of health services to improve health outcomes in Odisha.” The Vision entails the need of communication across all programs in order to improve the health outcomes in Odisha giving special focus to the marginalized and vulnerable groups, contributing more than 60% of the population. An informed knowledge of the services they are entitled to and provision of services made at the facility level will not only increase the demand and access but also the health seeking behavior of an individual and community. Health Communication program will strengthen the linkages of service with the client and promote behavior changes on preventive and curative aspects among the population. The effectiveness assessment of the program will help in achieving the desired objectives.

In view of the same, the department through SIH&FW launched a multimedia Communication Campaign named as Swasthya Kantha Campaign in the year 2009 under the flagship program of Kantha Kahe Kahani by establishing linkage with the other two major departments namely, Women & Child Development and Rural Development; Odisha Health Sector Plan and development partners. A one month long communication campaign linked to the programmatic indicators with the target of promoting the formation and empowerment of Gaon Kalyan Samities (GKS) across Odisha in 2009. As part of this campaign a “Health Wall” (*Swasthya Kantha*) for the purpose of disseminating information and initiating group discussions on health and sanitation related aspects with the community was set up. The DoH&FW in a similar way launched another campaign using communication as a means to inform and publicize in order to achieve programmatic targets. In the year 2010 State Vector Borne Disease Control Program (SVBDCP) DoH&FW tried communication as a medium to generate demand for and cultivate the habit of using LLIN to prevent malaria while as a parallel activity LLIN was distributed state wide.

During the execution of these two campaigns the potential of GKS as a platform to execute interventions at the village level, Swasthya Kantha as a disseminating tool and the availability of untied fund giving the GKS leverage to meet the health and sanitation needs of the community was realized by the Program planners and implementers.

SWASTHYA KANTHA CAMPAIGN: SPECIFIC CONTEXT

Swasthya Kantha is a broad based multimedia, multi-sectoral mass mobilization project in the state to make it a holistic & comprehensive campaign to mobilize people’s movement in promoting health seeking behavior and equitable access to services. The objectives behind this were:

- i) Raising awareness through different forms of media regarding 4 key health issues i.e. maternal health, child health, malaria and tuberculosis, with active involvement of the stakeholders and community by end of 2011; and
- ii) Strengthening and assessing people’s Knowledge about the preventive and curative measures to be taken on health and sanitation issues of the village with improved health

seeking behaviour and easy access to services.

The '**SWASTHYA KANTHA**' Campaign is a mega communication campaign that covered more than 40,000 villages across the length and breadth of Odisha, especially in the rural hinterland, in a period of 12 months. Each of 3 months saw potential events at the local, state and district level under each thematic health related messages. The campaign directly mobilized the entire village population, which would represent people across socio-economic and religious and cultural groups and reach about thousands people per day with the messages. A mobilization of this scale and effectiveness is in itself a state event and one, which attracts media attention, generated public participation and galvanizes the public and private delivery mechanisms. Communication planning for this required a multi-pronged approach, which encompasses the following:

- Local mobilization using the health wall 'Swasthya Kantha' as the backdrop and brand 'Kantha kahe Kahani' – wall speaks stories, to generate a massive people's participation in the campaign across villages, blocks and districts.
- A poster campaign with every Gaon Kalyan Samiti each month releasing the theme of the month for discussion and health related messages for Swasthya Kantha
- A series of events as top-ups is being planned and executed in the villages as Village Contact Drives (VCD) on thematic issues. Mobile health units involved to integrate services during VCDs.
- Using mass media by developing special episodes in Radio (All India Radio-AIR) and Television (DoorDarshan-DD), every week in Wednesday at 6.15 p.m. in AIR & every Tuesday at 5.02 p.m. in DD for all 52 weeks.
- Communication Outreach to maximize effectiveness amongst critical "unreached" and media dark locations through GKS members who would be trained and equipped with material which will aid the process keeping local language and traditions in mind.

The mass media program implemented under Swasthya Kantha includes telecasting of Kantha Kahe Kahani aired in Doordarshan in every Tuesday at 5.02 p.m. & Wednesday at 6.15 p.m. for 52 weeks round the year. This program was started in 29th March 2011 and successfully completed 52 week of telecasting and broadcasting by 20th March 2012. The Kantha Kahe Kahani - Season II has begun from 6th November 2012 in DD and 7th Nov' in AIR respectively. The campaign is being implemented in all the districts of the state with emphasis on various issues related to maternal health, child health, sanitation, malaria, diarrhea & Tuberculosis. The relevant details of the campaign implemented are given below:

All India Radio, Cuttack

- i) Broadcast of Kantha Kahe Kahani Program for 30 minutes duration – weekly once on Wednesday at 6.15 p.m. for a year i.e. from 30th March 2011 to 21st February 2012 and continuing.

Doordarshan (Prasar Bharti)

- ii) Telecast of Kantha Kahe Kahani Program for 30 minutes duration – weekly once on Tuesday at 5.02 pm for a year i.e. from 29th March 2011 to 20th February 2012 & continuing.

