

# **EXPRESSION OF INTEREST (EoI)**

**FOR**

**Conducting Information, Education and Communication (IEC)  
activities under Swachh Bharat Mission in J&K State  
under auspices of**

**Housing & Urban Development  
Department, Government of Jammu & Kashmir**

**Dated:07.09.2016**

**OFFICE OF THE Administrative Secretary, HOUSING & URBAN DEVELOPMENT  
DEPARTMENT, CIVIL SECRETERIAT, GOVERNMENT OF JAMMU & KASHMIR  
SRINAGAR, J&K Telephone No:- 01942506060 ; e-Mail :jdp.hud@gmail.com**



**GOVERNMENT OF JAMMU AND KASHMIR**  
**HOUSING & URBAN DEVELOPMENT DEPARTMENT**  
**Civil Secretariat Jammu/Srinagar**

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**EXPRESSION OF INTEREST (EOI) FOR CONDUCTING INFORMATION, EDUCATION & COMMUNICATION (IEC) ACTIVITIES UNDER SWACHH BHARAT MISSION (URBAN) IN J&K.**

Sealed quotations are invited from eligible reputed firm/organization/agency/NGO along with supporting documents for undertaking IEC activities under Swachh Bharat Mission (Urban) in J&K State under the auspices of Housing & Urban Development Department, Government of Jammu & Kashmir.

The firm/organization/agency/NGO having experience and knowledge on IEC activities and with adequate capacity to take up the responsibility of information, education & communication (IEC) under Swachh Bharat Mission (Urban) in J&K should submit the tender in the relevant prescribed format in a sealed envelope, complete in all respects, clearly marked on the envelope "PROPOSAL FOR UNDERTAKING IEC ACTIVITIES UNDER SWACHH BHARAT MISSION (URBAN) by Hand/ Post/ Courier only **by or before 27<sup>th</sup> September, 2016 upto 4.00 PM** in the office of Commissioner/Secretary, Housing & Urban Development Department/ Mission Director Swachh Bharat Mission Civil Secretariat, Srinagar. The undersigned is not responsible for any postal delay while receiving the EOI at this end. The detailed EOI can be downloaded from the website of the Housing & Urban Development Department <http://www.jkhudd.gov.in> under the item- Tenders section at the home page.

The authority reserves the right to cancel all or any part of the EOI without assigning any reason thereof.

The tender will be opened on **29<sup>th</sup> September, 2016 at 3.00 PM** (in presence of intending bidder or their authorized representatives).

Key deliverables and specifications/details of the work/activities to be executed and proposals submitted for, are enclosed with the EOI document as annexure IV.

Sd/-

**Administrative Secretary, H&UDD/  
Mission Director  
Swachh Bharat Mission (Urban)  
Civil Secretariat Jammu.**

**No. HUD/PLAN/28-III/2015**

**Dated: 07.09.2016**

*In case of any queries and clarification, please contact:*

Joint Director (P&S)

Housing & Urban Development Dept.,

Civil Secretariat, Srinagar

**Tele fax: 0194-2506047**

**Email: [jdp.hud@gmail.com](mailto:jdp.hud@gmail.com)**

## **1. Objective of providing IEC services is:**

- To support H&UDD Department and its line departments in planning, implementation and subsequent operations of the project. The firm with diverse experience and local presence will be selected to formulate and implement a targeted community awareness, behaviour change and training programme related strategies and activities to ensure that the project is successfully implemented and delivers sustainable and satisfactory result.
- To inform, educate and persuade people to realize their roles and responsibilities, and take benefits from the Mission.
- To create awareness and motivate people to take affirmative action. Trigger behaviour change among individuals, families and communities
- To create awareness and demand for community participation;
- To create an enabling environment through strengthened coordination, Effective advocacy with media and concerned stakeholders
- Develop overall I E C strategy and action plan - in the form of messages and means of delivery for different stakeholders (meetings, ward level consultations, workshops/seminars, individual/collective meetings, presentations to institutions, mass media, other publicity materials - display hoardings, pamphlets, fliers, organizing rallies etc) and sequence of events.
- To design and implement behavioral change and awareness plans very effectively within the stipulated timeframe taking into confidence the local communities.
- To develop an electronic database for all the project related data and information collected and also the series of events and activities.
- To uploading of data of all the activities and Mission progress regarding IEC on SBM portal as per the guidelines.

