

CONCEPT NOTE- HOARDING AND BANNER

Introduction

Providing universal access to quality sanitation has become a priority for the State Government. Soon after the launch of Swachh Bharat Mission by Union Government in 2014, the Govt. of UP has also taken it seriously and is leaving no stones unturned to achieve the goal of ODF State by end of October 2018. More and more thrust is given for not meeting the target of toilet construction rather "Open Defecation Free" villages/GPs/Block & districts. Lots of effort is being taken by the state to bring a positive change in the behavior of the community through focus on Community Led Total Sanitation approach. In spite of that there is a need for exploring other methods of communication that can reach to community as a whole in a very period of limited time. In the same context, relevant study reveals that isolated interventions focused on behavior change at individual level is not sufficiently effective in the long run. Rather a wide range of interventions and 360-degree approach of communication including Mass Media, Mid Media, Reminder Media and IPC at different levels for a certain period of time will be effective to raise awareness.

Rationale

CLTS is one of the major community mobilisation communication approach widely adopted in almost all the districts. It focuses on pre triggering, triggering and follow up activities. But after triggering the community, reminder media in the form of hoardings and banners carrying short and impactful messages on hygiene and sanitation, hazards of open defecation and benefits associated with toilet usage can effectively grab the attention of community once they are out of their home. Hoardings and banners placed at an important areas like nyay panchayats, district offices, bus stations, rural markets etc. generate high level of repeat exposure for a regular commuter and covers a large number of audience. Some districts of the state have successfully used this medium for information dissemination and awareness generation. Therefore the activity can be carried out in other districts to stimulate collective behavior change as well.

Objectives:

1. **Use different mediums of communication** to wide spread the desired message to a large no. of communities
2. **Creating awareness for a greater impact**

3. **Integration of CLTS with other communication approaches** for a comprehensive and persuasive message penetration
4. To **create recall value among target audience** regarding safe sanitation practices, its impact on health, usage of toilet and Solid & Liquid Waste Management

Selection process of the agency:

Only the empanelled agencies of I&PR Dept. designated for the work will be invited.

- The empanelled agencies will be invited through advertisement, e-mail and through directly establishing contact with them.
- The date of the meeting will be decided by Mission Director, SBMG
- A committee will be formed to scrutinise and evaluate the proposals submitted by the agency.
- The agency is required to make a 10 minutes presentation about its profile and experience of doing similar work in rural area
- The documents submitted by the agency will be verified by the committee.
- On the basis of technical score obtained by the agency, financial bid will be opened.
- A minimum score of 60 should be obtained by the agency to become technically eligible.
- The final selection will be done as decided by the selection committee. (technical & financial respectively)

Weight age for selection of the agency

Particulars	Score/marks for evaluation (maximum mark-100)
Agency's profile	40
Performance presentation	30
Projects completed by the agencies	30
Total mark	100

Eligibility criteria and selection process of agency

1.1 Eligibility Criteria:

- The agency should be a registered legal entity and possess relevant expertise and creative personnel as well as required professional team.
- The agency should have been in the business for a minimum period of **05 years** at the time of application.

- Submit audited **balance sheet for last 05 years.**
- The agency should not be blacklisted at any point of time by Central/State Govt./Public Sector undertaking.
- In-house capacity of deploying a professional with adequate experience of managing and reporting of the activities conducted.

1.2 : Supporting Proofs and Documents to be submitted

- Registration certificate indicating the category of the agency
- Audited balance sheet of last 05 financial years
- Empanelled certificate of I&PR Dept.
- Work order/Completion certificate with client reference for at least last 05 years.

N.B: Failing to submit requisite supporting documents or documentary evidence will lead to rejection of the proposal.

1.3: Technical Bid:

- The agency shall explain understanding of the objectives of the project, approach and methodology for carrying out the activities and obtaining the expected output. Expertise and organisational experience in the area of conducting similar projects in rural areas.
- Organisational experience of working in Govt./Semi Govt. sector
- The agency has to give a 10 minutes' presentation on the activities conducted.

The final selection will be made by the selection committee formed for this purpose.

The agency has to submit a quality report including photographs of the display material to Mission Director, SBM(G) for record.

1.4 : Technical Bid format

Particulars
Agency's profile:
Technical Presentation: <ul style="list-style-type: none"> • Understanding of Project Objective (SBM-G) • Approach & Methodology • Expertise and organisational experience
Projects completed by the agency (10 minutes presentation to be made)

1.5 : Financial Bid Format

S.No.	Work Description	Per Sq. Ft. Cost (In Rs.)
1	Hoarding	
	20x10 ft. size	
	Other than 20x10 ft. size	
2.	Flex	
	Flex L.G. 440 G.S.M	
	Flex Star Media 440 G.S.M.	
	Flex Ivory 340 G.S.M.	
	Flex Spectras 340 G.S.M.	
	Vinyl Print L.G. Glossy Ecosolvent	
	Backdrop Velvet	
	Backdrop Venyl	
	Wall Writing for 2.5 inch letter (Nerolac, Berger, Asian, Paint ISI Mark)	
	On special events Electric Halogen (per piece)	
	On special events Coloured lights per 1000 (for 03 days)	
	On special events Coloured lights per 1000 (for 05 days)	
	Per Square Inch (Including Gum Sheet)	
	AGENCY COST	
	TOTAL COST	

N.B: Taxes shall be payable at the prevailing rate at the time of allocation of work.

1.6 : Terms and Conditions:

- The agency shall work on the designs provided by the State Mission.
- The agency shall not assign the project to any other agency in whole or part to perform its obligation under the contract without prior consent of State Mission.
- Payment to the agency will be made to the agency after completion of the programme and submission of bills, relevant documents, photographs.

Note:

For any further information (if any), please contact to Mr. Sanjay Singh Chauhan, State