Other Activities

- iii) Mounting of poster during Monthly meeting on Gaon Swasthya Diwas
- iv) Updatation of Swasthya Kantha at GKS Level

THEMES AND SUB-THEMES OF INFORMATION DISSEMINATION DURING THE CAMPAIGN

Below is the matrix giving details of the themes and sub themes selected for information dissemination

Key Themes	Sub-Themes
Child Health	Neonatal care and Child bearing
	Children (One month to 12 months)
	Children under five (one year to five years)
Seasonal illnesses	Malaria
	Diarrhea
	Respiratory Infections
Maternal Health	Antenatal and child birth preparedness
	Care during delivery
	Postnatal care
Nutrition and Tuberculosis	Nutrition and Anemia
	Prevention and Diagnosis (TB)
	Treatment (DOTS)

Week wise thematic plan for information disseminated during Swasthya Kantha campaign is annexed.

NEED & PURPOSE OF EFFECTIVENESS OF SWASTHYA KANTHA CAMPAIGN

Swasthya Kantha Campaign is envisaged to create awareness among common mass on around four key health issues viz. maternal health, child health, malaria and tuberculosis and the services they are entitled to and provisions made which would help to increase the demand and uptake of services by individuals and community. In this regard, the DoH&FW has made huge investments in terms of both human and financial resources to attain these objectives.

Thus, it is apparent for the department to know the effectiveness of the Swasthya Kantha campaign on the common mass; assess the processes adopted for implementation of the same and any gaps therein. In this regard, the department seeks to conduct an Effectiveness of the Swasthya Kantha campaign which would include assessment of activities, processes and effectiveness of the same. The purpose behind the assessment is to gauge the effectiveness of the campaign and to utilize the findings for further improving and strengthening the campaign for achieving better health outcomes in the state.

OBJECTIVES OF THE EFFECTIVENESS ASSESSMENT

The objectives of the Effectiveness of Swasthya Kantha campaign are to:

- i) Understand and assess the effectiveness of the campaign on improving knowledge, behavior and practices relating to integrated health, nutrition, water & sanitation and hygiene.
- ii) Assess the extent of reach and exposure of the target audiences to the campaign in terms of target audience recall, comprehension and appeal of the theme
- iii) Assess the effectiveness and quality of various subset of activities implemented under Swasthya Kantha campaign e.g. multimedia program, poster program, etc.
- iv) Map and assess the activities and process adopted for rolling out the campaign and also assess the extent of involvement and mobilization of various stakeholders at the community, block and district level

- v) Assess the engagement and contributions made by community based institutions like GKS, SHGs, etc. in the Swasthya Kantha campaign
- vi) Suggest measures for improving and strengthening the communication strategy of the campaign

SCOPE OF WORK

GEOGRAPHIC SCOPE OF WORK

The assessment will be undertaken in the sample districts selected from different parts of Odisha.

THEMATIC SCOPE OF WORK

- i) Review of existing background documents on Swasthya Kantha Campaign and consultation with key state level stakeholders for getting an understanding about the program
- ii) Mapping out the activities and sub-activities under each component of the campaign: Local mobilization using the health wall 'Swasthya Kantha'; A poster campaign with every Gaon Kalyan Samiti; Village Contact Drives on thematic issues; Engagement of mobile health units; mass media by developing special episodes in Radio and Television, every week on Tuesday at 5.02 p.m. in DD & on Wednesday at 6.15 p.m. in AIR for all 52 weeks; capacity building of GKS for maximizing effectiveness on unreached;
- iii) Developing study design and tools/instruments of data collection in consultation with SIH&FW and TMST encompassing key variables under different components of the campaign mentioned in point number two.
- iv) Mapping and assessing processes adopted for undertaking the state wide campaign e.g. formation of working groups / committees / sub-committees; branding of the campaign; selection of specific health issues; content development; selection of appropriate media mix; communication modes & channels & appropriateness; campaign duration; Production of TV and Radio programs and IPC tools (posters, activity calendar and guideline); Distribution of IPC tools to villages; State, district and Block level orientation and capacity building initiatives; and monitoring & supervision.
- v) Identify process level best practices and gaps / constraints and seek solution from the primary and secondary stakeholders engaged in the campaign
- vi) Assessing knowledge of target audiences on health, nutrition, water & sanitation and hygiene in general and messages communicated through the campaign in specific.
- vii) Identify sources of information for the knowledge gained by the target audience and understand relation and linkage of the same with the Swasthya Kantha campaign.
- viii) Assess and measure coverage of the target audiences and outreach of each of the key components of the campaign. Assess effectiveness of various modes and channels used for the campaign.

- ix) Assess the effectiveness of campaign on community behavior and their practices relating to health, nutrition, water & sanitation and hygiene on common mass and on different sub-set of population.
- x) Identify information requirement and communication needs of people for further improving their knowledge, behavior and practices.
- xi) Assess district wise variations in processes adopted for implementation of the campaign and variations in terms of its effectiveness on different sub-set of populations.
- xii) Collect data on all the above parameters; undertake data entry, cleaning & analysis; prepare data tables; and interpret data and prepare reports; wherever necessary prepare case study and success study in the report
- xiii) Recommend measures for improving and strengthening communication strategy.