## **2. Eligibility Criteria/ Terms & Conditions:**

The agencies intending to Bid for appointment as PIA shall fulfill the following eligibility conditions:

- The agency must be a registered firm / agency / organization / NGO.
- The agency should have been in business for at least 3 years with proven experience in undertaking such activities with Central / State Govt. Department / PSUs.
- Should have an average annual turnover of Rs. 10 Lacs. from similar services / activities during each of the last three years. The audited copy of the financial statements should be submitted.
- The bidding firm should be preferably from J&K state and should have a strong local presence and an experience in conducting similar campaigns in the State.
- The firm has to furnish an affidavit of not having been blacklisted by any Govt. department.
- The successful firm shall have to deposit security (bank guarantee) amounting to 3% of financial contract before signing of MOU in shape of CDR or demand draft pledged to Mission Director, Swachh Bharat Mission, J&K payable at Srinagar.
- The bid must be accompanied by an Earnest Money Deposit (EMD) of Rs. 2 Lacs only in shape of Demand Draft/CDR/FDR in favour of Mission Director, Swachh Bharat Mission, J&K payable at Srinagar.

- After selection of the suitable firm / firms, the amount of EMD shall be refunded to the unsuccessful Bidders. The EMD of the successful Bidder(s) shall be retained by the Authority till the completion of the assignment.
- No cost variation/price escalation shall be entertained.
- The selected bidder shall sign an agreement with the Department.

### **3. Terms of Payment:**

- The payment will be made on monthly basis. The payments will be made upon submission of an invoice backed by Monthly Progress Reports outlining the activities undertaken and areas covered with documentary proof like photographs, press cuttings etc.

### **4. Penalty Clause:**

For non-performance, the following, all or any penalties may be imposed on the selected agency:

- Forfeiture of Bank Guarantee in case of any midway unilateral withdrawal from the assignment.
- EMD will be forfeited in case of any midway unilateral withdrawal from the Bidding process.

### **5. Period of the Assignment:**

The tenure of assignment / contract would be for a period of 12 months from the date of signing of agreement which may be extended, if any requirements are felt and subject to availability of funds with the department.

### **6. Performance Security Deposit:**

Performance security in the form of bank guarantee @ 3% of the total project cost shall initially be valid till the end of the agreement.

### **7. Validity of Bid:**

The application Bid shall be valid for a period of 180 days from the last date of submission of application.

### **8. Withdrawal/Amendment to Bid:**

At any time prior to the last date of receipt of Bids, the Department, may for any reason, whether at its own initiative or in response to a clarification requested by a prospective Bidder, modify the RFP document by an amendment. In order to provide prospective Bidder reasonable time in which to take the amendment into account in preparing their Bids, the Department may at its discretion, extend the last date for receipt of Bids and/or make other changes in the requirements set for invitation to RFP.

The Department reserves the right to withdraw the RFP at any stage without any liability or any obligation for such withdrawal, without assigning any reasons.

### **9. Rejection of Application/Bid:**

The application / Bid for appointment is liable to be rejected, if:

- It is not received in proper sealed cover with superscription of name of the EoI (The envelope should bear the name & address of the sender).
- It is not in prescribed form and not containing all required details/information/documents.
- It is not properly signed.
- It is received after the due date and time.
- Bid is received by telex, fax, telegram or e-mail.
- Bid received without EMD.

**10. The Authority reserves the right to:**

- i. To reject any/all applications without assigning any reasons thereof.
- ii. To relax or waive any of the conditions stipulated in this document as deemed necessary in the best interest of the Authority.
- iii. To include any other items in the Scope of Work at any time after consultation in the pre-Bid meeting or otherwise during the course of implementation of the mentioned scope of work.
- iv. To select more than one agency for conducting IEC activities in the State.

**11. List of enclosures:**

The following documents have to be enclosed along with technical bid:

- i. Registration certificate.
- ii. Memorandum of Association or Constitution duly certified by the Registering Authority.
- iii. Applicant / company profile.
- iv. List of executive body duly certified by the Registering Authority.
- v. Copies of the Audited accounts and annual reports for the last three years.
- vi. Copies of IT return of the last three years.
- vii. Receipt of the TDS deducted.
- viii. Affidavit of not having been blacklisted by any Govt. department.
- ix. PAN number, TAN number order copies.
- x. Details of permanent Manpower recruited by the agency for such activities along with complete bio-data.
- xi. Financial bid in a separate / Sealed envelope.
- xii. EMD and Bid processing fee
- xiii. Applicant Proposal
- xiv. Any other document in support of the organization.

## **Annexure – I**

Letter No.

From:

Name of Agency with Complete Address of Communication

To:

Commissioner / Secretary to Govt.

Mission Director, Swachh Bharat Mission

Housing & Urban Development Department, J&K

Civil Secretariat, Srinagar.

**Sub: “Expression of Interest cum Request for Proposal for Providing Information, Education & Communication (IEC) services under Swach Bharat in J&K state, Housing & Urban Development Department, Government of J&K – Technical Bid/Commercial Bid”.**

We, the undersigned, offer to provide the services for the above in accordance with your EoI dated 07.09.2016, we are hereby submitting our Technical Proposal (As per Annexure II) both in hard and soft copy format sealed in an envelope.

We have examined the information provided in your EoI and offer to undertake the work described in accordance with requirements. This proposal is valid for one year and could be extended with mutual consent and we confirm that this proposal will remain binding upon us and may be accepted by you at any time before this expiry date.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

I confirm that I have the authority of (Name of the agency/institution) to submit proposals/tenders and to clarify any details on its behalf.

We understand you are not bound to accept any proposal you receive.

Enclosures:

Yours sincerely

Signature [In full and initials]:

Name and Title of Signatory:

Name of Firm:

Address

## Annexure - II

### FORMAT FOR SUBMISSION OF TECHNICAL PROPOSAL.

#### General Details:

##### Profile of Organization

1	Legal Name of the Agency	
2	Registered office address with phone/fax, e-mail	
3	Working experience (No. of Years)	
4	Working experience (No. of Years) in J&K	
5	Contact person/contact No.	
6	Date of Registration	
7	Act under which registered	
8	Year of I2 A registration	
9	Income Tax Certificate	
10	PAN/TAN No.	
11	No. of Staff (working for IEC) (details in a separate sheet along with their biodata)	

##### Financial Strength of the firm:

Financial Year	Turnover (in INR Lakh)
FY 2012-13	
FY 2013-14	
FY 2014-15	
Average for last 3 years	

(To be supported with Audited Financial Statements)

Technical Strength:

Summary sheet for the most relevant and recent assignments in the following format (not more than 03 assignments):

Name of the assignment	Value	Time Period (From....to....)	Brief description	Employer /Client (address and Contact) Number

Give details of the assignments of the projects undertaken in a separate sheet with documentary proof.

Authorized Signature [In full and initials]:

Name and Title of Signatory:

Name of the agency

Address:



### Annexure - III

#### Commercial Bid:

(On the Letterhead of the Consultant)

Sub: Proposal for Providing Information, Education & Communication (IEC) services under Swachh Bharat Mission (Urban) in J&K state, Housing & Urban Development Department, Government of J&K

Having gone through the RFP document and having fully understood the scope of work for the Study as set out in these documents; we are pleased to quote the following annual Professional fees for the Assignment:

#### Name of the Assignment:

**Undertaking Information, Education & Communication (IEC) services under Swachh Bharat Mission (Urban) in J&K State, Housing & Urban Development Department, Government of J&K**

S No.	Particulars	Amount in INR
1.	Total Amount quoted	
2.	Taxes if any @ % of 1	
	Grand Total	

Grand total amount in Words:

The above figure is the total amount quoted for all the activities given in annexure IV

***NOTE: Any cutting / overwriting in the Bid documents must be authenticated by the authorized signatory of the applicant Unit.***

Yours faithfully

(Signature of the applicant) (Name)