METHODOLOGY

DESIGN & METHODS OF THE ASSESSMENT

The Effectiveness will be undertaken using exploratory and analytical / comparative research design. Exploratory design in particular would help to explore into the various activities & processes undertaken in the campaign; and would help to know the various contributory factors in achieving the effectiveness of the campaign. The analytical / comparative design would help to know the variation in process adopted and effectiveness among different districts. Apart from district wise comparison, it would also help to compare the effectiveness on different sub-set of population.

Keeping the design and scope of work in mind, the assessment will use mixed method approach, combining both quantitative and qualitative research methods.

The Detail methodology and study design, Timeline with samples size and detail sampling method will be submitted by the agency.

○ TIME DURATION OF CONSULTANCY

Three months (Twelve weeks), starting from the date of award of contract

○ DELIVERABLES

- i) Submission of final study instruments by 1st week
- ii) Submission of study findings & data collection completion report by 10th week
- iii) Submission of draft report by 11th week
- iv) Submission of final study report (incorporating feedback) by 12th week in three sets (each set in booklet format).

○ REPORTING

The final reporting will be to Director-SIH&FW and intermittent reporting to PMU, COE, SIH &FW.

SECTION- III

ELIGIBILITY CRITERIA

- A) The Agency should be in business of consultancy at least for three years.
- B) The Bidder must have completed successfully at least two projects of similar nature during last 3 years preceding to the current financial year. (Annexure 3)
- C) The bidder should be a registered organization (either under Companies Act 1956 or any other Act time being in force in India).
- D) The bidder should have an average annual turnover of not less than 20 Lakhs in the immediately preceding three financial years. In this regard, a Turnover Certificate from practicing Chartered Accountant/Auditor should be furnished in the specified format as mentioned in (Annexure 4).
- E) The Bidder should produce Service Tax Registration Certificate and the latest return on Service Tax (Attach attested photo copy).
- F) Bidders should not be under a declaration of ineligibility for corrupt and fraudulent practices issued by any Biding Authority (Government or Public Sector Corporation). A Self-declaration Certificate should be enclosed. (Annexure 5)

N: B – The bidders need to attach photocopy of every such documents which will substantiate the above given data. Failure to comply with this requirement may result in the disqualification of the bidder from this tendering process.

SECTION- IV

INSTRUCTIONS TO THE BIDDERS

1. COST OF BIDDING

The Bidder shall bear all the costs associated with the preparation and submission of its bid, and the Biding Authority in no case, will be responsible or liable for these costs, regardless of conduct or outcome of the bidding process.

2. BIDDING DOCUMENT

- 2.1 The Bidder is expected to examine all instructions, forms, terms and specifications in the bidding documents. Failure to furnish all information required by the bidding documents or submission of a bid not substantially responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.
- 2.2 The bid proposal must be properly indexed and numbered serially. Any loose document submitted by bidders will be rejected. Bids without proper indexing may be liable for rejection.

3. CLARIFICATION OF BIDDING DOCUMENTS

Bidders may seek clarification on the bid document or about any condition of the Bid in the Pre bid conference fixed for this purpose. In the event of any clarification required and issued in writing, it shall form the part of the Bid document

4. AMENDMENT OF BIDDING DOCUMENTS

- 4.1 At any time prior to the deadline for submission of bids, the Biding Authority may, for any reason, whether on its own initiative or in response to the clarification requested by a prospective Bidder, modify, change, incorporate or delete certain conditions in the bidding document.
- 4.2 Any amendment to the original Bid document will be updated on the website - http://www.Odisha.gov.in/health_portal/index.html (Tender & Advt. Section) & www.nrhmorissa.gov.in and also be put in the notice board of SIH&FW office at Nayapalli.
- 4.3 In order to allow prospective Bidders reasonable time to take into consideration the amendments while preparing their bids, the Biding Authority at its discretion, may extend the deadline for the submission of bids.

5. LANGUAGE OF BID

The bid prepared by the Bidder, as well as all correspondence and documents relating to the bid exchanged by the Bidder and the Biding Authority shall be in English only.

6. FORMAT OF THE BID

The Bid should be submitted in English and be set out in two main parts;

- **Part A – Executive Summary**
- **Part B – Technical Bid**
- **Part C – Finance Bid**

Parts A & B may be put together in **ONE SEALED ENVELOPE**. No publicity material is required. Part C may be put in separate envelop. The two envelop should be covered in a single envelop.

PART A – EXECUTIVE SUMMARY

This should be a brief overview of the Bid covering how bidder intends to achieve the outputs and the assessment of the resources required.

PART B – TECHNICAL BID

The Technical Bid should be structured in 6 sections:

- Section 1** Any Qualification to Terms of Reference
- Section 2** Technical Response (including method of implementation and work plan in the form of a Gantt chart showing activities, milestones, deliverables etc. against time)
- Section 3** Names & CVs of personnel to work on this project (in the CV please cover name of staff, nationality of staff, profession/designation of staff, proposed position in the team, whether employee of the firm, number of years with the firm, key qualifications, education, experience and languages known)
- Section 4** Personnel Inputs against each activities/tasks of the ToR in tabular format– including person days without any reference to fees
- Section 5** Previous experience of the firm in similar types of assignments completed during last 3 years (please indicate name of assignment, name/address of employer, date of award of assignment, date of completion of assignment, value of the assignment and role of the firm viz. prime consultant, sub-consultant, consortium member etc.)
- Section 6** Matters not appearing in any other section, e.g. the service tax registration number (for Indian firms only), PAN Number, the turnover certificate, financial statements (Balance Sheets and Profit & Loss Account), tax audit report (under Section 44AB of Income Tax act 1961), financial aspects of joint venture Company (if applicable), parent company guarantees (if applicable), etc.