Date-----

Place-----

## Annexure - IV

### List of the activities to be implemented

<b>S No.</b>	<b>Activity</b>	<b>Activity details</b>	<b>Quantity</b>	<b>Rate</b> (To be quoted by the agency)	<b>Total Amount</b> (To be quoted by the agency)
1.	<b>Cleanliness/ Awareness drives.</b>	<ul style="list-style-type: none"><li>➤ Two drives in two Govt. hospitals in Srinagar &amp; Jammu City involving JMC/SMC staff, school children, Govt. employees, local community members, local shopkeepers, volunteers etc.</li><li>➤ Cleanliness equipment like brooms- 100 (long handle), dustbins 50 (50 Ltr. PVC), Sanitation kits - 200.</li><li>➤ Dustbins &amp; kits must carry SBM A-4 coloured stickers pasted on them. Stickers. Sanitation kits should contain hand sanitizers(01 medium), tissues (01 packet), disposable masks (02),disposable gloves(02 pairs)</li><li>➤ 02 event banners, 10 awareness banners</li><li>➤ Total participation: 200 people</li><li>➤ Refreshment: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas);</li></ul>	2  (one each in Jammu & Srinagar )		

2.	<b>Walkathon</b>	<ul style="list-style-type: none"> <li>➤ Invitations will be drafted, designed &amp; got printed by the Agency after approval from the Deptt. Follow up has to be done by the agency.</li> <li>➤ 2 Event Banners (4x8ft flex) are to be arranged by the agency. 10 Awareness banners (4x8ft flex) &amp; 05 hoardings (8x12 ft flex) will be approved by the Deptt. &amp; got printed &amp; mounted by the agency.</li> <li>➤ The walkathon route has to be suggested by the Agency.</li> <li>➤ Participation: 300 people (including 20 VVIPs &amp; VIPs). Participation will include Govt. officers, students, civil society members, community leaders, volunteers etc.</li> <li>➤ Refreshment Packs (Mineral water- medium, veg. sandwich, Juice -Real/ Tropicana-small, Sweets-2 pcs.).</li> <li>➤ Space with PAS for address of the Chief Guest on the occasion.</li> </ul>	22  (one each in Jammu & Srinagar & at other district headquarters)		
3.	<b>Open Painting Competition</b>	<ul style="list-style-type: none"> <li>➤ A special theme on SBM will be advertised in 4 local newspapers (4 Coloumn x Half Page- coloured)and paintings on the theme will be invited.</li> <li>➤ An exhibition of the paintings received will be held and awards will be given under various age groups for best paintings.</li> <li>➤ The agency will make all the arrangements for the event &amp; for the exhibition. The paintings received by the Deptt. will be taken care of by the agency and got evaluated by the agency by a panel of experts nominated by the Deptt. The ad inviting paintings on SBM will be prepared by the agency and got approved by the Deptt. The agency will get the ad. published in 4 local dailies(G.K, Excelsior, Aaftab, Amar Ujala) – 4 Coloumn x Half Page- coloured.</li> <li>➤ Trophies/awards/certificates and honourarium for judges will be arranged by the agency.</li> <li>➤ 02 event banners &amp; 05 awareness banners (specifications as given in item 13)</li> <li>➤ Total participation: 100 people</li> <li>➤ Refreshment: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Banana, Tea).</li> </ul>	02		

4.	<b>Quiz competitions in schools &amp; colleges</b>	<ul style="list-style-type: none"> <li>➤ 50 Quiz competitions on SBM will be conducted involving at least 5 schools/colleges in each competition and 5 participants from each school/college in all the 22 districts of the State.</li> <li>➤ The agency will make all the arrangements for the events.</li> <li>➤ Trophies/awards/certificates will be arranged by the agency.</li> <li>➤ Media advocacy will be part of every programme.</li> <li>➤ 02 event banners &amp; 02 awareness banners (specifications as given in item 13)</li> <li>➤ Participation : 35 people</li> <li>➤ Refreshment: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas).</li> </ul>	50 (J&K State)		
5.	<b>Cleanliness drives / awareness in educational institutions</b>	<ul style="list-style-type: none"> <li>➤ 100 cleanliness drives in 100 educational institutions</li> <li>➤ Cleanliness equipment like brooms- 05 (long handle), dustbins 10 (20 Ltr. PVC), Sanitation kits - 50.</li> <li>➤ Dustbins &amp; kits must carry SBM A-4 coloured stickers pasted on them. Stickers. Sanitation kits should contain hand sanitizers(01 medium), tissues (01 packet), disposable masks (02),disposable gloves(02 pairs)</li> <li>➤ 02 event banners, 02 awareness banners (specifications as given in item 13)</li> <li>➤ Total participation: 100 people</li> <li>➤ Refreshment: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas);</li> </ul>	100		
6.	<b>Road shows/Street plays/Nukkad Nataks</b>	<ul style="list-style-type: none"> <li>➤ A play of 30 minutes with at least 8-10 characters will be prepared by the agency depicting different components of SBM.</li> <li>➤ The play will have to be performed in various crowded places of Jammu/Srinagar City equally by the agency by professional actors.</li> <li>➤ At 22 district headquarters</li> <li>➤ 02 event banners, 10 awareness banners (specifications as given in item 13)</li> <li>➤ Total participation: 100 people</li> <li>➤ Refreshment: (01 Tetra pack of juice 200 ml, 01 Samosa, 02 Bananas);</li> </ul>	22  (one each at every district headquarter)		