The bidders must submit a CD containing the soft copy of the Technical Bid in MS-Word format (to be submitted in the same envelope).

7. NOMINATED PERSONNEL

Bidder must:

- a) confirm that all personnel will be available to provide the required services for the duration of the contract
- b) give the name of their employer or state if self-employed if any of the personnel is not a member of the Bidder's staff
- c) if nominating an ex-DoH&FW/DWCD, GoO employee who has left the service within the past 2 years, include a letter from the DoH&FW/DWCD, GoO granting permission for them to undertake the services (provide such certificate/supporting document)

8. GOVERNMENT TAX

The total value of the assignment will be inclusive of any government tax as will arise there on.

9. ALTERATIONS TO BIDS

Any manuscript or other alteration to the Bid must be countersigned and dated by the person submitting the Bid. The Bidder must not alter the RFP documents.

10. PACKAGING AND DELIVERY OF BIDS

10.1 Bids must be delivered in 2 copies, in ONE double sealed envelope clearly labelled with the following:

- Bid Title
- Bid's Reference Number
- Bid Due Date
- Bidder's Name

and should be addressed to **Director, State Institute of Health & Family Welfare, Odisha, Nayapalli, Bhubaneswar-751012**, Phone- 0674-2394336. Respective Envelopes should be clearly marked as **BID FOR RESEARCH STUDY** and should reach the office of the Director, SIH&FW by 17.06.2013 by 03.30p.m. (Indian Standard Time). **The bids must only be sent through registered post/speed post/Courier**. Late Bids will not be accepted in any circumstances and will be returned unopened. No special pleadings will be accepted. Faxed or e-mailed Bids will not be accepted.

10.2 **SIH&FW** accepts no responsibility for the premature opening of any incorrectly marked Bids.

11. PAYMENTS

Terms of Payment:

1. SCHEDULE OF PAYMENT PREFERRED BY THE CONSULTANT

PAYMENT CONDITION	NO. OF DAYS FROM SIGNING OF CONTRACT	AMOUNT (INR)
1 ST INSTALLMENT	ON SIGNING OF THE AGREEMENT	<u>15 % OF THE AGREED AMOUNT</u>
2 ND INSTALLMENT	ON FINALIZATION OF STUDY INSTRUMENTS & SUBMISSION OF 1 ST FIELD APPRAISAL REPORT	<u>25 % OF THE AGREED AMOUNT</u>

3 RD INSTALLMENT	ON SUBMISSION OF STUDY FINDINGS AFTER COMPLEATEION OF FIELD WORK WITH ALL EVIDENCES ALONG WITH DRAFT REPORT.	<u>25 % OF THE AGREED AMOUNT</u>
4 th INSTALLMENT	ON SUBMISSION OF FINAL REPORT AFTER INCLUDING THE FEEDBACK FROM SIH&FW (O).	<u>25 % OF THE AGREED AMOUNT</u>
FINAL INSTALLMENT	<u>AUDITED FINANCIAL STATEMENT BY A CHARTERED ACCOUNTANT WITH CERTIFIED UTILISATION CERTIFICATE IN OGFR-7A FORM</u>	<u>BALANCE OF 10 % OF THE AGREED AMOUNT</u>

Note: The payment shall be released within 30 days from date of receipt of valid invoice.

12. OTHER INFORMATION

12.1 Conflict of Interest

Bidders must disclose in their Bid details of any circumstances, including personal, financial and business activities that will, or might, give rise to a conflict of interest; this includes any sub-contractor, if they were awarded this contract. Where Bidders identify any potential conflicts, they should state how they intend to avoid such conflicts. **SIH&FW** reserves the right to reject any Bid which, in **SIH&FW**'s opinion, gives rise, or could potentially give rise to, a conflict of interest.

12.2 Disclosures

12.2.1 The Bidder must disclose:

- a) If they are or have been the subject of any proceedings or other arrangements relating to bankruptcy, insolvency or the financial standing of the Bidder including but not limited to the appointment of any officer such as a receiver in relation to the Bidder's personal or business matters or an arrangement with creditors or of any other similar proceedings.
- b) If they or any of the Bidder's sub-contractors have been convicted of, or are the subject of any proceedings, relating to:
 - A criminal offence or other offence, a serious offence involving the activities of a criminal organisation or found by any regulator or professional body to have committed professional misconduct.
 - Corruption including the offer or receipt of any inducement of any kind in relation to obtaining any contract, with DoH&FW/SIH&FW, or any other donor of development funding, or any contracting authority.
 - Failure to fulfil any obligations in any jurisdiction relating to the payment of taxes or social security contributions.

12.2.2 If a Bidder or related company or any individual discloses details of any previous misconduct or complaint, **SIH&FW** will seek an explanation and background details from them. At the sole discretion of **SIH&FW**, an assessment as to whether the Bidder will be allowed to submit a Bid will then be made.

12.3 Joint Venture (or other form of association) Bids

- 12.3.1** Where the Bid is submitted by the Bidders in conjunction with one or more associates then, in the absence of a Joint venture agreement the 'Associate' shall be deemed to be a sub-contractor to the Bidders and shall not be a party to the contract.
- 12.3.2** Bids submitted by potential Joint Venture partnerships must include in the Bid documents a "Letter of Intent to form a Joint Venture" in the event of being successful and:
- a.** be signed by a duly authorised representative of each partner with details of each signatory provided in print below each signature
 - b.** include an express provision that each partner is jointly and severally liable in respect of the Bidder's obligations
 - c.** provide details of the name of the partner nominated to act as manager of the Joint Venture and who is authorized to act for the Joint Venture in terms of committing it to any obligations and liabilities and to receive and act upon instructions from **SIH&FW** and to make and receive payments
 - d.** state full details of the proposed structure; the division of technical responsibilities between the partners and intended capitalisation

13. SIH&FW'S TREATMENT OF THE BID

SIH&FW is committed to ensure Value for Money* in complex procurements. Therefore, when bidder submit a Bid, we will

- a.** Ensure Bids are registered upon receipt and held securely until after the deadline for receipt of Bids
- b.** Witness the opening of all Bids after the time and deadline for receipt of Bids
- c.** Return, unopened, any Bids received after the deadline of receipt of Bids
- d.** Disqualify any non-compliant Bids (i.e. Bids failing to meet the terms of these instructions) received.
- e.** Ensure that all Bids are evaluated objectively, in line with the evaluation criteria specified in the covering letter
- f.** Following evaluation, inform the Bidders within 15 working days of the decision being made
- g.** Following evaluation, provide feedback to each Bidder within 15 calendar days of written request and within the bounds of confidentiality
- h.** ensure the award of the Contract through a valid work order

* Value for money is defined as the optimum combination of whole-life cost and quality to meet requirements.

EARNEST MONEY DEPOSIT

- 13.1** The Bidder shall furnish, as part of its bid, an Earnest Money Deposit (EMD)/Bid Security in the form of a DD drawn in favour of Director, **SIH&FW**, payable at SBI, Bhubaneswar, for an amount as mentioned below. The EMD will be non-interest bearing. The bidder already applied in the last bid process whose EMD has not been refunded so far, need not submit fresh EMD with the bid document this time. However, the bidder has to produce the details of EMD submitted earlier with the bid document.
- 13.2** The EMD shall be in Indian Rupees only, **Rs.10000/-**
- 13.3** Unsuccessful Bidder's EMD will be refunded without interest.
- 13.4** The successful Bidder's EMD may be adjusted towards Performance Guarantee.
- 13.5** The EMD shall be forfeited:
- If a Bidder withdraws its bid during the period of Bid validity specified by the Bidder on the Bid document.
 - or in case of a winning Bidder, if the Bidder fails to sign the Contract.

14. PERFORMANCE GUARANTEE

- 14.1** The winning bidder will furnish a non-interest bearing Performance Guarantee of @3% of the agreed Bid Value amount in form of a Demand Draft, in favour of Director, **SIH&FW**, payable at SBI Bhubaneswar.
- 14.2** The winning bidder shall guarantee the assignment to be completed as per scope of work, tasks and deliverables as laid down in the Terms of Reference of this particular assignment and as given in this bid document. In the event of the winning bidder failing to achieve the guaranteed performance as laid down in the Contract Agreement due to reasons directly attributable to the winning bidder, then the Performance Guarantee amount will be forfeited partly or fully proportionate to the extent of damage/loss sustained by SIH&FW as deemed fit by the decision of the Technical Committee.

15. PERIOD OF VALIDITY OF BIDS

- 15.1** Bids shall be valid for 6 months after the date of bid opening. A bid valid for a shorter period shall be rejected by the Bidding authority as non-responsive.
- 15.2** In exceptional circumstances, the Bidding Authority may solicit the Bidders consent to an extension of the period of validity .The request and response thereto shall be made in writing.
- 15.3** Bid evaluation will be passed on the bid prices without taking into consideration the above changes.

16. SCALABILITY

The entire assignment as mentioned in this bid document may be assigned to more than one agency at the sole discretion of the technical committee.

17. ASSESSMENT OF THE BIDS

The broad evaluation criteria, shall be as per the detail data to be given in the technical bid sheet attached at Annex-7:The bidders are required to fill the table in Annexure 7 and also need to attach photocopy of every such documents which will substantiate the above given data, failing over which marks will not be awarded to the particular segments.

TERMS & CONDITIONS

18. Terms and Conditions RFPs: -The general terms and conditions which will form part of the agreement are given as below.