7.	<b>Printing of awareness posters</b>	<ul style="list-style-type: none"> <li>➤ A3 (Coloured)</li> <li>➤ Designing &amp; Printing</li> <li>➤ Distribution through various media.</li> </ul>	10000		
8.	<b>Printing of Newsletter</b>	<ul style="list-style-type: none"> <li>➤ A4 (colored)- 8 pages, Executive royal excel bond glazed with photos &amp; text</li> <li>➤ Designing &amp; Printing</li> <li>➤ Distribution among implementing agencies and other target groups</li> </ul>	5000		
9.	<b>Press visit/Press conference</b>	<ul style="list-style-type: none"> <li>➤ (***) Star Hotel)</li> <li>➤ Hall for 70 people,</li> <li>➤ Lunch for 70 people (buffet)-veg/non-veg,&amp; pkgd drinking water etc.</li> <li>➤ Press note and its publication</li> </ul>	02  (one each in Srinagar & Jammu)		
10.	<b>Designing of Newspaper Ads./ Success stories</b>	<ul style="list-style-type: none"> <li>➤ Theme/necessary information will be provided by the Deptt.</li> <li>➤ The ad will be designed by the agency</li> <li>➤ The Ads will include SBM logos, slogans, pictures etc. and the contents&amp; designs will have to be got approved from the Deptt. before finalizing.</li> <li>➤ The approved Ad has to be provided to the Deptt. as a soft copy (10 copies).</li> </ul>	4  (on 04 different themes, each in 3 local languages)		
11.	<b>Designing of Television Ad./ Success stories</b>	<ul style="list-style-type: none"> <li>➤ 30 second television add</li> <li>➤ Theme/necessary information will be provided by the Deptt.</li> <li>➤ The ad will be prepared by the agency involving professional local actors.</li> <li>➤ The approved Ad has to be provided to the Deptt. as a soft copy (10 copies).</li> </ul>	2  (on 02 different themes, each in 3 local languages)		

12.	<b>Hoardings</b>	<ul style="list-style-type: none"> <li>➤ Theme/necessary information matter will be provided by the Deptt.</li> <li>➤ The hoarding will include colour printing on flex &amp; will be installed by the Agency as per given advise of the authority in the different places in Srinagar &amp; Jammu &amp; on the NHIA (Jammu-Udhampur, Jammu- Kathua &amp; Anantnag- Srinagar).</li> <li>➤ Each hoarding has to be displayed for 15 days.</li> <li>➤ Specification: 8x 12 feet flex coloured</li> </ul>	200 (2 each in a town & about 20 each in Srinagar & Jammu)		
13.	<b>Wall paintings</b>	<ul style="list-style-type: none"> <li>➤ Thematic wall paintings at different crowded places in two capital cities</li> <li>➤ Specifications: 6x10 ft</li> <li>➤ Permissions to be taken by the agency from concerned agencies</li> </ul>	200 (2 each in a town & about 20 each in Srinagar & Jammu)		
14.	<b>Awareness at Ward level</b>	<ul style="list-style-type: none"> <li>➤ Door to door awareness in wards</li> <li>➤ Involvement of MC staff, local people etc</li> <li>➤ Demonstration of various sanitation techniques, (hand washing, use of sanitary toilets, benefits of the scheme, proper disposal of waste etc)</li> <li>➤ 02 event banners, 05 awareness banners (specifications as given in item 13)</li> </ul>	1170		

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