ANNEXTURE

Sl.No.	Terms & Conditions	Documents to be Submitted
1	The organization should be a bonafide registered body. The organization has to be its registered office at in Odisha preferably at Cuttack/Bhubaneswar.	Duly attested Photocopy of Permanent registration certificate The proof of the address of the registered office is to be attached.
2	The organization should have PAN, Service Tax Registration certificate.	Duly attested Photo copy of PAN, Service Tax registration are to be attached.
3	Average Annual turnover of the bidder must be \geq Rs. 20 Lakhs in last three preceding financial years immediately preceding financial year.	Audited Balance Sheet & P&L account along with the IT return copy of last three Consecutive financial years immediately preceding the current financial year.
4	<p>The organization will have to submit an Affidavit (on original stamp paper of relevant value) with following clauses:-</p> <ol style="list-style-type: none"> 1. It has not been blacklisted by any Government Organization 2. The organization does not have any legal suit / criminal case pending against it for violation of PF /ESI/MW Act or any other law. 3. That the organization agrees to abide by all terms & conditions of tender 	Declaration in affidavit is to be submitted.
5	<p>Tender must be accompanied by EMD Deposits of Rs. 10,000/- (Ten thousand only) for each single item quoted in shape of Demand Draft drawn on any Nationalized Bank in favour of <u>Director, SIH&FW, Bhubaneswar, Odisha , payable at Bhubaneswar.</u></p> <p>Tenders if not accompanied by EMD Deposit will not be considered. EMD of unsuccessful bidders will be returned without interest after finalization of bid. EMD of successful tenderer will be retained & will be refunded on successful completion of the assigned responsibility.</p> <p>The EMD may be forfeited:</p> <ol style="list-style-type: none"> (a) if the Bidder withdraws its bid during the bid validity period; or when bidder withdraws or modifies the offer after opening of technical bids (b) in the case of a successful bidder, if the Bidder fails within the specified time limit to (i) sign the contract, or (ii) furnish the required performance security or (iii) when bidder does not execute the agreement prescribed within the specified time and iv) when there is violation of agreed upon contract. 	Demand Draft is to be submitted along with the tender documents.

Sl.No.	Terms & Conditions	Documents to be Submitted
6	The successful bidder will have to deposit additional security deposit/performance security @ 3% of the agreed value in shape of Account payee Demand Draft drawn on any Nationalized Bank <u>payable at Bhubaneswar in favour of Director, SIH&FW, Bhubaneswar, Odisha &</u> shall be returned on successful completion of the assignment without interest.	To be submitted at the time of Acceptance of the work order
7	Conditional Tenders like alternative price offers etc. are liable to be rejected. The tender, which is not as per our required specifications, will not be considered. Part tender will be summarily rejected.	
8	All information, documents and data coming in the possession of the organization as a result of execution of the job shall at all time remain the property of the Director, SIH&FW, GoO. The organization shall not make or allow any of his employee or agents etc. to make an unauthorized copy, use, access or other utilization of this material commercially or otherwise, directly or indirectly except as agreed to by the Office. The organization shall also ensure complete confidentiality of the information and data provided to it in the course of carrying out the responsibility.	
9	The Director, SIH&FW, GoO reserves the right to accept or reject any or all the tenders without assigning any reasons whatsoever.	
10	Under no circumstance shall the organization appoint any sub-contractor or sublease the contract. If it is found that the organization has violated these conditions the contract will be terminated forthwith without any notice and security deposited by the organization shall be forfeited.	
11	The head of the organization (bidder) should submit an authorization and specimen signature of their authorized signatory.	
12	The authority reserves the right to add/amend/ delete any of the terms & conditions as laid down herewith, for the sake of public interest during the contract agreement.	
13	The authority reserves the right to inspect the relevant documents or records concerning to the assigned work as and when required or may call upon the records at time of audit or any other requirements by giving proper prior notice to the agency.	
14	The authority reserves the right to accept or reject any or all the tenders without assigning any reasons thereof.	

*****All these points mentioned in this bid document are inclusive in nature*****

SECTION- V
ANNEXTURES

Annexure 1

SL No	SUMMARY OF VARIOUS ACTIVITIES	
1	Bid Reference No	SIH&FW/CoE/3079/55/12 Dt.17.05.13
2	Date of commencement of downloading the Bid Document	Date 22.05.2013
3	Date & time of Pre Bid Conference	Date 29.05.2013 at 11:30 a.m.
4	Last date & Time for submission of Bid	Date 17.06.2013 at 3:30 p.m.
5	Date & Time of opening of bids (Technical) and presentation by the bidders	Date 19.06.2013 at 11:30 a.m.
6	Venue of pre bid conference, & place of issue of bid document, acceptance and opening of bids & address for communication	Conference Hall, Directorate of State Institute of Health & Family Welfare, Odisha, Nayapalli, Bhubaneswar-751012
7	The Bidding Authority	Director, SIH&FW

- Any changes to the above schedule will be communicated in the Notice Board in SIH&FW office at Nayapalli.

Forwarding Letter to Director SIH&FW

Annexure 2

Bid Proposal Sheet

Bidders Proposal Reference No. and Date :

Bidders Name and Address :

Person to be contacted :

Designation :

Telephone No(s) :

Telex No. :

Fax No. :

To

Director

State Institute of Health & Family Welfare, Odisha
Nayapalli, Bhubaneswar – 12

Subject: PROPOSAL FOR _____

Sir,

1. We, the undersigned Bidders, having read and examined in detail the Specifications and all the bidding documents in respect of _____

2. EMD

We have enclosed a Demand draft (DD no. -----, Bank -----, Dated-----) in favour of The Director, **SIH&FW**, payable at SBI, Bhubaneswar for the sum of Rs.----- only). This EMD is liable to be forfeited in accordance with the provisions of Bid documents.

We declare that all the Services/Works shall be performed strictly in accordance with the Scope of Work.

We hereby declare that our proposal is made in good faith, without collusion or fraud and the information contained in the proposal is true and correct to the best of our knowledge and belief.

Thanking you,

Yours faithfully,

(Signature)

Printed Name and Designation

Seal with Date & Place

Annexure 3

WORK EXPERIENCE CERTIFICATE FOR CONSULTANCY

1.) Name of the firm _____

Name of the Assignment/Work _____

Period from _____ to _____.

2.) Name of the firm _____

Name of the Assignment/Work _____

Period from _____ to _____.

Date: _____

Place: _____

Signature of the Bidder

ANNEXURE – 4

ANNUAL TURN OVER STATEMENT

(To be issued in the letter head of the Auditor/Chartered Accountant)

The annual turnover of M/s engaged in the business ofduring last three financial years are as follow and certify that the statement is true and correct.

<u>Sl. No.</u>	<u>Year</u>	<u>Turnover in Lakhs / Crores</u>
1.	2010-2011	-
2.	2011-2012	-
3.	2012-2013	-

Date:

Place:

Signature of Chartered
Accountant/ Auditor
Registration No.
Seal

N:B:- In case the firm/agency/NGO have not completed the audit for the FY-2012-13 during submission of the RFP, the status of the 3preceding financial year prior to the fy-2012-13 may be submitted and the calculation of the annual turnover may be calculate accordingly. However the agency needs to submit an undertaking for the same for non submission of the audited financial statement for the FY 2012-13.

Annexure 5

Self-Declaration

Ref: _____

Date: _____

To,

Director

Directorate of State Institute of Health & Family Welfare

Nayapalli

Bhubaneswar – 12

Odisha

In response to the tender No. _____ dt.

_____ of Ref. _____ as an owner/ partner/ Director of

_____ I hereby declare that I have carefully gone

through the Terms & Conditions contained in the Tender Document

regarding _____ . I hereby

declare that our Agency _____ has not been debarred/black listed by

any reputed Government / Semi Government organizations/University for quality/ service products

nor is there any pending dispute regarding short shipment/ installation/ service and is having

unblemished past record and was not declare ineligible for corrupt & fraudulent practices either

indefinitely or for a particular period of time. I further declare that all the provisions of this Tender

Document are acceptable to my Company/Agency/Consortium. I further certify that I am an

authorized signatory of my company and am, therefore, competent to make this declaration.

Signature: -

Name of the Bidder: -

Seal of the Company: -

Annexure 6

BIDDER'S AUTHORISATION CERTIFICATE

To,

Director

Directorate of State Institute of Health & Family Welfare

Nayapalli

Bhubaneswar – 12

Odisha

<Bidder's Name> _____, <Designation> _____

is hereby authorised to sign relevant documents on behalf of the company in dealing with Tender of reference <Tender No. & Date> _____.

He is also authorised to attend meetings & submit technical & commercial information as may be required by you in the course of processing above said tender.

Authorised Signatory.

Thanking you,

<Company Name>

Seal

DATA SHEET FOR TECHNICAL BID

SL NO	CRITERIA	Data To Be Given Specifically	Relevant Documents Attached Or Not (YES /NO)	REMARKS IF ANY
01	Organizational Constitution: - Registered Company/ Firm NGO /Reputed Institution Others			
02	Years of Experience: - (Date Of registration /Incorporation)			
03	Year of Experience of Successful completion of Projects of Similar Nature In Odisha			
04	No Of Assignments: - (i)Finished * Completed Assignments with GOVT/ with others (ii) Current * Assignment with GOVT With Others			
05	Staffs/ Consultants: - (i) Doctors (ii) Postgraduates in Social Science (iii) Any other Professional experienced in GOVT sector			
06	Amount of Fixed Asset As per Balance Sheet: - As on 31.03.13			
07	Average Annual Turnover of the FIRM/Agencies As per the Last 3years Audited Financial Statements: - 1. 2010-2011 2. 2011-2012 3. 2012-2013			
08	Presentation on the Proposal by the FIRM: - (i) Hard Copy with Colour Photography to be Submitted (ii) Quality Slide Presentation by Experts (iii) Consultants Responsiveness to the TOR, appreciation of the Projects & Suggested Methodology –Innovation, Quality assurances & extent of details.			

N: B – The bidders need to attach photocopy of every such documents which will substantiate the above given data, failing over which marks will not be awarded to the particular segments.

DECLARATION

I / we hereby certify that the terms and conditions, specification etc. given with the tender notice have been read carefully and acceptable to me/us and that the information furnished above is full and correct to the best of my /our knowledge, basing upon which I am quoting the rate in the finance bid as above.

(Signature and seal of the authorized signatory)

Place

Date

N.B:-

1. Each page of financial bid should be signed by the authorized signatory.

(TO BE FILLED UP BY THE BIDDER WITH OFFICIAL SEAL & SIGNATURE)

FINANCE BID**Annexure 8**

- **PROJECT EXPENSES**

- Costs should be shown separately in the format set out below using separate sheets to provide full details under each heading. Government taxes, if applicable, should be shown separately on the Summary in pro forma 3.
- Projected reimbursable costs should be shown separately in the format set out below using separate sheets to provide full details under each heading. Unit prices should be quoted for such items as air fares (stating the class of fare envisaged), subsistence, property rents and local transport (where this is to be provided by the Proposers).

	NO	RATE	COST (Rs)
FARES			
Other travel costs (specify)			
Vehicle Rental for Local Travel			
Sub Total			
SUBSISTENCE person/days			
Sub Total			
ACCOMMODATION person/days City-----			
Other cities (specify)			
Sub Total			
COMMUNICATION including telephones and postage			
DOCUMENTATION AND REPORTING including computing expenses			
ANY OTHER (Specify)			
TOTAL PROJECTED REIMBURSABLE COSTS: (B) Rs			

2. **SUMMARY OF FEE RATES AND EXPENSES**

PARTICULARS	AMOUNT (INR)
Total Fees (A)	
Total Project Expenses (B)	
Sub Total	
Service Tax	
TOTAL	

N.B : Director, SIH&FW, Odisha reserves the right to cancel the Biding process at any point of time and also reject/cancel the RFP / Tender without assigning reason thereof.

WEEK WISE THEMATIC PLAN FOR INFORMATION DISSEMINATED DURING SWASTHYA KANTHA CAMPAIGN

Annexure

Week 1 – Important to become mother only after 20 years of age	Child bearing and neo natal care (Zero to one month)
Week 2 - Check for danger signs in the new born and consult ASHA/ANM immediately if found any	
Week 3 - Minimum of three years gap is essential between two children	
Week 4 – Practices to be followed immediately after delivery	
Week 5 – Immediately consult ASHA in case of any danger signs	Infant care for healthy childhood (2nd month to 12 months)
Week 6 – Gradually introduce semi solid diet to the child	
Week 7 – Follow the immunization schedule and protect the child from serious illnesses	
Week 8 – Do not leave the infant under the care of young children	
Week 9 – Eating nutritious food helps in overall development of a child	Healthy childhood – A strong foundation (One to five years)
Week10 – Guard against worms and anaemia	
Week 11 – Protect against malaria, diarrhoea	
Week 12 – Services available at Anganwadi centres	
Week 13 – Keep away mosquito to stay away from Malaria	Do not neglect fever
Week 14– Contact ASHA for any fever which is for more than one day and ensure complete treatment to get rid of Malaria	
Week 15 – At the first sign of any serious complication contact ASHA or visit fever depot	
Week 16 – Pregnant women and children under 5 are most vulnerable	
Week 17– Dirty hands, open defecation and unclean surroundings are bearers of diarrhoea	Wash your hands with soap regularly and stay from Diarrhoea
Week 18 – Drink ORS or sugar and salt water solution to guard against dehydration	
Week 19 – Prevention of diarrhoea is easier than its cure	
Week 20 – Follow hygienic practices and spare yourself from diarrhoea	
Week 21 – Any kind of infection that occurs in the respiratory system is known as respiratory infection.	Take care of common cold and cough to protect from respiratory infections
Week 22 –Watch out for symptoms of respiratory infections and immediately seek medical help	
Week 23 – Children below five years especially infants and men are more vulnerable to respiratory infections	
Week 24 – Prevention of common cold and cough will protect from respiratory infections	
Week 25 –Register your name after identification of Pregnancy	Pregnancy is precious – Take proper care
Week 26 – Eat good food and take plenty of rest and consult ASHA/ANM in case of any danger sign	
Week 27 – Support the daughter-in-law/wife during pregnancy	
Week 28 – Know about delivery and be prepared	
Week 29– Another life is joined to yours, don't delay get all the help you can	Provide timely support to pregnant woman for safe delivery
Week 30 – As the delivery date draws nearer increase interaction with ASHA	
Week 31 – Avail services at hospital for safe delivery and new born care	
Week 32 – Don't rush home after the birth stay for at least 48 hours	
Week 33 – Practices to be followed immediately after delivery	Care of mother and child immediately after delivery
Week 34 – Call Janani Express incase you identify any danger sign	
Week 35 – Ensure weight measurement and BCG and polio drops given	
Week 36 – Don't be in a hurry to have the second child	
Week 37 –Mothers milk is nectar for the infant (Maa ra khira shishu pai amruta)	Prevent anaemia by giving nutritious food amongst children
Week 38 – Gradually start giving complementary feeding that will help in overall development of the child	
Week 39 – Anaemia can stunt the growth of your child. Prevent undernourishment	
Week 40 – Vitamin A prevents blindness, infection, under- nutrition	
Week 41 –How does one get TB and not get TB	TB is preventable if proper care is taken
Week 42 – Prevention is better than cure	
Week 43 – Symptoms to be kept in mind to avoid TB	
Week 44 – Visit nearby PHC to get sputum checked. Get to know your DOTS provider if diagnosed with TB	
Week 45 – Government provide free and correct medicine through DOTS provider at your village (ASHA, teacher or any one)	Complete treatment (DOTS) and save your life
Week 46 – TB cannot be cured in a day the entire treatment takes 6 to 8 months	
Week 47– Stopping treatment in between is a huge risk, take a final sputum test to know if you are free from	
Week 48– Follow a healthy lifestyle during the cure	

4 numbers of special episodes at the end of each quarter (48+4) =52 episodes